

Simple Ways to Spread the Word

Energy Efficiency can happen with Historic Preservation

Use the information that already exists – Don't waste time writing your own copy. Lots of resources exist with documented research to back them. Remember if use language from a source, give credit. If they already have a brochure just use that, you can even stamp or sticker it with local contact information. Visit the National Trust for Historic Preservation (preservationnation.org) or the National Parks Service (nps.gov) websites for links to brochures and information.

Place information at the planning desk – Sometimes people have time to kill waiting. Sometimes folks don't have a plan yet...this is the best time to win them over.

Have the brochures available at all public meetings – It maybe just a few people, but everyone counts!

Discuss a brochure or topic as an information item at every meeting – It will inform the audience and make you commissioners stronger advocates for preservation.

Use the SHPO Energy Efficiency in Historic Buildings power point – use it to teach your commissioners, present it to city council, offer it at the local historical society meeting, present at your meeting during preservation month and advertise it.

Have a page and/or links on your webpage – This needs no explanation.

Celebrate preservation sensitive energy saving tactics in your awards programs – It might be worth expanding your hurrays to good maintenance and out of sight fixes and not just the big obvious facades. It is a great way to recognize residential property owners.

Write an editorial, letter to the editor or article for the local paper – It will fly better if it comes from the commission than if it comes from the staff.

Host an energy efficiency fair, presentation or workshop – It can be a presentation, hands on maintenance and repair training, include preservation sensitive vendors. As little or big as you wish. Remember you can include this in your CLG grant applications.

Win over your local utility boards – OK, this may not be simple, but it is worth trying! Maybe they would window repair or a maintenance workshop. Maybe they would just spread the information about great way to make historic homes more energy efficient in their monthly bills or on their websites.