



## East Bay Community Energy Community Innovation Grant 2019 Final Report

**Summary:** Community Impact LAB partnered with East Bay Community Energy to implement a multi-approach Energy Conservation Initiative to encourage households and other community stakeholders to take action to decrease societal consumption of energy resources. The year-long initiative successfully empowered and educated Alameda County families



and businesses to tackle climate change through energy conservation and literacy. The project included two conservation challenges utilizing DerNetSoft and GoGreenSL to audit and reduce usage, family-friendly workshops with community partners, and an online educational campaign. The Initiative leveraged the power of families, especially mothers, to 1) promote and achieve a basic understanding of energy, energy sources, generation, use, and conservation strategies to make informed decisions about smart energy use at home and consumer choices, 2) identifying action-oriented steps individual households and businesses can take to reduce energy consumption, and 3) encouraging individuals, businesses, and organizations to make a positive environmental impact through in-person and online education and engagement opportunities.

**Energy Conservation Challenges:** *“I think this was a great way to start people on the path to taking personal responsibility about energy usage.” - Conservation Challenge Participant*

The Climate Change Energy Conservation Challenges brought together cohorts of Alameda County families to learn about the climate impact of daily activities and ways they can take action to lower their environmental impact. 72 participants from 6 cities (San Leandro, Castro Valley, Oakland, Hayward, Benecia, and El Cerrito) participated in one of two 3-month challenges. The participants were a mix of renters, homeowners, and small business owners and participated through a mixture of in-person meetings and online platforms (either DernetSoft or



GoGreenSL). The Challenge started with an informative launch event featuring speakers followed by bi-monthly only engagements with a series of action challenges to take in an effort to reduce consumption and change their habits via email and the online platform. Participants received information to better understand energy usage and recommended easy and more significant actions to implement.

The Winter Challenge Cohort utilized DernetSoft to audit and track their energy usage. 32 families successfully completed the challenge to reduce consumption by 20%. The average

individual participant reduced their carbon footprint by 3.3 lb. CO<sub>2</sub> per day and the group met the challenge goal and reduced consumption by 23%. On average, individuals are consuming 14% less per day compared to historically similar days and the community

**Community Energy Performance**

- Since November 2, the community has consumed 13,216 kWh
- Based on historical data, the community would have consumed 17,141 kWh
- **Community consumption is 23% below that of historically similar days**
- On average, individuals are consuming 14% less per day compared to historically similar days
- Community EUI: 0.0099 kWh / ft<sup>2</sup> / day
- Community base load is 1.19 kW, 15% below that of historically similar days

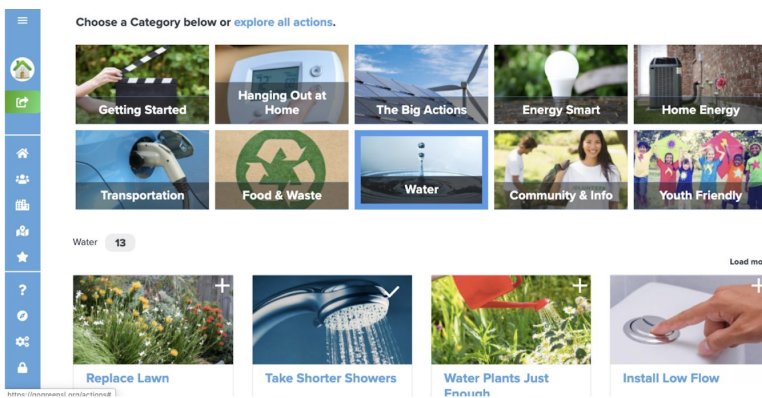
**Environmental Impact**

- Total community energy related emissions since 11/2/2019:
  - 8,896 lb. CO<sub>2</sub>
  - 2,224 school bus miles
  - 445 gal. gasoline burned
- **Energy Improvement has REDUCED THE COMMUNITY'S CARBON FOOTPRINT BY:**
  - 32.6 lb. CO<sub>2</sub> per day
  - 8.2 school bus miles per day
  - 1.6 gal. gasoline burned per day
- The average individual participant has **REDUCED CARBON FOOTPRINT BY:**
  - 3.3 lb. CO<sub>2</sub> per day
  - 0.8 school bus miles per day
  - 0.2 gal. gasoline burned per day
- Since November 2, the community has avoided 2,642 lb. CO<sub>2</sub> emissions!!!

base load is 1.19 kW, 15% below that of historically similar days. The energy Improvement reduced the cohort's carbon footprint by 32.6 lb. CO<sub>2</sub> per day.

The Summer Energy Challenge cohort of 39 families utilized the GoGreenSL platform to understand and audit their energy usage. The families completed the challenge

with 47 energy saving actions including water conservation practices, switching to solar and electric vehicles, composting and many more. Overall, the group saved 22 tons of CO<sub>2</sub>, 1,248 gallons of gas, and 40,008 gallons of water.



- 1) Complete your [energy profile](#).
- 2) Now it's time to start taking actions and share with others! Check out the [WATER actions](#) and follow your progress in the My Actions section. [Here are 3 easy things to do by 5/28:](#)
  1. [READ CLIMATE 101: TIMELINE & IMPACTS](#) (500 points) - here's a quick read to get 500 points!
  2. [TAKE SHORTER SHOWERS](#) (5,860 points): Did you know up to 20% of our indoor water usage is spent in the shower? There are a few easy ways to cut back on water use in the shower, saving a bit more for other uses—and the fish!
  3. [WATER PLANTS JUST ENOUGH](#) (1310 points) And it's estimated that some homeowners over-irrigate by as much as 60%! Find out how to keep a beautiful garden while also tending our most precious resource—water.





## Climate Action Workshops and Online Campaign:

The climate action workshop series was designed to be informative, action-oriented, relevant, and family-friendly. We collaborated with multiple community partners to design impactful events. The first workshop combined holiday gift giving, green practices, and a presentation on climate action efforts by the City of San Leandro's Sustainability Manager. 34 participants attended the shop and learn event where they engaged in hands-on activities promoting recycling and reuse. The second workshop focused on food waste reduction and the use of reusables. StopWaste representatives shared information on food waste reduction and 26 participants learned how to make beeswax wraps with their children. The third workshop was a movie screening online to adhere to Covid-19 health and safety recommendations.



Community Impact LAB worked with Kiss the Ground to offer a free showing of the documentary to promote viable solutions to climate change. Families were invited to attend a virtual event to watch and discuss the film with their children. Community Impact LAB also helped promote and helped facilitate the City of San

Leandro's Climate Action Plan Workshop. Throughout the innovation grant period, Community Impact LAB ran a social media educational campaign to share information, increase energy literacy, and promote sustainability practices. The posts were shared on Instagram, Facebook and email resulting in over 10,000 engagements over a 10-month period. Printed collateral was also handed out to



hundreds of families through our Community Baby Shower for vulnerable moms, lift-me-up baby supply boxes, and at our office for the general public.

**Challenges and Lessons Learned:** The biggest challenge to completing the Initiative was the need to respond and pivot to the Covid-19 pandemic. Community Impact LAB was not able to gather participants in person for planned events and online engagement was strained due to an increased workload for families. The second Energy Conservation Challenge was postponed and the in-person kickoff event was cancelled. Fortunately, the shift from using the DerNetSoft platform to the GoGreenSL platform enabled participants to easily interact online and share progress. Easy to use technology that is intuitive and offers relevant data was crucial to effective engagement. Overall, the families that participated were more engaged at the beginning of the challenges, and maintaining enthusiasm was difficult given the Covid-19 pandemic. In general, outreach and information about energy literacy to families is most impactful when it is straightforward, easy to understand, and relevant. In addition, By focusing on designing workshops and educational outreach in a family-friendly environment, engaging both parents and children, and sharing information and approachable solutions, Community Impact LAB was able to successfully meet our objectives.