

2023 Climate Protection Program Proposal

The Local Energy Alliance Program (LEAP), a Virginia-based nonprofit, presents this proposal to the Climate Protection Program of the City of Charlottesville to deliver energy efficiency and renewable energy solutions to Charlottesville residents and businesses.

This proposal addresses the strategies and key actions noted within the City's Climate Action Plan (CAP). Delivery of this proposal will be done in collaboration with City Climate Protection Program staff.

Strategies and Actions

1. Strategy: Move New Construction closer to Net-Zero through increased levels of energy efficiency, incorporation of onsite renewable energy, and solar-ready building standards
 - a. CAP Key Action: Develop recommended lists of solar-ready, EV-ready, and energy-efficiency design standards for residential new construction

LEAP ACTION(S):

- i. Leverage LEAP expertise to develop and design best practices info sheet(s) for solar and energy efficiency*
- ii. Review and develop a supplemental memo to "Recommendations for Building Code standards for Energy Efficient Affordable-Public Housing in Charlottesville" with code updates*

2. Strategy: Increase energy efficiency and onsite renewable energy use in existing buildings
 - a. CAP Key Action: Education/Encouragement

LEAP ACTION(S):

- i. Develop and disseminate educational materials (i.e. Solar 101, basics of energy efficiency, how to prepare for summer, how to prepare for winter)*
 - 1. LEAP will create, optimize, and post content, including press releases, newsletters, graphics, and social media. We will share customizable content and images that the City and nonprofit partners can also distribute, as appropriate.*
- ii. Host webinars and other local in-person events*
 - 1. LEAP will create presentation materials on both energy efficiency and Solarize and will present them through webinars. The City is encouraged to participate in webinars (co-host), promote, and provide relevant content, as desired.*
- iii. Direct outreach to specific, program-eligible audiences to highlight benefits available*

1. *LEAP will draft a letter and coordinate printing and mailing to targeted addresses.*
 2. *Attend meetings or deliver presentations as requested.*
 - iv. *Radio (on-air ads and emails)*
 1. *LEAP will purchase radio ads (on-air and e-blast) to spread the word about relevant programs on local radio stations (i.e. WNRN, Charlottesville Radio Group, WMRA, WINA).*
- b. CAP Key Action: Increase participation by low-income households in fully funded programs for energy efficiency improvements and solar energy systems

LEAP ACTION(S):

- i. *Develop and promote a referral program (word-of-mouth)*
 - ii. *Coordinate targeted mailings from trusted partners*
 1. *Content will promote general assessments, as well as Dominion's Low-Income solar program.*
 - iii. *Customer support*
 1. *After individuals sign up for any of LEAP's programming, they will receive regular check-ins from our customer service team to answer questions, provide additional support, and connect with other services.*
- c. CAP Key Action: Develop and identify funding assistance programs designed for mid-income households

LEAP ACTION(S):

- i. *Create an overview of programs and benefits available for households of all income levels.*
 - ii. *Serve as a local resource for accessing federal and state rebates and incentives. This may involve developing web-based information, fielding questions from residents, supporting local staff and stakeholders in developing accurate and consistent messaging, and collaborating on potential state-wide strategies.*
- d. CAP Key Action: Develop and promote resource material specific to historic buildings

LEAP ACTION(S):

- i. *Update (as needed) and design info sheet using existing content*

Metrics

- Deliverables
 - Best practices info sheet for new construction
 - Educational materials (i.e. Solar 101, basics of energy efficiency, how to prepare for summer, how to prepare for winter)
 - Webinar presentation(s) (minimum one focused on energy efficiency and one focused on solar)
 - Letter to targeted City addresses
 - Summary of benefits available (one-pager)
 - Online resources to navigate benefits
 - Info sheet on energy efficiency and historic buildings
- Results
 - Number of households served
 - Work completed in each household
 - Estimated kWh reduction
 - Number of Solarize sign ups
 - Number of Solarize installations
 - Size and value of Solarize installations
 - Number of LI solar installations
 - Size of LI solar installations
 - Projected energy savings based

LEAP will invoice the City monthly. LEAP will coordinate with City CPP staff to make adjustments to the program and budget as needed throughout the duration of the agreement. LEAP will meet with the City monthly and provide updates on our progress; LEAP will also prepare an interim (six months) and a final report detailing the deliverables completed, as well as metrics and results noted above.