

Town of Crested Butte Residential Energy Efficiency Program (REEP)

Pilot Program Proposal

Prepared by The Town of Crested Butte and the Office for Resource Efficiency

Summary and Objectives

In an effort to achieve the goals of the Crested Butte Energy Action Plan the Town and ORE are proposing the REEP Pilot Program. The program is designed to increase the understanding of the energy characteristics of the Town's residential building stock and inform the development of an ongoing program to encourage and support residents in reducing their energy consumption. The Pilot Program will provide free energy audits to residential consumers within two predetermined typical Town blocks. Blocks will be selected to provide the most inclusive cross section of homes that exist within the Town. If 100% of residents of selected blocks do not opt to participate, the Town will offer the remaining amount of available audits to all Town residents on a first-come, first-served basis. The pilot program will monitor energy usage, program participation, past and future retrofits.

The goals of the REEP are to:

- Document the energy performance of the existing residential housing stock and identify any trends
- Determine the effectiveness of existing financial incentives and identify gaps in the delivery of needed residential energy services
- Make progress in implementing certain goals of the Energy Action Plan, including: lower residential energy costs, reduce residential carbon emissions and local economic stimulus.
- Generate experience to use as a basis for creating future Town-wide residential energy efficiency programs and policies
- Better position the Town for private and other grant funding opportunities for a Town-wide Residential Energy Efficiency Program (REEP)

Participating Entities: Town of Crested Butte, The Governor's Energy Office, Gunnison County Electric Association, Atmos Energy, the Office for Resource Efficiency, Energy Audit Providers, Town Residents.

Scope

2 typical blocks (1 Block = ~14 primary buildings)

Energy calculations to be done on primary buildings only.

Total building audited: ~24

Cost

Item	Expense	Revenue	Notes
Program Development (Personnel)	\$1000		20 hrs at \$25/hr (Town – internalized) 20 hrs at \$25/hr (ORE – service agreement)
Promotion (Personnel)	\$500		20 hrs at \$25/hr (ORE – added services)
Promotional Materials	\$250		Printing and mailing costs
Coordination and Follow-Up (Personnel)	\$1250		50 hrs at \$25/hr (ORE – ½ added services; ½ service agreement)
Audits	\$5000		25 units; \$200 per home
Atmos Rebates		\$1700	\$100/home for ~2/3 of total homes (17)
GEO Rebates for Atmos customers		\$425	\$25/home for ~2/3 of total homes (17)
GEO Rebates for Non-Atmos customers		\$600	\$75/home for ~1/3 of total homes (8)
Data Processing and Reporting (Personnel)	\$400		16 hrs at \$25/hr (ORE – added services)
Tracking and Follow-Ups (Personnel)	\$900		12 hrs/yr for 3 years at \$25/hr (Town – internalized)
ORE In-Kind Contribution		\$1275	\$500 for program development; \$625 for ½ coordination; \$150 promotional materials
Town Building Department (internalized costs)		\$1400	\$500 for program development; \$900 for tracking and follow-ups
Town Funding		\$3900	
Total	\$9,300	\$9,300	

Estimated 2010 Timeline:

June: Phase 1

July: Phase 2

August – September: Phase 3

October – Ongoing: Phase 4

Phase 1 Program planning, Budget projection, Audit standardization

- **ORE** – Develop system for scheduling audits, develop customer application (includes utility bill release consent and property information collection), finalize program costs.

- **Town** –Obtain legal oversight and waivers from town attorney, lobby for allocation of funds, coordinate rebates to create program fund
- **Auditors** – Work with ORE and audit providers to finalize audit standards (please see audit form below)

Phase 2 Program Promotion, Target Residences, Initial Funding and Provider Coordination

- **ORE** – Promote the program to residents in target areas, coordinate audit scheduling, obtain permission for release of customer utility information, coordinate applicable utility and GEO rebates.
- **Town** – Identify target residents, allocate funds for program costs, develop data tracking system, issue and administer RFP for auditing services on targeted homes
- **Auditors** – Agree to single audit structure, cost and data set product

Phase 3 Program execution, Data collection, Funding coordination

- **ORE** – Gather audit results from auditors. Develop follow-up packets for participants, including program report, cover letter with specific recommendations, applicable financial incentives, available local service vendors, the 2010 Financial Incentives guide and the Green Business Directory. Field follow-up questions from residents and offer consulting appointments to interested residents to help them apply for rebates and create a personal plan. Consolidate audit data and report to Town.
- **Town** – Gather audit results and utility data from ORE and enter into database, remit funds to auditors for each audit performed
- **GCEA/Atmos** – Facilitate the release of customer utility data to the Town and ORE
- **Auditors** – Perform audits as scheduled by ORE, provide audit results to ORE and Town, invoice Town for per-audit cost at predetermined rate

Phase 4 Data tracking, Installed measure tracking and Program review (see follow-up strategies below)

- **ORE** –Continue to provide timely resources to residents post-audit, serve as a resource to participants. Follow up on installed measures and program participation at +1,+2,+3 years, compile carbon off-set and utility cost savings for installed measures.
- **Town** – Conduct a program review with all stakeholders and participating residents Create policy recommendation based on results.
- **GCEA/Atmos** – Participate in program review
- **Auditors** – Participate in program review

Promotion and Marketing Plan

Strategies for contacting residents of two selected blocks:

- **First contact:** Mailing with letter explaining program, description of audit, purpose, timeframe, etc.)
- **Second contact:** Follow-up phone calls
- **Third contact:** Door-to-door

Strategies for contacting residential community at-large:

- **ORE Bucket Column** explaining the pilot program, the goals, the opportunities available (e.g. 10 free audits, first-come, first-serve)
- **Newspaper ads** in Crested Butte News and the Weekly
- **Sustainability tip** on audits in the Weekly
- **KBUT** 30 second segment on audits
- **KBUT** PSAs about audits and town program
- Announcement in ORE Newsletter
- Announcement on ORE Website

Follow-Up (1, 2 & 3 years) Plan

- Gather contact information for residents during audit
- Confirm that contact information is expected to remain the same 1 year out
- Survey about program to be filled out during audit
- Explain to the homeowner that participation in the program and benefitting from the audit requires the homeowner to report energy bill info and any other relevant info (e.g. follow-up work carried out) to the Town at time of audit
- **First contact:** Mailing with form to fill out
- **Second contact:** Follow-up phone calls
- **Third contact:** Door-to-door

Data Management

The Town will create a database of energy use, recommended and installed measures for each property enrolled in the program. ORE will collect audit results for each property in the program, combine it with the list of recommended measures for the property and provide that information to the Town. The database will be included in the GIS Mapping System used by the Town. ORE will gather annual information about measures installed by residents and report to the Town for addition to the database. This information will be used to inventory program effectiveness, carbon emissions and energy use reductions for each home.

Baseline Audit Form

HOMEOWNER INFORMATION

Name:

Street & Mailing Address:

Sewer/Water Acct. Number:

Phone:

Email:

PROPERTY INFORMATION

Year Built:

Square Footage:

Occupancy Type:

of Occupants:

of Bedrooms/Bathrooms:

Approx. Insulation R-Value

Heat Fuel Source:

Light Sources:

AUDIT INFORMATION

Date of Audit:

Auditor:

Type of Audit:

METRICS

Building Volume (c.f.):

of Windows:

Building Orientation:

kBtu/sf/yr

Avg. Elec. Cost (June-August):

Avg. Elec. Cost (Dec.-Feb.):

Avg. Gas Cost (June-August):

Avg. Gas Cost (Dec.-Feb.):

Avg. Winter Thermostat Setting:

Air Exchange Rate (per hour):