

Partners for Places Project Lessons Report

Project Name: *Energy Efficiency, Equity, and Engagement: Mobilizing Around Community Energy Goals*

- **Year Complete:** 2017
- **Local Government:** City of Bloomington, IN
- **Local Foundation:** Community Foundation of Bloomington and Monroe County, Duke Energy Foundation

Project Purpose

To establish and enhance programs assisting vulnerable populations and create an outreach coordinator position to help meet Bloomington's new residential energy reduction goal.

Key Lessons Learned

Lessons learned about tools and tactics through the project that other sustainability directors could use to advance their work.

The majority of Workplace Partner Program members are interested in continuing the program in 2017 and after collecting survey results, the program will continue with additional opportunities for partners to get involved. While commercial and institutional buildings were not part of the Georgetown University Energy Prize competition, some businesses expressed an interest in expansion projects and a new focus on saving energy within businesses.

Lessons for developing a collaborative process between a local government sustainability director and local place-based foundation(s).

Employ diverse outreach methods. Members distributed energy efficiency information to employees and clients through a wide range of methods including newsletters, digital slides on hallway monitors, informational booths and displays, monthly contests, social media, and the distribution of posters, brochures and flyers.

Additional Information and Resources

Several programs resulting from this project have shown marked success. Read more about their efforts here: [Mobile Energy Lab](#), [Monroe Smart Start](#), [Solar, Wind, & Watts Roadshow](#), and [Project Porchlight](#).