

IT ALL STARTED IN 2013 WITH A SIMPLE PROPOSITION:

Bend should lead the way to a low-carbon,
clean energy future.

If we want to leave a
healthy climate for our kids and
grandkids, we've got to start somewhere. Why not
right here at home? After all, Bend has abundant
sunlight, a strong environmental ethic and an
innovative, can-do approach to solving problems.

But in 2013, our community lacked a grassroots
campaign focused on energy use. So we set out
to create one.

The result was The Bend Energy
Challenge, Bend's team in the Georgetown University
Energy Prize, a national competition to reduce
energy use and win a \$5 million prize. We launched
with this opportunity in mind: Energy efficiency and
conservation are zero-emissions "fuels" that can help
our community and country meet growing energy
needs, often at a lower cost than other fuels.

We asked the community
to flex its "Energy Hero" muscles. And flex we did!
We turned off lights, changed our thermostat
settings, unplugged appliances, and washed clothes
in cold water. We completed energy assessments of
our homes, added insulation and replaced old


furnaces with super-efficient heat pumps. We installed
LED light bulbs and converted to rooftop solar. And we
adopted a new policy framework and fossil fuel reduction
goals that will shape Bend's energy use into the future.

The results are in:
Together, we saved some real energy
and money and reduced our local
greenhouse gas emissions.

Thank you for your participation in and support of the
Bend Energy Challenge. Read on to learn more
about what we accomplished together
and where
we're going
from here.



 **7,600**
Bendites
Local residents who
joined our team of
energy heroes

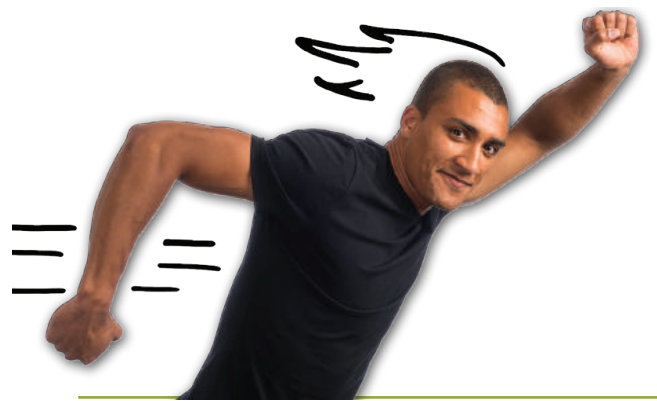
 **127.9 M**
KBTUs*
Total avoided energy use,
electricity + natural gas
*Thousand British Thermal Units, a
standardized measure of energy use

 **\$2.8**
Million
Total community-wide
savings from avoided
energy costs



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The results!



Our sponsors help us help you save energy.

Thank you thank you thank you!



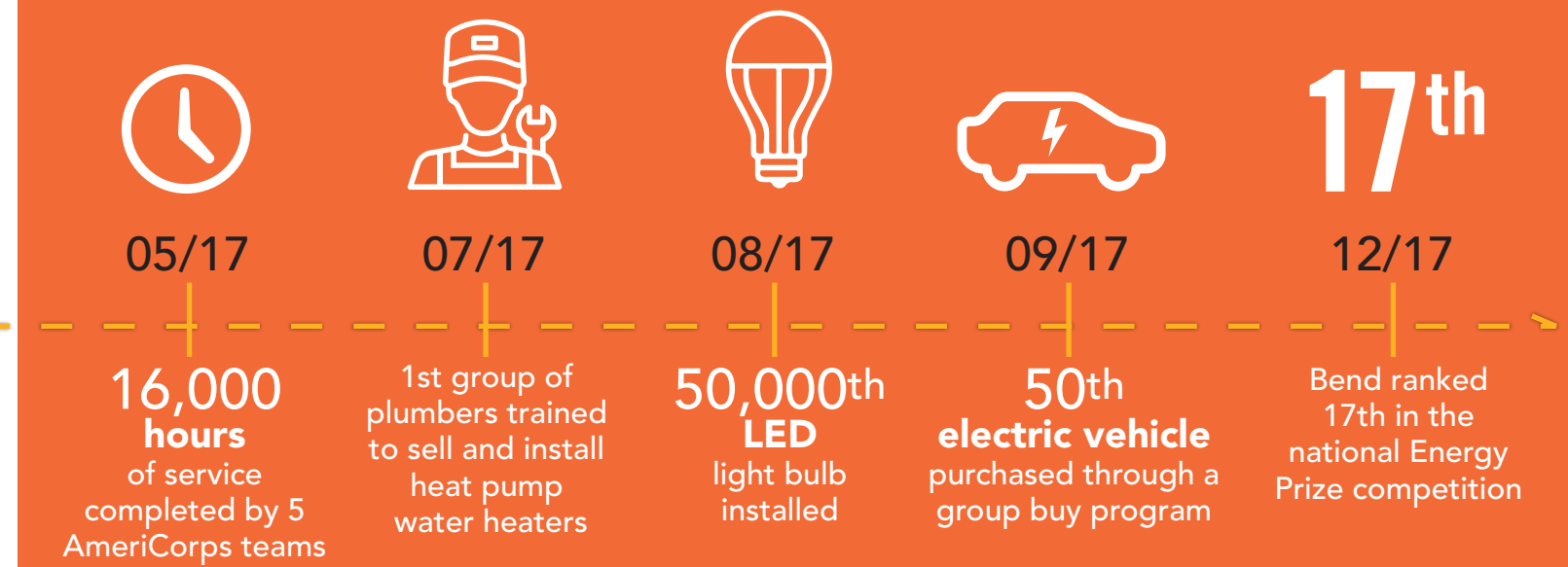
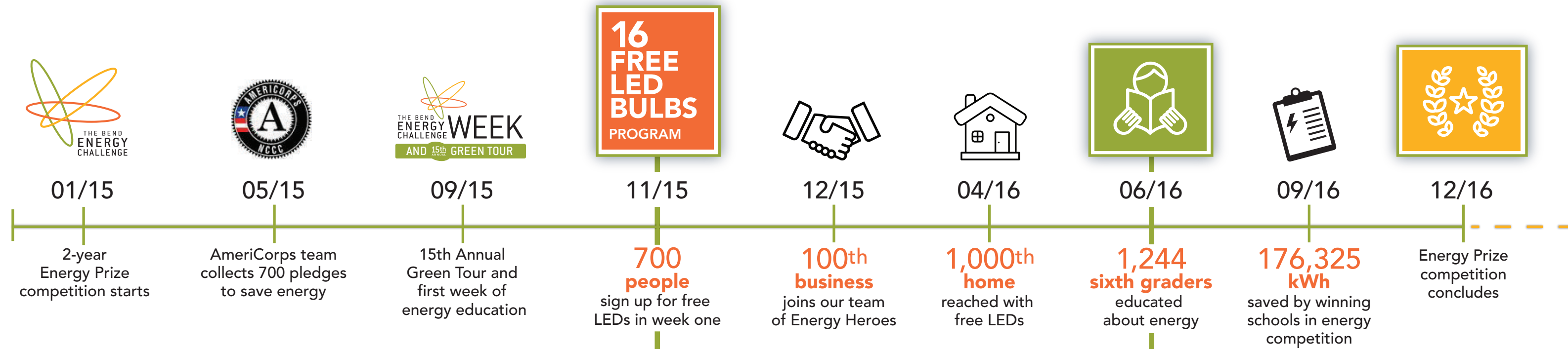
WINTER 2017-18 / THE ENVIRONMENTAL CENTER / LOCAL CHANGE. A WORLD OF DIFFERENCE.

WE PLEDGED TO FLIP 'EM ALL OFF —

And flip 'em we did!



The results are in!



DO JUST ONE THING

16 free LED bulbs (plus water-saving fixtures!) in local homes. And the response was huge: After 26 months, **we've installed 56,236 bulbs in 3,952 homes and we're not stopping yet!**

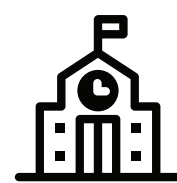
These homeowners and renters are part of something much bigger than light bulbs. They're heroes in a local story about the power of collective action—about how changing just a few light bulbs and showerheads can make a big impact. **Turns out, doing just one thing can make a world of difference.**

\$11M lifetime cost savings

3,952 homes engaged

56,236 LED bulbs installed

3,660 water saving fixtures installed
(that's 8.5 million gallons of water saved per year)



Educating our kids.

Teaching kids about sustainability is crucial to a healthy future—and youth can be persuasive ambassadors for energy conservation and solar. That's why we launched our "Energy and You" series, which **reached every sixth grade student in the Bend-La Pine School District.** We taught them how to cut back on energy use and explained the benefits of renewable energy too. And **they put what they learned into action, in their schools and at home.**



How did Bend do in the national competition for \$5 million?

In January 2015, we said "If we win, we win. And if we lose, we still win." We were confident that our work would result in real reductions in energy use that paid off for Bend, both in cost savings and reductions in climate pollution.

Although Bend did not win the competition, we ranked 17th among the 49 competing communities and were recognized as one of several "high-performing communities" that are leading the way for other cities and counties across the country.

The competition data show that, while Bend's total energy use went up, the energy use per household went down. Rapid growth, plus several new public facilities that came on line during the competition, drove the increase in total energy used. **It was the actions of homeowners and renters, together with local home builders and remodelers, and energy efficiency and solar contractors, that really made the difference.** Local governments also reduced energy use and began paying more attention to how they can save energy over the medium- and long-term.

We're proud of the results we achieved and the momentum we generated! We educated and engaged a lot of Bendites and elevated the discussion about energy use in Bend. **We helped our community begin the transition to a low-carbon, clean energy future.**

Read more about the outcome of the competition at www.guep.org.

The Energy Challenge of Central Oregon: Where Are We Going from Here?

Our grassroots work is now more important than ever. The profound reality of our changing climate is that meaningful action is needed at all levels to reduce the pollution that drives global warming. The other reality is that the responsibility for leading the way has shifted to states and local communities.

Energy use remains one of the largest sources of global warming pollution in Oregon. To leave a healthy climate for our kids and grandkids, we need to radically reduce our use of fossil fuels and make the shift to renewable energy.

The Bend Energy Challenge was an important first step in that direction. Our LED installation program demonstrated the collective power of "Doing Just One Thing." And we elevated the discussion about energy use to the policy level at the Bend City Council.

But much work remains. We'll continue to educate and advocate in Bend. We're also going to expand our reach. From La Pine to Madras and Sisters to Prineville, we plan to engage citizens, businesses and elected officials in The Energy Challenge.

We believe Central Oregonians are up to the challenge of reducing energy use, going solar and doing their part to leave a healthy climate for future generations. Please join us!

theenergychallenge.org

Mike Riley
Mike Riley, Executive Director

Lindsey Hardy
Lindsey Hardy, Program Director



2,188
Homes

Average # of homes that could be powered by total avoided electricity use



21,439
Tons of CO₂*

Total community-wide reductions of climate pollution
*metric tons of CO₂ equivalents



4,591
Cars Off the Road