Energize CORVALLIS

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

CORVALLIS ENHANCING COMMUNITY LIVABILITY

The Resource Innovation Group

Corvallis Environmental Center

Oregon State University OSU

Climate Showcase Communities
Local Climate and Energy Program

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

De Young, 2000; Hines et al., 1986-87; McKenzie-Mohr, 2000; Tribbia, 2007

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

Oregon State University OSU

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

Energize Corvallis

Join Campuses Take Charge by adding 3-5 actions to your shopping cart and answering a few registration questions. In one mont about your energy saving actions, and then we'll ma Coupon card featuring local businesses. Let's make campus in the nation!

Join Campuses Take Charge

Energy-Saving Actions

Energize CORVALLIS

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

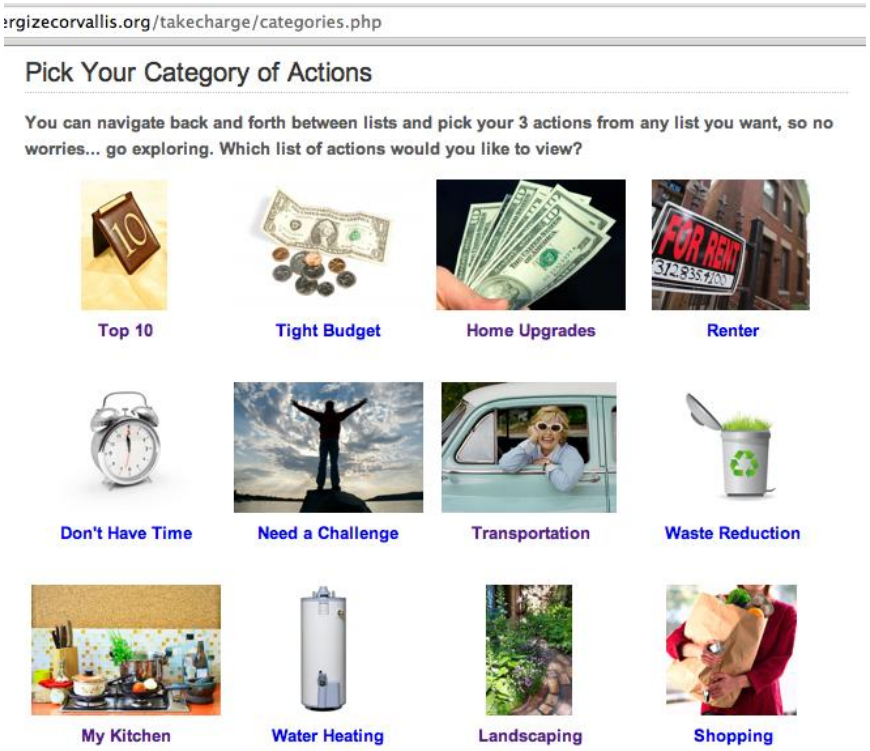
Energy-Saving Actions

Bike or walk instead of driving

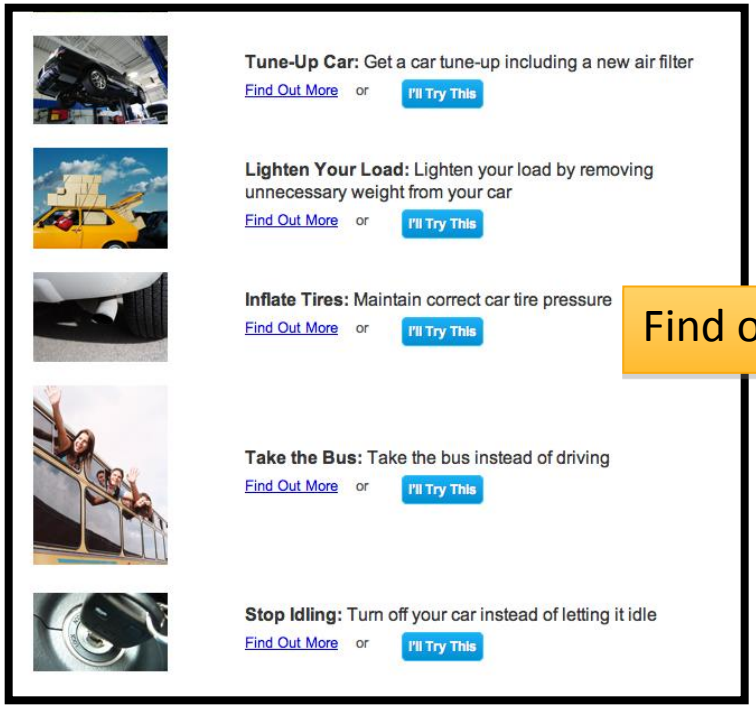
1052
participants enrolled

3617.59
gal Gas saved

Shop for Your Energy-Saving Actions



Browse Over 70 Actions



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 CO_2
- **If you do this for one year**: 1,800 pounds CO_2

If everyone in Corvallis did this for a year we would save 45,000 metric tons of CO_2, which is equivalent to:

- Annual greenhouse gas emissions from 9,375 passenger vehicles.
- CO_2 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 ✖

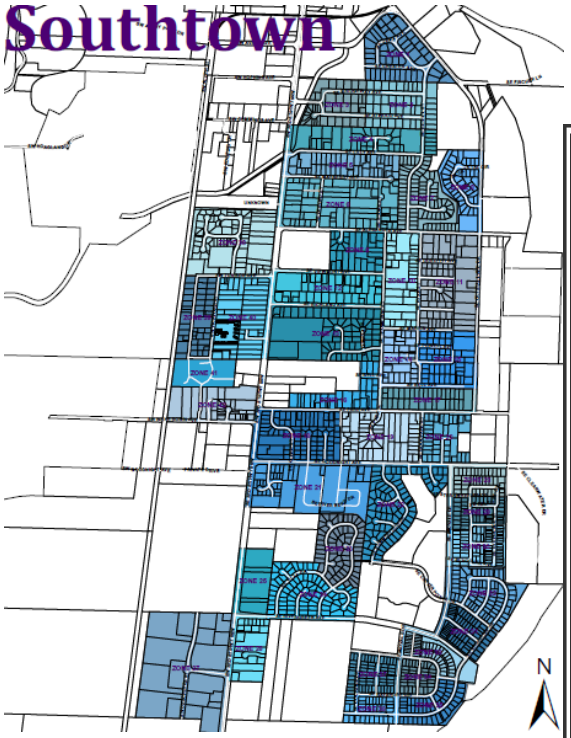
Bike or walk instead of driving ✖

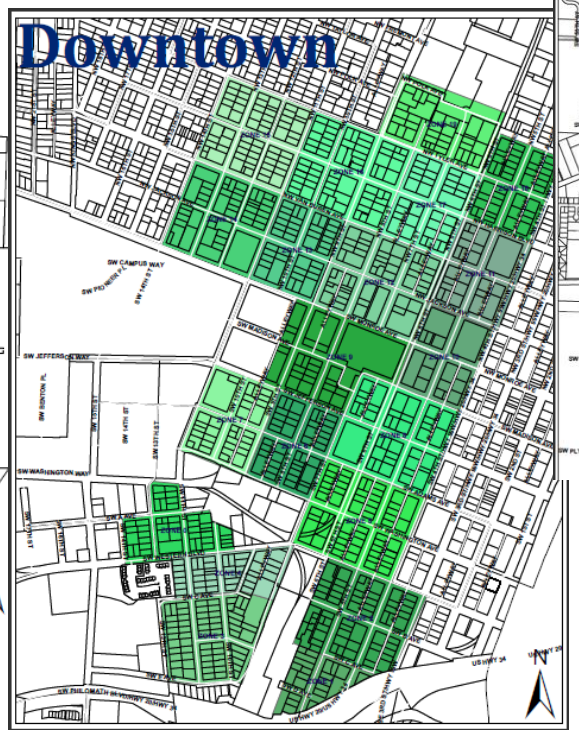
Check Out >>

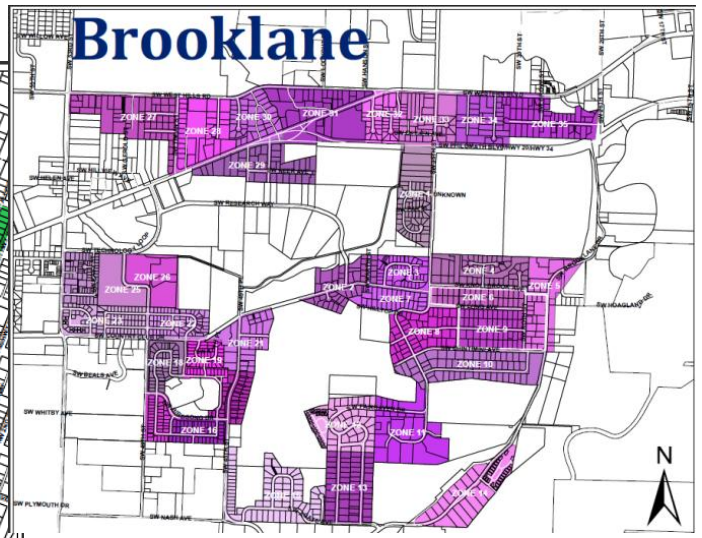
View Other Categories

Join in Person

Neighborhood Canvassing







WE JOINED!
COMMUNITIES TAKE CHARGE
Saving ENERGY. Living WELL.
Energize CORVALLIS
EnergizeCorvallis.org

I JOINED!
COMMUNITIES TAKE CHARGE
Energize CORVALLIS
EnergizeCorvallis.org

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 are 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:

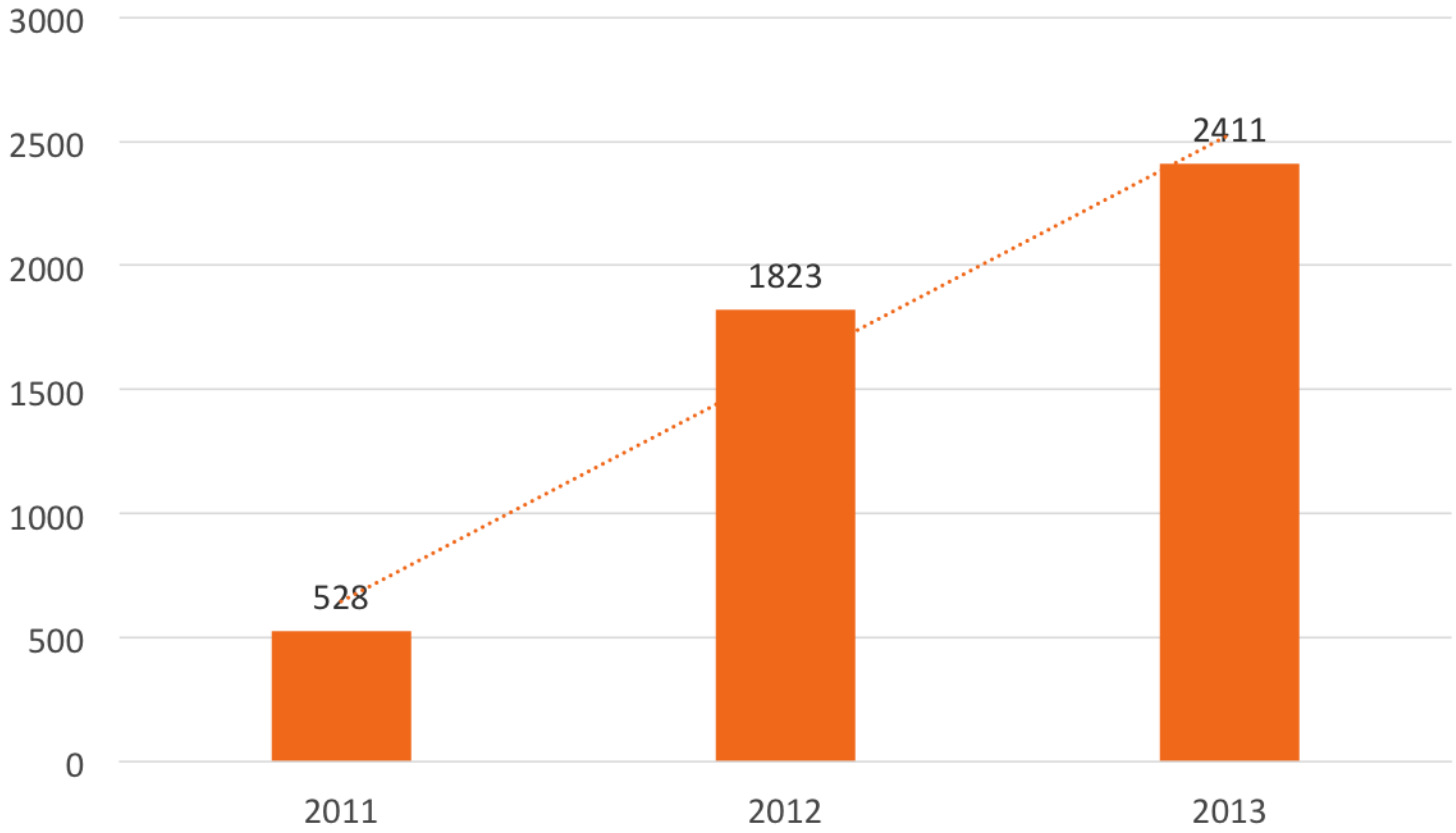
- You'll receive a Take Charge Coupon Card featuring local businesses.
- You'll be entered in a raffle for over $1,000 in prizes.
- We'll add your energy savings to the Corvallis total.
- You'll help us create a climate showcase community.

Program Design: Lessons Learned

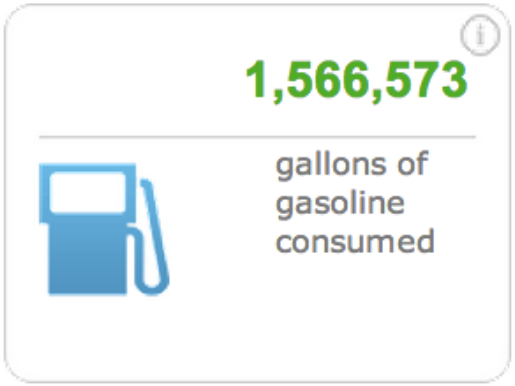
- Developing a website and calculations for individual actions takes lots of time and money.
- Telling people about the program in person increased enrollment.
- Promoting the program at established community events increased outreach without a lot of staff time.
- Incentives Matter
  - 50% completion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

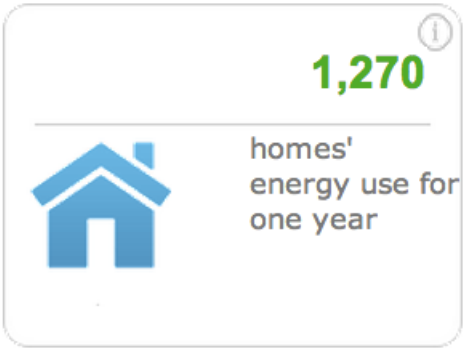
Results

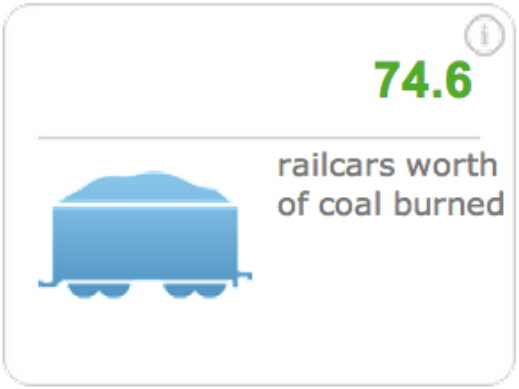
Over 10% of Corvallis participated

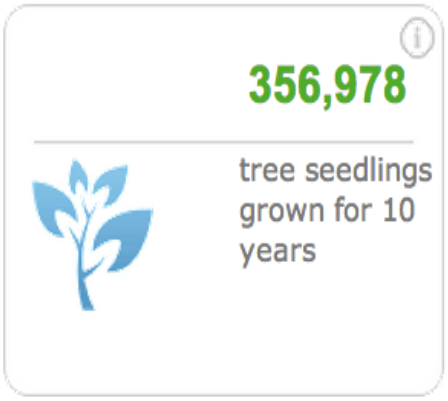


Participants saved over 30,693,055 pounds CO_2e.



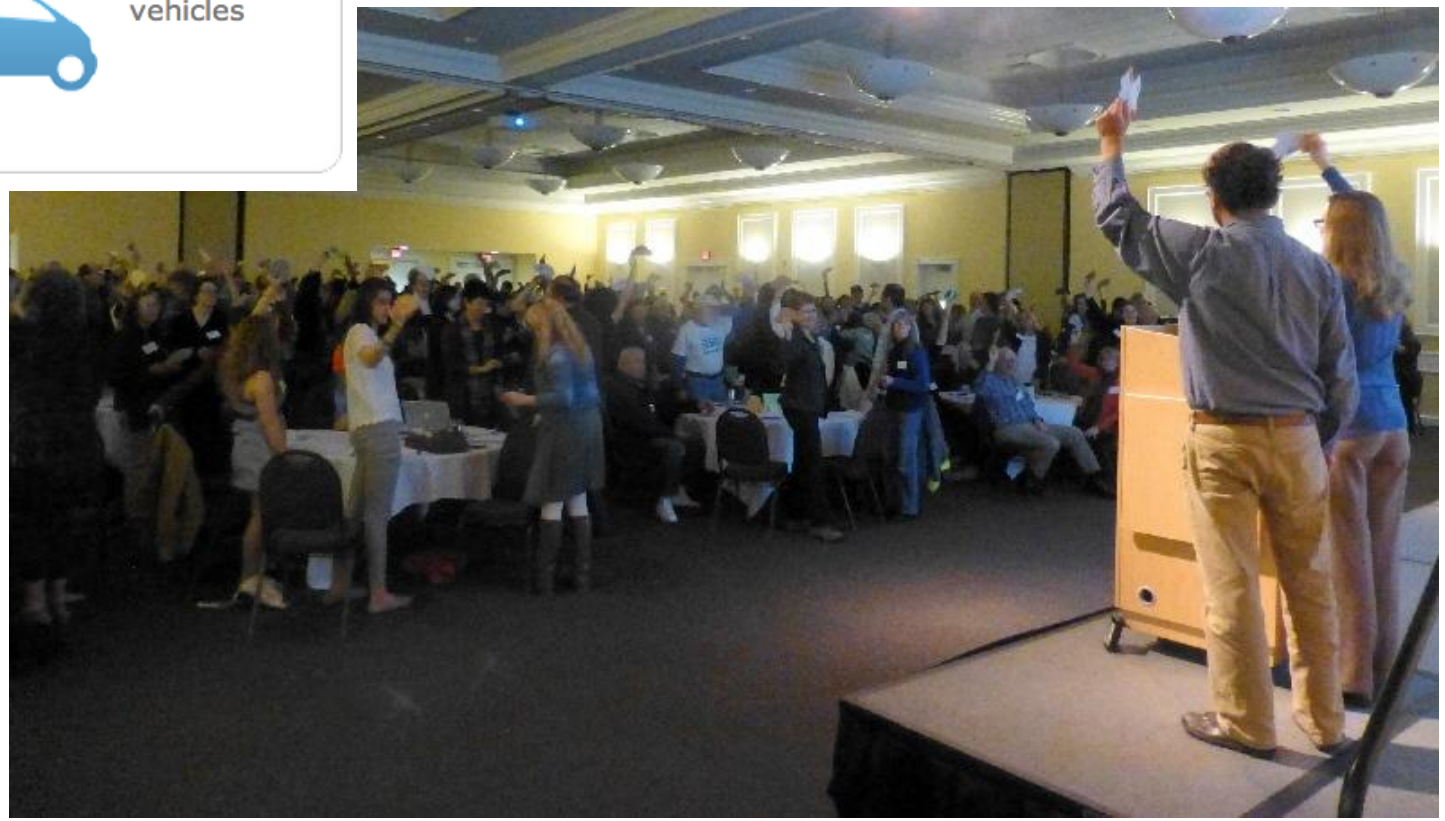




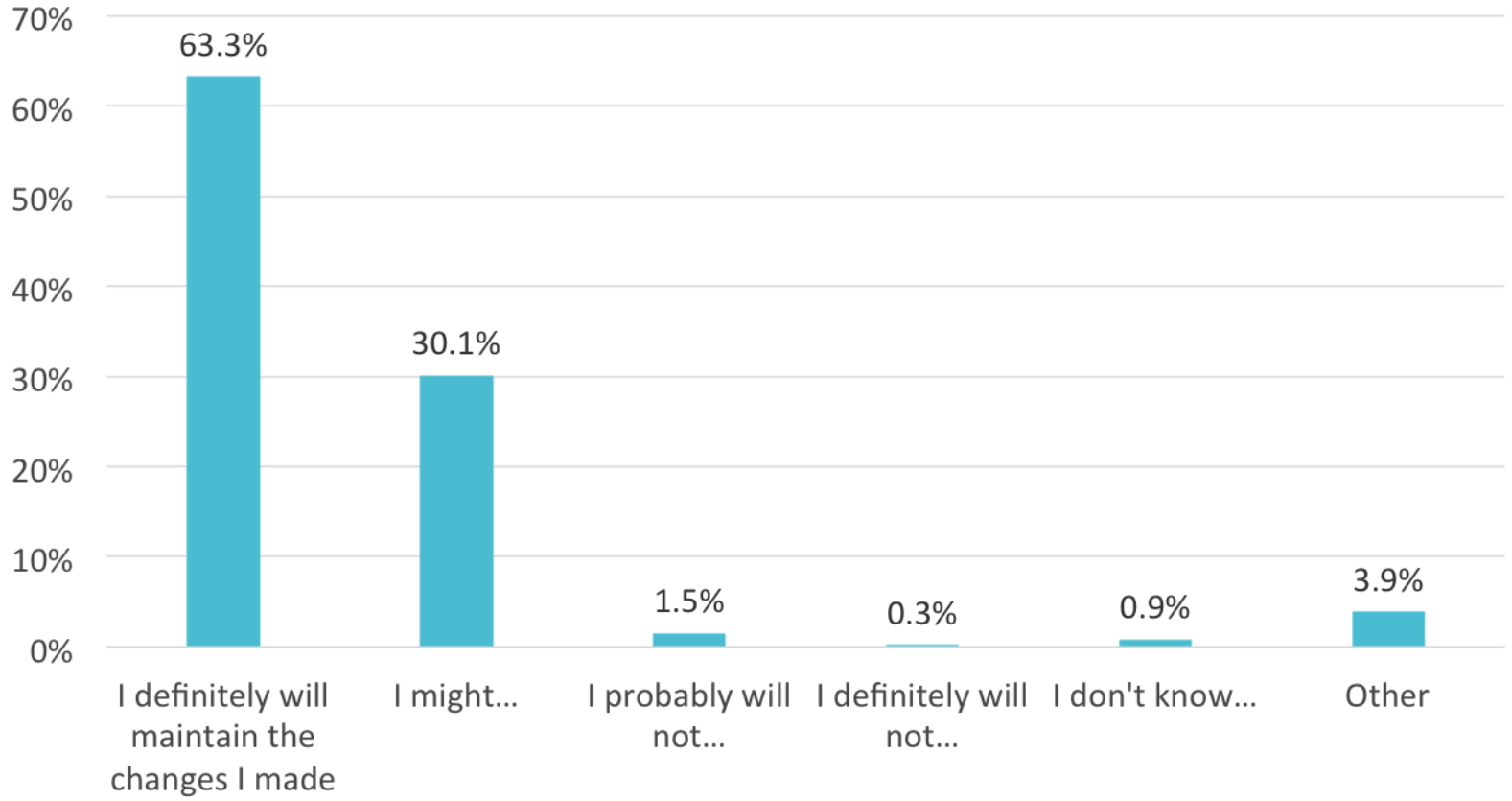


2,931

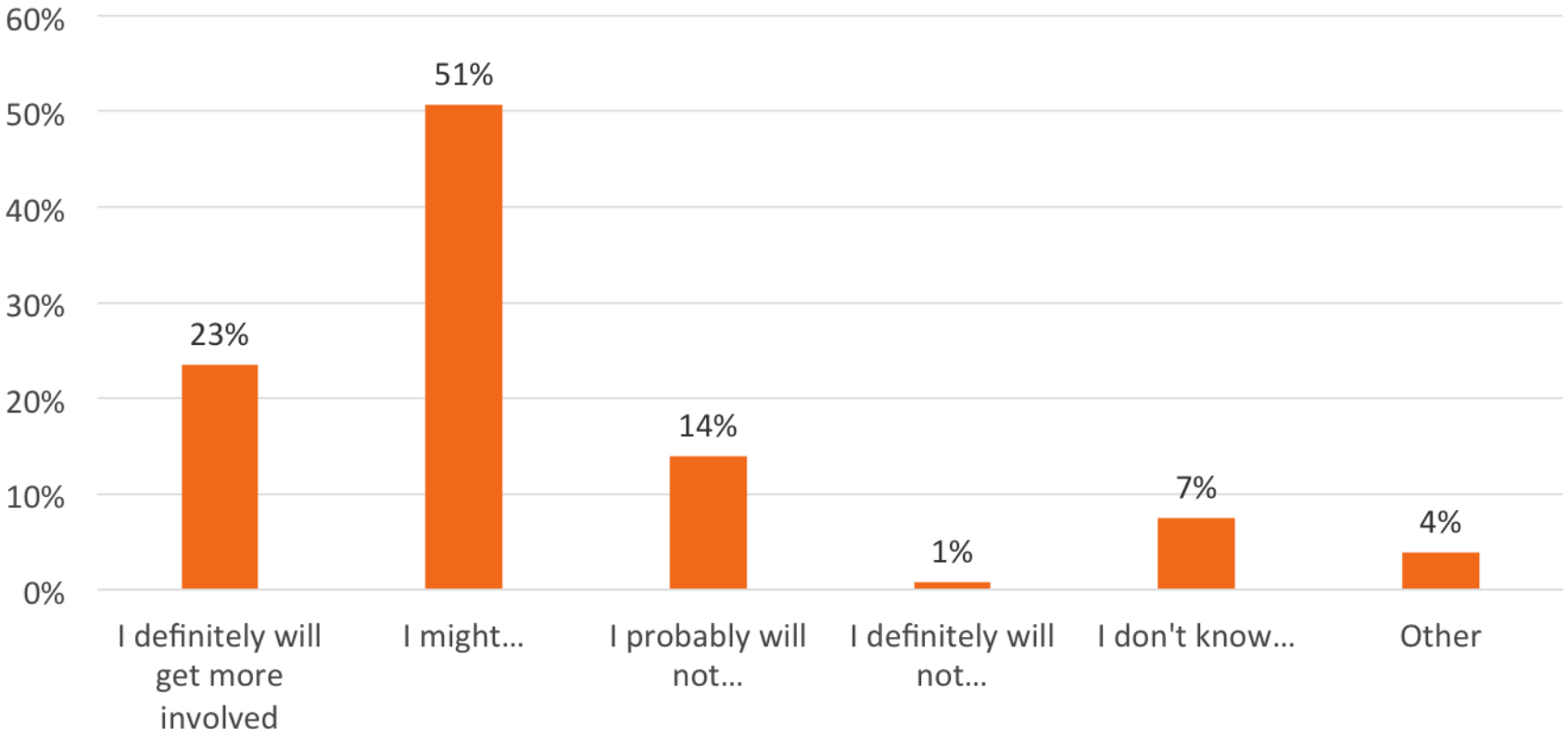
Passenger vehicles



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.)

Resources for You

- CO_2 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

Carly Lettero
Director, Energize Corvallis, Corvallis Environmental Center
Carly@CorvallisEnvironmentalCenter.org
(541) 753-9211

CORVALLIS ENHANCING COMMUNITY LIVABILITY
The Resource Innovation Group
Corvallis Environmental Center
Oregon State University OSU
Climate Showcase Communities
Local Climate and Energy Program