



# EMpowerING RESIDENTS

## *ENERGY CONSERVATION EDUCATION*

# EmPowering Residents

- Main Project Goal
  - ✓ Help residents reduce energy consumption through education and practice

# EmPowering Residents

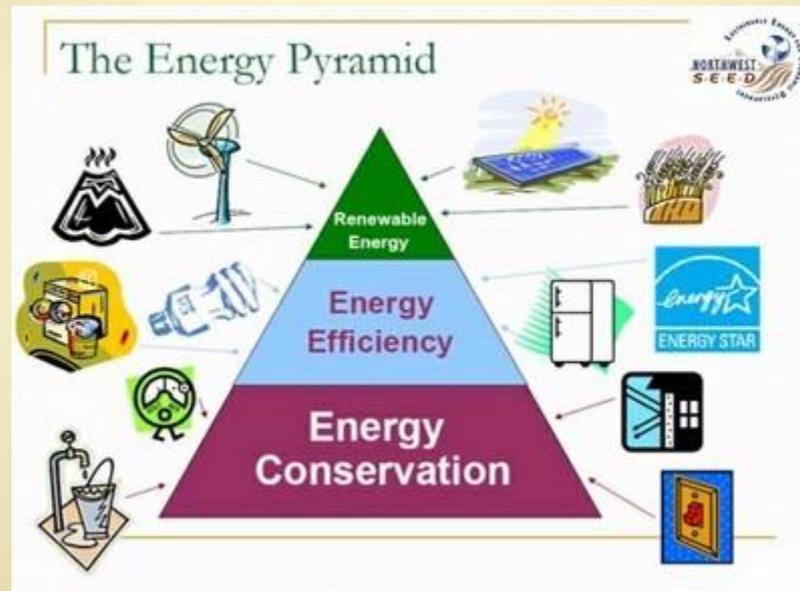
## Why bother?

### Our Portfolio:

- ✓ Most apartment units older than 25 years
- ✓ Major increases in utility costs expected due to deregulation
- ✓ Increasing utility expenses place properties into financial stress

**BUT, there are solutions...**

# EmPowering Residents



# EmPowering Residents

- Energy Conservation
  - ✓ No cost to conserve energy
  - ✓ Effected by residents' energy usage
  - ✓ Involves changes in habits

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## Some Simple Examples for Resident Education:

Turning off lights  
Using microwave vs. oven  
Match pot size to burner size  
Dressing for the 'season'  
Natural Lighting-Sensibility

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We must demonstrate to residents that we are also on board with energy efficiency or residents won't want to cooperate.

- Energy Efficiency

- ✓ Yes, it involves some investment on behalf of management

- Examples

- ✓ Compact fluorescent light bulbs
    - ✓ Power strips
    - ✓ Weatherization
    - ✓ Updated Energy Star Office Equipment
    - ✓ Energy Efficient Windows



# EmPowering Residents

- EmPowering Residents Program Goals
  - ✓ Help residents to start saving energy
  - ✓ Reduce overall energy use at property
  - ✓ Combine energy efficiency with energy conservation thru resident education
  - ✓ Create a conservation culture at property

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- EmPowering Residents Program Biggest **Challenges**
  - ✓ When utilities are included in rent
  - ✓ Engaging residents
  - ✓ Creating quality learning experiences

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## DETAILS of HOW to get RESIDENTS INVOLVED:

1. **Monthly Newsletter:** Should have a 'Go Green Corner' with a monthly tip on energy conservation
2. **Speakers:** Your local utility company DOES HAVE a Speaker's Bureau – Example: First Energy has 20 minute live presentations on such topics as “Energy Efficiency”
3. **Reading Material:** Every utility company has a Community Development Department that dispenses FREE brochures... order, display and include with move-in information
4. **Reminder Signs on Bulletin Boards:** 'Did You Turn Your Stove Off'; 'Did You Turn Your Lights Off'
5. **Inspections:** Find those problems such as dripping faucets, extension cords, high-wattage bulbs (suggest lower wattage replacements for personal lamps) etc.
6. **Recycle Program:** Every building should have recycle programs. Examples: White Pond Villa has a Paper Recycling Program through River Valley Recycling and actually makes revenue from this. White Pond Villa also has an aluminum recycling program called, 'Cans for Flowers' – monies from recycling are used for property's spring/summer flower purchases
7. **Awards and Recognition:**

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- Service Coordinator can
  - ✓ Identify interested residents
  - ✓ Assist residents in collecting energy-related information
  - ✓ Help connect the causes of energy-related situations
  - ✓ Work with maintenance staff in understanding building structure

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- Designing Your Program
  - ✓ Get residents involved
  - ✓ Establish unique energy savings program name – e.g. Rolling Meadows Empowering Residents
  - ✓ Establish goals for program
  - ✓ Figure out who can help you – representatives from utilities or energy assistance programs?

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- Designing Your Program (continued)
  - ✓ Design strategies to achieve goals & promote programs
  - ✓ Include energy assistance resources
  - ✓ Develop menu of energy saving activities that all residents can do

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- Launching program
  - ✓ Start off with a fun event
  - ✓ Distribute upcoming schedule of events
  - ✓ Get residents to sign energy pledge



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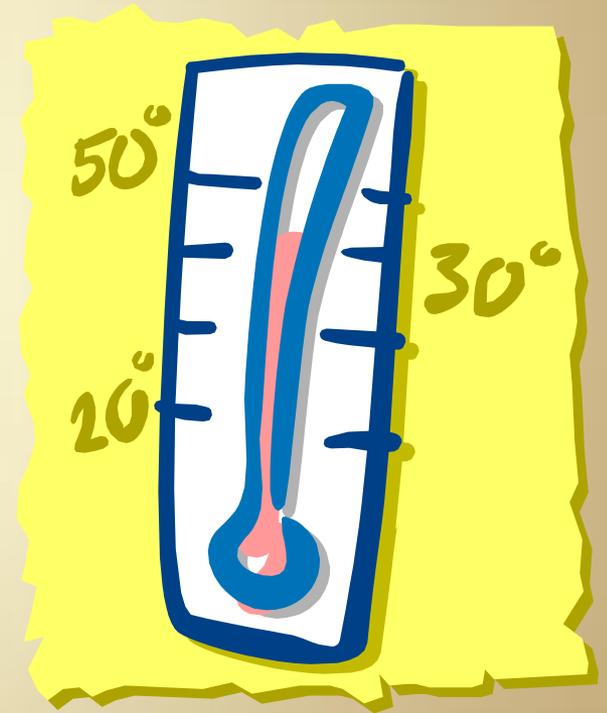
- Sample Activities for Resident Energy Program
  - ✓ Energy tour of building
  - ✓ View building's energy bills
  - ✓ Maintenance staff talk about maintenance & repair issues
  - ✓ Bring residents together to compare energy bills
  - ✓ Help residents do energy assessments in their apartment, complete energy questionnaire

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- Sample Activities (continued)
  - ✓ Identify power drain using watt meter
  - ✓ Demonstrate heat from light bulb using Easy-Bake children's oven
  - ✓ Demonstrate minimal difference in light "quality" with compact fluorescent light

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- Resident Energy Saving Items
  - ✓ Compact fluorescent light bulbs
  - ✓ Power strips
  - ✓ Fridge & freezer thermometers
  - ✓ Tip sheets
  - ✓ Magnets with simple energy tips
  - ✓ Pamphlets & Posters
  - ✓ Energy saving nightlight



# EmPowering Residents

As Mark Twain said, “Everybody talks about the weather, but nobody does anything about it. “  
Here’s your chance to do something about what everyone else is just talking about! Get involved and make a difference!!



# EmPowering Residents

- Energy Saving Resources

- ✓ <http://www.energysavers.gov/> US Dept of Energy

- ✓ <http://www.energystar.gov/> Energy Star

- ✓ <http://ase.org/content/article/detail/965> Low-cost tips for Saving Money & Energy

- ✓ [http://www1.eere.energy.gov/femp/services/yhttp/campaign\\_materials.html#eam](http://www1.eere.energy.gov/femp/services/yhttp/campaign_materials.html#eam) US Dept of Energy You Have the Power Campaign Materials

