

US EPA ARCHIVE DOCUMENT



Energize CORVALLIS

Energize Corvallis is dedicated to helping Corvallis become one of the most energy efficient, climate-friendly communities in the nation.



Oregon State
UNIVERSITY



Communities Take Charge

- Program design
- Lesson learned
- Program results
- Replication plans
- Resources for you



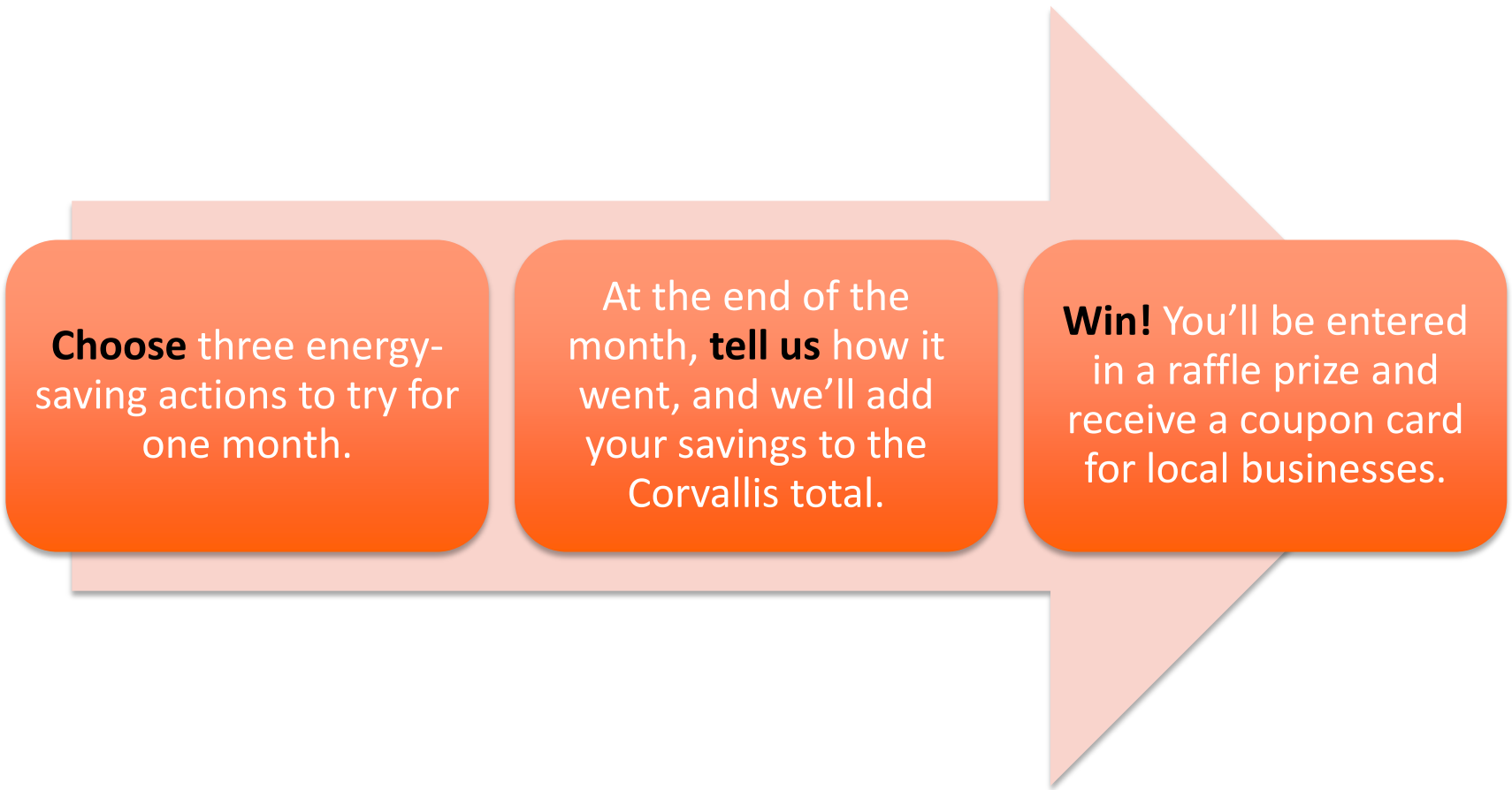
Action 38: Remove extra weight from your car to get better gas millage

Program Design

- Behavior change
- Knowledge of action strategies: 70 Things You Can Do to Save Energy
- Sense of competence
- Commitment technique



Communities Take Charge



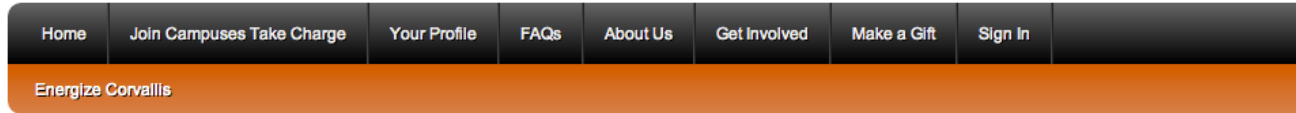
Choose three energy-saving actions to try for one month.

At the end of the month, **tell us** how it went, and we'll add your savings to the Corvallis total.

Win! You'll be entered in a raffle prize and receive a coupon card for local businesses.



Join Online



Join Campuses Take Charge by adding 3-5 actions to your shopping cart and answering a few registration questions. In one month, we'll ask for your feedback about your energy saving actions, and then we'll mail you the exclusive Take Charge Coupon card featuring local businesses. Let's make Corvallis one of the most energy efficient campuses in the nation!

Join Campuses Take Charge

Energy-Saving Actions

The logo for Energize Corvallis, featuring a stylized green and purple swirl icon and the text "Energize CORVALLIS" in green and purple.

Home Join Communities Take Charge Your Profile FAQs About Us Get Involved Make a Gift Sign In

Energize Corvallis

Join Communities Take Charge by adding 3-5 actions to your shopping cart and answering a few registration questions. In one month, we'll ask for your feedback about your energy saving actions, and then we'll mail you the exclusive Take Charge Coupon card featuring local businesses. Let's make Corvallis one of the most energy efficient communities in the nation!

Join Communities Take Charge

Energy-Saving Actions

Bike or walk instead of driving

A photograph of several bicycles parked in a metal rack on a sidewalk.

1052
participants enrolled

3617.59
gal Gas saved

Shop for Your Energy-Saving Actions

energizecorvallis.org/takecharge/categories.php

Pick Your Category of Actions

You can navigate back and forth between lists and pick your 3 actions from any list you want, so no worries... go exploring. Which list of actions would you like to view?



Top 10



Tight Budget



Home Upgrades



Renter



Don't Have Time



Need a Challenge



Transportation



Waste Reduction



My Kitchen



Water Heating



Landscaping



Shopping

Browse Over 70 Actions



Tune-Up Car: Get a car tune-up including a new air filter
[Find Out More](#) or [I'll Try This](#)



Lighten Your Load: Lighten your load by removing unnecessary weight from your car
[Find Out More](#) or [I'll Try This](#)



Inflate Tires: Maintain correct car tire pressure
[Find Out More](#) or [I'll Try This](#)



Take the Bus: Take the bus instead of driving
[Find Out More](#) or [I'll Try This](#)



Stop Idling: Turn off your car instead of letting it idle
[Find Out More](#) or [I'll Try This](#)

Find out more

The average home has [forty](#) electronic devices constantly draining power, amounting to about [10% of all residential electricity use](#). Instead of turning off electronic devices, unplug them when you aren't using them to save energy.

Find Out More:

- Check out the Lawrence Berkley National Laboratory page on [standby power](#).

About the Numbers:

How much energy could you save by unplugging electronics?

- If you do this for one month: 150 pounds CO₂
- If you do this for one year: 1,800 pounds CO₂

If everyone in Corvallis did this for a year we would save 45,000 metric tons of CO₂, which is equivalent to:

- Annual greenhouse gas emissions from 9,375 passenger vehicles.
- CO₂ emissions from the electricity use of 6,737 homes for one year.
- Carbon sequestered by 1,153,846 tree seedlings grown for 10 years.
- Greenhouse gas emissions avoided by recycling 16,854 tons of waste instead of sending it to the landfill.

Fill Up Your Cart then Check Out



Tune-Up Car: Get a car tune-up including a new air filter

[Find Out More](#)

or

[I'll Try This](#)



Lighten Your Load: Lighten your load by removing unnecessary weight from your car

[Find Out More](#)

or

[I'll Try This](#)



Inflate Tires: Maintain correct car tire pressure

[Find Out More](#)

or

[I'll Try This](#)

My Communities Take Charge Actions

Alter driving by avoiding sudden acceleration and stops



Bike or walk instead of driving



[Check Out >>](#)

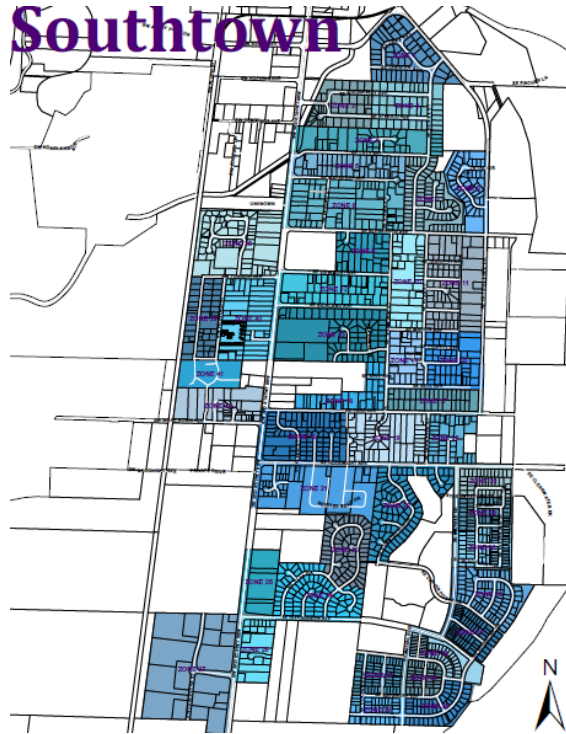
[View Other Categories](#)

Join in Person

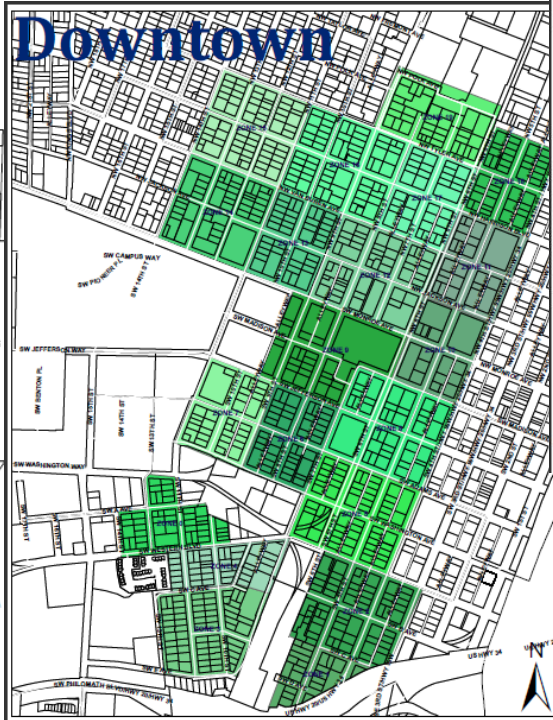


Neighborhood Canvassing

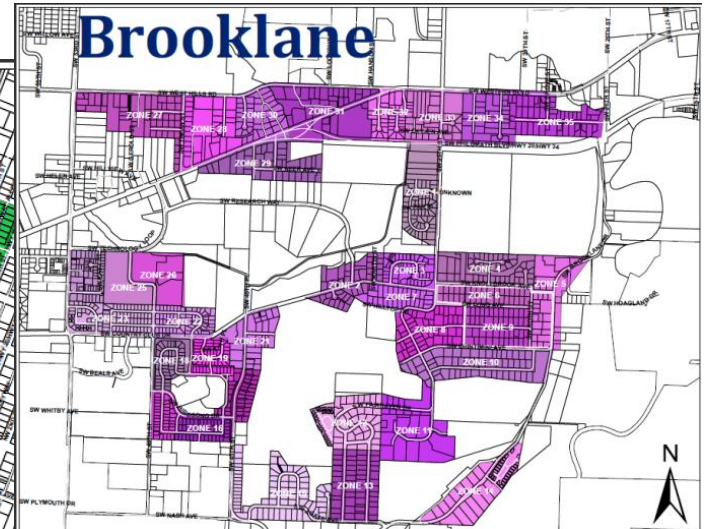
Southtown



Downtown



Brooklane



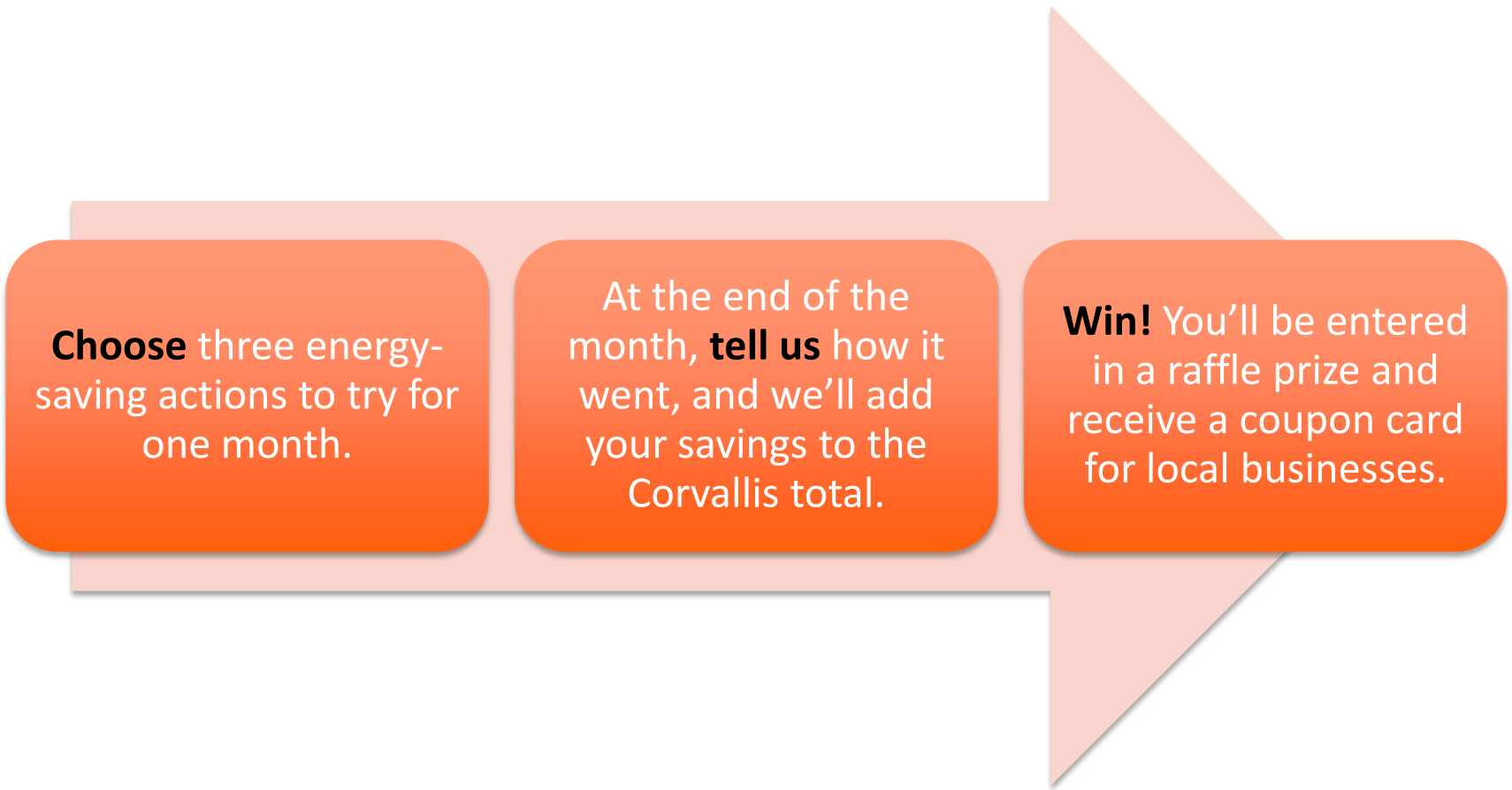




Over 10,000
volunteer
hours



Communities Take Charge



Choose three energy-saving actions to try for one month.

At the end of the month, **tell us** how it went, and we'll add your savings to the Corvallis total.

Win! You'll be entered in a raffle prize and receive a coupon card for local businesses.



Tell Us

Participants receive a series of emails:

1. **Registration day:** Welcome and list of actions
 1. **Two weeks later:** Reminder of actions
 1. **Two weeks later:** Email asking them to report back on how successful they were at completing each of their actions with a link to a customized survey
- 

Join Communities Take Charge

Choose three energy-saving actions to try for one month.

At the end of the month, **tell us** how it went, and we'll add your savings to the Corvallis total.

Win! You'll be entered in a raffle prize and receive a coupon card for local businesses.

Win!

Tell us about your energy-saving actions in four weeks, and great things happen:

- You'll receive a **Take Charge Coupon Card** featuring local businesses.
- You'll be **entered in a raffle for over \$1,000 in prizes.**
- We'll **add your energy** savings to the Corvallis total.
- You'll help us create a **climate showcase community.**

THANK YOU for participating in



Free side and small drink with purchase of a dawg. A \$2.50 value!



10% off a meal

Expires 10/31/13

10% off Entire Purchase



\$1 off a purchase of \$10 or more



COMMUNITIES TAKE CHARGE!

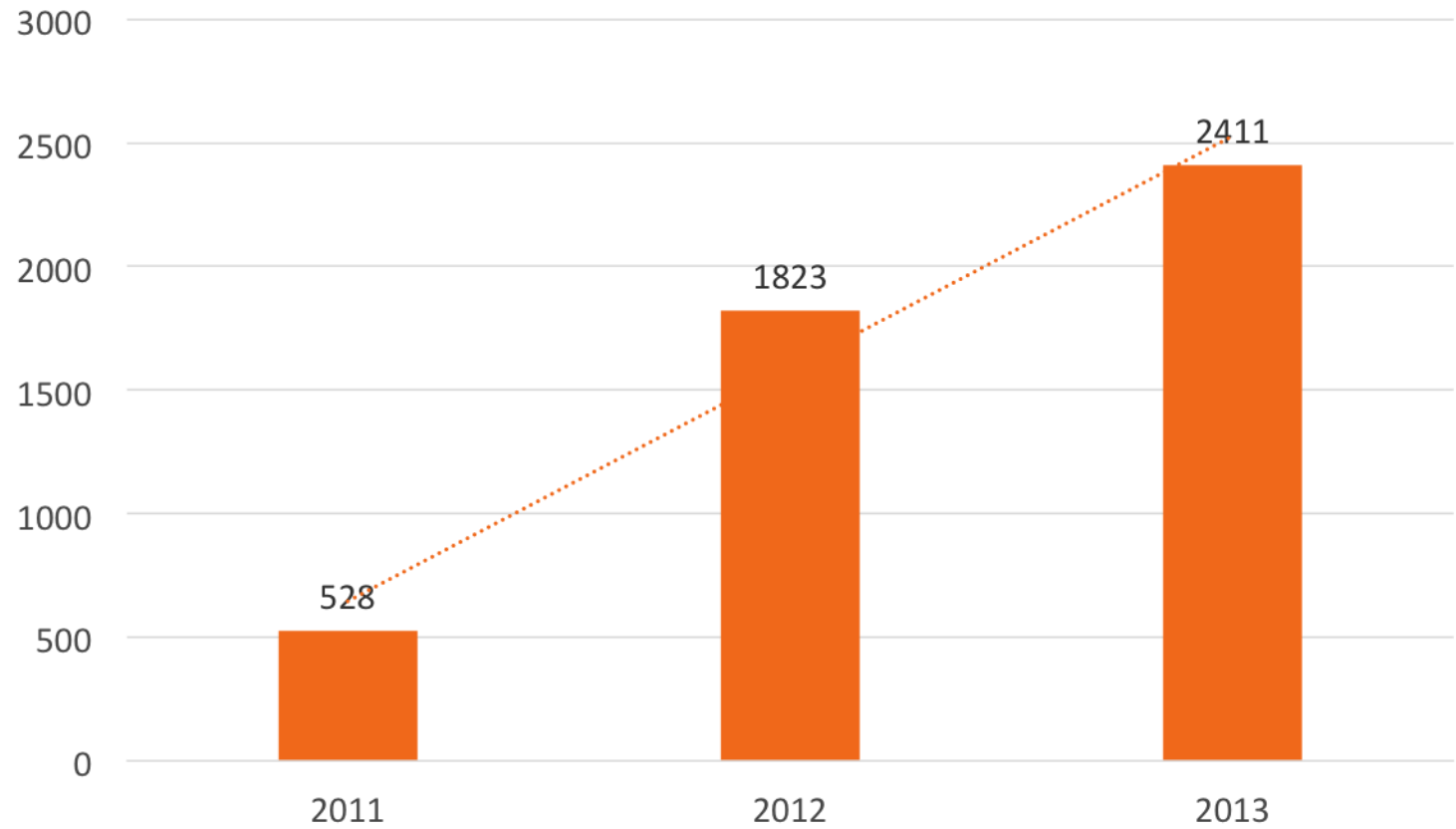
Program Design: Lessons Learned

- Developing a website and calculations for individual actions takes lots of time and money.
 - Telling people about the program in person increased enrollment.
 - Promoting the program at established community events increased outreach without a lot of staff time.
 - Incentives Matter
 - 50% completion rate with coupon card
 - 80% completion rate with extra credit/assignment
- 

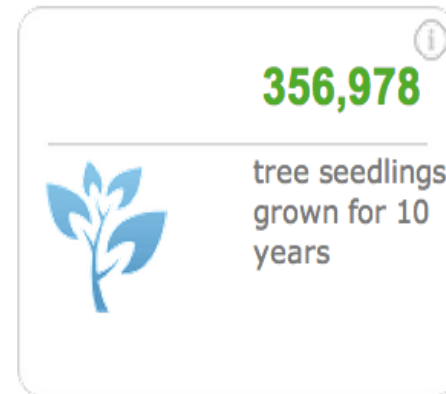
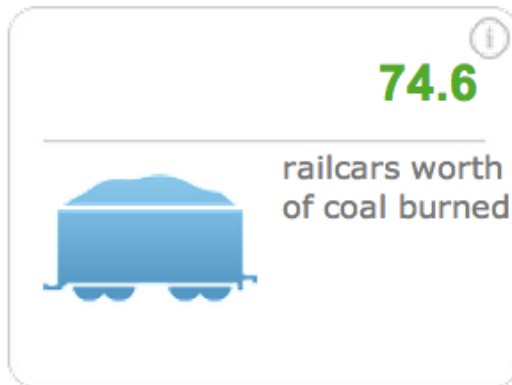
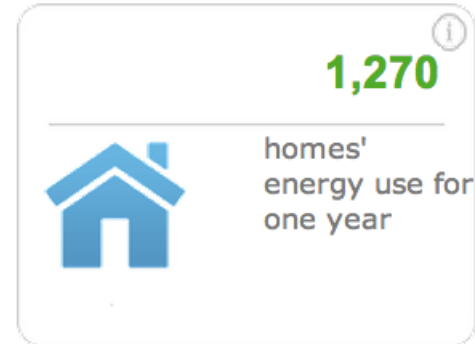
Results



Over 10% of Corvallis participated



Participants saved over 30,693,055 pounds CO₂e.



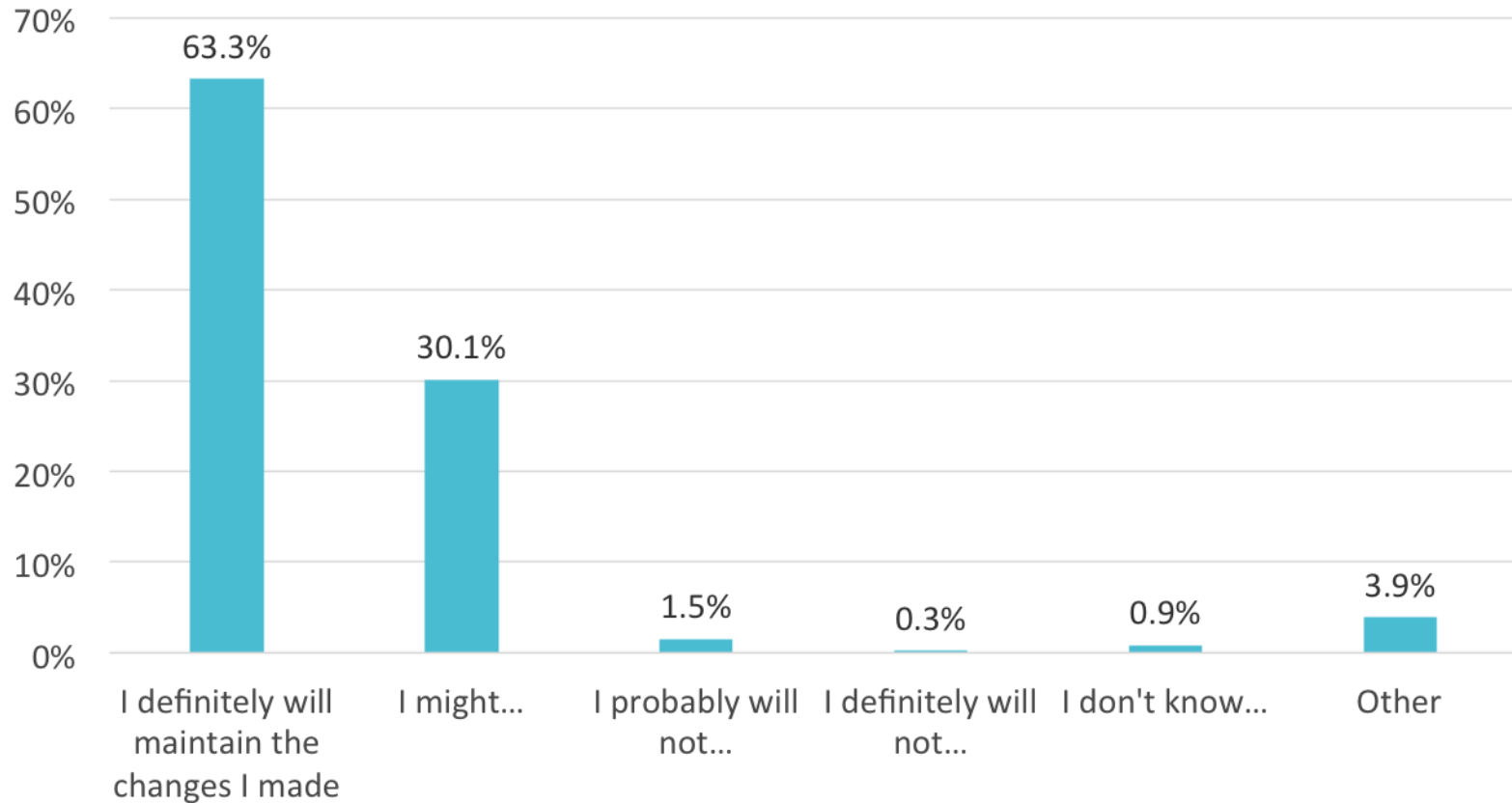
2,931



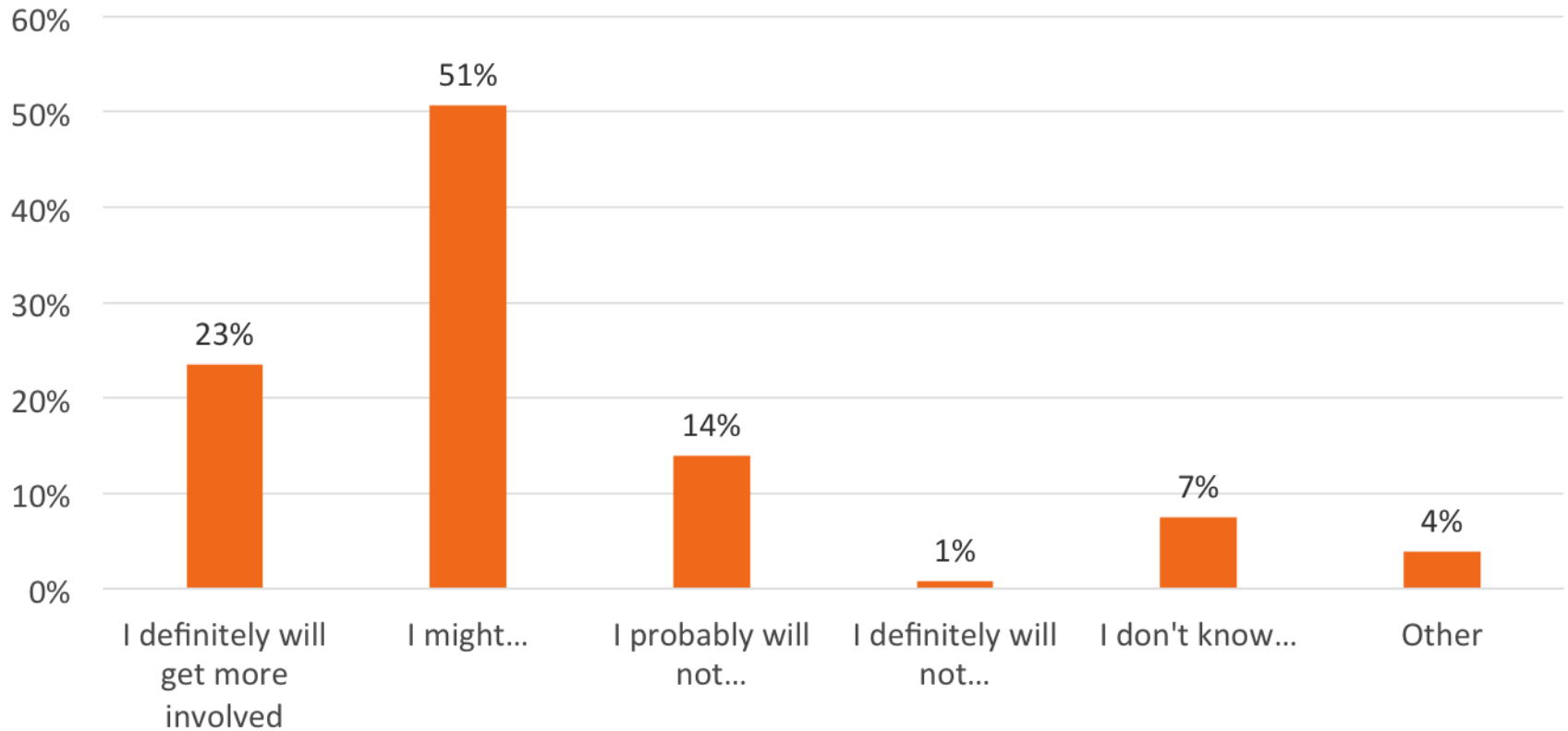
Passenger
vehicles



Do you intend to maintain the changes you made during Communities Take Charge?



Do you intend to get more involved in sustainability focused efforts because of your participation in Communities Take Charge?



Replication Plans

- Communities Take Charge website available to cities and organizations
 - Campuses Take Charge website available to other universities
 - Classrooms Take Charge
 - Adding new categories of environmental actions (e.g., eating local food, reducing waste, reducing water use, etc.)
- 
- A decorative graphic at the bottom of the slide consisting of a solid purple area with a white, wavy, curved line separating it from the white background above.

Resources for You

- CO₂ calculation for each action on our website
 - PDF of our restaurant-style menu
 - Canvasser script and tips
 - Sign-up to be the first to find out when the website is available for your community or organization
 - Call me!
- 



Energize CORVALLIS

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Oregon State
UNIVERSITY

