



September 2012
Vermont Home Weatherization Campaign

The Vermont Home Weatherization Campaign is coming!

Beginning in January 2013, Efficiency Vermont, in partnership with Vermont Energy and Climate Action Network (VECAN) and other organizations, will spearhead a year-long effort to increase the number of homes completing comprehensive energy efficiency improvements. Under the Campaign, town energy committees and other local partners will participate in an “Energy Challenge” to compete with other towns within their region. Each local partner will have a target of weatherizing 5% of the homes within their community in a one-year period. Community prizes will be awarded for the top town in each region, as well as statewide prizes for the top region and town. The Campaign is designed to help Vermont reach its statewide goal of 25% energy savings in 80,000 homes by the year 2020.

Efficiency Vermont and partners will support a number of “turnkey” projects that local partners can implement to encourage homeowners to complete comprehensive efficiency improvements in their homes. These projects include:

- *Vermont Community Energy Mobilization Project:* Volunteers will conduct home energy visits of their neighbors’ homes to identify energy saving opportunities focused on reducing heating and cooling needs.
- *Door-to-Door Community Outreach:* Volunteers will canvass door-to-door in order to reach a large number of people in a relatively short timeframe.
- *Button Up Vermont Workshops:* Efficiency Vermont will support home energy saving workshops that are led by certified energy professionals.
- *Home Energy Parties:* Built on the Tupperware party model, homeowners who have recently completed comprehensive efficiency improvements will invite neighbors and friends to their homes to share their experiences.
- *Home Efficiency Kits:* Efficiency Vermont will make available free Home Efficiency Kits that include a range of energy efficient products.
- *Energy Contractor Partnerships:* Local groups will identify homeowners who are ready to move ahead with efficiency improvements, and in exchange, certified energy professionals will offer discounted energy audits.

Efficiency Vermont will spearhead the Campaign, including conducting trainings, and providing guidance documents and educational materials. *Statewide partners* will help publicize and promote the program and contribute financial resources. Efficiency Vermont will work with *regional partners*, such as regional planning commissions, to coordinate efforts at the regional level. *Local partners* will have overall responsibility for coordinating the implementation of the Campaign in their communities.

Campaign sign-up is expected to begin in November 2012, with the launch in January 2013. More information will be posted at www.encyvermont.com/community, or contact Paul Markowitz, Community Energy Program Manager at pmarkowitz@veic.org or 802 540 7608 for more information.