

Energy Conservation Awareness Program-
Final Report



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By:

Shediac Bay Watershed Association Inc.
Julien Bourgeois

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Many other groups and individuals contributed to make our programs a success again this year and the SBWA wishes to extend their sincere gratitude.

TABLE OF CONTENTS

1	INTRODUCTION	1
1.1	Project Description and Objectives.....	1
1.2	Project Objectives	1
2	ACCOMPLISHMENT AND ACTIVITIES	2
2.1	School Presentation on Climate Change and Energy Efficiency	2
2.2	Energy Consumption Reduction Program among Local Businesses.....	3
2.3	Shediac Farmer’s Market Presentation	4
3	DISCUSSION	4
4	CONCLUSION.....	5
	APPENDIX A – PICTURES	7
	APPENDIX B – SCHOOL PRESENTATION CURRICULUM.....	10
	APPENDIX C – SURVEY ON ENERGY CONSUMPTION AT HOME	13
	APPENDIX D – CERTIFICATE OF EXCELLENCE	15
	APPENDIX E – PLEDGE LETTER.....	16
	APPENDIX F – ENERGY CONSUMPTION BUSINESS SURVEY	17
	APPENDIX G – NO IDLING ZONE SIGN FOR BUSINESSES	18

LIST OF FIGURES

Figure 1: Materials used to demonstrate the greenhouse effect.	7
Figure 2: Materials used to demonstrate how solar cells work.	7
Figure 3: School presentation in February 2010 by Erika Dawson and Travis Melanson.	8
Figure 4: Rain barrels	8
Figure 5: Presentation performed at the Shediac Market in the Park where information was distributed and light bulbs exchanged.	9

1 INTRODUCTION

1.1 Project Description and Objectives

People have the tools, knowledge and resources to combat climate change. Numerous simple actions can be done by people of all ages. The time to act is now. The Shediac Bay Watershed Association is committed to the development and implementation of an Energy Conservation Awareness Program for reducing greenhouse gases and to encourage individuals to conserve energy. We offer awareness information as well as materials regarding energy production, conservation and efficiency to local schools, businesses and to the public.

We received over 250 CFL bulbs from Efficiency NB including booklets containing information on CFL bulbs. With these tools, the SBWA organized a light bulb exchange with schools, which means students were invited to bring one incandescent bulb from home and we would exchange it for a CFL bulb. The presentations contained information on causes and impacts of climate change internationally, nationally and locally, as well as measures being taken to reduce the impact. The goal of our presentations was to promote energy conservation and the effects of climate change.

Local businesses play a key role in the energy consumption reduction process. We feel that a large amount of energy is wasted due to unnecessary use of lights and equipments by businesses throughout the Shediac Bay watershed. A program aiming at reducing energy consumption will contribute to the overall reduction of power waste and ultimately CO₂ emissions. The preeminent goal for the energy conservation/climate change program for local businesses is to create awareness and to inform them on good energy efficient practises that can be done at their establishment. The survey was developed to further understand the energy use and practices of local businesses. We visited businesses with information kits on climate change, energy efficiency idling facts as well as water conservation. Each business was asked to fill a questionnaire on energy consumption in their establishment.

Finally, ensuring that the public is well informed and aware of the SBWA's activities is of the outmost importance for remaining a strong and productive organization.

1.2 Project Objectives

Project	How goals are measured?
Shediac Farmer's Market	<ul style="list-style-type: none"> ○ Level of community participation at this special event ○ Number of information bundles distributed to the public ○ Number of articles posted in local newspapers ○ Number of flyers posted in local establishments ○ Number of people who visited our kiosk ○ Number of light bulbs exchanged

<p>Energy Consumption Reduction Program among local businesses</p>	<ul style="list-style-type: none"> ○ Number of local businesses visited to investigate obvious energy waste behaviour as well as idling frequency emitted by costumers ○ Number of information bundles distributed to local businesses ○ Number of press releases and flyers distributed to local businesses ○ Number of pledge received from targeted businesses ○ Recommendations about how to be more energy efficient
<p>School education</p>	<ul style="list-style-type: none"> ○ Number of information bundles distributed to students (pamphlet or other promoting material distributed) ○ Number of school visited ○ Number of students attending class sessions ○ Level of students, teachers and parents participating at the question period ○ The positive feedback received by teachers

2 ACCOMPLISHMENT AND ACTIVITIES

2.1 School Presentation on Climate Change and Energy Efficiency

In January and February 2011, the SBWA developed and presented an interactive presentation on climate change and energy efficiency to three local schools. The goal of these presentations was to create a sense of awareness as well as educating students on these matters.

The presentation was divided in two visits, the first being on climate change and the second on energy efficiency. Both were presented via PowerPoint and followed by activities and demonstrations (see appendix A). The first demonstration consisted on showing the students how the Earth’s atmosphere works as well as how an excess of greenhouse gases cause global warming. The second demonstration consisted on how the sun can convert its solar rays to energy that people can use on a daily basis. With the support of Efficiency NB, who provided us with CFL bulbs and booklets, we were able to organize a light bulb exchange. We also gave the students an energy consumption survey (Appendix C) to be performed at home with their parents. The results of the survey will be further analysed by Efficiency NB.

The two schools visited were, École Mgr-François-Bourgeois in Shédiac and École de Grande-Digue in Grande-Digue. All two schools visited consisted of fourth graders. A total of 96 students participated (6 seminars for 5 classes) at both presentations as well as with the light bulb exchange. Moreover, 96 home surveys were distributed provided by Efficiency NB. We gave certificates (see appendix D) and we shared information on energy conservation and renewable energy power.

2.2 Energy Consumption Reduction Program among Local Businesses

In July and August of 2011, the SBWA visited seven (5) local businesses, where we discussed idling, water conservation as well as the importance of energy efficiency. The goal of this program was to inform businesses on the importance and impacts that energy uses have on environmental and economical issues as well as the importance to stop idling and to conserve water. Efficiency NB, who again provided us with CFL bulbs and booklets, supported this program.

Goody packs including one CFL bulb, information regarding on the Shediac Bay Watershed Association, “Shedding Some Light on Compact Fluorescents”, “Energy Efficiency Tips for Businesses”, “Energy Efficiency Incentive Programs for Commercial Buildings and Small and Medium Industrial Operations”, “Energy Smart Commercial Buildings Retrofit Program”, “Energy Star for Office Equipment Simple Steps to an Energy-Smart Office”, “Efficiency NB Bright Ideas Promoting Premium-Efficiency Lighting Products”, “New Multi-Unit Residential Buildings Program”, “Climate Change Challenges A Guide for the Kent Region’s Businesses”, “Energy Star Purchasing Guide Put Energy Star to Work for your Organization” and an “Idling Fact” sheet. Efficiency NB, New Brunswick Climate Change Secretariat Department of Environment, Natural Resources Canada as well as Pays de Cocagne Sustainable Development Group provided these various booklets. An energy conservation survey (see appendix F) was also performed by each of the businesses visited. The results of the survey permitted us to further understand where energy use could be improved.

The following are the results from the survey:

1. 5 businesses responded that they shut their interior lights after hours (excluding emergency lights)
2. 5 businesses stated that they turn off their exterior lights throughout the night (excluding parking lot lights). 3 businesses stated that they have a programmable timer.
3. 3 businesses stated that they use energy efficiency light bulbs.
4. 3 businesses stated that they do have a programmable thermostat for their heating system. 2 businesses are closed for the winter; therefore, they do not have a heating system.
5. 2 businesses stated that they did not turn off or unplug their electronics such as computers; however, 5 businesses stated that they do unplug small appliances such as toasters, coffee makers, radios, etc.
6. 3 businesses responded that they had one energy star appliance.
7. 2 businesses do not have a heating, ventilation or air conditioning system. All 5 businesses do clean their HVAC system when needed.

Again, this year, the SBWA has developed a pamphlet designed for businesses. Each question that was posed, we were able to refer the issue on the pamphlet. Compact fluorescent light bulbs, programmable thermostats, smart power strips, energy star, as well

as HVAC (heating, ventilating and air conditioning) systems were all topics that the SBWA developed. For each of the categories, a short detailed explanation of the topic was given, including suggestions on why we should use it, how to use it and how much money it can save; A reference was also included on the bottom of the pamphlet where entrepreneurs could consult our goody pack.

Moreover, the SBWA was offering a “No Idling Zone” sign (see appendix G) and a rain barrel to businesses who were interested. The SBWA targeted businesses where most costumers idle their cars and where water was frequently used such as flower gardens. Once the questionnaire was filled-out, the SBWA had asked to the entrepreneurs if they were interested posting a “No Idling Zone” sign and a rain barrel created by the Association. Six (6) businesses agreed to post a “No idling” sign outside their establishment to help reduce greenhouse gases and three (3) businesses agreed to install a rain barrel to help reduce water consumption; as a result, a total of seven (7) signs and five (5) rain barrels were requested. All seven (7) “No Idling Zone” signs and 3 rain barrels are in process. Two (2) of the rain barrels were distributed at two (2) businesses towards the end of August 2010.

The SBWA would like to thank the Cape Bald Packers Limited for their kind barrels donation.

2.3 Shediac Farmer’s Market Presentation

The SBWA attended at the park in June 26, July 24 and August 28 of 2011. Our objective was to inform the public on climate change and energy efficiency. At both presences, we handed out various pamphlet regarding energy conservation, energy star, fish habitat, grants for businesses, grants for homes, green boating, SBWA and windows. Efficiency NB, Natural Resources Canada as well as New Brunswick Climate Change Secretariat Department of Environment provided these various booklets. Furthermore, we have also organized a light bulb exchange where 67 incandescent light bulbs were exchanged for CFL bulbs. In addition, over 250 people visited our kiosk. We have announced our attendance to the market by placing flyers at the Caisse Populaire, Guy’s Frenchys, Jean Coutu, Magico Restaurant, NB Liquor, No Frills, Oceanside Fitness & Tanning, Petro Canada, Petro Canada, Public Works and Government Services Canada, Rossy’s, SBWA’s office, Shediac Bay Marina, Shediac Centre-Ville Mall, Shediac Co-op, Shediac tourist information centre, Shell Canada as well at Wilson’s Gas Bar. Moreover, the SBWA has also sent press releases to local newspapers, church parishes and radio stations. The SBWA would like to thank these establishments for their support.

Our attendance to the market was successful; we have exchange 36 light bulbs more comparatively to last year’s results. With the success of this initiative, we plan to participate at this event in years to come.

3 DISCUSSION

The Shediac Bay watershed has a population of approximately 15,000 people; with this in mind, the SBWA developed an Energy Conservation Awareness Program. The Program's objectives focus on conducting educational and awareness sessions to promote energy consumption and conservation concepts to the general public, local schools as well as local businesses.

In 2010, three schools participated at our climate change and energy efficiency interactive presentation. We were able to implement valuable information on these issues that are often left out in the school's curriculum. Students have participated at our presentation by asking numerous questions, engaging in our activities as well as assisting in our demonstrations. The success of this initiative is measured with the amount of students that have participated to both presentations including the positive feedback received by teachers. With the success of the 2010 school presentations, the SBWA will continue to develop educational sections of the program by targeting new schools. On a long-term basis, the SBWA will also continue to offer seminars in schools as well as developing a school curriculum on energy conservation concepts. The presentation was a success in terms of the students' participation and response. Teachers praised our presentation and were receptive to future involvements with their schools and our association.

With the businesses that have participated in the 2010 program, the SBWA will continue to target further businesses for 2011. The initial response with businesses was good. By visiting their establishment and responding to our energy efficiency survey, we were able to hand and gather valuable information to each of the participating business regarding energy use. Entrepreneurs seemed to be aware of energy efficiency such as shutting their lights when leaving a room, etc. We are confident that our visits will raise awareness among business owners regarding on energy conservation. We intend to further develop this program by creating a list of recommendation that will present more friendly energy use practices. Moreover, we were able to create a partnership with these businesses.

The Shediac farmer's market presentation was a valuable tool for the SBWA in terms of visibility. We were able to reach the public in different ways. The light bulb exchange went well and our presence was well received by the public. Our objectives were met as we received numerous visitors and our presence at the market was well received by the community.

4 CONCLUSION

Finally, the program was very successful in many ways as well as providing adequate educational and promotional information. Furthermore, the community received additional knowledge to perform good environmental practices at home and at work. The SBWA received positive feedback from students and teachers affirming that the information delivered were very knowledgeable and fun. All five teachers appreciated the SBWA's presentations as well as the information given to the students; all are eager to receive more

presentations in the future. Moreover, students have been informed on CFL bulbs, Energy Star products as well as on various sources of renewable energy. With confidence, the SBWA have inspired some students to be leaders for the future generations as regards good environmental practices. We certainly helped reduce energy consumption from businesses in the Shediac Bay watershed as well as creating new partnerships among local businesses. We raised awareness among business owners regarding on energy conservation. Each small action for the environment can make a big difference.

APPENDIX A – PICTURES



Figure 1: Materials used to demonstrate the greenhouse effect.



Figure 2: Materials used to demonstrate how solar cells work.



Figure 3: School presentation in February 2010 by Erika Dawson and Travis Melanson.



Figure 4: Rain barrels



Figure 5: Presentation performed at the Shediac Market in the Park where information was distributed and light bulbs exchanged.

APPENDIX B – SCHOOL PRESENTATION CURRICULUM

Plan du programme éducatif sur les changements climatiques et l'efficacité énergétique:

1^{ère} visite:

- Discuter des buts et objectifs de l'ABVBS
- Révéler la présentation PowerPoint et discuter avec les élèves au sujet des changements climatiques. Nous discuterons en détail au sujet des effets et des causes des changements climatiques sur la scène internationale, nationale ainsi qu'au Nouveau-Brunswick
- Démontrer de l'effet de serre à l'aide du PowerHouse (démonstration)
- Discuter de l'activité : Les causes du changement climatique
- Discuter le défi à faire à la maison
- Remettre le sondage sur la consommation d'énergie à domicile. Le sondage sera évalué lors de la deuxième visite
- Inviter les élèves d'apporter une ampoule incandescente qui sera échangée pour une ampoule fluorescente compacte

2^{ème} visite:

- Discuter le résultat du défi
- Révéler la présentation PowerPoint au sujet des enjeux reliés aux changements climatiques et l'importance de l'efficacité énergétique
- Discuter des ampoules fluocompactes (avantages, quantité de mercure et effets de la santé)
- Démontrer le fonctionnement des panneaux solaires (démonstration)
- Échanger les ampoules
- Remettre les certificats de participation aux élèves

Activités

1^{ère} visite

2 – Démonstration de l'effet de serre

- Ajouter de l'eau dans le bol ainsi dans la bouteille
- Demander à un(e) élève de mesurer les deux températures initiales
- Déverser l'eau dans la bouteille dans le PowerHouse tout en s'assurant que le plastique est autour de l'eau
- Placer une lampe au-dessus le bol
- Placer l'autre lampe au-dessus le plastique
- Demander aux élèves leurs hypothèse/opinions des températures
- Demander à un autre élève de mesurer les deux températures (à la fin de la présentation PowerPoint)
- Dévoiler les résultats et demander aux élèves d'effectuer une conclusion par rapport à l'effet de serre
- Expliquer que l'eau placé autour du plastique se compare avec l'atmosphère de la terre. Comme les gaz à effet de serre, il retient de la chaleur. Cependant, contrairement à la bouteille, l'atmosphère n'est pas une barrière solide qui empêche l'air chaud de s'échapper.

2^{ème} visite

Défi sur l'efficacité énergétique

- Discuter avec les élèves les résultats du défi (Comment ils ont trouver le défis – difficile/facile)

Démonstration des panneaux solaires

- Placer le PowerHouse sur une table tout en s'assurant que la corde est traînante (avec objet au bout)
- Placer la lampe à peu près 30cm des panneaux solaires (pour charger les panneaux)
- À la fin de la présentation, faire fonctionner le moteur tout en montant l'objet

APPENDIX C – SURVEY ON ENERGY CONSUMPTION AT HOME

Sondage sur la consommation d'énergie à domicile

Lorsque vous consommez moins d'énergie à la maison, votre famille contribue à protéger l'environnement et peut en plus économiser de l'argent sur les coûts énergétiques!

Le présent sondage vous aidera à découvrir où vous et votre famille économisez déjà de l'énergie et ce que vous pouvez faire pour en économiser encore plus!

Avant de commencer, pensez aux gestes que vous posez chaque jour qui consomment de l'énergie dans votre maison. Ensuite, réunissez votre famille et commencez à répondre aux questions du sondage. Voyez comment vous vous en sortez et découvrez quels sont les cinq principales mesures que votre famille peut prendre pour économiser davantage d'énergie.

Lorsque vous aurez répondu à toutes les questions, découpez les conseils en matière d'énergie et conservez-les à la maison pour vous rappeler ce que vous devez faire pour aider votre famille à économiser de l'énergie. Rapportez le sondage rempli et les cinq principales mesures que vous avez choisies dans votre classe ou votre groupe pour en discuter et pour recevoir votre certificat d'excellence!



Voici une **première mesure** facile à prendre pour commencer à économiser de l'énergie : remplacez une de vos vieilles ampoules incandescentes par une ampoule fluocompacte écoénergétique.

Travaillez avec votre famille pour compléter les huit étapes faciles ci-dessous (demandez à au moins un adulte de vous aider) :

Huit étapes faciles	✓
Remplacez une ampoule incandescente par une ampoule fluorescente compacte.	
Signez la carte d'engagement à changer une ampoule	
Remplissez le sondage sur la consommation d'énergie à domicile.	
Énumérez cinq mesures que vous et votre famille pouvez prendre pour augmenter l'efficacité énergétique dans votre maison.	
Découpez le formulaire en deux (en suivant la ligne pointillée).	
Conservez les conseils en matière d'énergie à la maison en guise de rappel.	
Rapportez les résultats du sondage sur la consommation d'énergie à domicile en vue d'une discussion et pour recevoir votre certificat!	



L'EFFICACITÉ ÉNERGÉTIQUE
Il est temps d'agir »
contre les changements climatiques

Ce projet est coordonné par l'Association du Bassin Versant de la Baie de Shediac et appuyé par Efficacité NB.

SONDAGE SUR LA CONSOMMATION D'ÉNERGIE À DOMICILE (Rapportez ce côté)		CONSEILS EN MATIÈRE D'ÉNERGIE (Laissez ce côté à la maison)
Questions du sondage	Réponses	Le saviez-vous?
Éclairage EN TOUT, nous avons _____ ampoules à la maison.		Les ampoules incandescentes ordinaires gaspillent beaucoup d'énergie : moins de 10 % de l'énergie qu'elles consomment sont utilisées pour l'éclairage. Les autres 90 % sont perdus sous forme de chaleur.
Sur toutes les ampoules que nous avons à la maison, _____ sont des ampoules fluocompactes.		Les ampoules fluocompactes homologuées ENERGY STAR® utilisent jusqu'à 75 % moins d'énergie et durent jusqu'à dix fois plus longtemps que les ampoules traditionnelles.
Lorsque nous quittons une pièce, nous éteignons la lumière.	- La plupart du temps - Parfois - En général, nous oublions	N'oubliez pas que le meilleur moyen d'économiser de l'énergie sur l'éclairage est d'éteindre les lumières!
Eau chaude Nous avons des robinets qui fuient à la maison.	Oui / Non	Les fuites peuvent s'avérer coûteuses. Une fuite de seulement une goutte par seconde gaspille environ 9 000 litres d'eau par année, soit l'équivalent de 16 bains chaque mois.
Nous utilisons des pommes de douche à faible débit.	Oui / Non	Les pommes de douche à faible débit utilisent jusqu'à 60 % moins d'eau que les pommes de douche ordinaires.
Nous lavons et rinçons nos vêtements à l'eau froide.	- La plupart du temps - Parfois - En général, nous oublions	En lavant les vêtements à l'eau froide, on peut consommer jusqu'à 93 % moins d'énergie.
Appareils électroménagers Nous éteignons l'ordinateur, la télévision, les jeux vidéo, etc., lorsque nous ne les utilisons pas.	- La plupart du temps - Parfois - En général, nous oublions	Activez les fonctions de gestion de l'énergie de l'ordinateur et du moniteur. N'oubliez pas qu'un « économiseur d'écran » ne vous fera pas économiser de l'énergie !
Nous utilisons une corde à linge lors des journées ensoleillées comme solution de rechange à notre sècheuse.	- La plupart du temps - Parfois - En général, nous oublions	Une sècheuse à linge électrique consomme en moyenne 937 kWh d'électricité, ce qui équivaut à environ 85 \$ par année. Grâce au séchage à l'extérieur, vous économiserez et vos vêtements dureront plus longtemps. D'où croyez-vous donc que provient la charpie qu'on retire du filtre de la sècheuse ?
CINQ PRINCIPALES MESURES		CINQ PRINCIPALES MESURES (Instructions)
# 1		<p>Nommez cinq mesures que vous et votre famille pouvez prendre pour augmenter l'efficacité énergétique de votre maison et économiser de l'argent sur les coûts énergétiques.</p> <p>CONSEIL : Pour vous aider à partir du bon pied, examinez les résultats de votre sondage sur la consommation d'énergie à domicile, mais n'hésitez pas à essayer de nouvelles idées en fonction des activités quotidiennes de votre famille! Par exemple :</p> <ul style="list-style-type: none"> ● Est-ce que votre famille utilise une bouilloire électrique pour faire bouillir de l'eau au lieu d'une cuisinière ou d'un micro-ondes? ● Lorsqu'il fait chaud, fermez-vous les rideaux pour empêcher les rayons du soleil d'entrer? ● Pensez-vous à ce que vous voulez manger ou boire AVANT d'ouvrir la porte du réfrigérateur? ● Visitez www.efficacitenb.ca pour en savoir plus!
# 2		
# 3		
# 4		
# 5		
RENSEIGNEMENTS GÉNÉRAUX :		Signature :
Nom* :		 <p>Pour obtenir de plus amples renseignements sur ce que vous pouvez faire pour être plus éconergétiques, appelez Efficacité NB au numéro sans frais 1-866-643-8833 ou visitez le site suivante : www.efficacitenb.ca.</p> <p>Allez-yl</p>
Code postal du domicile* :		
Date où vous avez répondu au sondage sur l'énergie :		
Nom du groupe ou de l'école :		
Section réservée aux parents/tuteurs : Aidez-nous à rendre cette activité encore plus amusante et instructive! Autorisez-vous un représentant d'Efficacité NB à communiquer avec vous pour répondre à un très court sondage sur votre expérience? Oui <input type="radio"/> Non <input type="radio"/> Numéro de téléphone _____ maison <input type="radio"/> / travail <input type="radio"/>		
*Toutes les données seront analysées de façon globale seulement.		

APPENDIX D – CERTIFICATE OF EXCELLENCE

certificat d'excellence

Sondage sur la consommation d'énergie à domicile

.....

Pour rendre honneur à son rendement exceptionnel et à son attachement à la cause de l'efficacité énergétique, Efficacité NB se fait un plaisir de remettre ce certificat à

DE LOUABLES EFFORTS

Cinq choses que les membres de ma famille et moi allons faire pour augmenter l'efficacité énergétique de notre maison :

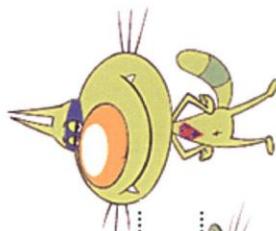
1-

2-

3-

4-

5-



Date _____




www.efficacitenb.ca

APPENDIX E – PLEDGE LETTER

ENGAGEMENT



Je m'engage à planter un arbre pour aider à réduire l'effet de serre dans ma région.



- | | |
|-----------|-----------|
| 1. _____ | 18. _____ |
| 2. _____ | 19. _____ |
| 3. _____ | 20. _____ |
| 4. _____ | 21. _____ |
| 5. _____ | 22. _____ |
| 6. _____ | 23. _____ |
| 7. _____ | 24. _____ |
| 8. _____ | 25. _____ |
| 9. _____ | 26. _____ |
| 10. _____ | 27. _____ |
| 11. _____ | 28. _____ |
| 12. _____ | 29. _____ |
| 13. _____ | 30. _____ |
| 14. _____ | 31. _____ |
| 15. _____ | 32. _____ |
| 16. _____ | 33. _____ |
| 17. _____ | 34. _____ |

Nom de l'école : _____

Nom : _____

Date : _____

APPENDIX F – ENERGY CONSUMPTION BUSINESS SURVEY

ENERGY CONSERVATION SURVEY

Date: _____ Business: _____

How often do you shut your interior lights?

- Always Often (4-6 days/week) Sometimes (1-3 days/week) Never

Comment: _____

How often do you shut your exterior lights?

- Always Often (4-6 days/week) Sometimes (1-3 days/week) Never

Comment: _____

Uses any energy saving light bulbs (CFL and LCD)?

Comment: _____

Has a programmable thermostat for your heating system?

Comment: _____

How often do you turn off the power strip or unplug your energy-using electronics when they are not in use (computer, monitor, etc...)?

- Always Often (4-6 days/week) Sometimes (1-3 days/week) Never

Comment: _____

Has energy star electronics?

Comment: _____

How often do you clean/change your filter?

- Heating system: _____
 Ventilation system: _____
 A/C system: _____



APPENDIX G – No IDLING ZONE SIGN FOR BUSINESSES

