



Office of the Assistant Secretary
for Public and Indian Housing

MEMORANDUM FOR: Public Housing Agencies
Tribally Designated Housing Entities

FROM: Orlando J. Cabrera, Assistant Secretary
Office of Public and Indian Housing

SUBJECT: *Change a Light, Change the World Campaign*

The U.S. Department of Housing and Urban Development would like to encourage public housing agencies (PHAs) and tribally designated housing entities (TDHEs) to join in Energy Awareness Month by participating in the *Change a Light, Change the World* campaign.

Utility costs make up approximately 23 percent of Public Housing expenditures. Fortunately, utility expenditures are a cost where a PHA or TDHE can exercise control and improve their bottom line.

The *Change a Light, Change the World* campaign offers a great way to start taking steps to improve your housing agency's energy efficiency and encourage residents to do the same. The campaign encourages Americans to change from inefficient incandescent light bulbs to compact fluorescent lights (CFLs). Each CFL saves an average of \$30 or more in energy costs over the bulb's lifetime and last 10 times longer than the average bulb. They increase our Nation's energy efficiency and help reduce greenhouse gas emissions.

There are five easy ways to participate in this campaign, sponsored by ENERGY STAR and the Partnership for Home Energy Efficiency (PHEE) whose members include HUD, the Department of Energy and the Environmental Protection Agency.

- **Sign up to become a pledge driver.** You can become a pledge driver by posting a unique link to the pledge form on your Web site, and encouraging residents and staff to take the pledge. Pledge drivers have access to statistics generated from pledges, which can serve as a tool to gauge resident participation in the community. Download the Pledge Driver Tool-kit including press releases and other promotional information from the ENERGY STAR Web site at www.energystar.gov/index.cfm?c=change_light.pledge_drive_kit
- **Host a Change a Light event at your housing community.** PHEE has invited U.S. Governors and local government officials to take part in the campaign; you may want to extend an invitation to your Mayor or local leaders to change a light bulb in a housing unit and issue a proclamation declaring October 3, 2007, Change a Light Day. Be sure to request someone from your local HUD office attend. Visit www.energystar.gov/index.cfm?fuseaction=join_change_light.showactivitysearch to find activities around the country and to register your own events.

- **Purchase energy efficient ENERGY STAR light bulbs for your housing agency.** Explore how to purchase ENERGY STAR light bulbs and fixtures in bulk, at the ENERGY STAR Web site: <http://www.quantityquotes.net>.
- **Encourage your residents to participate in the campaign and events hosted by the PHA.** The Pledge Driver Tool-kit link includes posters and informational fact sheets you can post to let residents know about the benefits of CFLs.
- **Stay informed by visiting the Public Housing Energy Conservation Clearinghouse Web site** (www.hud.gov/offices/pih/programs/ph/phecc/index.cfm) where you can learn about a range of energy conservation measures available to PHAs and to TDHEs including Energy Performance Contracts.

Promoting energy and environmental conservation makes us a stronger nation. Thank you for joining us in supporting this important initiative! Be sure to let your local HUD office know if you will be hosting a *Change a Light, Change the World* event.