

People Will Talk: Making Energy Efficiency a Neighborhood Issue

Presented to: Residential Energy Efficiency
Solutions Workshop

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RePower Overview

RePower Bainbridge	RePower Bremerton	RePower Kitsap
Energy assessments in 4,000 homes and 100 businesses	1,000 FREE HomePrint™ Assessments from Puget Sound Energy	Reduce energy consumption by 20 percent in Kitsap County homes
Energy upgrades in 2,000 homes and 25 businesses	100 Home Energy Assessments with EPS	685 Home Energy Assessments with EPS
Create up to 65 jobs in the clean-energy industry	Create up to 65 jobs in the clean-energy industry	
Reduce approximately 7,000 metric tons of greenhouse gas emissions	Offer easy-to-access energy-efficiency financing options and incentives to make improvements more affordable	Create a more energy efficient and sustainable Kitsap County



Successful Strategies

Stay focused on the community

- Create focused, local, and community-specific messages that resonate with the audience
- Work toward the common good of solving a shared energy problem



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Work with the community

- Couple grass roots community action with support from community leaders (e.g., Mayor Patty Lent)
- Engage all age groups
- Work with different types of communities (e.g., GreenDrinks)



Successful Tactics

Leverage our relationship with the community

- Create gentle and friendly peer pressure
- Send one page newsletters to community leaders
- Provide in-home assessment workshops for homeowners

Ease into the community

- Build excitement prior to touch points



Challenges

- Neighbor-to-neighbor outreach requires neighbors to have common ground
- Neighborhood challenges for Bainbridge Island residents were seen as an outside idea brought to the neighborhoods
- RePower was perceived as an outsider
- High renter community in Bremerton



Tracking Effectiveness

FEEDBACK FROM MULTIPLE SOURCES



Thank You



RePower

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