

Project 9: Community Outreach and Education- Project Description

This grant creates a community outreach and education program focused on energy reduction, conservation and sustainability. This program will be housed in the Planning and Community Development Department and will work in concert with the City's current natural resources programs (water resources, recycling, source reduction). The Project Manager will develop and implement the community outreach and education component of this grant. The City of Peoria is dedicated to developing an energy efficiency awareness education program that will affect the way our residents perceive energy efficiency and conservation. A strong public education program has the potential to create real and long-term positive behavioral changes within the community. Our energy efficiency campaign will include distributing energy-saving products/appliances such as CFLs (Compact Fluorescent Lights) and LED (Light Emitting Diode) lights; and the development of activity booklets, posters, trading cards, newspaper coupons, and bookmarks.

Events

March 18 Spring Training Game at Peoria Sports Complex

Seattle Mariners vs. Arizona Diamondbacks. 11,000 people attended the game. 700 CFL light bulbs were distributed to event attendees. Educational/informational material on energy conservation tips for the home/office were distributed. We also distributed 4 Kill-A-Watt electrical energy usage monitoring meters, 4 programmable thermostats, and 4 surge protectors/circuit breaker switches.







Spring Into Peoria Festival- February 26, 2011

The City of Peoria sponsored the first Spring into Peoria Festival, in its entertainment district at Arrowhead Fountains Center, across the street from Peoria Sports Complex. The event was a collaborative effort between the city's economic development services department, community services department and Peoria Chamber of Commerce. The event was free to entertainment district businesses and auto dealers, as part of the city's efforts to increase foot traffic and enhance sales opportunities for district businesses, in line with promoting the Peoria First - Keep it Local campaign. Spring into Peoria overlapped with Fan Fest, which is the event that traditionally kicks off spring training in the city. The overlap was intentional with the hope that participants from one event would move into the other to improve the success of both.

The Energy Efficiency/Sustainability Awareness team attended the event and distributed 288 CFLs (funding provided by the EECB Grant).

Pioneer Days Green Zone

Peoria Pioneer Days 2011 was about honoring Peoria's heritage while also demonstrating a commitment to future generations by promoting sustainable practices throughout the community. This event showcased a "Green Zone" that was entirely focused on educating citizens in the area of environmentally conscious practices. The City Sustainability Team distributed 112 LED light bulbs and 162 CFLs at the Pioneer Days Parade and Event on April 2, 2011.





Valley Forward Livability Summit- April 8, 2011

This event was a regional networking summit featuring panel presentations, interactive informational exhibits and a keynote address delivered by Jerome Ringo, Senior Executive for Global Strategies with Green Port. Valley Forward's Resource Area spotlighted innovative solutions to environmental concerns and sustainability issues. The event allowed 3 city staff members to view exhibits on sustainability initiatives in the Valley and state; participate in a dynamic, interactive day of information sharing, networking and learning; and participate in a Jeopardy-style game that tested attendees on their knowledge of sustainable concepts. 36 CFL light bulbs were distributed.

Loop 303 Dedication Event

The newest portion of Loop 303 was dedicated Saturday May 7. About 2,500 people attended the event and Governor Janice Brewer made a speech at the dedication ceremony. City staff gave out 270 CFL light bulbs and 80 LED (light emitting diode) light bulbs.



Bikers on the newly completed portion of the Loop 303