

House Parties for Energy Efficiency: Outcomes of Community Organizing for Energy Efficiency Retrofits

Anna McCreery

Association of American Geographers'
Annual Meeting, 21 April 2015



ELEVATE ENERGY
Smarter energy use for all



Our Mission

We promote smarter energy use for all.



We give people the resources they need to make informed energy choices.



We design and implement efficiency programs that lower costs, and protect the environment.



We ensure the benefits of energy efficiency reach those who need them most.



Mobilization

- **Relative deprivation:** social movements form under conditions of visible relative deprivation
- **Resource mobilization:** social networks and pre-existing organizational structure provide resources for mobilization





Energy Impact Illinois

Viewing Residential... [Change Property Type](#)

ENERGY IMPACT ILLINOIS | RESIDENTIAL

An Alliance to Help Illinois Residents Lower Their Energy Costs

What is your home's energy score? My Home

With just a few clicks, learn how energy efficient your home is - and get a personalized plan to make improvements, save money and make your home more comfortable.



START
HERE

Get My Score

Example: 123 Main St Riverside IL

Find Rebates, Incentives and Financing



Improvements and Tips to Lower Your Energy Bills



Big Bill or Little Bill? It's up to you.



Additional Resources

 **Energy Impact Low Interest Loans**
We've partnered with local credit unions and banks to help you finance your efficiency project.

 **Fix Something Broken - Quickly**
Find rebates and approved contractors to install new equipment and appliances.

 **Certified Contractors**
Our affiliated energy professionals have the credentials and experience for your project.

 **Resources for Apartment Renters**
Find ways to trim your bills in a rented property.

HOT DEALS

 **Volunteers needed to help increase awareness of energy efficiency**

 **Rockford Homeowners: Limited Time Rebates up to \$2000**



Marketing for Energy Impact Illinois

Mass marketing campaign:

- 2011: 10/31 to 12/19, \$2.6 million
- 2012: 9/10 to 10/18

Grist is celebrating 15 years.

grist

EDITORS' PICKS VOICES SECTIONS NEWSLETTER DONATE MORE Q

Fun with energy efficiency! (No, really. I promise.)

By Sarah Laskow on 9 Dec 2011 comments

The Bills are the brainchild of **Energy Impact Illinois**, which is trying to convince Chicagoans to use energy-savvy tools to deal with winter. But even those of us who don't live in cities that resemble ice pops for half the year can learn from the Bills. I promise that it will be the most fun thing about energy efficiency you've ever seen, or at least the most least unfun.

Laskow, S. 2011. "Fun with energy efficiency! (No, really. I promise.)" *Grist.org* Dec. 9 2011. <http://grist.org/list/2011-12-09-fun-with-energy-efficiency-no-really-i-promise/>





Marketing for Energy Impact Illinois

Pre- and post-surveys showed no change in:

- Awareness of the campaign
- Actions to conserve energy

Five completed energy efficiency upgrades

- 2011 and early 2012
- \$520,000 per completed upgrade

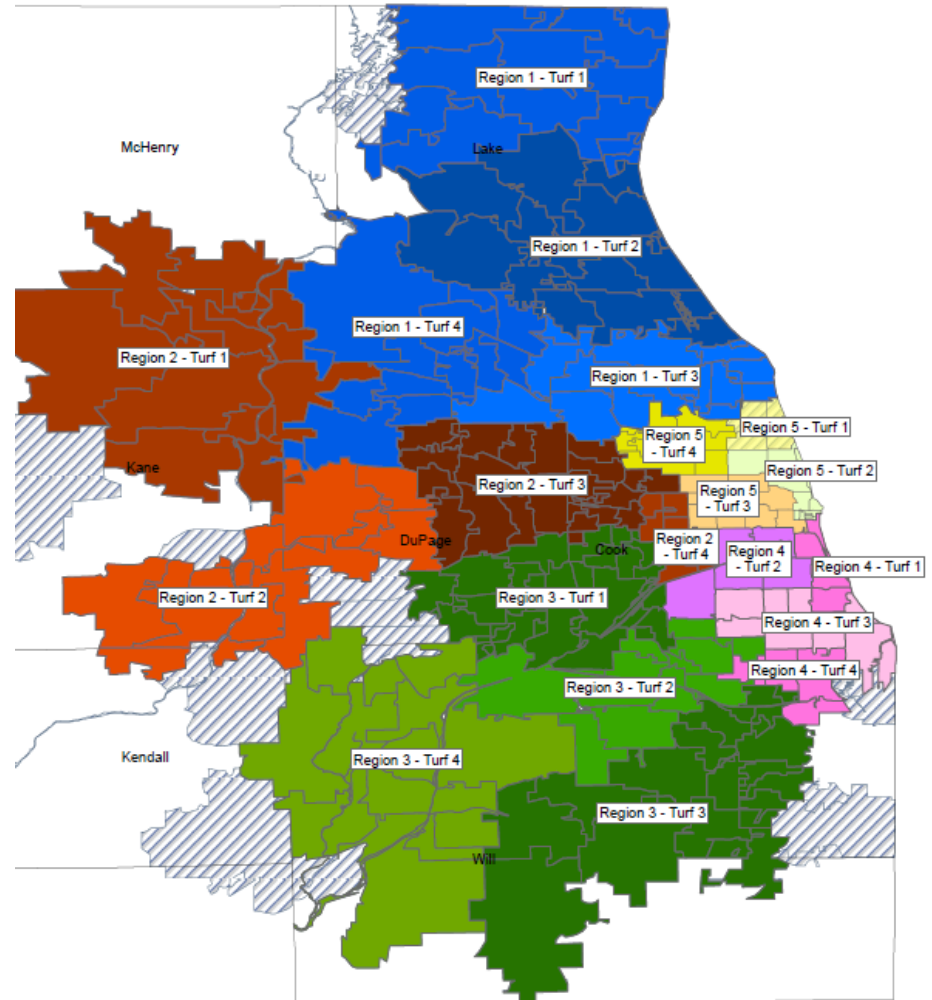




Mobilizing for Energy Impact Illinois



- Community organizing
- Hired Anna Markowski in April 2012, hired 16 organizers in August



January to March 2012

Energy efficiency
upgrades

3

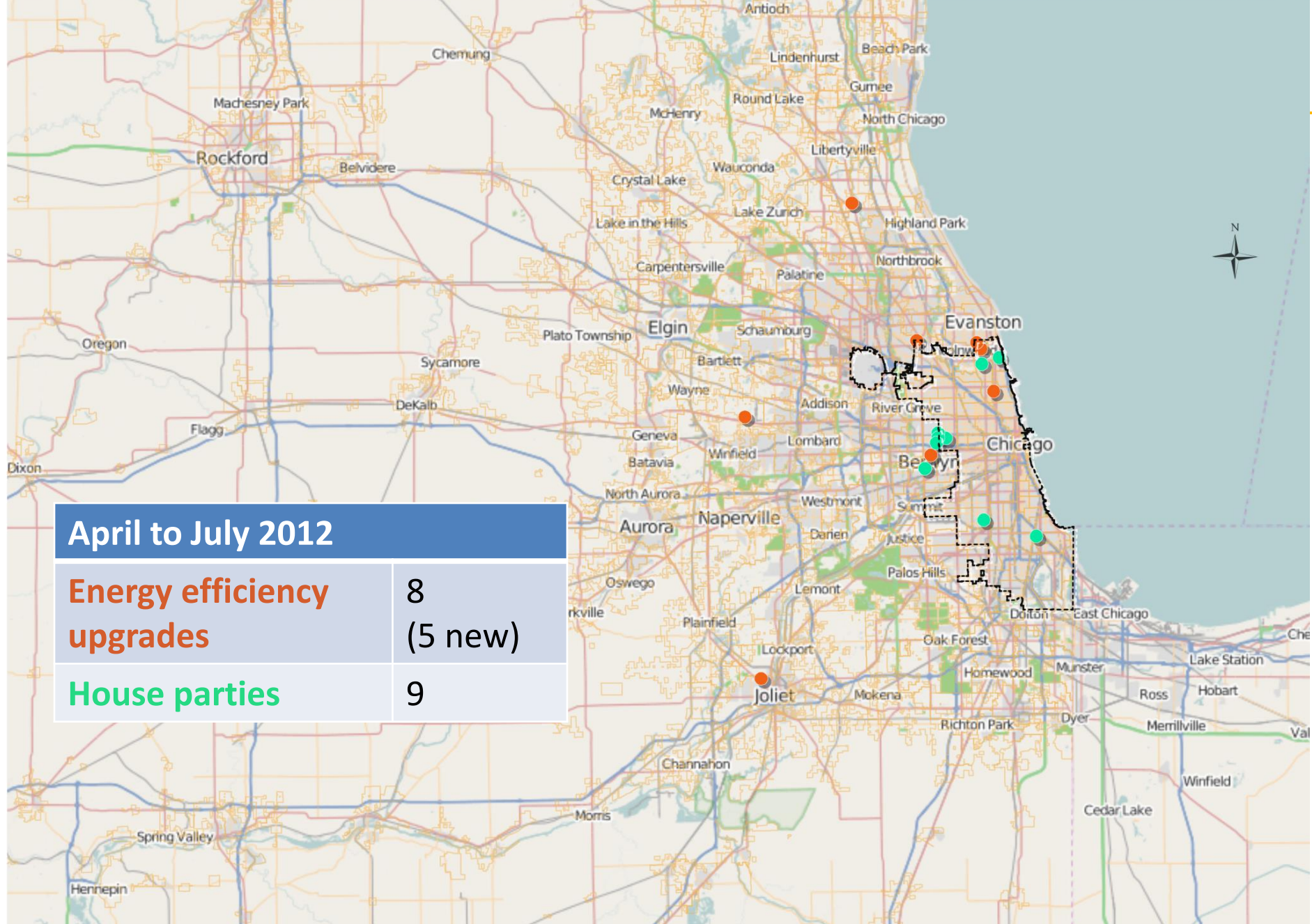


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0 10 20 40 60 80 100 Miles

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April to July 2012	
Energy efficiency upgrades	8 (5 new)
House parties	9

August to September 2012

**Energy efficiency
upgrades**

80
(72 new)

House parties

24
(15 new)

**Community
meetings**

85

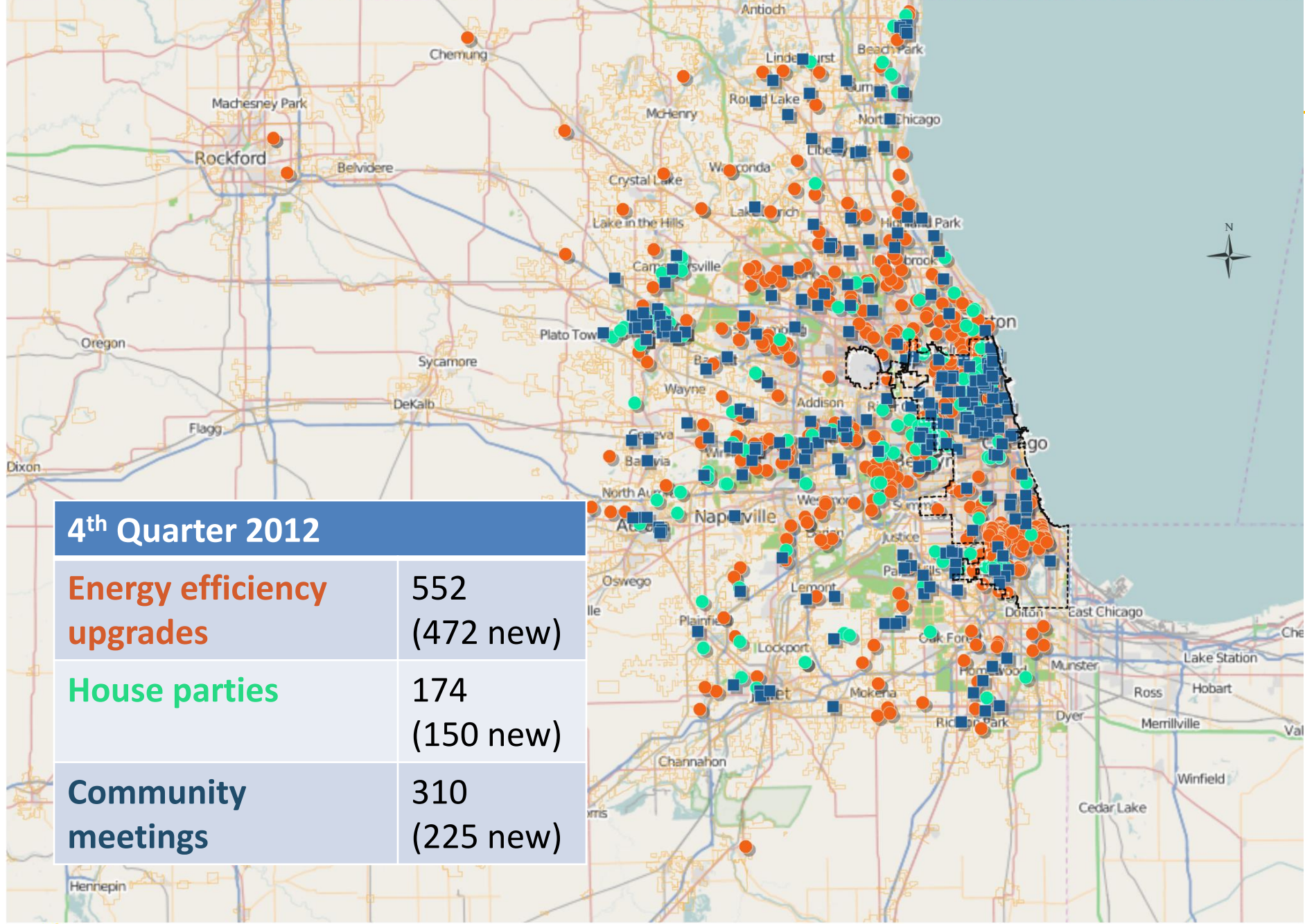


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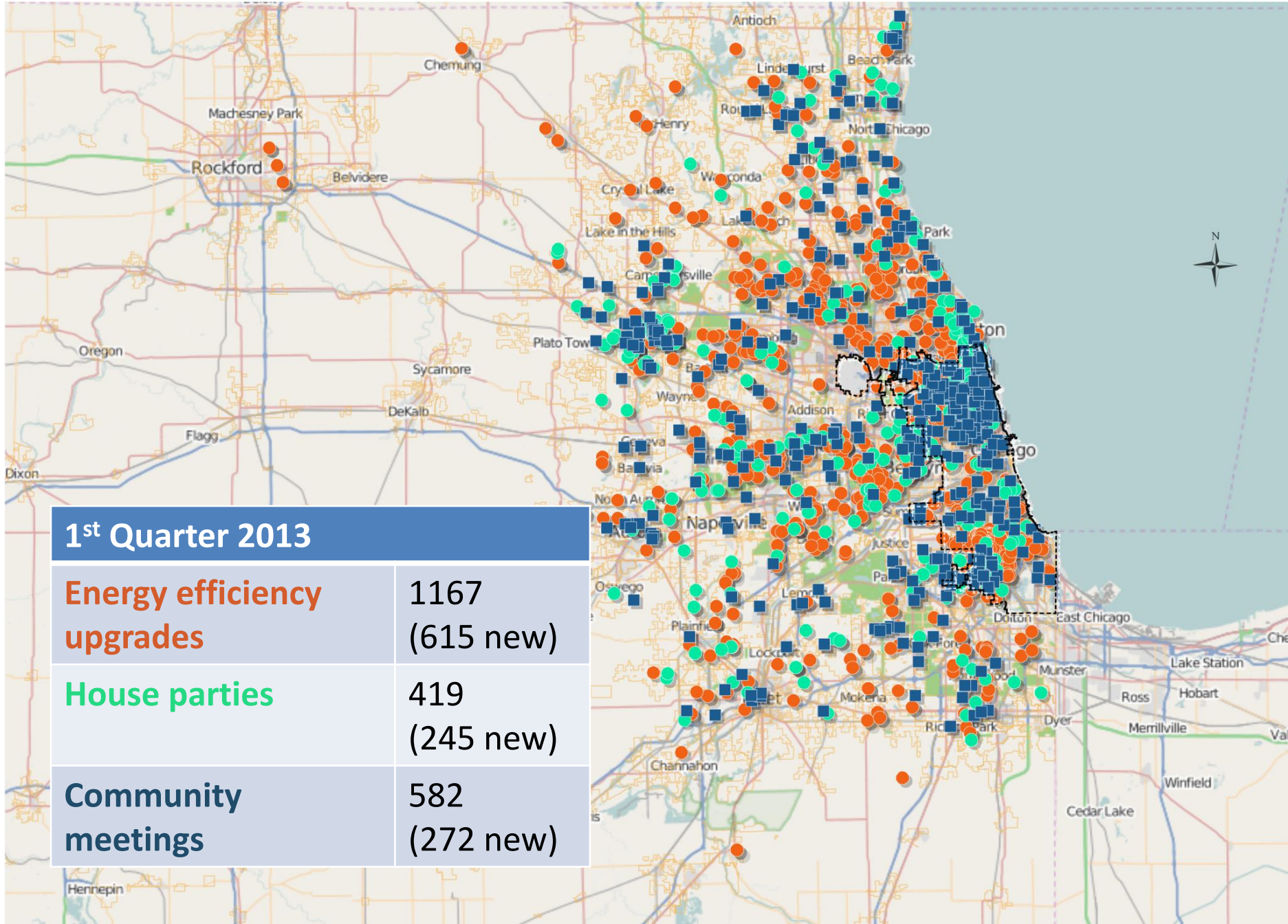
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4 th Quarter 2012	
Energy efficiency upgrades	552 (472 new)
House parties	174 (150 new)
Community meetings	310 (225 new)



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2nd Quarter 2013

**Energy efficiency
upgrades**

1910
(743 new)

House parties

618
(199 new)

**Community
meetings**

755
(173 new)

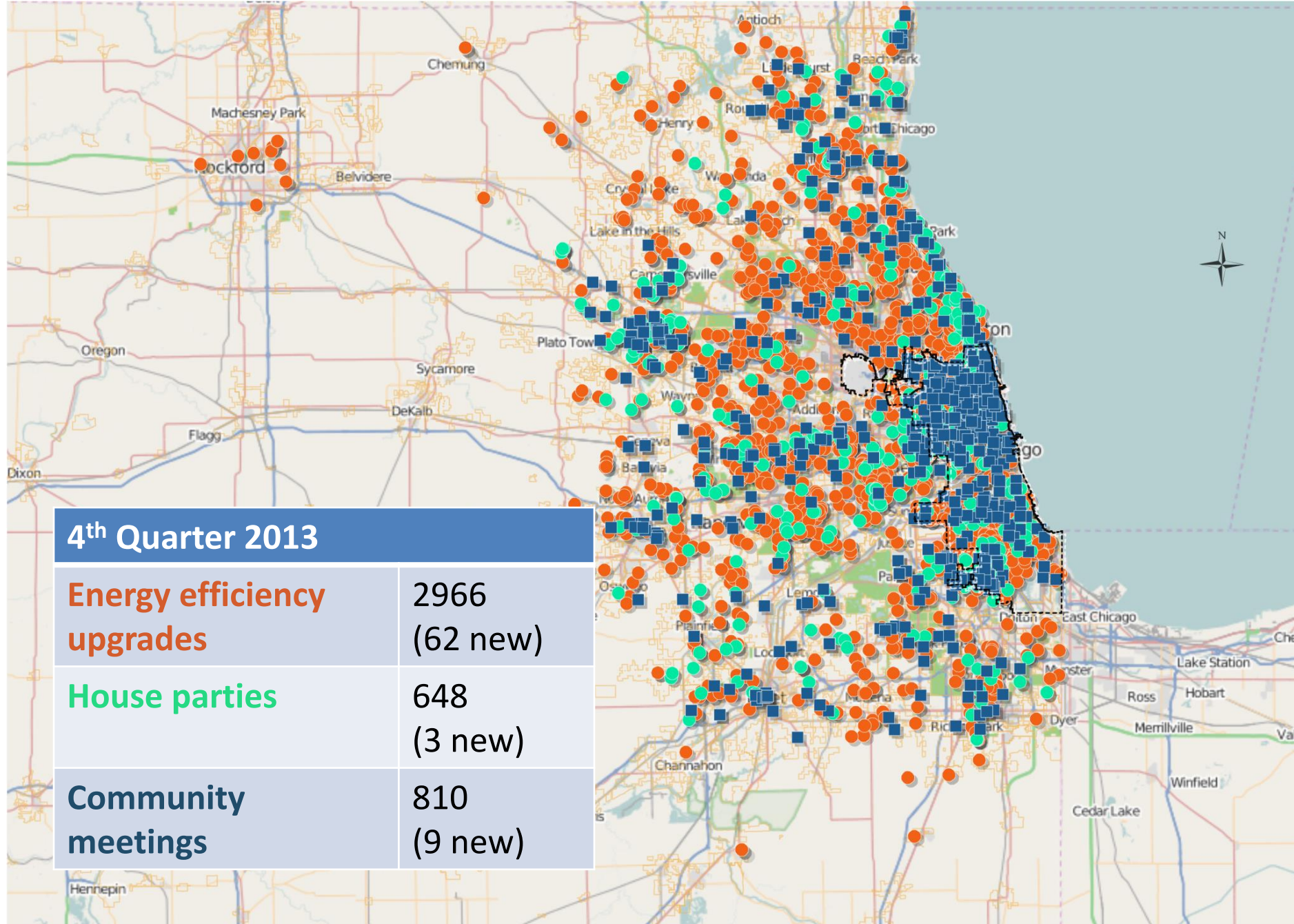


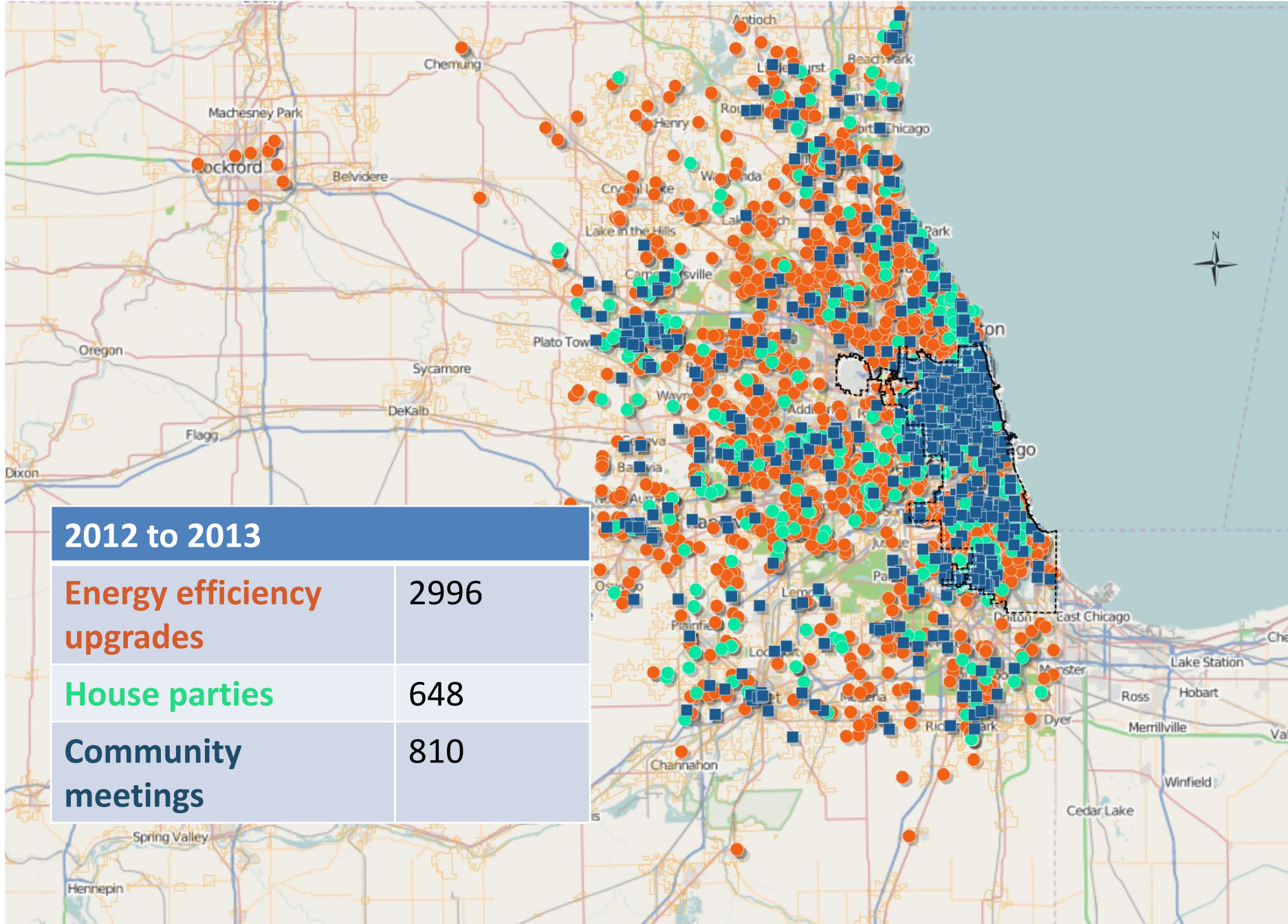
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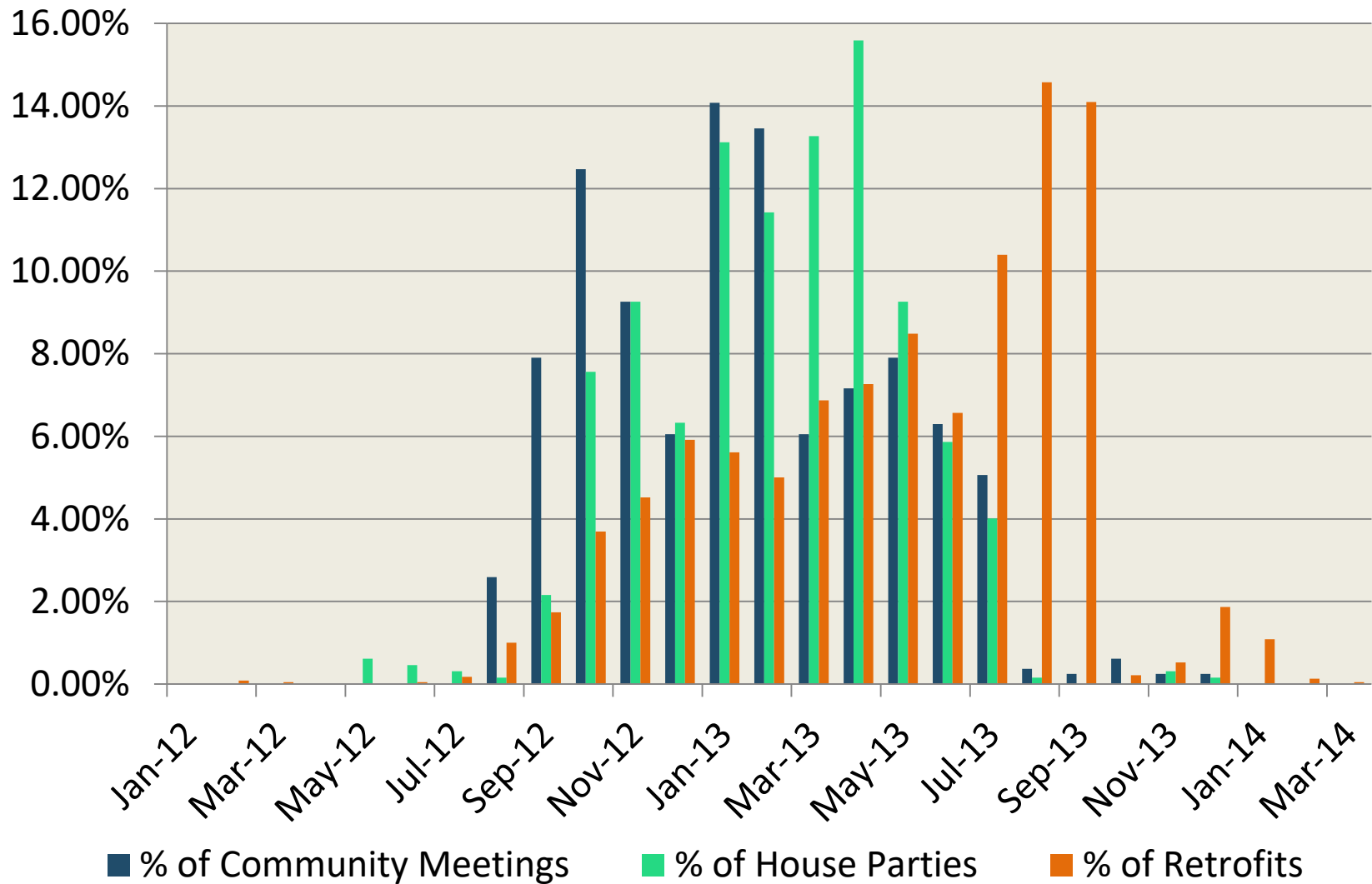
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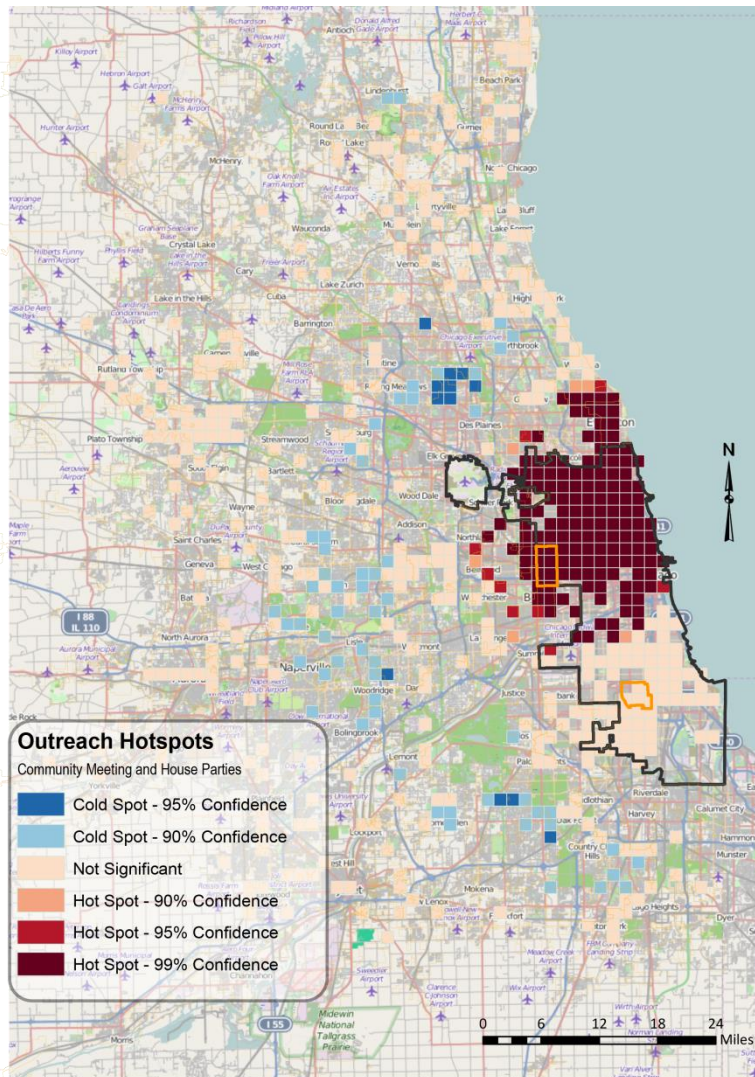
Retrofits Follow Organizing



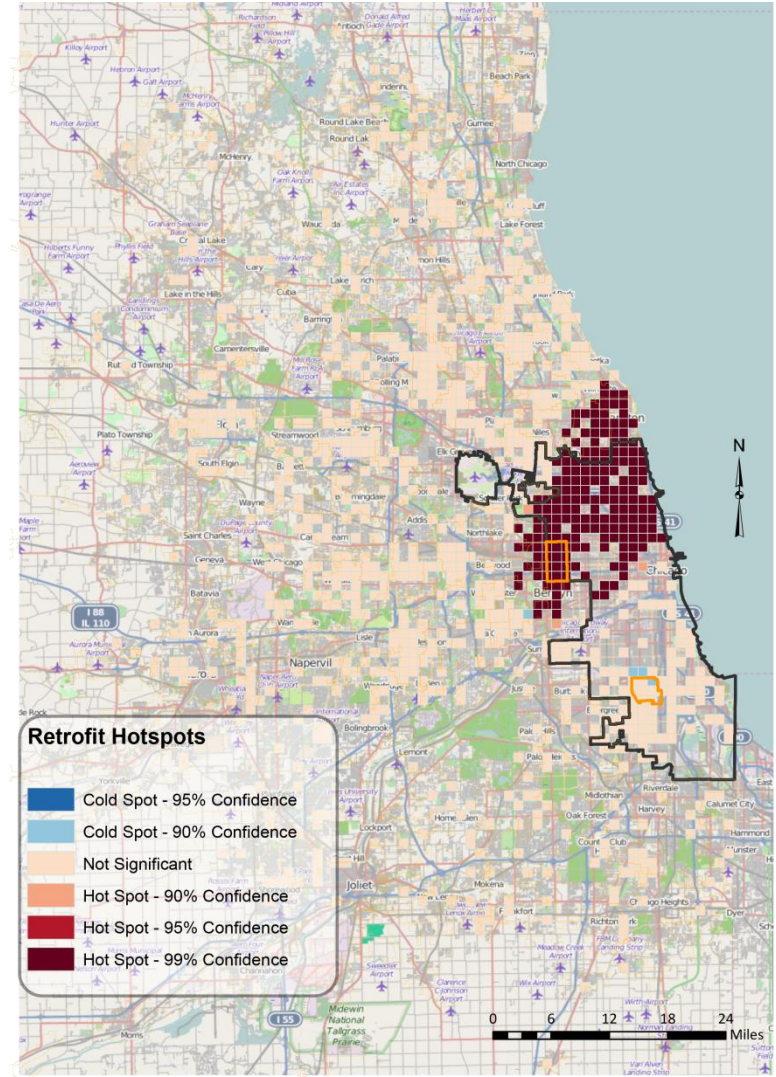


Hotspots

Outreach Hotspots



Retrofit Hotspots





House Parties Drive Retrofits

OLS Regression Predicting Retrofits in Communities

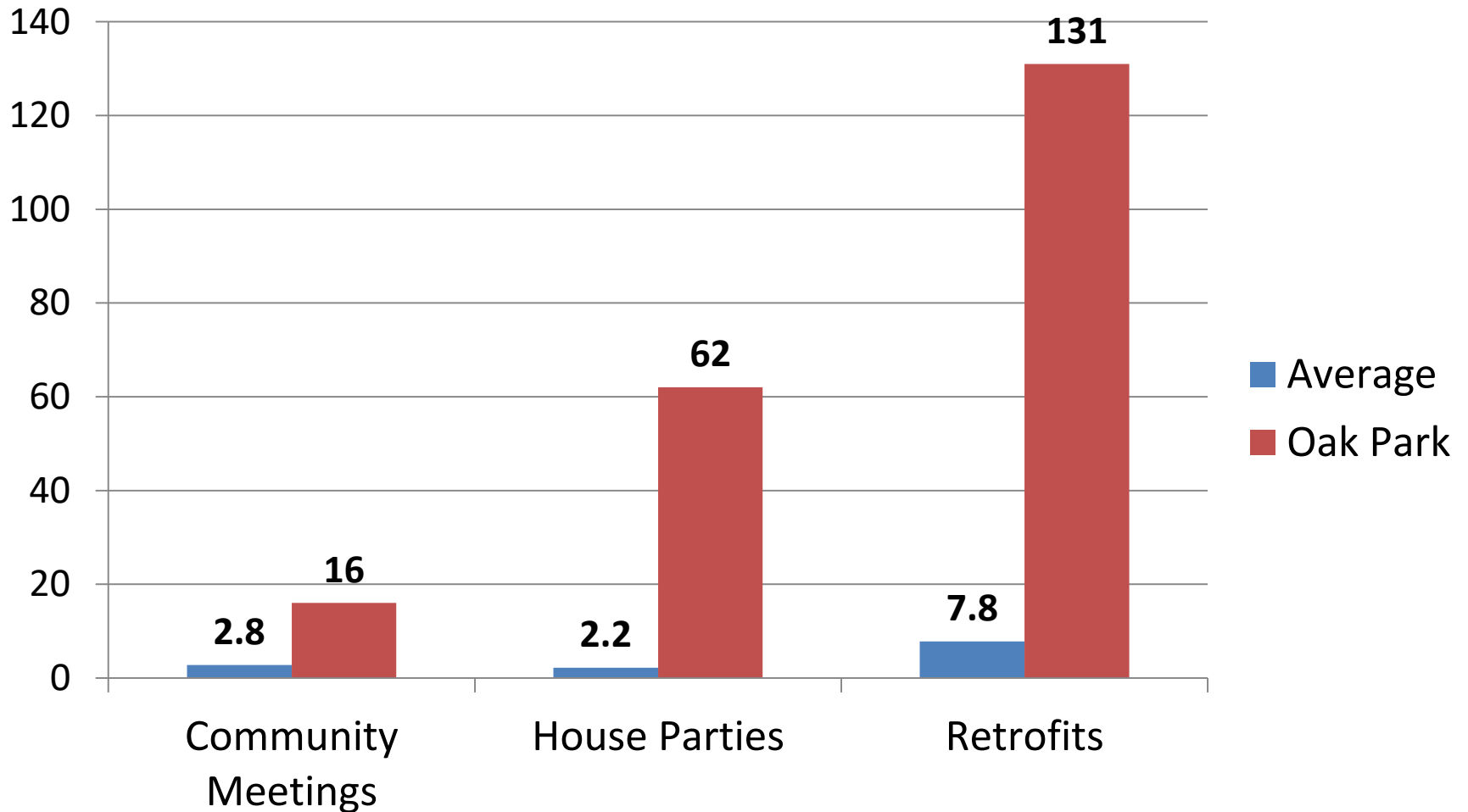
	Coefficient
House parties (logged)	0.65 ***
Population (logged)	0.42 ***
Median household income (logged)	1.87
Median household income (logged), squared	-0.05
F-test for joint significance (income variables)	***
Constant	-17.01
R ²	0.593

*** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$; two-tailed

N=267



Case Study: Oak Park



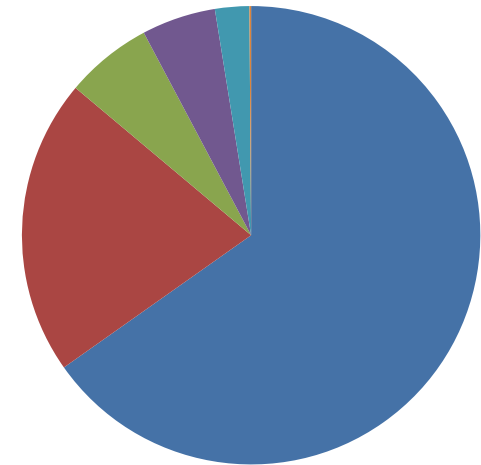


Oak Park

- Median household income: \$71,717
- Population (2010): 51,878
- Mostly families with children



Thomas Gale House, Frank Lloyd Wright

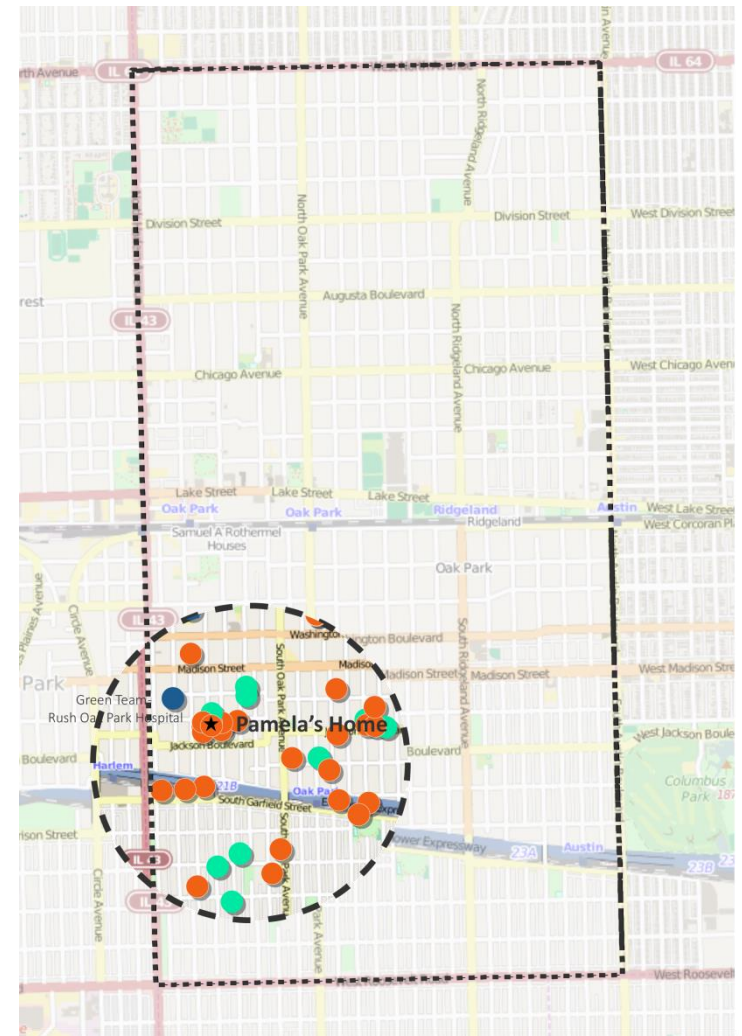


- White: 64.9%
- African American: 20.8%
- Hispanic: 6.1%
- Asian: 5.2%
- Two or more races: 2.4%
- Other race: 0.1%



Oak Park

Energy efficiency upgrades:	131
House parties:	62
Community meetings:	16



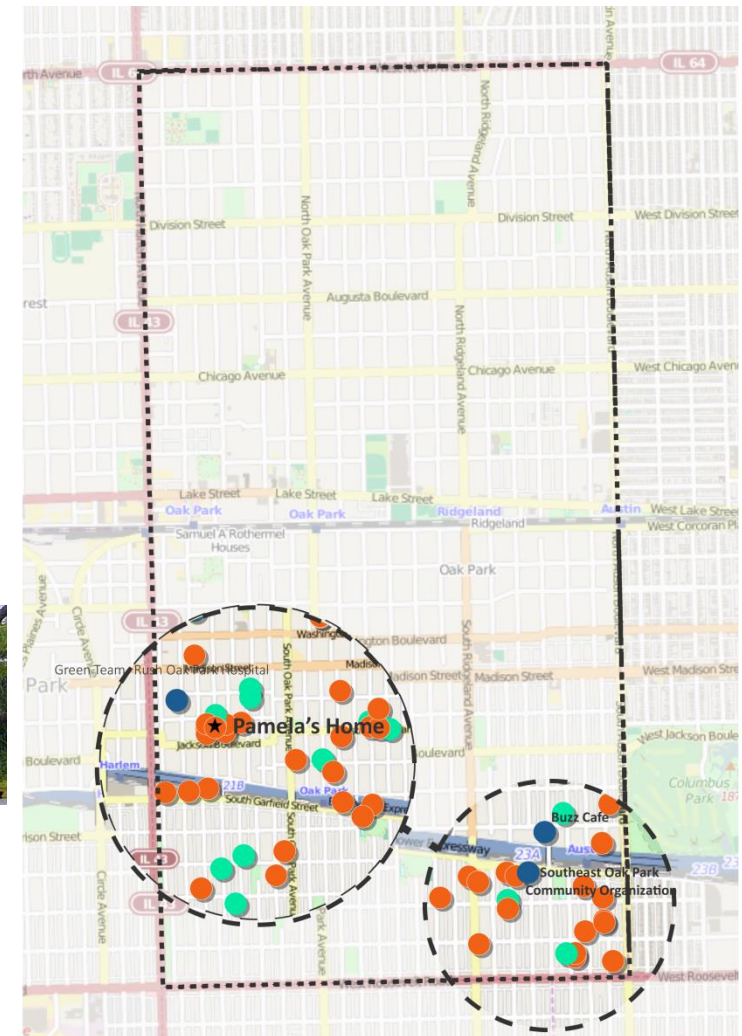


Oak Park

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SEOPCO

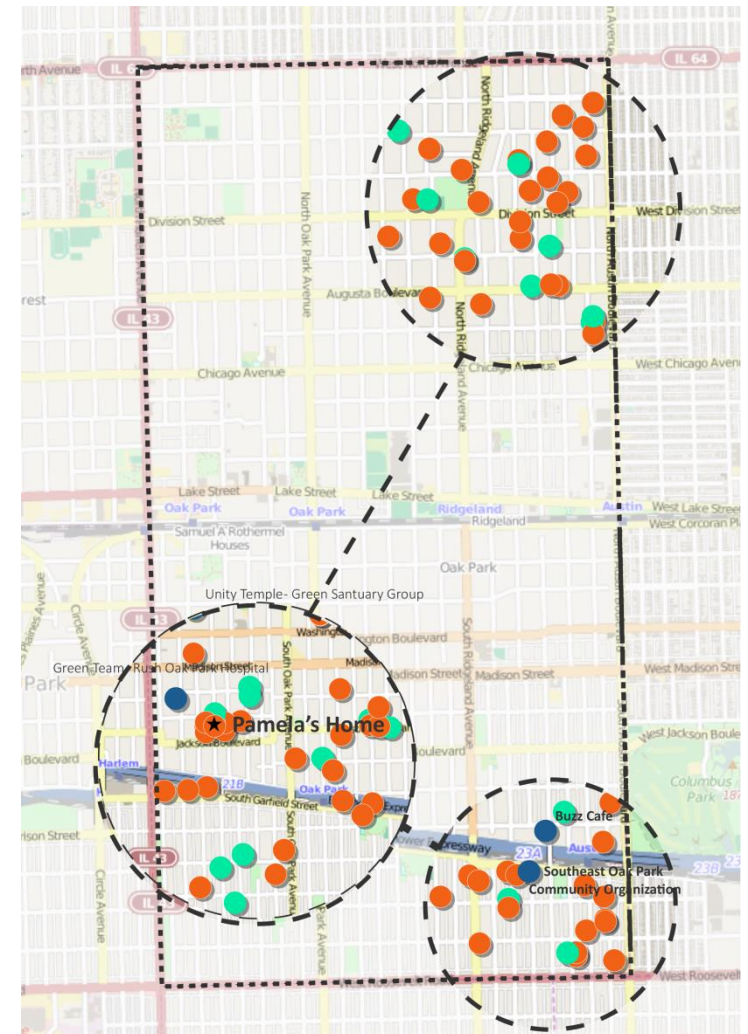
South East Oak Park Community Organization





Oak Park

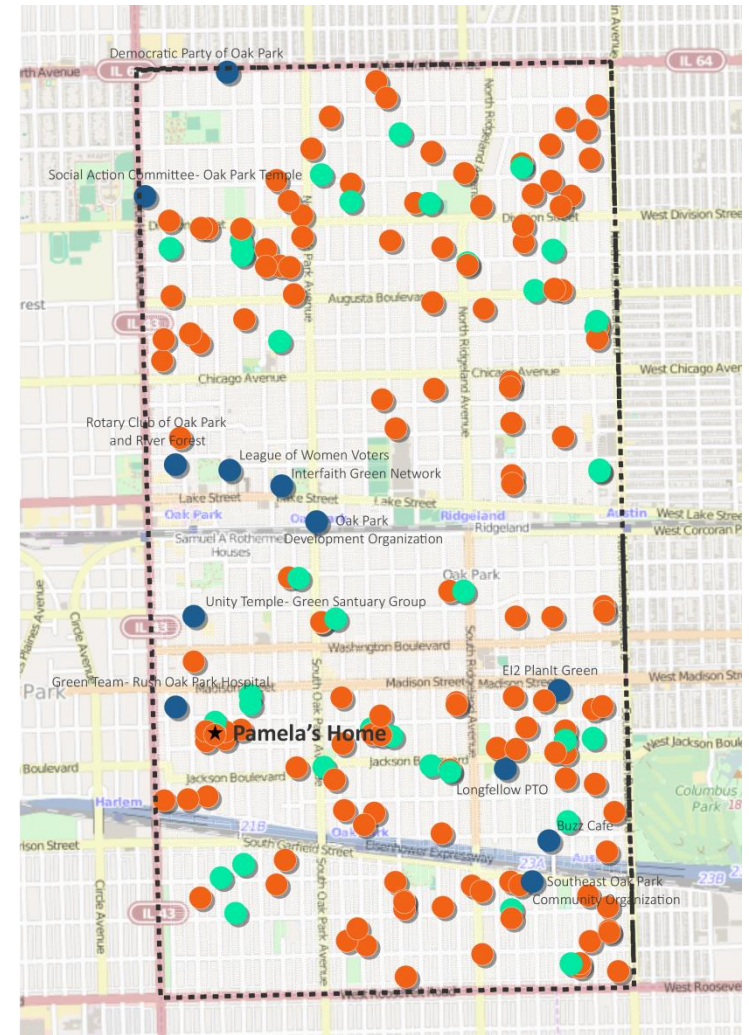
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Oak Park

Energy efficiency upgrades:	131
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0 1/4 1/2 3/4 1 Miles
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Oak Park Illustrates Social Movement Theory

- **Relative deprivation:**
 - More retrofits in energy intensive homes
- **Resources for mobilization:**
 - Residents are proud of their homes and community
 - Pre-existing community organization





Tapping into Community Capacity

- Tapping into a community's pre-existing organization and capacity is an effective strategy for achieving energy efficiency goals through large numbers of retrofits.
- Case study illustrates the power of tapping into pre-existing community organization, formal or informal



Pamela Brookstein





Questions?

Stay in Touch

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