

## Climate Action Plan Advisory Group Meeting Summary

**Meeting Date:** May 23, 2007

**Prepared by:** Andrew Bascue

**Members present:** Craig Eicher, Amy Ellsworth, Jeff Fiedler, Bill Gruen, Jim Hill, Blake Jones, Paul Norton, Brian O'Neill, Francoise Poinatte, Adriana Raudzens Bailey, Michael Reid, Henry Mueller, Paul Tabolt, Ann Livingston and Jim Wilson.

**Members absent:** Howard Geller, Gwen Farnsworth, Pam Milmoie, Dan Powers, Carol Tombari, Jim Wilson.

**Staff present:** Sarah Van Pelt, Yael Gichon, Kevin Afflerbaugh, Elizabeth Vasatka, Andrew Bascue and Beth Powell.

**Introductions:** The meeting started with introductions and a welcome to Paul Tabolt of CU.

### **Review of Minutes from April 25<sup>th</sup> Meeting**

Michael Reid suggested his comment on page 3 be corrected to, "Michael Reid mentions he thinks the rebate might not be substantial enough to be an attractant for consumers by itself."

**Staff Presentation:** Yael Gichon presented an overview of strategies to reduce GHG emissions from residential energy use. Hand out, *CAP-AG May 23, 2007 Residential strategies to reduce emissions* (posted on web site) was distributed. The group was asked how the city should focus residential program efforts in existing housing stock. To facilitate this discussion, the sheet includes a list of strategies being pursued and the respective reductions expected from each strategy. The question was posed whether OEA programs should focus more heavily on electricity reductions than natural gas? Since the carbon intensity of each energy source is vastly different (electricity being much higher) our effectiveness may be higher focusing on reductions in electricity use. OEA also recognizes the scenario will change as DSM programs for gas come on line.

It was mentioned that there was a lack of participation in the Wind Challenge Program in 2006. Therefore, the GHG reductions expected from renewable energy could be less than detailed in the CAP. To meet the overall GHG reduction target of the CAP, it may be necessary to shift the focus to the existing housing stock; increasing the GHG reduction target from those programs.

The original CAP analysis assumed that more energy audits would be offered than can be accomplished in 2007. There is a potential to use the unused funding originally allocated to audits for pilot programs to incentivize retrofits such as insulation. Staff also

explained that it is hard to attribute benefits from CFLs to specific programs and that there may some overlap with the SWEEP program and other CFL programs.

Sarah interjected that the CAP made certain assumptions for CFL's and that there is additional overlap between the OEA program and Xcel's DSM program.

A general question was asked – per energy unit, does electricity have a higher CO2 output than natural gas...what is the conversion to justify this?

Yael answered that she did not have the actual numbers off-hand, but electricity's CO2 output is nearly twice that of natural gas. She reminded the group that we are focused on CO2 reductions and not energy usage, therefore the electricity use reduction versus natural gas reduction is a crucial question.

Jim Hill noted that, as shown, 65% of GHG emissions are attributable to electrical energy use. He asked if the rest is from natural gas.

Yael answered yes.

Michael Reid asked if the 'refrigerator' row on the hand-out table is from a refrigerator roundup program.

Yael answered yes.

Amy Ellsworth mentioned that she was involved in DSM discussions with Xcel. Xcel's program was not considering picking up a second refrigerator, rather retiring older primary fridges. Xcel was concerned that participants may get rid of an older, second refrigerator rather than replacing the primary. This concept is sometimes thought of as a 'free-rider' problem.

Sarah suggested that a potentially better approach is to incentivize the purchase of a more energy efficient refrigerator.

Paul Norton provided a comment on public sector cost per ton figures listed on the hand-out. For CFL lighting the cost is probably accurate, but for the other measures the CO2 reduction benefits last longer than 5 years. Paul pointed out that the current analysis is inflated in relation to cost per ton because the cost over the lifecycle of the benefits is not considered. Paul also noted that wind energy REC's only cost \$12 per ton. An average Boulder single family household generates 11.2 tons of CO2 annually which would cost \$134/year for offsets.

The Advisory Group split into groups at 3:40. The larger group reconvened at 4:30.

Sarah asked if this breakout approach was productive. The group thought that this approach was productive in generating ideas for specific program areas.

Group 1 – Yael presented the ideas this group came up with:

- Banning incandescents, dimming issues need to be considered

- Taxing incandescents
- Requiring hardwired CFL's through code (CA example – bathrooms and kitchens)
- Education – create connection between energy usage and footprint
- Provide info at the Point of Sale (POS) for energy efficient/intensive items
- Education must consist of simple explanatory messages; the same simple message can be delivered over and over.
- Can city address HOA covenants that ban the use of clotheslines?
- Property tax incentive for demonstrated energy conservation/ efficiency?
- Could city develop an A/C roundup similar to fridge round up?
- Fridge round-up for pre-1992 fridges is cost-effective.
- Education on thermostat setting.
- Individualized marketing campaign – Shanahan Ridge competition between households could be used as an example.
- Program with CU, Xcel, city to be used as educational example – CU could make a number of energy efficiency improvements (or a big splashy, visible item – PV on Table Mesa garage) and the city could use this as an educational example.
- Regulatory options; require an energy audit at time of home sale, energy rates presented to renters at time of change of tenants.
- Reprogramming to hit the lower cost programs.
- Dallas proposing to ban outdoor lighting between 2am and 6pm
- Symbolic campaign to turn off lights – photo from Flagstaff Road
- Bookmarks, Boulder Boulder packets, Boulder Valley School District educational packages to communicate message.
- Better Daily Camera media – press releases well written so stories are picked up.
- Top 10 list – simple things as part of marketing campaign

Group 2 - Francoise Poinatte presented the ideas this group came up with:

How to address existing housing stock?

- The city should focus on rental requirements because 50% of housing stock is rentals.
- Work with property managers and the rental housing groups to increase performance of rental stock. This might include info on tax right-offs for taking up measures.
- RECO standards to get rental license.
- Develop some type of Energy STAR rating system – points assigned for the improvements made – this will be used to compare a certain property manager/landlord's green rating to others.
- Huge low-hanging fruit to educate and reduce footprint in housing.
- Lease document includes 'how to operate the house to make it energy efficient'
- Require timer switches on exhaust fan in bathrooms.

- This issue is time frame sensitive because of the timing for sale of a house/renting of properties. If measures are required to be implemented before sale and then the house is scraped, it would be a waste.
- Incentives and education such as:
  - What are the tax credits?
  - Where to find products?
  - Set up product partnerships so higher volume sales gets better cost.
  - Use purchasing power of many contractors using the same supplier (landlords).
  - Centralize systems upgrades.

How to develop triggers with building permit process?

- Green points is a good way.
- Practicality of home sale trigger – same as rental/disclosure.
- Require HOAs to blow insulation in wall cavities at time of re-siding.
- Home sale – can be problematic because some homes will have major renovation or if there are too many constraints for energy efficiency required, it might trigger a demolition.
- Energy performance information has to be included at time of sale – could be a leverage for sale
- Work with the rental housing group to identify the most cost effective measures and how to make these measures financially attractive with tax credits or write offs.
- Create a Boulder model lease which incorporates a rating requirement.
- Assist property management companies to market their energy efficient property.
- Create a timeframe (x number of years) in which upgrades need to take place.

Should city focus on reducing gas or electric use as opposed to energy use in whole?

- Group noted that sealing up the whole building, while it is often perceived as a gas(heating) benefit, it also helps with cooling (electricity) as well.
- Neighborhood sweeps to develop competition within each neighborhood, could also be implemented with property owners and landlords. Could go through the block leaders, EcoPass leaders. Develop innovative contests and prizes including recognition.
- Develop a checklist that owners can use for a self-audit
- Focus on fridge program; incentivize buying ENERGY STAR and retiring 2<sup>nd</sup>.
- Require insulation around water heaters and higher efficiency furnaces.
- Work with HOA's to allow the use of clotheslines.
- Address MFU barriers – can put in window air conditioner but can't touch insulation.
- MFU requirements – when replacing roof or siding, have to bring insulation up to code.

Jeff Fielder echoed the effectiveness of requiring, at the time of sale, energy performance of a home and a list of necessary improvements to bring a home to a certain energy efficiency level.

Group 3 – Kevin presented the ideas this group came up with:

RECO: Many of the CAP goals are going to be a stretch to reach, RECO is an option to consider but we need data to support this option.

How do we get information out to residents....door to door? Make sure that when we do energy audits, suggestions are available at Home Depot or McGuckin's. Also provide easy to find information on how to weatherize or replace light bulbs. It was suggested to develop and install a CAP kiosk at the stores.

Other ideas:

- include a list of contractors that can make the improvement suggested by the audits.
- provide education about reducing vampire loads.
- Provide whole house energy meters (\$140), use as an educational opportunity (allows a homeowner to identify where load is coming from)
- For energy audits, target neighborhoods that are only electric, eg. Shanahan Ridge.
- Work at marketing whole house fans to offset air conditioner use.
- Start to look at marketing REC's – do we want to go that route because it is a short term solution?
- Also mentioned that auditors should have a sheet with websites where residents can get products and services recommended (Amy Ellsworth mentioned that CRC already does this)
- Provide an option on your bill to offset your entire energy use (gas and electric), rather than just buying a portion of Windsorce, use California system as an example. (Sarah mentioned that this is available but not widely used. She suggested that residents may not understand that they can offset their entire energy use.)

### **Wrap up/Additional Items**

Sarah asked the group for additional ideas to maximize voluntary action in other program areas.

- Beth suggested brainstorming for the commercial sector. It may be possible to do that as an entire meeting topic with breakout groups.
- Jim Hill suggested that if the city needs to pursue regulatory measures, it needs to consider the timeline, e.g. if a 2008 tax change is needed, it should be considered now. The CAP staff group might want to begin planning for some of those issues now because it might lose the chance to get it to Council.
- Sarah mentioned that we discussed it and will put it on agenda for next staff CAP mtg.

Henry Mueller shared that businesses are a critical area to consider for GHG reductions. He suggested setting up a voluntary certification process for a Green Rating for businesses, categorized by type of business and use this to attract consumers, clients, employees and investors. In the case of a restaurant with Green rating, it could have a sticker with the Climate Smart logo along with the rating. This could be similar to Green points or LEED programs that already exist. This could be tied to a marketing campaign to advertise “Best of Green Boulder” every year. Such a system would allow people to make choices based on carbon footprint and other ‘green’ factors.

Henry also suggested continuous press releases to keep the CAP program in front of residents’ minds. Develop a thermometer to be included in the Daily Camera that shows every week how we are meeting our goals. This allows residents to gauge community progress and can highlight the need to change individual behaviors. This could help drive businesses to go greener and increase participation in the ‘Green Rating’ program described above.

Sarah suggested that this idea sounds similar to the PACE program which has certified approximately 250 businesses in Boulder County. She suggested adding Climate Smart components to PACE because PACE clients are looking more and more at their energy use. The PACE program is being re-branded in the near future and this is a good time to consider these changes.

Henry followed up by suggesting tying the PACE certification to a business’s carbon footprint.

Beth suggested working with Boulder Valley Going Local to promote local businesses who are going green.

Amy Ellsworth mentioned that Henry’s idea sounded like an expanded PACE program. It may be possible to put an incentive in the program by having PACE market participants. She feels that marketing such a change to the PACE program is crucial. The Daily Camera is a good place to start and the thermometer is an excellent idea.

Amy asked if the city could work with the Camera because they aren’t picking up many press releases. Can the city put some effort into creating a better relationship to increase the use of our primary local media outlet?

It was suggested that establishing a regular column might be a credible spot.

Francoise Poinatte followed up to mention that the PACE Program is meant to be inclusive. It may be better to create a separate, discrete program to parallel PACE. We didn’t talk about rental office space. Landlords and property managers aren’t generally concerned about energy; how do we address this? Maybe some of our ideas for the residential sector could apply to businesses.

Ann Livingston noted that the PACE website lists certified partners.

Sarah – do we think consumers will actually make a decision based on this?

General response was “ Yes, in Boulder people will support this, especially if the CAP is behind it.”

Ann Livingston mentioned that a number of Daily Camera staff has left and the paper is not hiring new reporters. Also, since they have lost their environmental reporter we might consider suggesting a guest reporter to help take the load off their existing reporters.

It was decided that this Green Rating Business Program/PACE idea could be further explored when the CAP-AG meets to discuss the commercial sector programs.

Meeting Adjourned at 5:05pm