

The Small Town Energy Program For University Park

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."



Why Small Towns?



- 80% of the US population lives in only 350 metro areas;
- But within those metro areas, more than 50% live in jurisdictions of less than 25,000 people.

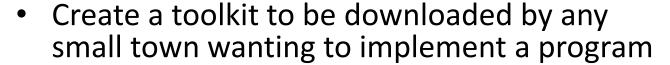
The average jurisdiction in the US is only 6,200.

(Wendell Cox, New Geography, 9-2008)

STEP-UP Goals



- Improve energy efficiency by 20% in 20% of homes in UP;
- Use grant funds to launch energy saving programs in neighboring communities;
 - College Heights Estates
 - Riverdale Park
 - Hyattsville









 The Energy Coach helps homeowners every step of the way with trusted, independent expertise.

2. Only pre-qualified contractors are used in STEP-UP. All standards aligned with state & utility programs.





- 3. Through STEP-UP, homeowners can access attractive financing for their home energy improvements.
 - Sandy Spring Bank
 - Maryland Clean Energy Center
 - Department of Housing and Community
 Development







4. Upon completion of each project, a mandatory testout and an optional QA inspection ensure that the job was done right.





5. The *Energy Coach* helps homeowners access existing rebates and incentives.

Incentive For	Homeowner	Rebates	Source
Audit	\$100	\$300	Pepco, STEP-UP
Home Energy Improvements	Varies by home	Average 60% of project	Pepco, STEP-UP, MEA, tax credit

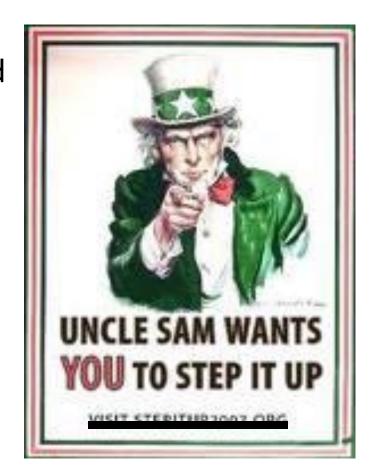
Why Does STEP-UP Work?



- Lowers information barriers by using only trusted and familiar community sources;
 - Newsletter, list serves
 - Town events
 - STEP-UP house parties
 - School program
 - Yard signs
 - Neighbors!
- Lowers transaction barriers Energy Coach;
- 3. Lowers financial barriers financing & incentives.

STEP-UP Outcomes: 1 Year

- 23% of UP households have signed up for the program (213);
- 16% of UP households have had home assessments (150);
- 11% of UP homes have completed efficiency upgrades (101).



Household Impact: 1 Year



Energy reduction: 15% average per year

Utility bill reduction: \$375 average per year

Average cost of audit & improvements: \$3,860

Average rebates received*: \$2,335

Average net out-of-pocket costs: \$1,525

Simple payback: 4.1 years, or 25% ROI

Program Impact: 1 Year



- Electricity: 61,250 kWh
- Natural Gas: 7,514 Therms
- Fuel Oil: 1,427 Gallons

Reduction in greenhouse gases: 100 tons

Sources: BEACON modeled savings from Home Performance with ENERGY STAR audits GHG calculation: http://www.epa.gov/climatechange/emissions/ind assumptions.html

Economic Impact: 1 Year



- Grant expenditure: \$300,000
- Leveraged private investment: \$400,000

- Contracting firms engaged on project: 39
- Full-time jobs created or retained: 9

Next Steps

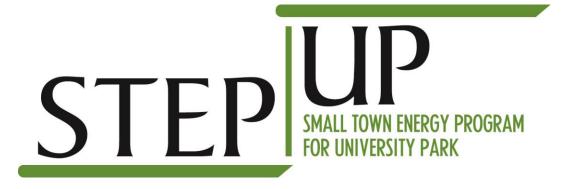


1. Develop letters of understanding with College Heights Estates, Hyattsville, Riverdale Park;

2. Re-brand the program for these communities;

3. Aim for a late Spring / early Summer launch;

4. Run funded program for 1 year, working with advisory committees from each community.



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