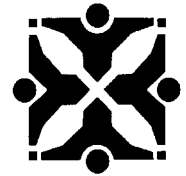


# City of Columbia

701 East Broadway, Columbia, Missouri 65201



**Agenda Item Number:** REP 64-15

**Department Source:** City Manager - Sustainability

**To:** City Council

**From:** City Manager & Staff

**Council Meeting Date:** 6/1/2015

**Re:** "SavingEnergy2Win" contest

## Documents Included With This Agenda Item

Council memo

**Supporting documentation includes:** Images

## Executive Summary

The Office of Sustainability is coordinating a contest encouraging residents save energy at home. The contest will run from June 1-June 30, and aims to engage, educate, and excite residents of Columbia around saving energy and the CoMo Energy Challenge.

## Discussion

Columbia's CoMo Energy Challenge - our campaign for the Georgetown University Energy Prize (GUEP) - is coordinating a contest aimed at engaging, educating, and exciting residents around saving energy at home. Columbia has two years to save more energy per capita than any of the other 50 competing GUEP cities. The preliminary analysis of our 2015 Quarter 1 data shows no significant decrease in energy use from our baseline years of 2013-2014, with no significant correlation to weather.

The contest will be open to anyone who wants to participate. City employees are not eligible for prizes and winners must live in Columbia to be eligible for prizes. Residents can pledge at [gocolumbiamo.com/comoenergy/win](http://gocolumbiamo.com/comoenergy/win). Participants post pictures of actions to save energy at home (i.e. replacing a lightbulb with an LED, fixing a leaky faucet, eating dinner outside, etc.) on social media using the #savingenergy2win. Those residents not on social media who would like to participate may email their entries to [comochallenge@gocolumbiamo.com](mailto:comochallenge@gocolumbiamo.com).

Prizes have been donated by area businesses and organizations. Prizes will not exceed \$100 in value. One contest participant will win per week, and one grand prize will be given away at the conclusion of the contest on June 30. If successful, the Office of Sustainability may host a similar contest in the winter.

Our hope is that through hosting contests on social media, we will increase awareness of the competition. The Office of Sustainability uses social media and email as a method of 2-way communication for the CoMo Energy Challenge. Community-based social marketing research shows that if someone sees someone they know changing behaviors, they are more likely to try it

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themselves. The whole community needs to save energy so we can win the \$5 million Energy Prize.

## Fiscal Impact

Short-Term Impact: none

Long-Term Impact: None

## Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Environment

Strategic Plan Impact: Not Applicable

Comprehensive Plan Impact: Livable & Sustainable Communities

## Suggested Council Action

Provide feedback on campaign and suggestions for raising awareness.

## Legislative History

N/A

Department Approved

City Manager Approved

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## SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

Images

# #savingenergy2win

[gocolumbiamo.com/comoenergy/win](http://gocolumbiamo.com/comoenergy/win)

Not on social media? Email entries to [comochallenge@gocolumbiamo.com](mailto:comochallenge@gocolumbiamo.com)



## WEEK 1

### SAVE WATER 2 SAVE ENERGY

- ☐ Use a kitchen timer & take 5 min showers
- ☐ Only wash dishes in dishwasher if full
- ☐ Set water heater temperature to 120°
- ☐ Fix leaky faucets & toilets
- ☐ Install low flow faucets & shower heads



## WEEK 2

### UNPLUG 2 SAVE ENERGY

- ☐ Skip the electronics this week - read a book or go to a park
- ☐ Plug in multiple devices into a power strip & turn off when done
- ☐ Set your laptop/computer to go into energy-saving mode after 5 minutes
- ☐ When charging overnight, use an outlet timer



## WEEK 3

### IT'S COOL 2 SAVE ENERGY

- ☐ Program your thermostat to 'home' & 'away' times (away = +5°)
- ☐ Change your HVAC filter
- ☐ Close blinds during the day, open them at night
- ☐ Sign up for an HVAC filter subscription service, like FilterEasy
- ☐ Use a ceiling fan to feel cooler without changing the room temp



## WEEK 4

### FLIP IT OFF 2 SAVE ENERGY

- ☐ Make use of the long days & eat dinner outside
- ☐ Turn off all lights when not in use
- ☐ Switch out 5 most frequently used bulbs to LEDs
- ☐ Use natural light when you can
- ☐ Install motion sensor or solar lights outside



/CoMoEnergyChallenge



@CoMoChallenge



June 1-30, 2015