

# THE SMALLEST USER: A NEIGHBORHOOD-BASED ENERGY-EFFICIENCY PROJECT

Cooper-Young Community Development Corporation  
Evergreen Historic District Association  
Department of Journalism

## PROJECT COORDINATORS

Debbie Sowell, Chris Morton, David Arant, Rick Fischer, Beena White & Ashley Akin

## NEIGHBORHOOD

Cooper-Young and Evergreen neighborhoods, mid-town Memphis

## CHALLENGE

The Memphis MSA has one of the highest levels of foreclosure and bankruptcy in the entire nation. High utility bills add to home operating costs and contribute to this ongoing trend in our communities. Without energy efficient strategies for maintaining and improving usage, aging housing stock can create rapid utility expenses.

## IDEA

Create a campaign to increase energy efficiency among residents by:

- Hosting a contest between two neighborhood associations to be the “smallest user” of energy
- Using events and social media to promote energy efficient practices among neighborhood residents
- Encouraging continued practice of these strategies beyond the contest cycle



Cooper Young residents attend a community meeting to review the Smallest User competition.



Cooper Young residents gear up for their competition with Evergreen.



Clean filters make happy homes!



Tom Chamberlain from MLGW shares energy efficiency tips with residents.