

2025 Climate Protection Program LEAP Program Support Agreement

Through the Energy Resource Hub and its regular activities, LEAP will support the City's Climate Program by supporting the following strategies and actions outlined in the Climate Action Plan:

1. Strategy: Increase energy efficiency and onsite renewable energy use in existing buildings
 - a. CAP Key Action: Education/Encouragement
LEAP ACTION(S):
 - i. *Serve as a coach and navigator to City residents interested in energy efficiency and solar adoption through the Resource Hub*
 - ii. *Host webinars and participate in local in-person events to promote LEAP, Solarize, and the Resource Hub*
 - iii. *Develop materials and conduct outreach to program-eligible audiences in support of LEAP, Solarize, and the Resource Hub*
 - iv. *Purchase paid advertising to promote LEAP, Solarize, and the Resource Hub*
 - b. CAP Key Action: Increase participation by low-income households in fully funded programs for energy efficiency improvements and solar energy systems income households
LEAP ACTION(S):
 - i. *Promote a referral program for current and prior program participants*
 - ii. *Coordinate targeted outreach from trusted partners (i.e., Loaves and Fishes, Meals on Wheels, and houses of worship)*
 - iii. *Send strategic mailings to potential participants (i.e. postcards to neighborhoods, utility mailings)*
 - c. CAP Key Action: Develop and identify funding assistance programs designed for mid-income households
LEAP ACTION(S):
 - i. *Compile and regularly update all funding assistance programs available to City residents, including federal, state, local, and utility rebates and incentives*

The actions described above also address the following additional Climate Action Plan strategies and actions:

1. Strategy: Increase energy efficiency and onsite renewable energy use in existing buildings
 - a. CAP Key Action: Identify options for residents in single-family properties, as well as apartments and town-home style housing, for both owner-occupied and rental units
 - b. CAP Key Action: Evaluate and increase resource support for commercial buildings
2. Strategy: Support transition to carbon-free sources and carbon-neutrality for building energy supply
 - a. CAP Key Action: Prioritize transition to electric for the Miscellaneous Heating Fuels that contribute to the Buildings and Energy sector emissions
3. Strategy: Leverage outside funding sources
 - a. CAP Key Action: Increase participation in funding programs available from Federal and State governments as well as from utility companies

Metrics

- Deliverables
 - Energy Resource Hub office hours and in-person support
 - Other programmatic in-person engagement support as needed
 - Marketing materials (postcards, flyers, tabling materials, etc.)
 - Ongoing upkeep of Energy Resource Hub website & resources
- Results
 - Energy Efficiency
 - Number of households audited (MR and LI)
 - Number of households served (LI)
 - Work completed in each household (LI)
 - Estimated kWh reduction (LI)
 - Aggregate gas reduction
 - CO2e reductions by improvement type (where available)
 - Solar
 - 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 from solar installations
 - Energy Resource Hub
 - Number of participants in office hours
 - Number of calls and emails
 - Number of households/businesses who access rebates/credits
 - Value of rebates/credits
 - Number of community events attended
 - Visits to website
 - General
 - Conversion rate of outreach, where trackable
 - Referrals from past participants
 - Projected utility bill impacts

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 a final report detailing the deliverables completed, as well as the metrics and results noted above.

[The Energy Resource Hub](#) will continue to be delivered through a collaboration between LEAP and the Community Climate Collaborative (C3). LEAP brings expertise in energy efficiency and renewable energy programs in the residential space, and C3 brings expertise in the commercial space. C3 will act as a subcontractor to LEAP for the execution of this work.

[Solarize Virginia](#) is an annual program run by LEAP that helps make installing solar easier and more affordable for homeowners and small businesses.