



Working Together for

VITAL COMMUNITIES

www.VitalCommunities.org

Weatherize Upper Valley

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Who is Vital Communities?



We bring people together to take on issues where an independent voice and regional approach are essential



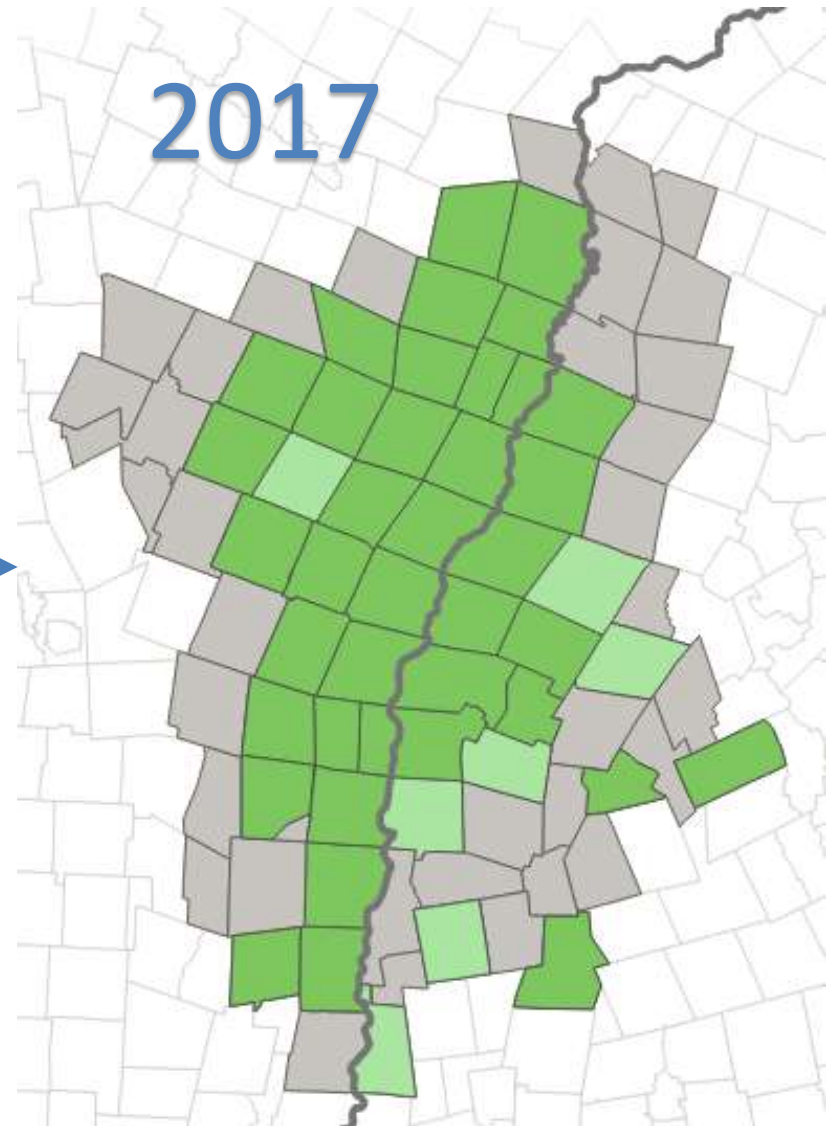
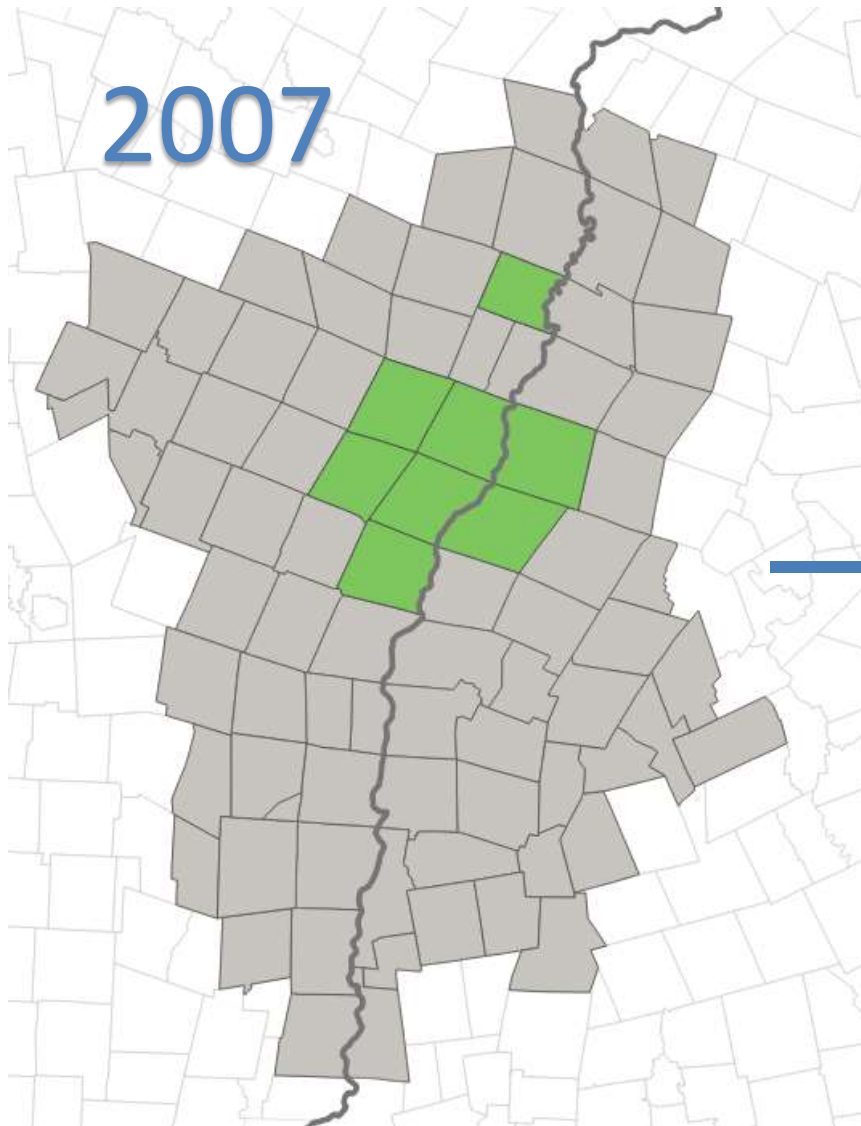
Energy



Smart **C**ommute **U**pperValley
Working to Reduce Reliance on Driving Alone

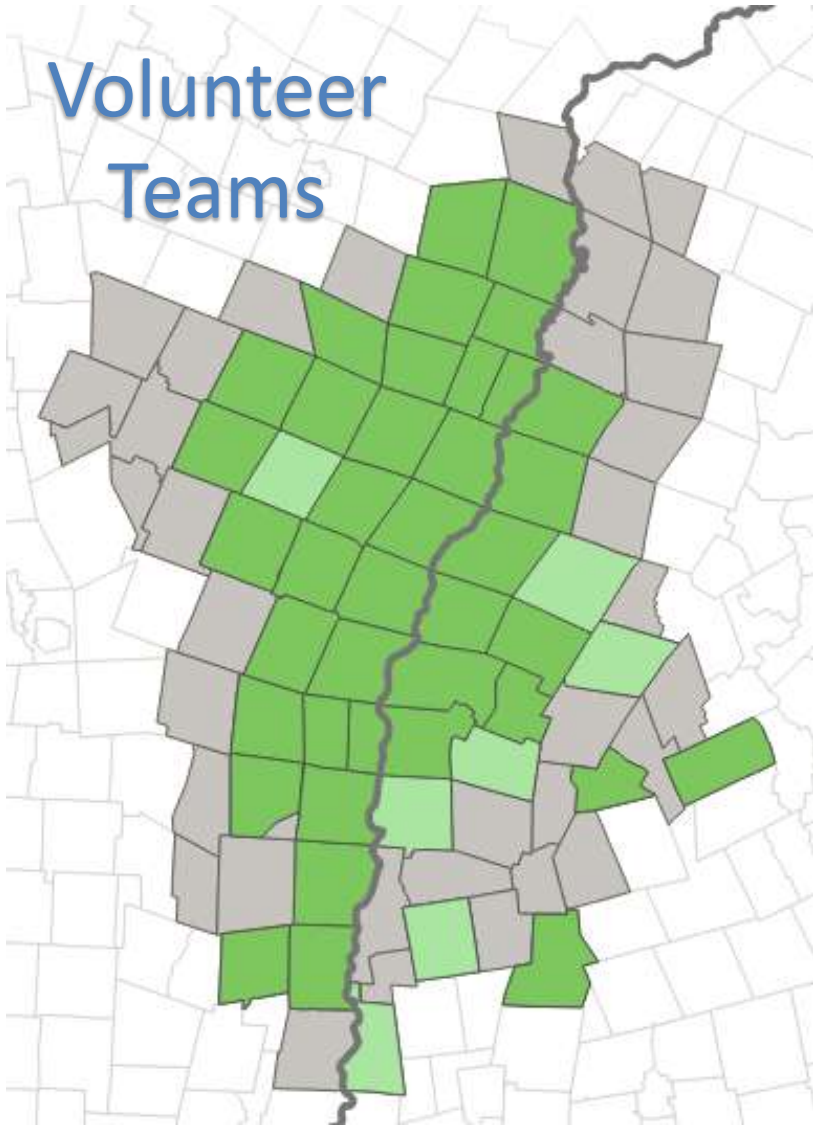


Town Energy Committees



Our Strategy: Bring People Together

Volunteer
Teams



Local
Contractors



Residents





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Residential Energy Efficiency

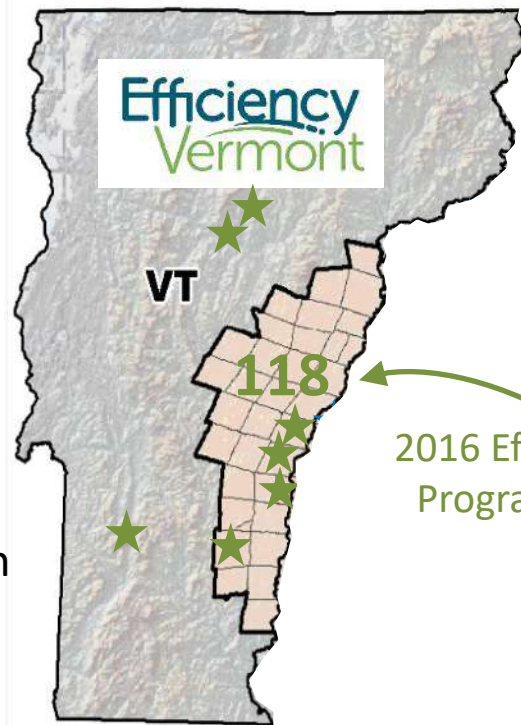
Vermont

We have:

- ✓ Rebate Program
- ✓ Financing Program
- ✓ Marketing
- ✓ Contractors (★)

We need:

- ☐ Program Participation



*Our Starting Point:
2016*

2016 Efficiency Vermont
Program Participation





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Residential Energy Efficiency



Barriers

- Costly energy audit
- Finding a contractor
- Awareness of opportunity
- Trust
- Norming
- Inertia
- Low fuel costs

Barriers



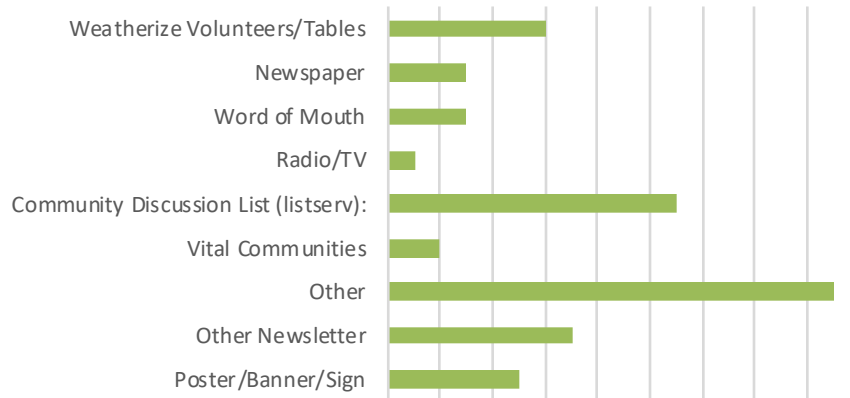
- Costly energy audit → ✓ Low/No-cost first step
 - Finding a contractor → ✓ Trusted Contractors
 - Awareness of opportunity
 - Trust
 - Norming
 - Inertia
 - Low fuel costs
- ✓ Volunteer support
 - ✓ Data Sharing
 - ✓ Deadlines
 - ✓ Incentives



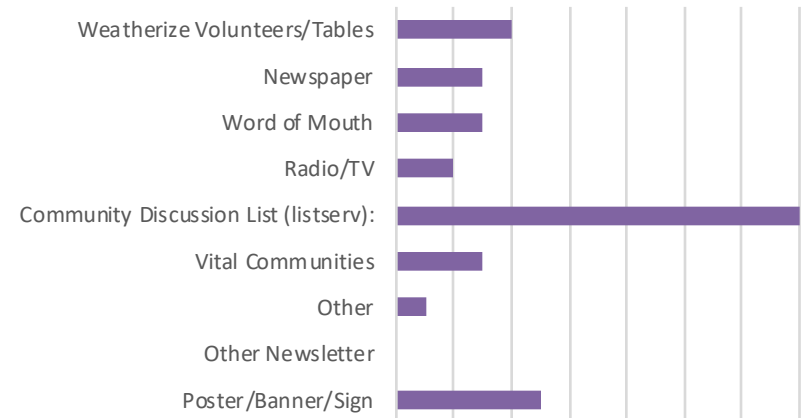
WEATHERIZE Upper Valley



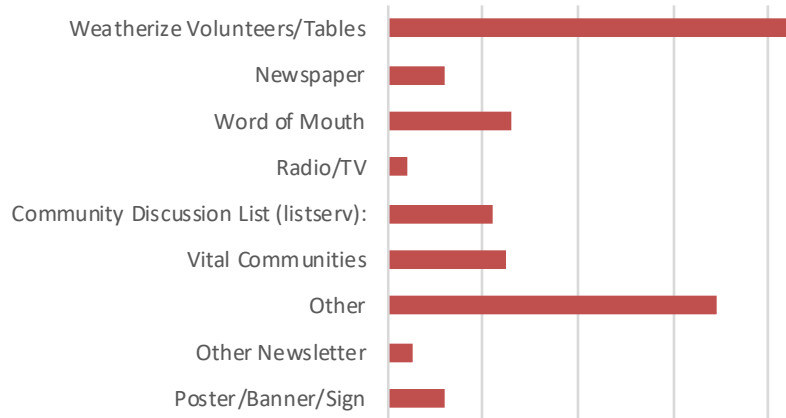
Randolph Team



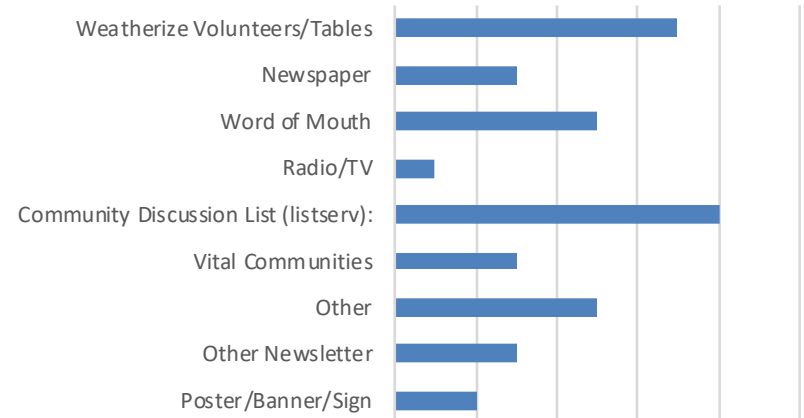
White River Team

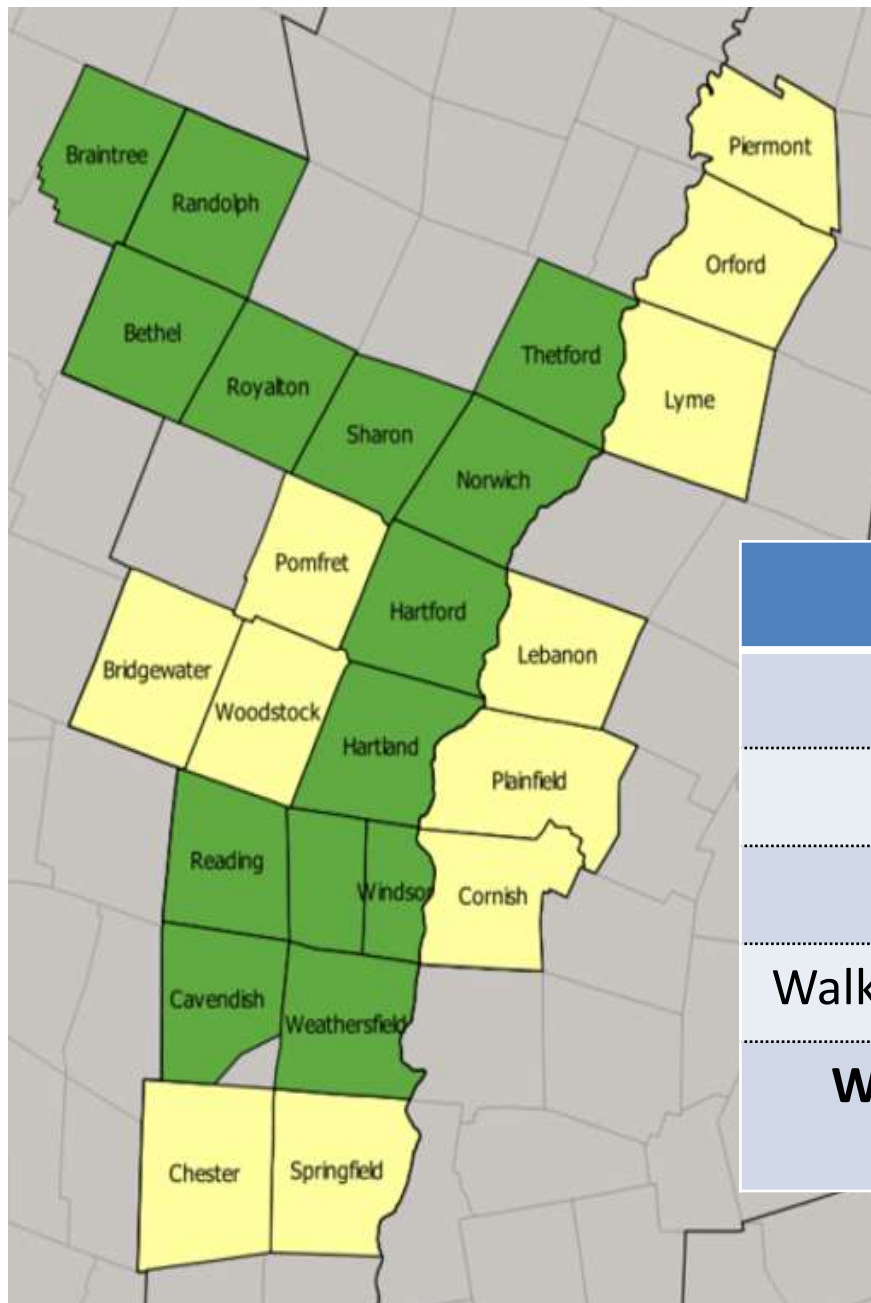


Connecticut River Team



Ascutney Team





WEATHERIZE Upper Valley

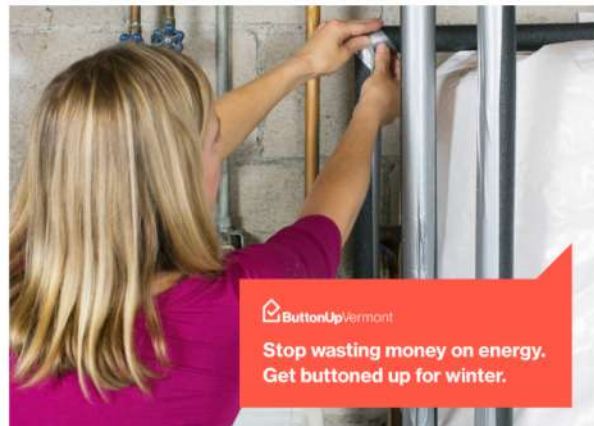
Campaigns run Jan-May
2017 | 2018 | 2019

	2017	2018
Towns	14	11
Contractors	7	12
Sign Ups	381	492
Walk-Throughs / Audits	212	329
Weatherized Homes	98	108

2016 region-wide participation: 156 homes



ButtonUp
Vermont



 **ButtonUp**Vermont

**Starting to
feel a draft?
Button it up.**

Outsmart winter today >

Barre City

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Bolton

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WHAT's the SECRET?

- **Partnerships** with Other Towns and Local Contractors
- Focused on a Specific **Action**
- **Start** and **End** Date
- **Motivation** to get ON and OFF the Fence
- **Simple** and Well Packaged
- **Human Contact** Along the Way



Lessons Learned

- **Plan Ahead** – Make an outreach plan before you launch
- **People to People** - Utilize people/groups who have lots of contacts within the community. Work smarter not harder.
- **Results** – Direct link between volunteer effort and impact
- **Plan for a Bottleneck** – Your deadline may need to shift
- **Personal Outreach** – Makes a HUGE difference
- **Celebrate** – Host a post-program get together for all



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Thank You!

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