

August 31st, 2022

Button Up 2022 Kick-Off

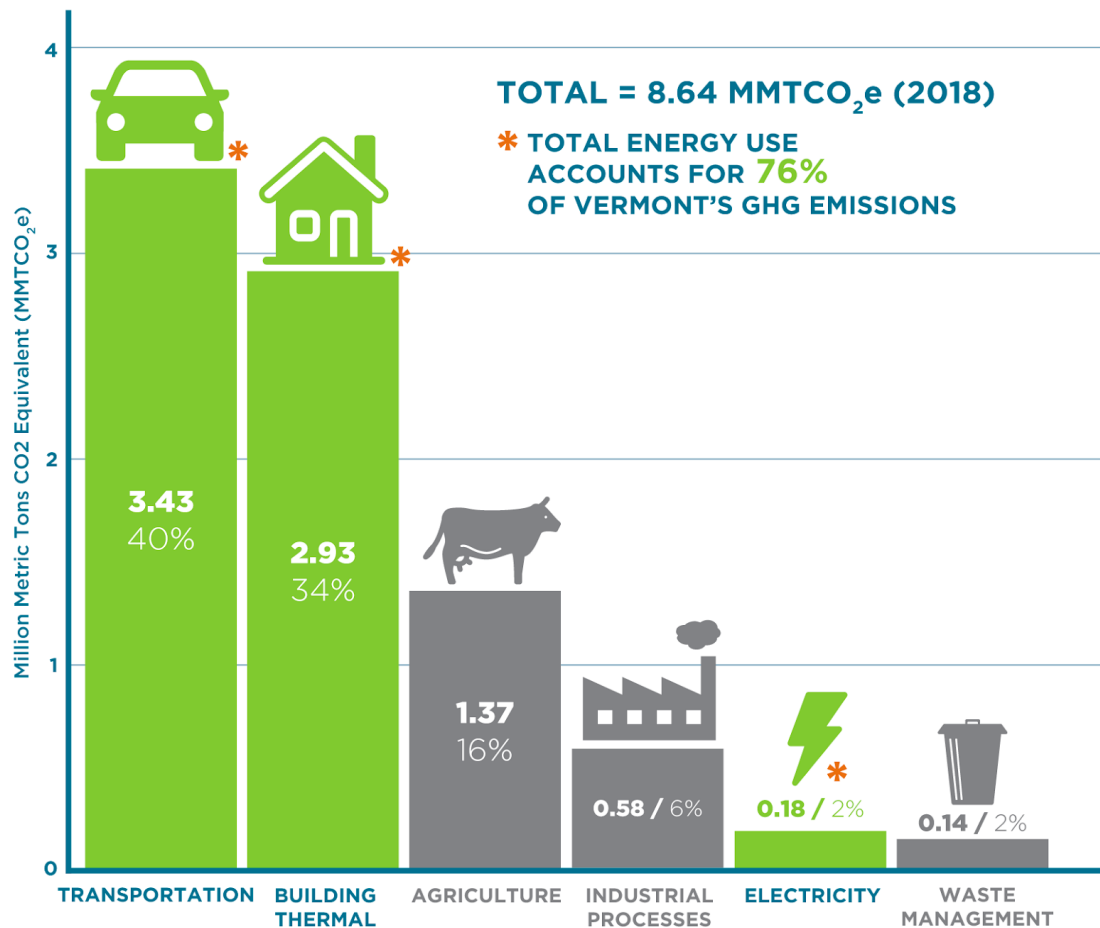
Bekah Kuster & Greta Hasler
Efficiency Vermont & VECAN



ButtonUp
Vermont

Meeting Vermont's Climate Goals

Vermont's GHG emissions by sector, 2018



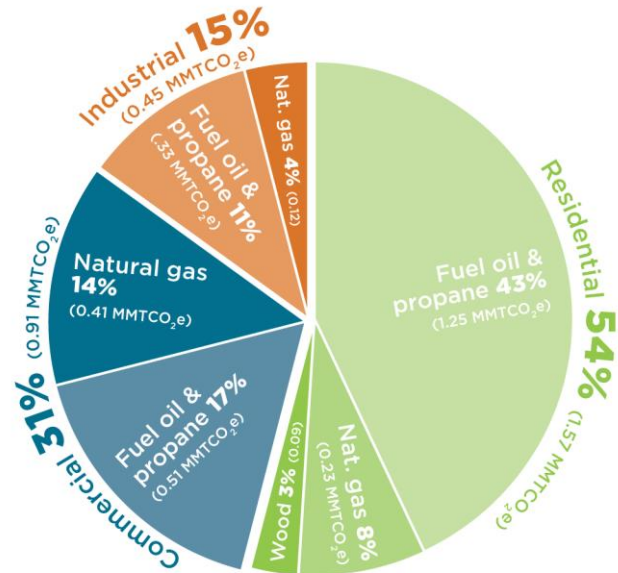
- In 2020, the Legislature passed the Global Warming Solutions Act (GWSA)
- The GWSA **mandates** that Vermont must lower its greenhouse gas (GHG) emissions:
 - 26% below 2005 levels by 2025
 - 40% below 1990 levels by 2030
 - 80% below 1990 levels by 2050
- Transportation and thermal sectors combined = 74% of Vermont's total greenhouse gas emissions
 - Unlike the electric sector, Vermont lacks a policy or regulatory approach in these sectors to meet its legal obligation.

Source: Vermont Agency of Natural Resources, Vermont Greenhouse Gas Emissions Inventory and Forecast (1990-2017), 2021.



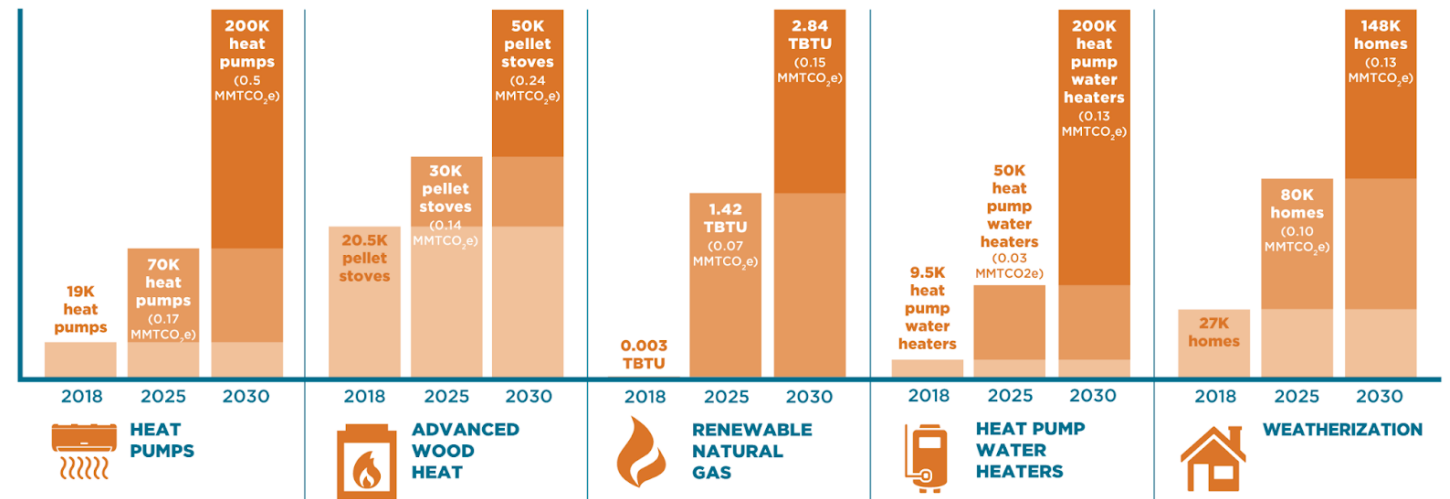
Thermal GHG Emission Reduction

Vermont thermal GHG emissions by sector and fuel type



Source: Vermont Agency of Natural Resources, Vermont Greenhouse Gas Emissions Inventory and Forecast (1990-2017), 2021.

Highest impact thermal measures in EAN Pathways Model



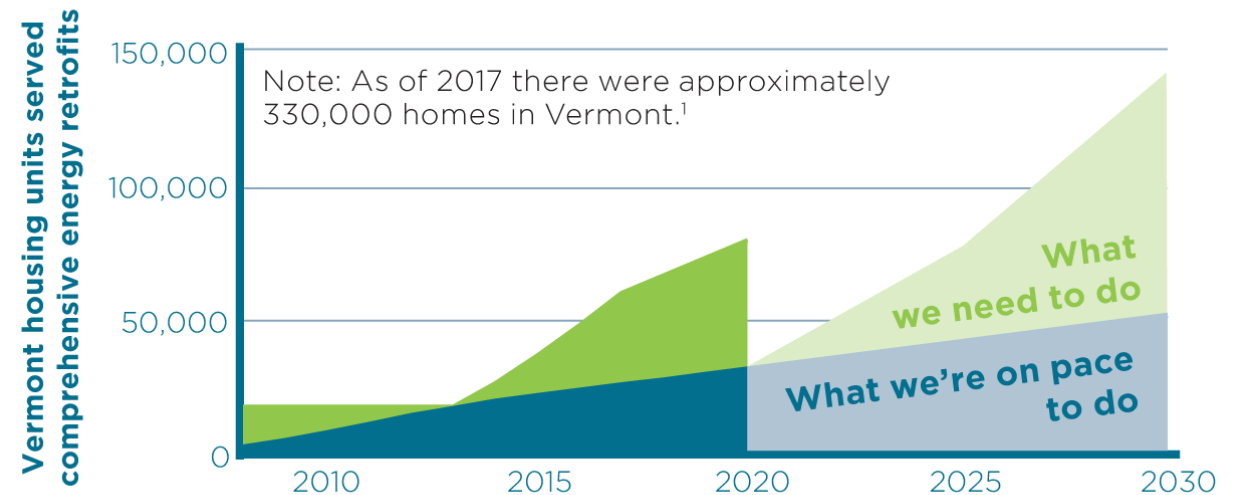
Source: EAN Emissions Reduction Pathways Model, 2021. Note: graph shows cumulative unit counts and is scaled based on unit count growth, not GHG reduction.



Landscape of Weatherization

- In 2022, buoyed by federal funding, the legislature took important steps forward through major investments in thermal initiatives, including:
 - **\$45,000,000** for Low-Income Weatherization Program via Community Action Agencies
 - **\$35,000,000** for Moderate-Income Weatherization via Efficiency Vermont
 - **\$5,000,000** for "Switch & Save" program for low- and no-cost heat pump water heaters
- Recently expanded incentives for residential weatherization through Efficiency Vermont and utilities

Weatherization: actual & projected



Sources: What We've Done: Vermont Department of Public Service, "2019 Report on VT's Progress Toward Building Energy Fitness Goals"; What we said we'd do: 10 V.S.A § 581. Others: EAN.
1. Vermont Housing Finance Agency (VHFA), Vermont Housing Needs Assessment: 2020-2024, 2020.





Button Up Vermont 2022

Let's get into it!

Learn about what we have planned for this year's Button Up Vermont Campaign



What Is Button Up Vermont



A coalition-supported campaign with a unique brand to promote weatherization and strategic heating electrification



In-person and virtual events happen statewide to educate and encourage participation



Button Up Vermont Goals

- Raise awareness of the **benefits of weatherization** (and strategic heating electrification).
- **Collaborate** to meet Vermonters at all points in the home efficiency journey & maximize impact.



Be In Touch with Your Community Manager

Reach out to your Community Engagement Manager

- Brad Long, blong@veic.org – Washington, Addison, Windham, and Lamoille counties
- Bekah Kuster, bkuster@veic.org – Bennington, Rutland, Windsor, and Orange counties
- Michelle McCutcheon-Schour, mmschour@veic.org – Chittenden, Franklin, Grand Isle, Orleans, Caledonia, and Essex counties



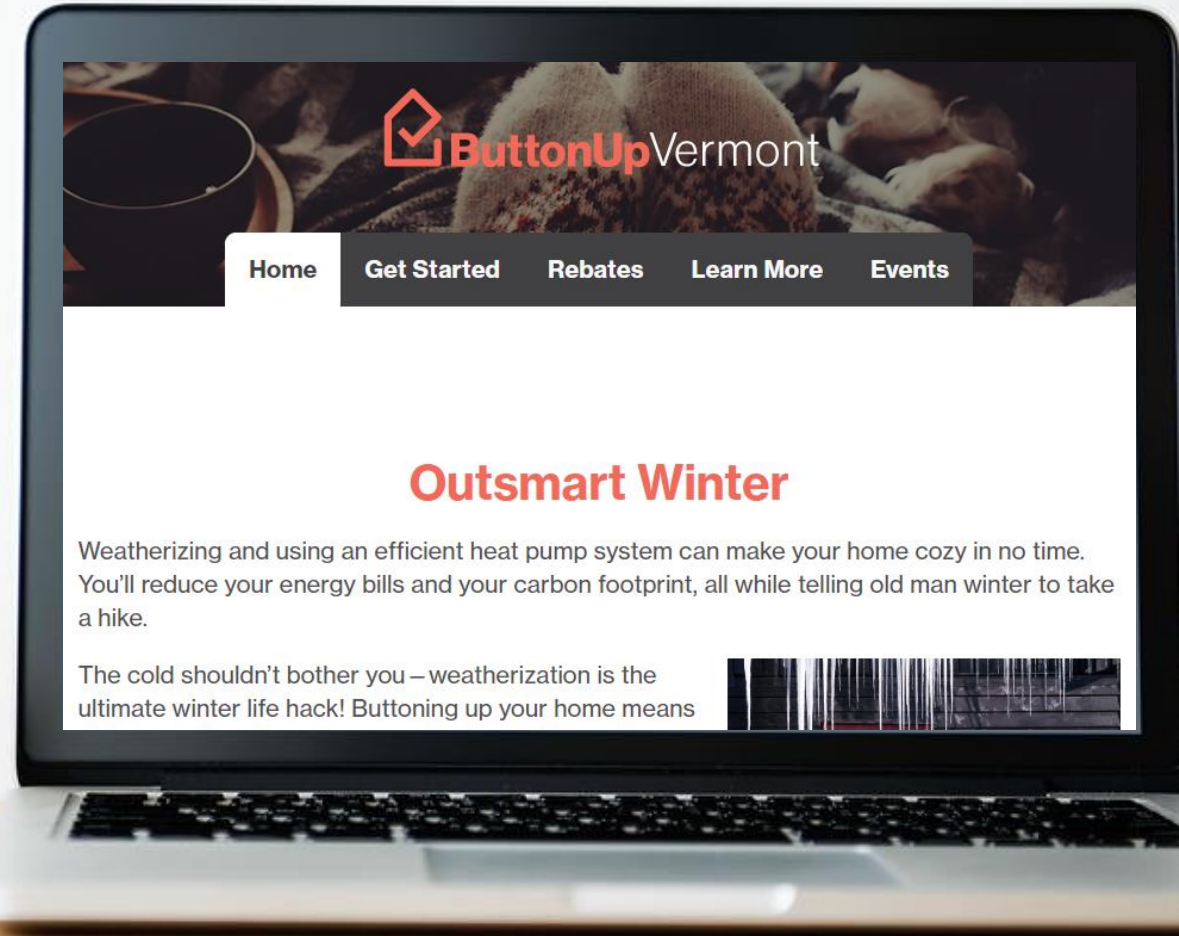
What to Expect for 2022

- October through mid-November
- Weatherization Wednesdays are back!
- Participating community webinars
- Events
- Updated website, collateral



Marketing Tactics

- ButtonUpVermont.org
- Virtual webinars/Facebook Live events (“Weatherization Wednesdays”)
- Events materials & giveaways
- Advertising campaign – TV, radio, print and digital ads
- Promotion via Efficiency Vermont email newsletters & social media
- Press release / earned media





Resources

- **Social media**
 - Sample content at buttonupvermont.org/community-partner
- **Email**
 - Sample content for e-news or Front Porch Forum at buttonupvermont.org/community-partner
- **Events support**
 - Sharing event details on ButtonUpVermont.org and Button Up's Facebook
 - Printed collateral – flyers, checklists, etc. (shipped direct or picked up on 10/3)
 - Town Energy Committee swag (ex: Stickers, Buttons, T-Shirt, or Water Bottle)



 **ButtonUpVermont**
sponsored by Efficiency Vermont

Outsmart Winter

Make your home more cozy and reduce your carbon footprint.

Stop Drafts At The Source

These DIY projects will stop drafts and keep you warmer this winter. Check to see which projects qualify for money back at:

ButtonUpVermont.org/rebates

- Insulate hot water heater / pipes
- Air seal HVAC ducts
- Install a new window, Low-E storm window or Low-E window panel
- Weatherize windows
- Weatherize exterior doors

Maximize Your Savings

While DIY projects are a good place to start, maximize your energy savings, comfort, and rebate by completing a comprehensive weatherization project with a qualified contractor. You could save hundreds of dollars annually on heating.

Find trusted contractors by visiting:
EfficiencyVermont.com/contractors

Now What?

1. **Sign up** to be a Button Up Vermont Community!
2. **Like and follow** Button Up Vermont on Facebook, share with your network
3. **Mark your calendars** for Weatherization Wednesdays and Participating Communities webinars
4. **Start planning** your event

Have a creative idea we are missing? Let us know!



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**NETO,
Inc.**





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Thank you!

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