

QUICK START HOME ENERGY SAVINGS KIT

2013/14 Summary Report

Introduction

The *Quick Start* Home Energy Kit, offered by the Yukon government's Energy Solutions Centre (ESC), provides Yukon residents with 12 different products and tools that can be used to decrease energy consumption and costs in a home. An organic cotton, zippered tote bag displaying government logos and the ESC website includes one each of the following:

CFL light bulb

LED night light

Kitchen faucet tap aerator

Fridge/freezer thermometer

Hot water gauge

Window film

Teflon tape

Shower timer

Electrical outlet gaskets

Water saving showerhead and

Weather stripping

Also included is a guide providing instructions for items in the kit.



[photo caption] Energy Solutions Centre's QuickStart Energy Efficiency Kit

History

The *Quick Start* Home Energy Kits program was initially started as a pilot project in May 2013. Approximately 130 kits were assembled with a limited number of items in a cotton tote bag. E-mails were sent to past participants of ESC's *Good Energy* Rebate Program inviting them to come to ESC's office and pick-up a free *Quick Start* Home Energy kit.

Approximately 100 kits were distributed through this initial intake, either picked-up in person or mailed out to the Yukon's rural communities.

A feedback form was included in the kits and 30 percent of the forms were completed and returned.

On the feedback forms, clients who received the initial kits provided suggestions for additional items that could be added to the kits. Four items were subsequently added to the initial pilot kit. This included shower timers, Teflon tape, window film, and weather stripping.

Following on the success of this initial pilot project, a second batch of kits were assembled and 125 new kits were made available to the public.

Advertising and Distribution

Following the initial e-mail sent to the ESC's distribution list, the *Quick Start* Home Energy kits were promoted via the department of Energy, Mines and Resources' Twitter and Flickr accounts, the ESC's website, and a third party newsletter (Yukon Conservation Society).

Calls were received once these announcements were made public, with eight additional kits being distributed.

The Whitehorse Food Bank was also contacted. They agreed to participate and distributed 40 kits to their clients. They have since expressed an interest in distributing more kits should more become available.

Costs

The initial estimated cost and budget allocation for this program was \$2,500/year.

The final costs for 2013/14 fiscal year were \$2,950.60, bringing the project over budget by \$450.60 and reflected a need to adjust our future budgets in learning from this initial program run.

Conclusion/Next Steps

ESC has had some excellent success with this program and plans to continue delivery of the program and distribution of these kits in the new 2014/15 fiscal year.

Moving forward, ESC plans to engage in series of new advertising initiatives in an effort to let the Yukon public know that these kits are available.

Of particular interest to ESC is to try and focus our advertising to Yukon residents who are renters. This is a segment of the population that could greatly benefit from the energy efficiency tools included in the kit. As a first step in reaching this audience, a poster promoting the kit has been created and will be distributed and displayed in apartment buildings.

ESC considers this program delivery to date to be a great success and the program to be an excellent addition to the centre's suite of energy efficiency programming.