

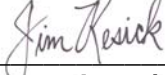


## Eastern District Innovative Grant Program

### Fiscal Year 2007/2008 Application Form

Completed application form should not exceed (3) pages, using a minimum font size of 11 point, retain form formatting, and no less than 1-inch margins. Submit completed application electronically to [karen.smiley@ces.uwex.edu](mailto:karen.smiley@ces.uwex.edu), and fax signature page (if electronic signature not available), by **noon on Friday, April 18, 2008**.

***Project must be completed by December 31, 2008, unless prior approval received for extended timeline.***

1. **Project Title: Energy Conservation Outreach & Education**
2. **Funding Requested: \$ 5,000**
3. **Project Lead/Grant Applicant (Name & County): Jim Resick, Outagamie County**
  - a) **Project Collaborator(s) (if applicable): Karen Dickrell, Jeanne Baum, Kevin Jarek, Zen Miller, Darlene Kramer**
4. **Signature:**   
\_\_\_\_\_ **Grant Applicant/Lead**

#### 5. Project Description

- a) Situation Statement (Describe how this relates to the UWEX strategic plan and/or your plan of work), and outline the following criteria that relate to your project.
  - i) Fosters teamwork and collaboration with other agencies, campuses, or colleagues
  - ii) Incorporates the use of other funders
  - iii) Includes a new program direction that may be replicated
  - iv) Focuses on reaching new audiences
  - v) Exposes potential employees to UWEX

Energy conservation in the home, business, farm, and government building is considered the easy part or “low-hanging fruit” of the nation’s drive toward energy independence. Yet, most households and work places have done little to conserve electric & fuel energy. Examples of simple, low-cost energy-saving measures that can be adopted include: substituting compact fluorescent lights (CFL’s) for incandescent bulbs; sealing heat “leaks” around wall sockets, doors & windows; using appliances and water heaters more efficiently; and, installing energy management aids such as programmable thermostats and power strips. In low-to-moderate-income households, these measures can save a significant portion of the home energy bill, making more dollars available for other basic needs.

Energy conservation is identified in “County Issue Statements Sorted by Issue and Number of Counties” (UW-Cooperative Extension, April 4, 2008) as a priority issue for 5 of 64 reporting counties, two of them located in the eastern district. Three eastern district counties named alternative fuels or renewable energy as a priority. Five eastern district counties named some aspect of environmentally sustainable communities as a priority.

Outagamie County UW-Extension submitted “Energy Conservation & Renewable Energy” as a priority issue theme. The entire professional staff of Outagamie County UW-Extension has agreed to pursue this issue theme as a collaborative team project. Expected external partners on the project include: Outagamie County Housing Authority-Weatherization Services, Franklin Energy, WE Energies, Focus on Energy, and Valley Packaging (sheltered workshop for Outagamie County).

Outagamie County UW-Extension proposes to hire a part-time, temporary employee to serve as Energy Outreach Coordinator. S/he will visit meetings, events & households in up to seven underserved rural communities, all of which have a high poverty rate. The Coordinator will offer to trade a CFL for an incandescent bulb, distribute and explain a self-guided energy audit, and conduct follow-up visits as requested. WE Energies will donate the CFL’s. Franklin Energy will conduct on-site audits of farms, businesses and government buildings as referred by the Coordinator and Extension Agents/Educators. Upon referral, Outagamie County Housing Authority will conduct in-depth energy audits and weatherization for qualified very low-income households (up to 200% of poverty level). Focus on Energy will provide printed materials on energy conservation, speak at an “energy town hall” public meeting(s), and conduct some farm energy audits. Valley Packaging will serve as the fiscal agent for the project.

Agents/Educators will contribute the following educational activities related to the project. The 4-H Youth/Development Agent will provide short awareness activities for 4-H club and leader meetings. The Dairy & Livestock and Crops/Soils/Horticulture Agent will conduct energy “walk-throughs” of farms and farmhouses. The Family Living Educator will speak to HCE and disadvantaged groups on energy savings, in relation to home budgeting & financial management. The Community Development Educator will conduct “walk-throughs” of small businesses and make awareness presentations to local governments and business associations. The WNEP Coordinator and Educators will make short awareness talks at meetings of WIC and other disadvantaged groups, related to extending the food budget. Dairy & Livestock Agent Zen Miller will serve as supervisor to the Energy Outreach Coordinator. Collectively, the staff will experiment with a variety of delivery methods to create awareness of energy conservation and behavior change: public meetings, flyers distributed at points-of-sale and at special events, one-on-one consultations, hands-on learning, and other avenues of educational outreach.

b) Project Objectives/Expected Outcomes (include plan for sharing results with colleagues)

- i. Citizens in the targeted communities will demonstrate increased awareness of energy conservation resources and how to access them.
- ii. The target communities will demonstrate a higher adoption rate of basic, low-cost energy conservation behaviors, as compared to non-target communities.
- iii. Low-to-moderate income households will save a portion of the money typically spent on energy bills, and use the savings for other basic needs.
- iv. The target communities will exhibit a higher demand for home/business/farm energy auditing and subsequent weatherization services, compared to non-target communities.
- v. All county/tribal UW-Extension offices will receive a final written report on the project and its short-term outcomes, making them aware of methods for energy outreach & education.

c) Project Timeline (include planned responses/activities)

May 2008: Prepare and post job description, conduct interviews, hire and orient Energy Outreach Coordinator.

June 2008: Educators and Coordinator attend basic energy management webinar or face-to-face training. Coordinator prepares logistical plan for outreach, in consultation with Supervisor.

Coordinator and educators present project at meetings of town/village boards, business associations, 4-H clubs and leader groups, HCE governing board, nutrition workshops, and dairy & horticulture meetings.

July-November: Coordinator conducts intensive outreach activities with households. Educators conduct outreach & education with farms, businesses and local governments. Weatherization Service performs audits and follow-up weatherization with referred, qualified households.

December: Evaluation is conducted and final report is prepared and distributed to partners and UW-Extension office. Final accounting of project costs & revenues is filed with eastern district office and county.

d) Evaluation Plan

Record the number of CFL's traded and installed, as indicator of behavior change. Record the number of self-directed energy audits reported, and track any subsequent conservation behaviors reported. Track the number of third-party energy audits requested/performed and any subsequent weatherization services provided as a result of coordinator/educator referrals.

**6. Detailed budget breakdown (specifying the amount and purpose of funds requested from District Resource Management funds, and clarifying the source and amounts from other funds):**

Outreach Coordinator State AdHoc Hire – Wages (10.50/hour)	3360
Fringes @ 6.50%	219
Outreach Coordinator Travel 2470 miles @ .465/miles	1149
Printing & door hangers	<u>272</u>
Sub-total & Grant Request	\$5,000
CFL contribution, 850 bulbs @ \$4/bulb	<u>\$3,400</u>
TOTAL Direct Project Costs	\$8,400

**7. If you have received Resource Management funds for a similar/related project, in the past, include the following information:**

- a) Briefly describe your past experiences with resource management grants – project focus, funding received, project collaborators

Although the Outagamie County UW-Extension office has not received district resource funds for this topic in the past, it has conducted modest energy conservation programming. The Dairy & Livestock Agent has performed energy audits on dairy farms. The Community Development Educator organized a 1-day solar tour of homes that included energy conservation demonstrations, with the financial support of WE Energies.

- b) How is this project proposal new or different?

These previous efforts were not coordinated as an office-wide project, as proposed in this grant application. The current proposal also differs from the past in that homeowners and businesses are included as new audiences. The delivery method proposed is also new, by using 4-H club/project meetings, HCE, and nutrition meetings. Finally, our office has never targeted low-income communities with energy conservation education before.