

Portola Valley Green Up Campaign

Draft Plan

Proposal:

Create a town-wide program to complete energy audits and retrofits on the 1,700 existing homes in Portola Valley.

Background:

The existing home stock has been identified as a main target for improving energy efficiency and reducing greenhouse gas emissions in the Town of Portola Valley. Due to the unique character of each home, an energy audit is the best method to identify the specific measures that will be most effective for a particular home.

Goals:

- Sign-up, conduct energy audits and complete retrofits on all 1,700 homes in Portola Valley
- Get state and national recognition for the program
- Include Town schools and businesses in a second phase

Role of Town:

- Partner with energy audit company to get as many residents to participate as possible
- Partner with residents to provide list of qualified people to do work and facilitate creation of a citizen led "group buy" task force
- Identify and implement incentives

Implementation Plan:

Step 1: Request for Qualifications (RFQ) for Energy Audit

- 1,700 energy audits at Town of Portola Valley discounted rate to be determined (audit, individual report on findings, meeting with resident to review report)
- report to Town on aggregate findings (furnaces, insulation, windows, etc.) to guide bulk buys
- educational component to teach Town residents and children how to read reports
 - Town Night – presentation/workshop for residents
 - Schools – walk through a sample report, either in an assembly or individual classrooms

Step 2: Sign Up All Homes for Energy Audit

- Sign-up at major Town events
 - April 18 - Earth Day Event
 - June 6 - Town Picnic
 - September 13 - Blues & BBQ
- Sign-up at Town Hall
- Create "thermometer" display noting number of homes audited with ~1,700 as the goal

Step 3: Receive and Analyze Aggregate Report

Step 4: Bulk Buys

- Citizen led "group buy" task force will generate group buys for best targets
- Trade Show with vendors who will discount products/services

Step 5: Document and Report Process and Findings at State and National level

Potential Incentives:

- Town certificate/recognition for completing Green Up and retrofit
- Coupon worth \$100 off to offset any permit fees once complete audit (energy audit company will include the coupon with the energy audit report; this is an incentive to take the next step)
- Reduced cost of energy audit through Green Up Campaign
- Reduced cost of retrofits through bulk buys negotiated by Citizen Action Group
- Reduced cost of utilities, lower operating cost
- Marketing benefit to homeowners and real estate agents for homes that are "Town of Portola Valley Green Up Certified"

Potential Barriers and Solutions:

Potential Barrier	Solution
Cost of audit	RFQ to reduce cost of audit
Cost to complete retrofits	Citizen led task force will negotiate bulk buys
Town knowledge of homeowner's audit	Only the resident and energy audit company will have access to the audit report; the Town and citizen led task force will only have access to the results of the audits in aggregate to help focus bulk buy negotiations and measure overall benefits in terms of improved energy efficiency and decreased greenhouse gas emissions.