



# The New England Carbon Challenge

## Supporting Action to Reduce Residential Energy Consumption and Greenhouse Gases



UNIVERSITY of NEW HAMPSHIRE


CLEAN  
AIR



COOL  
PLANET

A joint initiative of the University of New Hampshire and Clean Air-Cool Planet

# REVIEW YOUR HOME ENERGY PLAN & LINK YOUR HOUSEHOLD WITH YOUR COMMUNITY



**WE'RE COOLING DOWN HIGH ENERGY COSTS.**  
To reduce our energy costs, consumption and environmental impact our household is taking these actions:

**VEHICLES**

- (Vehicle 1) Replace my vehicle with a more fuel efficient car that gets 40 MPG.
- (Vehicle 1) Drive 10 fewer miles per week (through carpooling, telecommuting, putting kids on the school bus, combining errands etc).
- (Vehicle 2) Drive 20 fewer miles per week (through carpooling, telecommuting, putting kids on the school bus, combining errands etc).

**ELECTRICITY**

- Change 10 incandescent light bulbs to compact fluorescents (CFLs).
- Turn off all lights when not in use.
- Replace my old refrigerator with a new ENERGY STAR refrigerator.
- Air-dry dishes when using dishwasher.
- Put electronic devices (computers, TVs) on a UL-approved power strip and turn the power strip off when not in use.
- Dry 7 loads of laundry per week on a clothesline instead of the dryer.


**HEATING & HOT WATER**

- Use 520 Biodiesel instead of traditional home heating oil.
- Get an annual heating system tune-up.
- Turn my thermostat down 4 degrees in winter.
- Wash laundry in cold water. I do 6 loads of laundry per week.

**RECYCLING**

- Compost food waste.
- Stop junk mail.

PROJECTED SAVINGS	Current CO2	CO2 Saved	Dollars Saved
Vehicles:	19,577	3,679	587
Electricity:	7,970	3,022	388
Heat and Hot Water:	15,042	5,642	546
Recycling:	-4,556	921	0
<b>Total:</b>	<b>38,033</b>	<b>13,264</b>	<b>1,521</b>



If your community is taking the Carbon Challenge, please select the name from the list below:

Community Challenges:

List of Community Challenges

List of Community Challenges

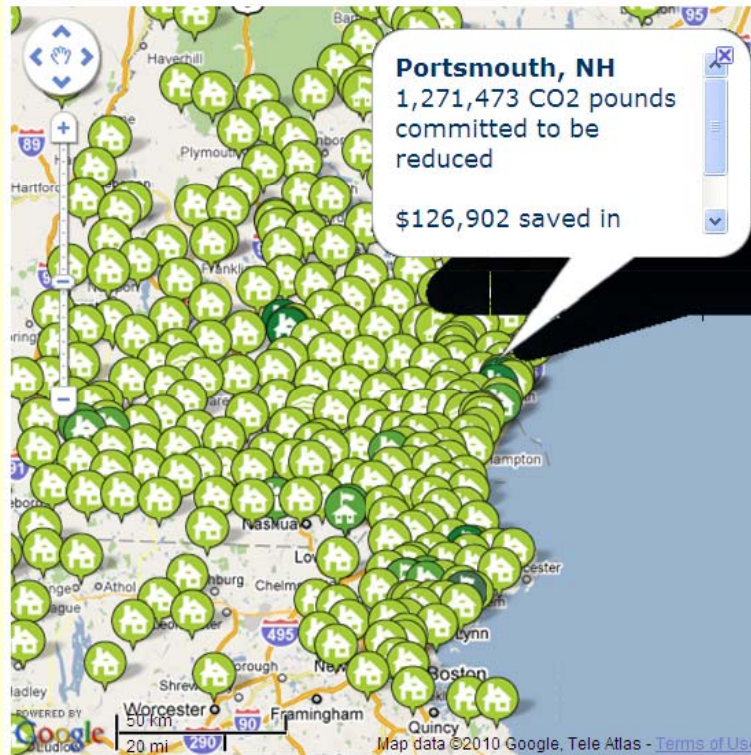
- 900 Degrees Restaurant
- Barrington Carbon Challenge
- Concord Carbon Challenge
- Cool Monadnock (NH)
- Greenfield 10% Challenge
- Hampstead Carbon Challenge
- Keene Carbon Challenge
- Kittery Carbon Challenge
- Lamprey Brothers
- Mt. Washington Valley Climate Challenge
- NH Department of Environmental Services
- New Hampshire Audubon
- North Hampton Carbon Challenge
- Osram Sylvania
- Ossipee Central School
- Oyster River Carbon Challenge (NH)
- Pelham High School
- Portsmouth Carbon Challenge
- Rye Carbon Challenge
- Salem State Collaborative Project
- Sanbornton UCC
- Tamworth Carbon Challenge
- Timberland
- UNH Cooperative Extension
- Williamstown COOL Challenge (MA)

First Name:

we send you:

# FOLLOW THE PROGRESS OF YOUR COMMUNITY

...at [necarbonchallenge.org](http://necarbonchallenge.org)



## Overall Town Rankings

Households Taking the Carbon Challenge

#1 Portsmouth, NH

#2 Concord, NH

#3 Keene, NH

#4 Reading, MA

#5 Rye, NH

#6 Williamstown, MA

#7 Hampstead, NH

#8 Dover, NH

#9 Pelham, NH

#10 Lynnfield, MA

**17,746,102**

Total CO2 Pounds Reduced So Far by All Carbon Challenge Takers!



**We're Taking the Challenge!**  
287 Portsmouth Carbon Challenge households  
1,806,594 CO2 pounds pledged to be reduced  
\$172,856 saved in energy costs  
Join us and **Take the Challenge!**



# PERIODIC METRICS REPORTING

## ENERGY CONSUMPTION

### ELECTRICITY

Total Electricity Consumption = 65,788 KWH  
Average Electricity Consumption = 6,578.8 KWH

### OIL

Total Oil Consumption = 4,865 gallons  
Average Oil Consumption = 695.0 gallons

### PROPANE

Total Propane Consumption = 3,390 gallons  
Average Propane Consumption = 423.8 gallons

### NATURAL GAS

Total Natural Gas Consumption = 0 therms  
Average Natural Gas Consumption = 0.0 therms

## HEATING FUEL PROFILE

### Home Heating

58.3% Participants use oil  
0.0% Participants use natural gas  
16.7% Participants use propane  
0.0% Participants use electricity  
25.0% Participants use other

## Pleasantville Week One



## METRICS REPORT FOR Pleasantville, USA

NUMBER OF CHALLENGE PARTICIPANTS: 12

### TOTAL EMISSIONS:

Current CO<sub>2</sub> emissions (CO<sub>2</sub> pounds per year) =

**451,414**

Pledged CO<sub>2</sub> reduction (CO<sub>2</sub> pounds per year) =

**66,722**

Dollars saved = **\$7,659**

## PROFILE OF ACTIONS TAKEN

### THE MOST COMMON ACTIONS TAKEN BY CHALLENGE PARTICIPANTS

1. Stop junk mail. (58.3%)
2. Put electronic devices (computers, TVs) on a UL-approved power strip and turn the power strip off when not in use. (50.0%)
3. (V1) Drive fewer miles per week (through carpooling, telecommuting, putting kids on the school bus, combining errands etc). (41.7%)
4. Dry loads of laundry per week on a clothesline instead of the dryer. (33.3%)
5. (V2) Drive fewer miles per week (through carpooling, telecommuting, putting kids on the school bus, combining errands etc). (33.3%)
6. Install a low-flow showerhead. (25.0%)
7. Turn my thermostat down in winter. (25.0%)
8. Get an annual heating system tune-up. (25.0%)

9. Put an insulating blanket around my hot water heater and insulate the hot water pipes. (16.7%)
10. Weatherize my home by sealing around windows and doors. (16.7%)

THE TOTAL NUMBER OF CLFs PARTICIPANTS HAVE COMMITTED TO CHANGE: 5

THE PLEDGED REDUCTION IN MILES DRIVEN BY PARTICIPANTS PER WEEK: 655

E NUMBER OF LOADS OF LAUNDRY PARTICIPANTS HAVE COMMITTED TO LINE DRY EACH WEEK: 4

### EMISSIONS

#### VEHICLE EMISSIONS

Current CO<sub>2</sub> emissions (CO<sub>2</sub> pounds/yr) = 268,028  
Pledged CO<sub>2</sub> reduction (CO<sub>2</sub> pounds/yr) = 46,733  
**Dollars saved = \$5,303**

#### ELECTRICITY EMISSIONS

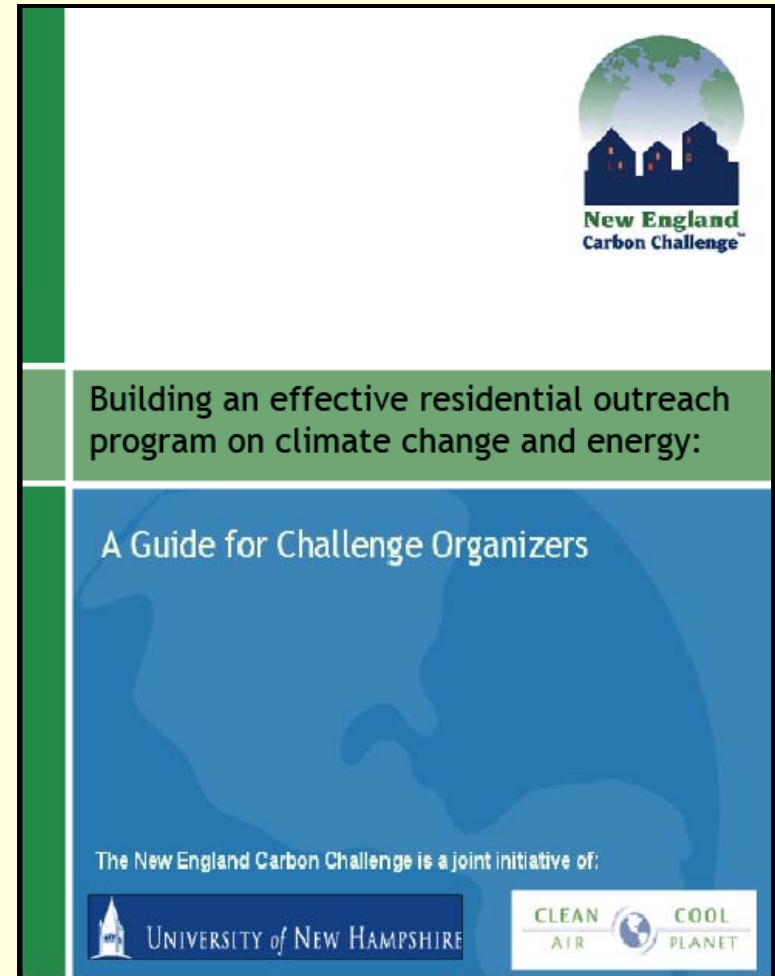
Current CO<sub>2</sub> emissions (CO<sub>2</sub> pounds/yr) = 59,901  
Pledged CO<sub>2</sub> reduction (CO<sub>2</sub> pounds/yr) = 3,711



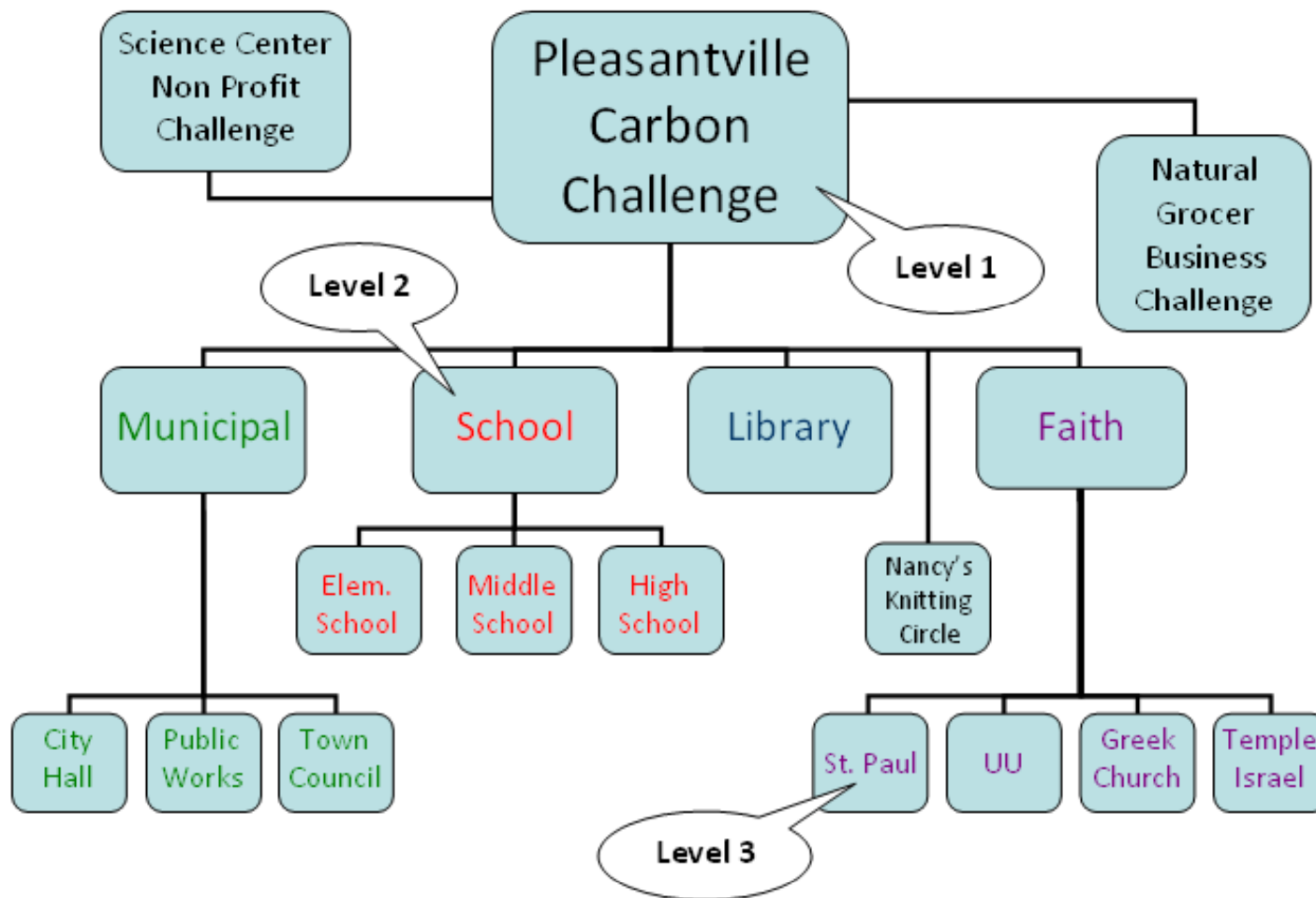
# Effective Outreach Tools to Support Community Challenges

An “off-the shelf” integrated residential outreach campaign

- Organizer Guides
- Webinar Series for Challenge Organizers
- Coordinated “triggering events”



## II. HOW DO I DESIGN A CHALLENGE?



# Announcing: MYENERGYPLAN.NET

ABOUT US | TOOLS | LOGIN | FOR BUSINESSES | HELP

## My Energy Plan

Welcome!

Are you interested in reducing your impact on the planet, by reducing the amount of energy you use in your everyday life? If so, we've put together a simple 10-step guide to help you achieve your goals.

Learn more about:

- Reducing your carbon footprint
- Increasing your home's energy efficiency
- Optimizing your water usage
- Analyze your carbon footprint
- Learn about additional steps you can take

Armed with this knowledge, you can then take steps in the right direction to positively reduce your impact on the environment.

### Get Started

We've developed the following tools to help create your own personalized energy plan and to help put that plan into action.

 <p><a href="#">Incentive and Contractor Tool</a></p> <p>Copy about what this tool helps a user to do.</p>	 <p><a href="#">Additional Tool Here</a></p> <p>Information about what this tool helps a user to do.</p>
 <p><a href="#">New England Carbon Estimator</a></p> <p>Description about what this tool is and what it helps a user to do.</p>	 <p><a href="#">New Tool Calculator Here</a></p> <p>Sentence about what this tool is.</p>







# The New England Carbon Challenge

**Julia Dundorf,**  
**Manager of Community Relations**  
**& Co-director of the**  
**New England Carbon Challenge**  
**[jdundorf@cleanair-coolplanet.org](mailto:jdundorf@cleanair-coolplanet.org)**  
**603-422-6464 ext. 114**



UNIVERSITY of NEW HAMPSHIRE

CLEAN  
AIR



COOL  
PLANET

A joint initiative of the University of New Hampshire and Clean Air-Cool Planet