Shaping Sustainable Old Worthington
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INTRODUCTION
Sustainability is one of three core values of The Old Worthington Partnership. In order to promote sustainability in Old Worthington we partnered with AEP to incentivize local merchants to take advantage of AEP’s Small Business Express Program, which offers free energy audits that can save merchants energy and money.

PROJECT GOALS
• Understand where Old Worthington stands as a sustainable community
• Help Old Worthington merchants better understand the costs and benefits of engaging in small business energy audit programs offered through AEP and encourage them to participate in these programs
• Shape the future of Old Worthington by outlining projects the city can undertake in order to become a more sustainable community

AEP Energy Audits

SURVEY RESULTS
In order to determine how local merchants felt about sustainability and what sustainability meant to them, as well as to gauge their interest in having an energy audit done, we conducted a brief survey.

• Merchants are largely concerned with preserving historic downtown while updating for sustainability
• Focus on cost savings and efficiency
• Interest in local initiatives
• Interest in supporting sustainable policy
• Interest in sustainability window decal

Merchant Pamphlet

ENERGY AND COST SAVINGS PROJECTIONS

CASE STUDIES
To guide our research and help make suggestions for future sustainability projects in Old Worthington, we viewed case studies from two different U.S. cities similar to Worthington.

Santa Monica, California:
Santa Monica, California implemented a sustainability plan in 1994, which is still in effect and continuously improving today. Four of the main reasons for the plan’s success include:
1. Driven by city policy
2. Sustainability education for the next generation
3. Energy cost savings
4. Access to money and resources

Window Decal

In order to engage local Worthington merchants and spark their interest in energy audits, we utilized a case study from Magic Cruises, a local Worthington merchant that had an AEP energy audit conducted and then implemented the suggested projects.

Worthington United Methodist Church serves as a sustainability leader in the community through their commitment to reducing energy usage by replacing their boiler system. Worthington United Methodist Church showed a 20 percent energy reduction after project implementation.

LONG-TERM ENERGY SAVINGS

The Old Worthington merchants support a sustainable business window decal as a part of their sustainability plan. The Old Worthington Partnership should provide guidelines and monitor issuance of window decals.

BIBLIOGRAPHY