



DOE Residential Energy Efficiency Solutions
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“Small Towns: Unique Markets and Messages”

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What is STEP-UP?

A 3-year grant from the U.S. Department of Energy to the Town Of University Park, Maryland (August, 2010 through July, 2013)

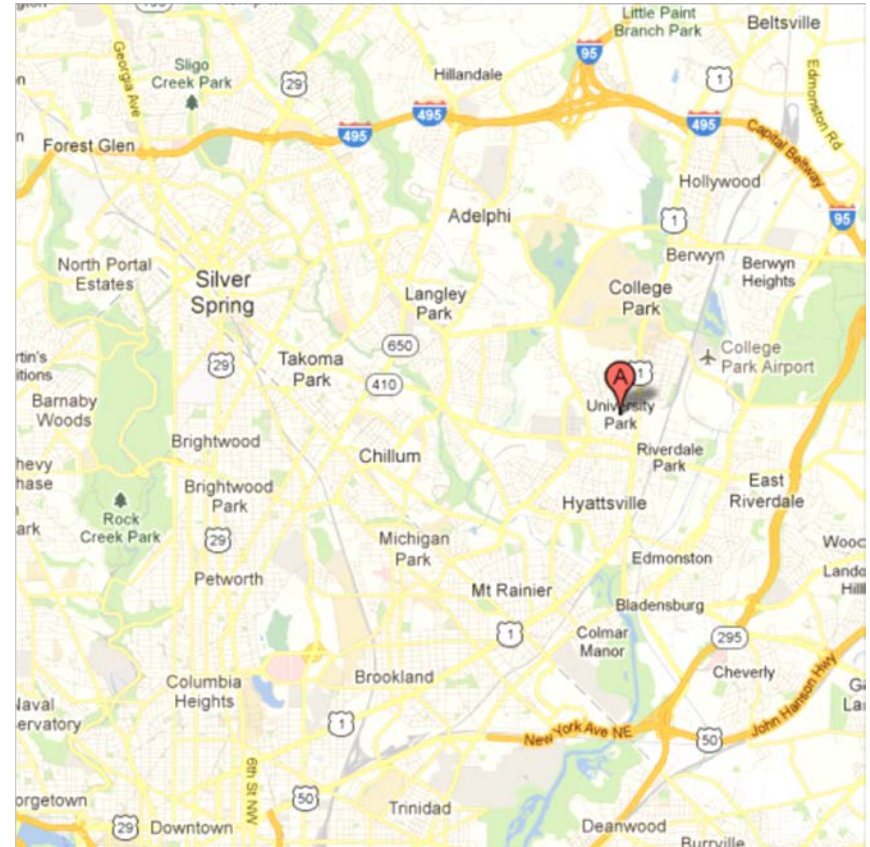
“To create a model community energy transformation program that serves as a roadmap for other small towns across the U.S.”



University Park (UP)



- 2,500 residents, 925 homes, two churches, one school, town hall.
- Typical small town:
 - volunteer Council
 - small municipal staff
 - modest budget
 - limited energy expertise



Why Small Towns?



- 80% of the US lives in 350 metro areas, within which half live in jurisdictions of 25,000 or less.
- The average jurisdiction in the US is only 6,200.
- In Maryland:
 - Only 17 cities with populations >15,000
 - 131 towns and villages, average population 2,174

Social Marketing



- Low cost social marketing using trusted, established neighborhood channels is the comparative advantage of the small town model:
 - Newsletter
 - Town events
 - Direct mailing
 - STEP house parties
 - Yard signs
 - neighbors
- Marketing as a percentage of budget for a typical efficiency program is >30%. For STEP it is 3%.

Leveraged Infrastructure



UP residents
Civic Association, clubs, churches
School and PTA
UP listserve
UP newsletter
UP events

Shared Financing



Rebates

Maryland Energy Administration

DHCD

Pepco

STEP-UP rebates



Financing

Sandy Spring Bank

Maryland Clean Energy Center

DHCD

Shared Transaction Support **STEP** **UP**

SMALL TOWN ENERGY PROGRAM
FOR UNIVERSITY PARK

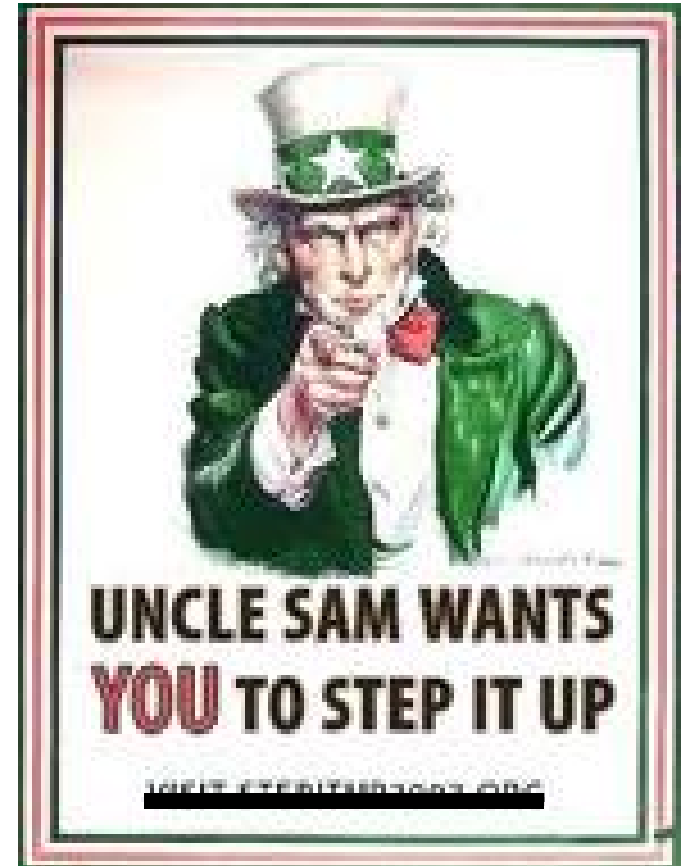
The STEP Energy Coach

- Individual facilitation is key to the program
- towns or counties could work together to support a “regional” Coach

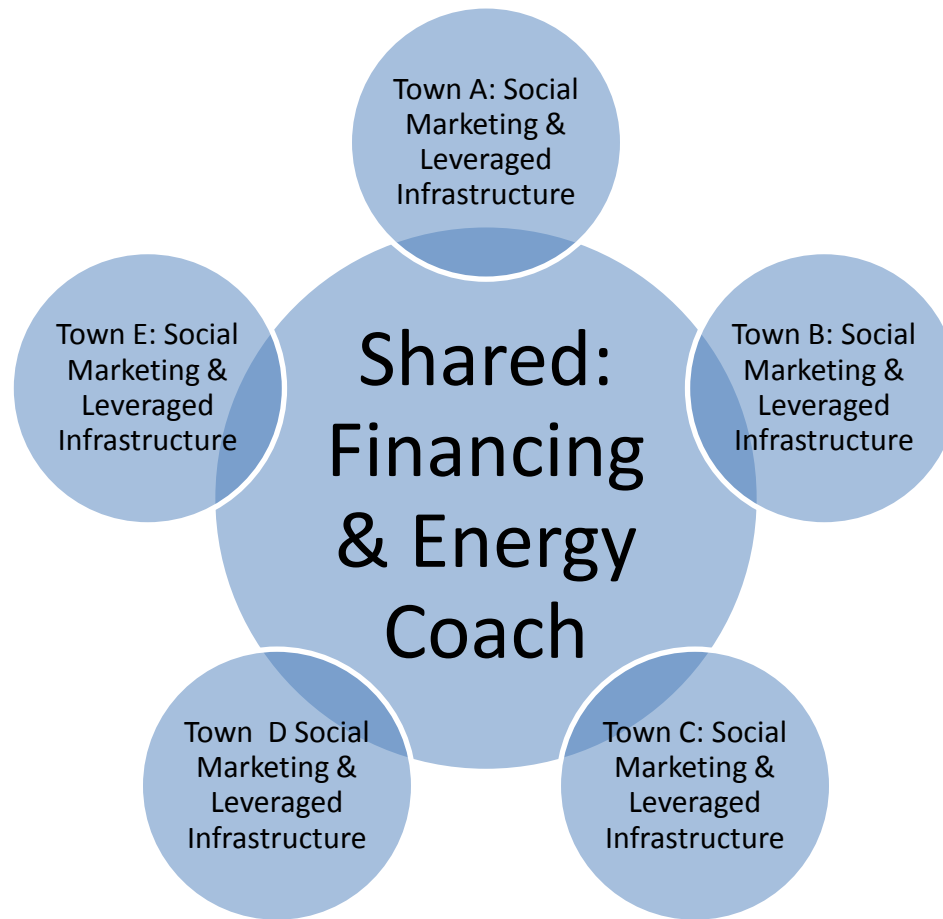


Proven Impact to Date (18 Months)

- **25%** of UP households have signed up for the program (226);
- **19%** of UP households have had a home evaluation (171);
- **12%** of UP homes have completed efficiency upgrades (108).



Small Town but Scalable



Next “STEPS”

1. Develop “tool kit” learning materials with a small town focus.
2. Frame the “who, what, why and what will it look like” of the tool kit.
3. How can we all stay engaged, and dovetail the tool kit with the larger learning material efforts underway through the DOE.