



The Small Town Energy Program
For University Park

What is STEP-UP?

A 3-year grant from the U.S. Department of Energy to the Town Of University Park, Maryland (August, 2010 through July, 2013)

“To create a model community energy transformation program that serves as a roadmap for other small towns across the U.S.”



Why Small Towns?



- 80% of the US population lives in only 350 metro areas...
- ...but more than 50% live in jurisdictions of less than 25,000 within those metro areas.
- The average jurisdiction in the US is only 6,200.

(Wendell Cox, New Geography, 9-2008)

STEP-UP Goals

- Improve energy efficiency by 20% in 20% of homes in UP;
- Create a toolkit to be downloaded by any small town wanting to implement a community energy program



How Does STEP-UP Work?



1. The *Energy Coach* helps homeowners every step of the way with trusted, independent expertise.
2. The *Energy Coach* ensures that only utility and state-qualified contractors and standards are used.

How Does STEP-UP Work?



3. Through STEP-UP, homeowners can access attractive financing for their home energy improvements.

- Sandy Spring Bank
- Maryland Clean Energy Center
- Department of Housing and Community Development



How Does STEP-UP Work?



4. The *Energy Coach* helps homeowners access existing rebates and incentives.

Incentive For	Homeowner	Rebates	Source
Audit	\$100	\$300	Pepco, STEP-UP
Home Energy Improvements	Varies by home	Average 60% of project cost	Pepco, STEP-UP, MEA, Federal tax credit

Why Does STEP-UP Work?



1. Lowers *information* barriers by using only trusted community sources;
 - Newsletter, list serves
 - Town events
 - STEP-UP house parties
 - School program
 - Yard signs
 - Neighbors!
2. Lowers *transaction* barriers – Energy Coach;
3. Lowers *financial* barriers – financing & incentives.

STEP-UP is Working: 1 Year

- **23%** of UP households have signed up for the program (213);
- **16%** of UP households have completed a HPwES audit (150);
- **11%** of UP households have completed or are under contract for efficiency upgrades (101).





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