

Home Assessment Program (Draft for discussion)

Objective:

Educate and positively influence the actions, behaviors and purchasing decisions of homeowners in Portola Valley in order to reduce their contribution to climate change.

Program Description:

Existing Homeowners: The BEET subcommittee recommends that Portola Valley team up with Acterra to implement the Green@Home program. Acterra will train a team of volunteers who will visit local residents in their homes, talk briefly about climate change and perform a few simple energy saving measures. The teams will:

- Provide and install a compact fluorescent light (CFL)
- Help set or adjust programmable thermostats (note: Green@Home recommends providing new ones; eliminated in this recommendation due to cost considerations)
- Adjust water heater and refrigerator temperatures
- Install flow restrictors in faucets and showerheads
- Provide a tire guage and teach residents to measure pressure and inflate their tires

Note: this list has been and may need to be further adjusted based on funding & local attributes. The current Green@Home program provides 3 free CFLs and a programmable thermostat in their "standard" program.

Volunteers will also perform an "energy assessment", going over a checklist of other steps to reduce the resident's energy bill and consequently, carbon dioxide emissions. The volunteers will ask residents to commit to completing at least 5 activities on the checklist and to join a neighborhood support group to help others complete their checklists. Volunteers will also have access to a list of resources, including people who are willing to talk to residents about solar, heat pumps, tankless water heaters, rebates on energy-saving appliances, solar companies, green architects, etc. Residents who complete all of the activities on the checklist will be provided with a lawn sign so they can proudly show their commitment to climate protection.

The program will be promoted at the town hall, town events, via flyers in the Woodside Almanac, etc.

New Homeowners: When an existing house is sold, new homeowners will be mailed a "New Homeowner Welcome Kit". The kit will include tangible and action-oriented information on what a homeowner can do to decrease their contribution to climate change, as well as an offer to have a Green@Home volunteer visit their home to perform simple energy-saving actions and go over a household energy conservation checklist.

Welcome Kit components may include:

- Educational information on how your home (& household practices) contribute to global warming
- Offer for Green@Home visit (see "existing homeowner" section for more detail)
- Coupons for compact fluorescents, water heater blankets, weatherstripping, etc.
- Checklist of actions they can take to reduce the use of fossil fuels
- Information on town events and/or energy efficiency open houses
- List of resources
 - Websites for more info
 - Eco-friendly home products

- URL for CoolPV website
- Rebate information

Resource Requirements:

- Town: none
- Volunteers: The program will require an annual volunteer to manage the new homeowner program and serve as a coordinator for the Green@Home volunteers. If there is sufficient interest in Portola Valley, Acterra will seek grant funding to staff a part-time volunteer coordinator position for a given period of time.

Estimated Annual Funding Requirement:

	New Homeowners (assume 90/year*)	Existing Homeowners (assume 480/year)
Compact Fluorescents (\$2 ea)	180	960
Flow Restrictors (\$2 ea)	180	960
Tire Pressure Guage (\$2 ea)	180	960
Green@Home Volunteer Toolkit (3 @ \$300)***	300	600
Misc Printing Costs	100	100
Total	940	3,580
Grand Total	\$4,520	

* assumes 100% of high end estimate

** assumes 20% of existing housing stock

*** tools such as car tire pumps, watt meters, thermometers, wrenches, screwdrivers etc.)

- We could consider getting local businesses to fund the program in exchange for advertising or exposure. Alternatively, individuals could pay for their own equipment, or a fund could be created by the town into which people could make contributions (the CoolPV Fund?) and donors would be recognized for their community spirit.

Outstanding questions/issues:

- Need to gain access to a list of new PV homeowners. Want to make contact with homeowner as soon after purchase as possible in order to influence purchasing decisions. Note: an email has been sent to Gene Lentz, head of the Realtors Association for Menlo/Atherton/Woodside/Portola Valley, with no response to date.
- Need to decide whether to include information on:
 - PG&E's Climate Smart program
 - Carbon offsets or credits (possibly Acterra's Cool It! carbon calculator)