

Affordable Housing EE Alliance

| | | |
|--------------------------------------|-----------|----------------|
| 1. Projected Program Budget | \$ | 522,362 |
| 2. Projected Program Impacts | | |
| MWh | | n/a |
| MW (Summer Peak) | | n/a |
| 3. Program Cost Effectiveness | | |
| TRC | | n/a |
| PAC | | n/a |

4. Program Descriptors

| | |
|-------------------------|-------------|
| Market Sector: | Residential |
| Program Classification: | Statewide |
| Program Status: | New |

5. Program Statement

An important lesson learned from the “Designed for Comfort” program is that Public Housing Authorities (PHAs), Redevelopment Agencies, and non-profit housing associations are in need of technical assistance, but are too under-resourced to obtain it themselves. They have a tremendous influence on the status of efficiency in affordable housing, but they need help in identifying, implementing, and promoting energy efficiency programs to their constituent property owners and developers. PHAs do not have the resources to become proficient in identifying energy efficiency opportunities and how to utilize the various programs that may be available to them. This program will overcome this barrier to participation through the use of alliances.

6. Program Rationale

Affordable housing is particularly susceptible to economic, legislative, and political forces. Given recurrent budget crises at the state and federal level, current funding cuts for affordable housing, and the threat of increased gas costs, there is a controlling need to ensure that the affordable housing market is well-equipped with information about energy efficiency programs, resources, and assistance.

7. Program Outcomes

The policy changes, education and information dissemination generated by the program do not directly yield energy savings, but are a necessary infrastructure to support adoption of energy efficiency. These efforts will result in PHA clients (owners and builders) undertaking energy efficiency upgrades (both new construction and retrofit), but not directly. Savings from these policy changes will continue to occur long after the program ends.

8. Program Strategy

The program will overcome barriers because it:

- 1) Addresses the specific unmet needs of the affordable housing industry
- 2) Provides a clearinghouse so the industry can consider programs and resources appropriate to their needs within their tight budgets
- 3) Eases the burden of time to research and implement energy efficiency programs
- 4) Provides a broad range of policy and technical assistance to the industry.

9. Program Objectives

This discussion of program goals assumes that PY2006-07 programs will launch on January 20, 2006. Because there may be unforeseen delays, the deadlines for deliverables may shift according to the contract execution date. HMG proposes to create the AHEEA Alliance and to act as its energy efficiency advocate, trainer, and clearinghouse by consistently sending messages via training, workshops, presentations, articles, Web site, newsletters, exhibits, and meetings and providing services. These messages and services will include:

- Technical design training
- Presentations on programs and services,
- Case studies and success stories of affordable housing projects (new and retrofit)
- Presentations on specifications and bulk purchasing practices
- Hands on technical and design assistance to affordable housing owner- developers
- Assistance to voluntary rehab organization staff for incorporating energy efficiency into their standard practice

The program has the following goals and deadlines over the 2006-2007 funding cycle-

| | |
|---|-----|
| Establish Alliance | 1 |
| Create Web site | 1 |
| Conduct 15 Workshops | 15 |
| Create and Distribute Manuals | 500 |
| Publish 5 Articles in Industry Trade Journals | 5 |
| Exhibit at Industry Meetings | 8 |
| Electronic Newsletter (bi-monthly) | 12 |
| Project Assistance | 20 |

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10. Program Implementation

Task 1 – Re-assess Implementation Timeline, Marketing Plan, and Staffing Rates or Unit Pricing with SCE for Inclusion in the Purchase Order

Task 2 – Assemble and Submit SCE Approved Purchase Order Kit

Task 3 – Build Tracking System

HMG will build a project tracking system for program data that will log all of the activities and beneficiaries of activities. This tracking system will compile program data on measurable energy efficiency activities, other activities, and expenses

Task 4 – Develop Marketing Materials and Obtain Approval from SCE

HMG and Pat David Design Group will draft marketing materials specifically designed to reach the affordable housing community.

Task 5 – Implement Marketing Campaign

The AHEEA Manual will serve to guide PHA staff through a maze of resources available to them, but which they currently are unaware of. It will also provide guidance for adoption of an EEBUA with a minimum amount of direct assistance from HMG. As a resource that will outlive the program, this will create significant energy savings well into the future.

Task 6 – Enroll Customers

HMG will meet with leaders in the affordable housing community and engage them in a discussion of the state of energy efficiency in affordable housing. In these discussions, we will be identifying needs and resources, and soliciting them to host a workshop or training for their members, peers, organization, or association. Once they are engaged, HMG will offer an array of services including training, workshops, the manual, articles, and a newsletter to further encourage them to champion efforts within their own realm.

Task 7 – Install Energy Efficient Hardware, Issue Customer Rebates, and/or Perform Program Services

Not applicable

Task 8 – Inspect Installed Jobs

Not applicable

Task 9 – Remedy Installation Issues

Not applicable

Task 10 – Perform Customer Satisfaction Surveys

A customer satisfaction survey will be provided to each customer receiving AHEEA services. The survey will identify whether HMG and AHEEA are serving market needs and meeting customer expectations. The survey will evaluate how HGM provided AHEEA services, if all applicable energy efficiency programs were identified, and if the customer valued AHEEA's recommendations.

Task 11 – Address Customer Satisfaction Issues

If a problem should arise indicating an unsatisfied customer, HMG will address the issue in a timely manner. However, this is unlikely since (a) this is not an incentive or direct install program and (b) the focal point of the program is to identify and serve the target community's energy efficiency information needs. Questions will be addressed in real time by telephone or through a meeting, as necessary.

Task 12 – Invoice SCE for Completed Jobs

Not applicable

Task 13 – Perform Program Reporting

HMG will submit a monthly report by the 21st of each month following the reporting month.

Task 14 – Program Ramp Down

HMG will develop a program ramp-down plan.

Task 15 – Shut Down the Program

HMG will provide a program shutdown plan.

Task 16 – Respond to Miscellaneous Utility/CPUC Data Requests

The tracking system that HMG will establish will allow timely access of data for these types of requests.

Task 17 – Follow Up with Remaining and New Customer Issues

If a customer satisfaction issue continues to need to be addressed after the program is shut down, HMG will continue to respond. Questions will be addressed in real time by telephone or through a meeting, if required.

Task 18 – Submit Final Program Report

The final report will serve a dual purpose. First, it will summarize achievements, issues and recommendations made in the series of monthly reports. Second, it will provide recommendations for continuing, drastically reshaping, or completely terminating the Alliance and program.

11. Customer Description

The customers served by this program are Public Housing Authorities, affordable housing owners and developers, and non-profit housing associations. These are the affordable

housing leaders and stakeholders who influence (a) how properties are designed, built, rehabilitated, and maintained, and (b) which policies affecting efficiency are adopted and implemented. These entities in turn serve affordable housing tenants. All services will be provided to entities whose jurisdiction is served by Southern California Edison.

12. Customer Interface

The customer interface will be in-person and electronically through the program administrator.

13. Energy Measures and Program Activities

13.1. Measures Information

Non-Resource

13.2.1 Energy Savings and Demand Reduction Level Data

Non-Resource

13.3. Non-energy Activities (Audits, Trainings, etc.)

- Establish Alliance
- Create Web site
- Conduct 15 Workshops
- Create and Distribute Manuals
- Publish 5 Articles in Industry Trade Journals
- Exhibit at Industry Meetings
- Electronic Newsletter (bi-monthly)
- Project Assistance

13.4. Subcontractor Activities

Pat Davis Design Group will update and reprint program collateral materials including brochures, website, exhibit displays and Energy Smart Pak inserts and covers.

13.5. Quality Assurance and Evaluation Activities

See Tasks 10 and 11 above.

13.6. Marketing Activities

See Tasks 4 and 5 above.