

Optimizing Municipal Pathways to Engage Consumers in Smart Residential Energy Use





Caucus received a grant from the Illinois Science & Energy Innovation Foundation (ISEIF)



Goal: Engage with municipalities to identify pathways to improve energy literacy



Goal: Help residents, especially low-income & senior save energy and money



Goal: Engage the community in clean energy practices

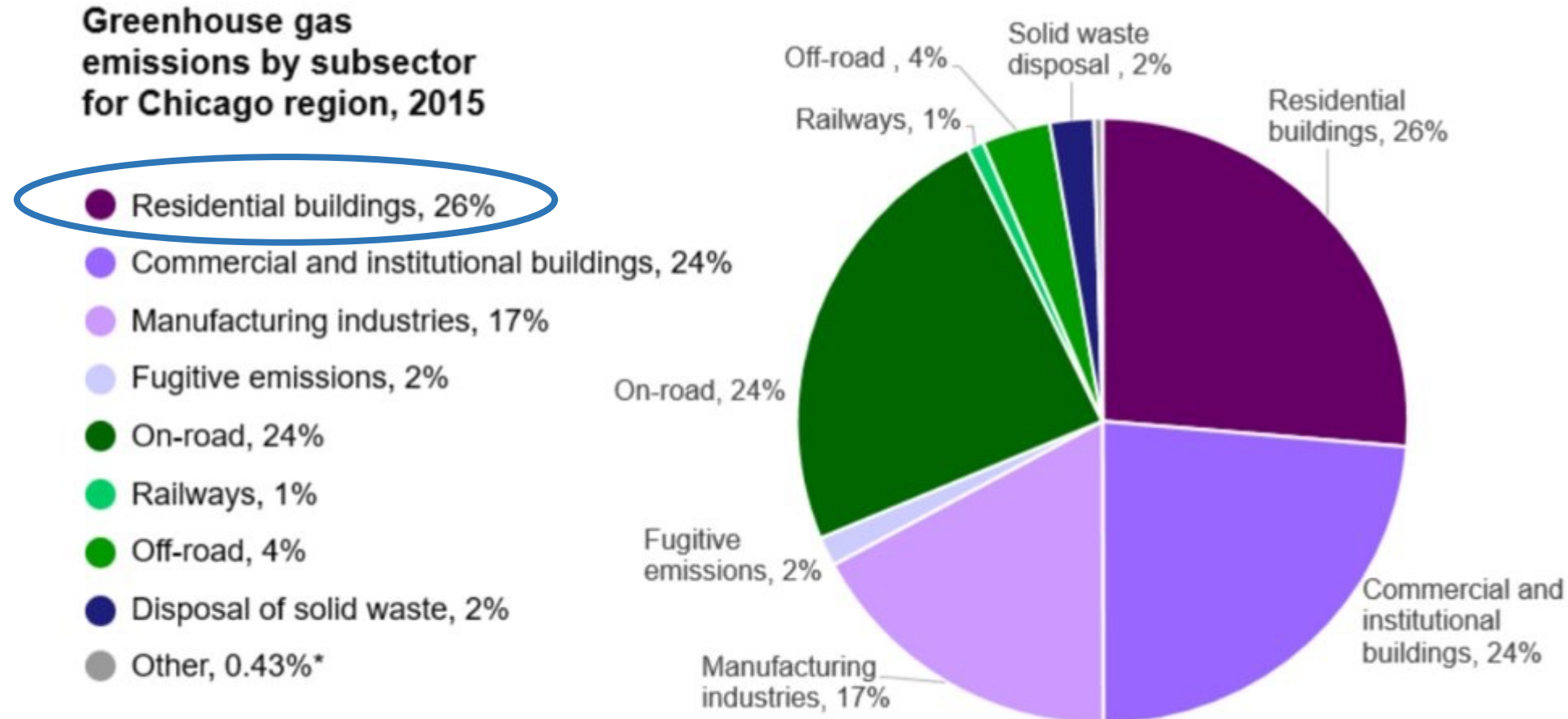


GRC E30: partner with utilities to promote energy efficiency programs to the community & E33 collaborate to educate about clean energy options

Overview

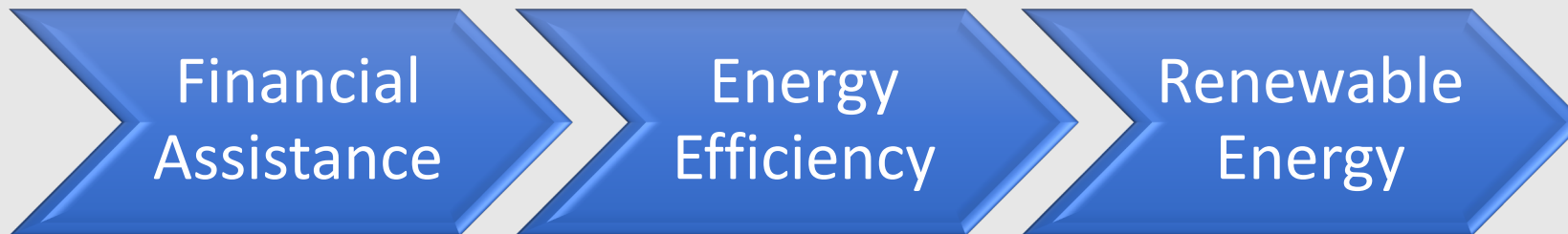
Why Residential Energy?

Greenhouse gas emissions by subsector for Chicago region, 2015



Energy Burden

- Energy burdens occur when energy costs exceed 6% of household income
- In Illinois, low-income families on average have a 13% energy burden
- There can be serious health and economic consequences facing low-income households with large energy burdens



Approach

1. **Research** pathways municipalities use to serve target residents, especially low-income & senior. The same pathways could be used to deliver energy education.
2. **Implement** energy education and engagement through pathways to test effectiveness.
 - Need pilot communities.
 - Empower municipalities to reach target populations with energy information.
3. **Innovate/integrate** with regional climate plan, EV policy



Energy Efficiency & Utility Savings Programs

Aimee Gendusa-English, Lead Service Liaison

Citizen Utility Board (CUB)

Discussion— municipal pathways

- Does your municipality have experience in educating and engaging your residents on residential energy usage?
- Are you interested in connecting residents to energy savings programs (programs presented by CUB)?

Discussion— municipal pathways

- How can we help you make these connections?
What tools would be useful?
 - Information for municipal newsletters & others communication outlets
 - Information to create a home energy page for residents
 - Connecting and forming a relationship with Community Action Agencies
 - A (virtual) energy bill clinic for residents to consult one-on-one
 - Other (please describe in chat)
- What are other pathways that can connect residents to energy programs?

Feedback and questions

- Questions or comments?

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