

Energy Reduction Campaign

June 27, 2022

Town of Bedford

Attached is a town newsletter that advertises Bob the Energy Coach who helps homeowners save energy and make a plan to reduce their personal emissions. Additionally in 2022 the Energy Coach Challenge was launched with the goal of connecting the Energy Coach with 150 tenants or owners in the Town of Bedford

Town website:

<https://bedfordny.gov/join-bedford-2030-at-the-bedford-playhouse-for-free-wine-and-cheese-and-meet-bob-the-personal-energy-coach-on-thursday-april-28-at-7pm/>

<https://bedfordny.gov/resources/recycling-sustainable-programs/>

Energy coach challenge on Bedford2030 website:

<https://bedford2030.org/energycoachchallenge/>

<https://bedford2030.org/energy-coach/>

<https://bedford2030.org/ecchallenge/>

Campaign Results

30 people attended the event that was advertised in the town newsletter.

In 2022, Bedford had 74 Individual sessions scheduled/completed with Bob the Energy Coach.

Description of Implementation

Previous

Attached is a document containing a link to the Energize Bedford webpage. Energize Bedford is a program that connects homeowners to NYSERDA's free or reduced-cost home energy assessment. The Town of Bedford financially supports this program while Bedford 2020 works to engage community members through events and workshops. This campaign is currently active, and a more recent event was held on October 22, 2018, for low-to-moderate income homeowners to learn about the Assisted Home Performance and Empower programs. Through Energize Bedford, we are currently promoting energy efficiency as a part of the HeatSmart campaign as well. Attached is a letter from the Bedford Town Supervisor announcing the campaign to the community. Also attached is an Energize Bedford promotional infographic and a flyer with a progress update on the success of the program. Lastly, is a document with five images from within the community and at various campaign events.

Current

We are seeking 5 points for implementation of the Building Energy Coach program as an energy reduction campaign in Bedford. Attached is a summary document that includes links for both the Town of Bedford's website as well as Bedford2030's website, advertising Bob the Energy Coach

and the Energy Coach Challenge. Included in the summary document are campaign results as well. Additionally, attached is a Town of Bedford Supervisor newsletter that markets Bob the Energy Coach who helps homeowners save energy and make a plan to reduce their personal emissions.