

Overview of We Are Neutral's Manchester Retrofit Initiative for Bonnaroo Music & Arts Festival



ENERGY UP DATES
START
WED. - FRIDAY

we are
neutral

Establishing change-making industry
leaders through our meaningful
social and environmental programs.

Letter from Jacob Cravey, Director of We Are Neutral

Three years ago We Are Neutral partnered with Bonnaroo Music and Arts Festival to bring energy savings to low-income families in Manchester, TN. It was an opportune chance for our team to replicate a model that we had developed in Gainesville, FL and engage a new community around the power of collaboration and conservation. Having the support of Bonnaroo Music and Arts Festival and the Bonnaroo Works Fund opened doors and minds to our efforts and smoothed the way for a successful campaign to retrofit the homes of all the families living in the Coffee County and Grundy County Housing Authorities.

Our program is designed to create a local carbon offset initiative by strategically reducing energy consumption for the low-income families that need it the most. We pay special attention to create lasting partnerships in the community and to our volunteers who have gained the skill sets to continue helping others save on their utilities long after we're gone.

It has been a sincere pleasure to have the opportunity to do this work and I hope that we are able to continue to carry this torch to other families in Tennessee and support our small town economies, their local resources and our planet as a whole.

Thank you,



Jacob P. Cravey



making a meaningful impact

“We had a great time and thank all of you for giving me the opportunity to experience Bonnaroo . Y’all are really down to earth people and I feel very lucky to have been able to work with you. It’s not just every day that friends like you come along.”

~ Derryl Graham, Director of Grundy Housing Authority and 2015 Day One Winner of a Bonnaroo Ticket



3 Community retrofits performed

Thanks to Bonnaroo we've retrofitted three low-income housing communities in Middle Tennessee.

312 Residents informed

In every home, we've explained to residents why we're retrofitting their homes, the effects our changes have on their bills, and the changes they can make to lower their utility bills even further.

70 Volunteers trained

While interviewing residents and installing appliances, volunteers have learned the basics of energy auditing - valuable skills that they can bring into their own homes.

1050 Hours volunteered

Each volunteer has donated on average 15 hours of his or her time per retrofit project.

6 Organizations involved

We've worked with an array of community players to make Bonnaroo's retrofit initiative happen.

9 Bonnaroo tickets won

After every retrofit day, we've awarded a random lucky volunteer a ticket to Bonnaroo. Many volunteers come from the low-income housing communities that we work with. For them, this is the best volunteer experience of their lives.

saving our natural resources

1,245 Metric Tonnes of CO₂ will be mitigated over 5 years

=  **31,923 tree seedlings grown for ten years**

=  **262 passenger vehicles taken off road for one year²**

By the end of the lifespan of our three community retrofit projects, Bonnaroo's carbon footprint will be 1,245 tonnes lighter.

3,978,170 Gallons of Water Saved Annually

=  **enough water to fill approx. 79,563 bathtubs**

We install efficient sink aerators and shower heads that save every residence approximately 13,065 gallons of water per year. That's equivalent to filling about 261 bathtubs.

488,280 kWh of Electricity Saved per Year

=  **electricity to power 48 homes for a year**

In every home we replace about 10 incandescent light bulbs with compact fluorescent light bulbs (CFLs) which use just 10% of compared electricity.

Across 312 homes, we've installed:

3171 compact fluorescent light bulbs

350 bathroom sink aerators

302 hot water pipe insulation

365 shower heads

312 kitchen sink aerators

1 Numbers calculated from energy consumption data provided by Duck River Electric Membership Corporation.

2 Resource equivalents provided by the Environmental Protection Agency.

gifting helpful savings



“The tenants as a whole were very excited and appreciative for this opportunity to save money and learn about carbon offsets.”
~ Nancy Huddleston, Manchester Housing Authority

\$150 cost per home retrofitted =

\$20 saved monthly
per residence¹

= **\$240** in annual savings
per residence

The majority of families in the homes we’ve retrofitted are low-income and very low-income, meaning some families earn less than \$20,114 per year. Consider the benefits that an extra monthly \$20 can bring.

\$74,880 annual
utility bill savings

= **\$374,400** in utility
savings by 2020.

\$74,880 is the total projected savings from 312 residences in one year.

\$374,400 is the total projected savings over the three retrofit projects’ lifetimes (5 years).

13.3% utility savings

Our energy efficiency upgrades decrease participating low-income residents’ utilities by an average of 13.3%.

¹ Numbers based on resident surveys and 13.3% utility savings calculated by UF’s Program for Resource Efficient Communities.



2013



2014



2015

What's Next?

We've retrofitted every low-income home in Coffee County so we've moved into neighboring counties, starting with Grundy. This ripple pool effect embodies our model: using local carbon offsets to improve communities everywhere. Let's see how far we can go.



we are
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