

MEMORANDUM

TO: Environmental Concerns Committee

THROUGH: Carl S. Goldsmith, Director of Public Works

FROM: David P. Gorman, Asst. Director of Public Works

SUBJECT: **CUB's Energy Saver Campaign**

DATE: September 21, 2010

The Village has received the attached proposal from the Citizens utility Board (CUB) to partner with them in their Energy Saver Campaign. Their website, CUBEnergySaver.com, is a free service that advises consumers on how to save utility costs, obtain incentives and enumerate CO₂e reductions. It would be a useful tool to accomplish and document the 7% reduction in Green House Gases that the Village Board has ascribed to accomplish by 2012.

Staff recommends that the Committee recommend the partnership with CUB. If approved, then a press conference will be scheduled with the Village President to formally launch the campaign.

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attachment: CUB Proposal

Lombard's CUB Energy Saver Campaign

A proposed partnership of the Village of Lombard and the Citizens Utility Board (CUB)



CUB Energy Saver



The Proposal

The Citizens Utility Board (CUB) proposes a partnership with the Village of Lombard to promote CUBEnergySaver.com, a free online service that has been showing consumers how to cut their utility bills by an average of \$200 a year. The heart of the campaign would be a CUB-organized news conference, a money-saving event catering to Lombard residents, and special promotions that benefit both CUB Energy Saver and Lombard businesses.

But the campaign is much bigger than that. The benefits to Lombard, outlined on the next page, include:



Positive Publicity



Valuable Promotions



Money-saving Events



Community Savings



CUB Energy Saver

The Benefits

- **Positive Publicity.** The partnership will generate positive publicity for CUB and the Village of Lombard. (See examples on next page.) Working with Lombard, CUB will write a news release and organize a news conference announcing the campaign to help residents cut their energy costs. The team also will work with the city to draft a letter to the editor promoting CUB Energy Saver to local newspapers, signed by Lombard Village President William Mueller. CUB will periodically pitch stories to local media showing how much energy and money Lombard is saving through CUB Energy Saver.

- **Valuable Promotions.** By joining CUB's campaign to help consumers save on energy bills, the Village of Lombard will receive five energy efficient Compact Fluorescent Light bulbs (CFLs) for each resident who signs up for CUB Energy Saver, up to 10,000 bulbs. That's a total potential savings of \$500,000 a year. Each Lombard resident who creates a CUB Energy Saver plan will get a free CFL, and will qualify for periodic drawings for 50 free CFLs or a month of free electricity. CUB also will work with Lombard merchants who are interested in offering special discounts to promote CUB Energy Saver and generate business.

- **Money-saving Events.** In the weeks after the news conference, CUB experts will hold a free "utility-bill checkup" at a Lombard community center to help consumers save on gas, electric and telephone bills. These events have been among the most popular in CUB's 25-year history, showing consumers how to save hundreds of dollars a year on their utility bills.

- **Community Savings.** CUB Energy Saver will automatically track Lombard's energy and monetary savings and display them on a customized webpage that features the city's logo and is accessible to any Lombard members of CUB Energy Saver. At the end of 2010, the Illinois community with the largest energy savings and/or the most members will win up to 10,000 CFLs.

Positive Publicity

CUB, along with Lombard officials, will hold a news conference announcing a campaign to help residents save on energy bills. Below are media clips from a successful news conference held with the City of Evanston.

EvanstonReview

CUB, Evanston team up to cut utility bills

“Evanston residents who take advantage of free online advice for slashing their household electric bills will be rewarded with more than a possible \$200 in savings.”

Voice of the town

TRIB LOCAL

EVANSTON

City partnership eyes energy savings



“Evanston residents could see lower electric bills due to a new city of Evanston partnership with the Citizens Utility Board.”

Evanston Now

City joins promotion aimed at cutting electric bills



“Just by being one of the first 10,000 Commonwealth Edison customers in Evanston to sign up for the program, you’ll receive a free energy-conserving compact fluorescent light (CFL) bulb. And if your household beats everyone else from Evanston who participates, you’ll win up to 50 CFLs plus a month of free power.”

EVANSTON ROUNDTABLE

CUB Helps Consumers Cut Costs

“This is the first idea that is absolutely non-controversial,” said Mayor Tisdahl. “Citizens can now participate to save money and save the planet. It’s win-win-win for one and all.”



Money-saving Events

CUB will hold a free utility-bill checkup, working one-on-one with consumers, examining bills line-by-line, pinpointing areas where money can be saved, and spotting billing errors and overcharges. On average, a CUB phone-bill analysis yields more than \$200 a year in savings. CUB can also help consumers sign up for CUB Energy Saver and create a money-saving plan tailored to their household.

TRIB LOCAL Voice of the town
TUESDAY, AUGUST 24 81° F Scattered Clouds
EVANSTON SHARE STORIES | SHARE PHOTOS

Subscribe
Build your own ad

SWITCH TOWNS

SEARCH
By Topic: Select a Topic
By Keyword: [input]
Search in: Evanston All Towns [Search]

TOPICS
Business
Children/Family
Community
Service/Volunteer
Dining/Food
Entertainment
Faith
General
Health/Fitness/Recreation
Home and Garden
Local News
Pets
Police Blotter
Politics
School News
Seniors
Sports
Teens

8/24/10 | 91 views [SHARE]

CUB TO GIVE FREE UTILITY-BILL 'CHECKUPS' IN EVANSTON, SHOW PEOPLE HOW TO CUT THEIR PHONE, ENERGY COSTS

By pdeignan



The Citizens Utility Board (CUB) will hold free "Utility Bill Checkups" and give out money-saving light bulbs to show Evanston residents how to save potentially hundreds of dollars on their telephone and energy bills at an event in September.

This free event is part of a campaign kicked off by CUB and Evanston Mayor Elizabeth Tisdahl in August to help residents cut their power bills through CUB Energy Saver, an online service that builds a money-saving plan for homes. Consumers should bring their telephone, natural gas, and electric bills for a free, one-on-one consultation with a CUB expert who will search for ways to lower their utility costs. The event is:

10 a.m. to noon AND 5 p.m. to 7 p.m.
Tuesday, Sept. 7
The Levy Center
300 Dodge Ave.
Evanston

As part of CUB's Evanston campaign, more than 50 consumers received a free utility bill analysis from CUB at the Levy Center, saving an average of \$265 a year. The event was publicized in the Chicago Tribune Local, the Evanston Review, and in city e-mails and flyers.

CUB Telecom Rights Specialist Annette Evans shows a Tinley Park consumer how to cut his telephone bill. So far in 2010, CUB has helped consumers save more than \$216,000 at utility clinics.



Community Savings

CUB Energy Saver automatically tracks communities' energy savings, monetary savings, and membership. At the end of 2010, the Illinois city or neighborhood with the largest savings will win up to 10,000 Compact Fluorescent Light bulbs (CFLs).

How does your community stack up?

Rank	Community	\$ Saved	Energy Saved	Members
1	Evanston	\$11,938.90	96,479 kWh	165
2	Aurora	\$11,741.40	100,446 kWh	117
3	Rockford	\$9,949.43	\$2,054 kWh	96
4	Oak Park	\$9,946.90	\$2,226 kWh	94
5	Lakeview	\$8,460.46	\$9,852 kWh	29
6	Des Plaines	\$6,425.53	\$9,432 kWh	63

How does your group stack up?

Rank	Group	\$ Saved	Energy Saved	Members
1	Citizens Utility Board	\$2,527.84	20,954 kWh	8
2	ADF / Chicago	\$1,971.87	3,536 kWh	6

How does your community stack up? CUB Energy Saver allows Lombard to compare its energy savings to other Illinois communities.



This year, Aurora is on track to save

- \$11741
- 100446 kWh
- 3414 therms
- 221387 lbs CO₂
- 250751 gal

How do you stack up? Individual CUB Energy Saver users can compare their energy usage to others in their community. CUB draws monthly winners of 50 CFLs and quarterly winners of a month of free electricity.

Connect and compare with your neighbors.

This year, Lakeview is on track to save

- \$8469
- 69852 kWh
- 2132 therms
- 151648 lbs CO₂
- 189979 gal

How do I compare?

✓ You use 74% less energy than your neighbors.

MY ENERGY USAGE: 7281 kWh/yr

AVG ENERGY USAGE IN LAKEVIEW: 27684 kWh/yr

My Groups

- Paddy D's: 1 Members
- Jimmy C's: 1 Members
- Illinois: 7389 Members
- Chicago: 1932 Members
- Lakeview: 20 Members

Browse groups --

My friendly neighbors in and around Lakeview

Rewards!

CUB partnered with RecycleBank, a New York-based company, to reward consumers who cut their energy bills. CUB Energy Saver users who connect to their online ComEd accounts will receive points for documented energy savings, which can be redeemed at local Lombard businesses. Each Lombard consumer who connects CUB Energy Saver to their ComEd account will receive 100 RecycleBank points.

Get Rewards

You can redeem your points for great rewards in these categories, or See all RecycleBank Rewards --

- Apparel
- Books
- Electronics
- Gift Cards

Check out these local rewards!

- Casas Pasa Surti: \$10 off \$50 or more
- LEONA'S: \$5 off \$25 or more
- CHICAGO CHILDREN'S MUSEUM: 1 free child
- MUSEUM OF SCIENCE AND INDUSTRY: Buy 1, get 1 combo



CUB Energy Saver



Four Actions To Save \$200 A Year

Replace light bulbs with CFLs

\$43 a year, or 354 kWh

+ Use a ceiling fan instead of the AC

\$32 a year, or 260 kWh

+ Lower washing machine temp

\$39 a year, or 324 kWh

+ Replace single-pane windows

\$98 a year, or 805 kWh

\$200+ a year!

A large, light blue watermark logo for CUB (Consumers Union of Britain) is centered in the background. It features a circular border with the text "Fighting for Illinois Consumers" at the top and "Since 1984" at the bottom. In the center is a stylized map of Illinois with a yellow lightning bolt striking it, and the letters "CUB" in large white font with a blue outline.

CUB Energy Saver: *How it works*

CUB Energy Saver

www.cubenergysaver.com



Join Now | Sign in | FAQ

CUB Energy Saver

Use Less. Save More. Get Rewards.

Earn top brands, fast.



CVS/pharmacy | LEONAS
Coca-Cola | Coca-Cola

Rewards powered by RecycleBank

1. Sign up: It's free & easy
2. Find out ways to save
3. Get rewards for saving energy

Plus, sign up today and get a free CFL bulb.

GET STARTED →

How does it work?
Already have an account? [Click here to sign in!](#)

CUB Energy Saver is brought to you by the [Citizens Utility Board](#), the only organization in Illinois 100% focused on lowering utility rates. We are a nonprofit, nonpartisan organization that has protected the consumer since 1983.
Note: This program is currently only open to residents of Illinois. You must be a ComEd customer to earn rewards. Only the first 10,000 users are eligible to earn rewards.

How does your community stack up?

Rank	Community	\$ Saved	Energy Saved	Members
1	Uptown, IL	\$2,477.28	615 kWh	40
2	Edgewater, IL	\$2,017.05	363 kWh	32
3	Jefferson Park, IL	\$718.71	81 kWh	16
4	Riverdale, IL	\$640.30	0 kWh	2
5	Renova, MS	\$374.42	0 kWh	2
6	Lotus Woods, IL	\$363.69	0 kWh	5

News

Keep Your Home Warm This Winter
Just like we bundle up before leaving the house on a cold day, we should also make sure our homes are properly outfitted for each season... [read more](#) →

CUB to speak up in "bioneers" panel discussion: 11/7/09
CUB will be participating in a panel discussion on energy efficiency and passing out money-saving CFLs and energy-saving information... [read more](#) →

Bulbs in Bourbonnais
Usually you go to the mall to spend money, but the Citizens Utility Board (CUB) wants you to save some money this weekend... [read more](#) →

CUBEnergySaver.com enables you to create a personalized energy-savings plan for your home by recommending specific actions and calculating the energy and money you'll save on your next bill. It's the latest tool from the Citizens Utility Board (CUB), the consumer group devoted to lowering your gas, electric, and telephone bill.

Take Action

Take action

Set your annual goals and maximize your rewards.

Add new actions to save money and earn points!

Show this information Electricity saved Purchases Free Actions

Available Actions	Electricity saved	\$ Savings	Points	Edit
<input type="checkbox"/> Install solar panels	3,480 kWh	\$422	6960	EDIT
<input type="checkbox"/> Replace your home lights with CFLs	353 kWh	\$43	705	EDIT
<input type="checkbox"/> Turn off coffee maker after brewing	313 kWh	\$38	626	EDIT
<input type="checkbox"/> Microwave your food	292 kWh	\$35	583	EDIT
<input type="checkbox"/> Hand clean your oven	288 kWh	\$35	576	EDIT
<input type="checkbox"/> Unplug audio/visual appliances				

Manage your savings plan

Show this information Electricity saved

Current Actions

- Use blinds during the summer
- Wash larger loads of dishes
- Reduce the space cooled

Replace your home lights with CFLs

I am replacing Watt incandescent lights with CFLs at home. These lights are currently used for hours per day.

Make sure you complete the action! You earn points based on the actual energy savings you achieve. You will not earn points just by adding the action to your savings plan.

[Learn more about this action](#)

[How is this calculated?](#)

ANNUAL SAVINGS

\$ 43

353 kWh

ESTIMATED POINTS

705

[Shop now →](#)

[Add to savings plan](#)

Additional Savings 446 lbs. CO₂

When you create your free CUB Energy Saver Account, you can link up with your ComEd Account. CUB Energy Saver analyzes your bill and builds a savings plan to help you discover what energy savings actions will work for you. CUB Energy Saver provides monthly updates on how your plan is working and how you can further increase your energy savings.

Get Rewards

Make your energy savings more rewarding

About the rewards program

CUB Energy Saver has partnered with RecycleBank®, a rewards program that motivates consumers to take greener actions, to offer you rewards for saving energy! Now, you not only save money on your electric bill but also you earn RecycleBank Points based on how much you decrease your energy usage! Then, you can redeem your RecycleBank Points at over 2,500 local and national businesses.

When you are ready to redeem your RecycleBank Points, you will be transferred to RecycleBank's website to browse the rewards catalog and redeem.

To learn more about the rewards program, visit RecycleBank.com →

Points

Points earned through CUB **100**

Total RecycleBank Points Balance **0**

As of 05/07/2010

Earn more points:

[Add actions to your energy savings plan](#) →

Get Rewards

You can redeem your points for great rewards in these categories, or [See all RecycleBank Rewards](#) →



Apparel



Books



Electronics



Gift Cards

Check out these local rewards!



\$10 off \$50 or more



\$5 off \$25 or more



1 free child admission








Buy 1, get 1 combo

CUB Energy Saver enables ComEd customers to earn points for saving energy with our rewards partner, RecycleBank. Actions, such as using energy-efficient light bulbs or cutting down on computer use, will allow you to earn points that you can use for rewards at hundreds of local and national businesses, like Coca-Cola, Seventh Generation, and CVS/pharmacy. The rewards program is open to the first 10,000 ComEd customers who sign-up.

(Not a ComEd Customer? Please call your utility and encourage it to participate in CUB Energy Saver's reward program.)

Green Shopping

All Products						
30 Results	Product	\$ Savings	Electricity Saved	Payback Period	Points	
	GE 13W CFL (6-pack) \$9.50	\$53	436 kWh	13 months	872	+ Use in savings plan View related products Shop now →
	Sylvania 13W CFL (12-pack) \$20.86	\$106	873 kWh	2 years	1745	+ Use in savings plan View related products Shop now →
	GE 26W Spiral CFL (3-pack) \$23.00	\$42	343 kWh	20 months	686	+ Use in savings plan View related products Shop now →
	Earthmate 23W Super Mini-Spiral CFL (6-pack) \$25.75	\$87	715 kWh	21 months	1429	+ Use in savings plan View related products Shop now →
	Sylvania 23W Mini Twist (6 pack) \$18.99	\$87	715 kWh	16 months	1429	+ Use in savings plan View related products Shop now →

CUB Energy Saver features a green shopping section that shows exactly how much money and energy you can save through product purchases. Thinking of replacing an old fridge or toaster? Learn which products will save you the most in energy, and even pay for themselves over time.

Community

My friendly neighbors in and around Uptown, IL

Map Satellite Hybrid

umumum umumum
Saved \$0

How does Uptown, IL compare?

Rank	Community	\$ Saved	Energy Saved	Members
1	Uptown, IL	\$2,477.28	615 kWh	40
2	Edge			
3	Jeffe			
4	River			
5	Lotu			
6	Sout			

How do I compare?

You use 19% less energy than your neighbors.

MY ENERGY USAGE		2747 kWh
AVG ENERGY USAGE IN UPTOWN, IL		3376 kWh

You save 100% less money than your neighbors.

MY SAVINGS		\$0
AVG SAVINGS IN UPTOWN, IL		\$152

You earn 337% more points than your neighbors.

MY POINTS		100 PTS
AVG POINTS IN UPTOWN, IL		23 PTS

Compare your energy use to your neighbors, and view what they're doing to save money and energy. See the most popular savings actions for your neighborhood. At the end of the year, the group or community with the largest savings will win up to 10,000 energy-efficient Compact Fluorescent Light bulbs (CFLs).