

# Energy Efficiency and Natural Gas Utilities

## Engaging local communities to save more energy

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### ENERGYMOBILE AND MONROE COUNTY ENERGY CHALLENGE

Vectren Energy has been a key partner of the Monroe County Energy Challenge (MCEC), which aims to develop a strong community project that could earn Monroe County, Indiana, the Georgetown University Energy Prize, a national energy efficiency competition. The Vectren Foundation—partnering with the South Central Community Action Program—sponsors this funds this program through a grant.

The Monroe County Energy Challenge (MCEC) is a community-wide effort to provide education on energy efficiency and to reduce energy use. The goal is to also improve quality of life, reduce environmental impact, and save money as well.

Monroe County, the only community competing from Indiana, is focused on saving more energy in houses, schools, and government buildings than the 49 other communities across the country. In order to mobilize households, neighborhoods, businesses, and organizations across the county, the County needs to be highly visible, engaging, and an effective means to reach all community members.

In response to this challenge, the MCEC launched the EnergyMobile—a Toyota Prius V hybrid, fully wrapped with a colorful design and a message that states simply: Save Energy. The EnergyMobile travels to communities in Monroe County (which includes Bloomington, the county seat). The vehicle not only serves as a rolling energy efficiency billboard but also delivers actionable information on steps people can implement to conserve energy in their homes. The vehicle is stocked with weatherization and efficiency materials, information about utility rebates, tools, and other items.

The EnergyMobile is an important means to deliver both information and resources to community members. The vehicle is deployed to specific neighborhoods along with energy teams, who go door-to-door to identify and install energy efficiency measures, recruit candidates for bulk purchases of insulation and other services, and process paperwork for utility rebates.

While the EnergyMobile recently made its first trip to local schools, plans are to recruit energy ambassadors to drive and distribute educational materials at farmers markets, parades and other community events, and even install energy efficiency measures in local homes.

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**Online Info:** For updates on the adventures of the EnergyMobile, [www.mocoenergychallenge.org](http://www.mocoenergychallenge.org)

*[Vectren Energy](#) serves Monroe County, Indian — one of 50 communities across the United States competing in the Georgetown University Energy Prize to make the most significant impact on energy savings.*