

Global Action Plan - Sustainable Lifestyle Campaigns

Household Recruitment Percentages and Cumulative Resource Savings

CITY/COUNTY	Deschutes County	Chattanooga	Columbus	Issaquah	Kansas City	Madison	Philadelphia	Portland	Rockland County	CUMULATIVE TOTALS
STATE	OR	TN	OH	WA	MO	WI	PA	OR	NY	
NEIGHBORHOOD TEAMS	212	45	95	48	116	60	42	156	47	821
HOUSEHOLD RECRUITMENT %	27%	37%	15%	16%	14%	21%	41%	25%	34%	26%
RESOURCE SAVINGS										
Solid Waste										
Annual pounds diverted from landfill*	781,782	142,654	229,690	174,606	283,375	119,947	60,360	664,192	72,121	2,528,727
Avg. annual household reduction	443	340	515	433	458	338	424	374	441	424
Avg. annual household percent cut	40%	41%	42%	55%	40%	24%	36%	44%	38%	40%
Water (indoor)										
Annual gallons saved*	32,769,596	8,676,843	9,854,208	5,918,305	11,192,215	6,198,634	2,163,086	29,967,228	3,688,808	110,428,923
Avg. annual household reduction	18,045	19,743	21,519	17,993	17,400	17,814	15,397	17,718	22,556	18,595
Avg. annual household percent cut	28%	31%	33%	46%	33%	21%	30%	44%	27%	32%
Energy										
Avg. annual household percent cut	12%	10%	11%	17%	15%	10%	9%	13%	9%	12%
Auto Emissions/Fuel Savings										
Annual gallons saved*	295,205	71,597	58,931	65,596	80,765	42,007	18,726	202,316	28,456	863,599
Avg. annual household reduction	147	162	125	193	131	122	137	117	174	137
Avg. annual household percent cut	17%	16%	15%	32%	18%	12%	15%	22%	13%	18%
CO2										
Annual pounds saved*	8,485,913	2,330,372	2,211,086	1,748,229	3,014,637	1,423,053	635,577	7,416,049	924,492	28,189,408
Avg. annual household reduction	4,452	5,252	4,723	5,129	4,828	4,097	4,500	4,336	5,653	4,637
DOLLAR SAVINGS										
Annual dollars saved*	\$480,491	\$120,044	\$135,590	\$107,368	\$164,365	\$75,235	\$32,204	\$380,631	\$50,861	\$1,546,789
Average annual HH savings	\$241	\$270	\$303	\$309	\$262	\$218	\$229	\$222	\$311	\$255

* Several longitudinal studies indicate these results are sustained over time, therefore, this data is cumulative.

Note: Resource savings are based on households' self-reported data.