

Energy Conservation Education Program



Lead Organization: University of Maine Cooperative Extension

Partners: University of Maine System, University of Maine – Orono, MaineHousing, Efficiency Maine, Maine Public Utilities Commission (Energy Programs Division) and the Governor's Office of Energy Independence and Security.

Community Need: Maine citizens faced with escalating home energy and associated living expenses need information and assistance in heating their homes this coming winter season and beyond. As a statewide, community-based educational network, UMaine Extension is positioned to teach citizens how to weatherize their homes using home winterization kits and practical information on how to conserve energy. Those most in need are low- and moderate-income households and homebound elders on fixed incomes.

Project Activities: UMaine Extension has a 95-year history of working in local communities through our sixteen county offices, providing practical, timely and credible research-based information to individuals, families, organizations and businesses.

The 225 faculty, professional and support staff of UMaine Extension will:

- Work in local communities with non-profit, faith-based, and other resource groups addressing the energy issue through efficient and effective communication and coordination among the groups.
- Coordinate the delivery of the initial 2,000 home winterization kits in collaboration with the Maine State Housing Authority, the Governor's Office of Energy Independence and Security, community organizations, and local volunteers.
- Offer weatherization training to individuals, families, and organizations that receive or distribute kits.
- Develop an instructional DVD on how to install energy conservation kits items and distribute the DVD to all who request it. We will post these Do-It-Yourself videos on our Extension energy Web site as well.
- Partner with the Maine Office of Energy Independence and Security to produce and distribute 500,000 household energy conservation brochures statewide.
- Offer regular weatherization trainings throughout Maine communities using the expertise and resources of the national UMaine Extension network and Efficiency Maine.
- Provide up-to-the minute information and resources on relevant consumer energy conservation and alternative energy issues via our Website at www.umext.maine.edu/energy/default.htm.

The target populations are for the winterization kits are low and moderate income individuals and families, while the overall energy education programming efforts are targeted to individuals, families and home-based businesses across Maine.

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Outcomes / Impact:

- Effective coordination and communications among UMaine Extension staff and local groups committed to addressing their community's energy issues.
- Distribution of winterization kits to those in greatest need (lower-income households, homebound elders) once the kits become available in mid-October.
- Local residents, families, and businesses are trained by UMaine Extension faculty on the most up-to-date information on winterizing homes and buildings
- Maine citizens will achieve cost savings from installation of home winterization kits and from implementation of other energy conservation practices in their lives.

Total Project Budget: University of Maine UMaine Extension will provide its community networked offices and staff for distribution of the winterization kits and for educating residents and home-based businesses owners as an integral part of our educational mission.

Funds Requested from the Philanthropic Sector:

Based upon estimates provided by Efficiency Maine, one winterization kit costs \$40. Included in each kit are: 45' rope caulking; faucet aerators (2), low-flow showerhead; switch gaskets (10); outlet gaskets (30); 17' ZD Dr foam tape for door; teflon tape single application; spray foam insulation; pipe insulation; and plastic gloves .

The initial 2,000 kits provided by MaineHousing will not cover the projected need. For example, over 500 kits have been requested in Washington County alone before any information has been distributed and the current county allocation is just 125 kits. We are seeking funding for additional winterization kits:

100 kits - \$4,000
1,000 kits - \$40,000
10,000 kits - \$400,000

UMaine Extension will distribute the kits to individuals and local organizations that we have trained on how to use them. In addition, UMaine Extension will teach individuals, families, and home-based businesses how to "Do-it-Yourself" in weatherizing their apartments, homes or businesses.

Ability to Target Funds: We are able to target winterization kits to low- and limited-income individuals and families in communities throughout the state by working in partnership with local agencies.

Accountability / Reporting: Funds will be managed by the UMaine Extension through the University of Maine fiscal system. Each UMaine Extension distribution site will collect impact data on the kits distribution and educational programming and report back semi-annually to UMaine Extension administration and project funders.

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