



Toward an Interactive Tool for Resident Climate Action Reporting and ‘Competition’

Recommendation

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Adding a Competitive Element to Outreach

Statistics on engagement only tell part of the story.

Engagement doesn't capture progress, which requires different data.

Individual user energy data is held to high privacy standards.

- OEEC has baseline energy data in aggregate, not much granularity.
- Solar installations and EV registrations may be available by zip code, but these generally reflect income.
- Voluntary business energy disclosure a possible future activity of Green Business Partners

Friendly competition and 'gamification' to build awareness

Proven to work in many fields, including energy improvements.

OEEC to enable 'friendly competition' between communities – by geography or affinity (e.g. faith communities) – including self-reported actions and actual energy use data.

'Energy Smackdown' results

	TEAM VAN DER NOU (WINNERS)	TEAM ECO-CLUB
INITIAL CARBON USE (PER PERSON, ANNUALLY)	10,216 lbs.	18,692 lbs.
WHAT THEY CHANGED	<ul style="list-style-type: none"> Replaced old, inefficient freezer with new one. Installed motion-detector light switches in several rooms and on the front porch. Recycled heavily, putting out only one small bag of trash per week. 	<ul style="list-style-type: none"> Insulated Took train to Maine in Biked child to school at day trip. Changed to compact fluorescent
WHAT WASN'T WORTH IT		

ARE YOU A CLEAN ENERGY CHAMPION?


ENERGY CONSERVATION COMPETITION

While people's patterns of behavior may not always seem rational, they are often predictable. Understanding these patterns helps us design for them.

Here's how you compare to neighbors

Category	Value
Efficient neighbors	465 kWh
Average neighbors	602 kWh
You	648 kWh

Sample Landing Page, for a Competition

bright  action




[Login](#) [English !\[\]\(9aae4ef11f04080694e1bcd3250dc654_img.jpg\)](#)

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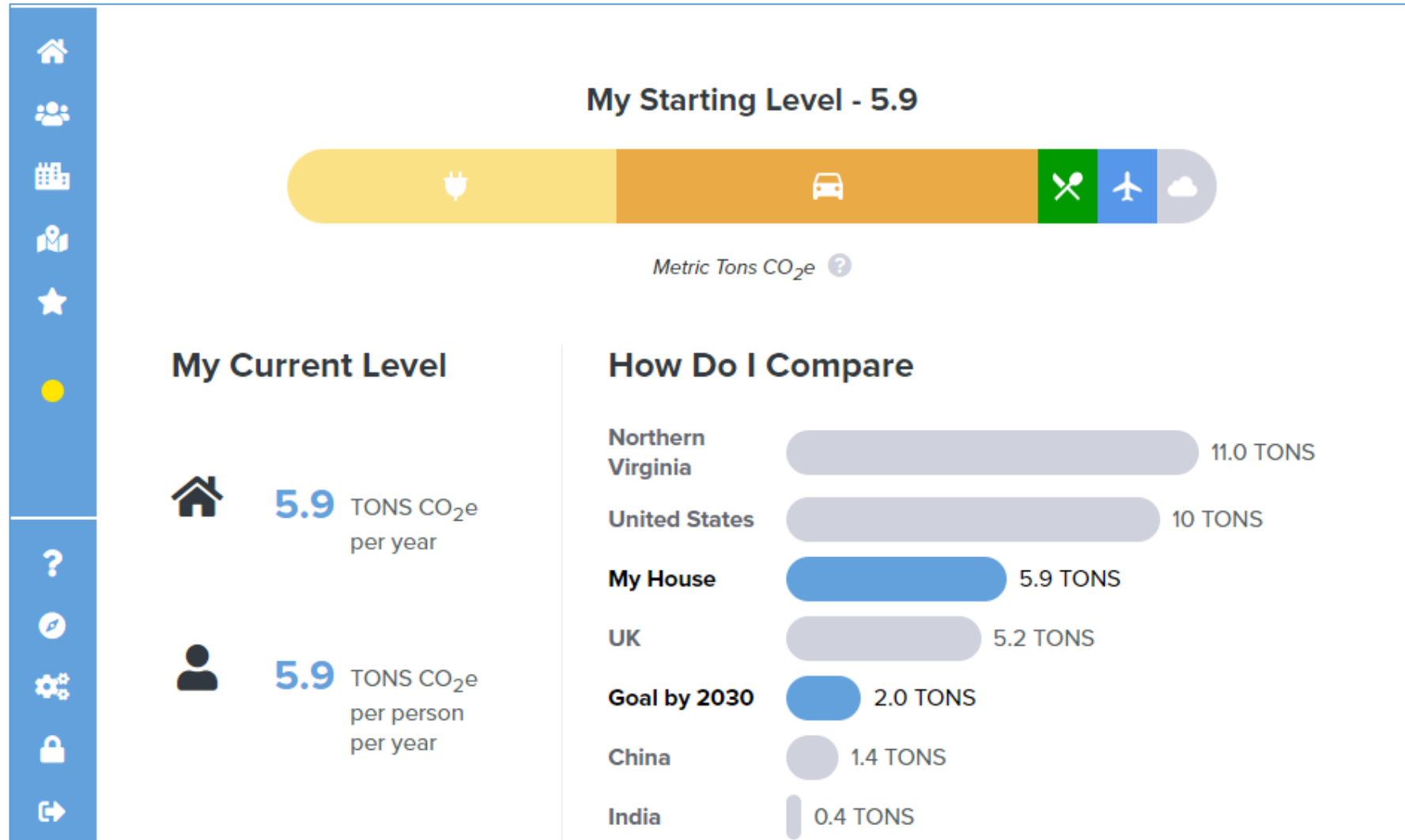
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	26,411 HOUSEHOLDS PARTICIPATING
	9,415 TONS CO2E REDUCED/YEAR
	20,920 ACTIONS COMPLETED

Personalized Carbon Footprint and Comparison with Others



Web Platform Allows Easy 'Rivalry' Between Communities

The screenshot displays the 'bright action' web interface. At the top, it shows four energy-saving metrics: 30 TONS CO₂E SAVED, 5,540 KWH SAVED, 1,379 THERMS SAVED, and 532 GALLONS GAS SAVED. Below this is a section titled 'Our actions' with three tabs: 'COMMUNITY LEADERBOARD', 'TEAM LEADERBOARD', and 'CITY LEADERBOARD'. The 'CITY LEADERBOARD' tab is active, showing a list of communities ranked by energy savings.

Rank	Community	Savings
1	Arlington	50,290
2	Oakton	14,730
3	Falls Church	9,290
4	McLean	4,000
5	Reston	1,600

OEEC to procure third party web-based platform, launch 'friendly competition' this winter.

- Goal is to build 'buzz' surrounding personal climate action
- OEEC to collaborate with Neighborhood & Community Services and community-based groups to encourage teams by geographic communities and affinity groups
- Census Designated Places (CDP) can be used in aggregate as a proxy for Supervisor districts.
- All engagement complements on-going OEEC outreach.