

July 25, 2008 – CAP AG meeting, Boulder Public Library

Members present: CAP team, Jeff Fiedler, Ron Shaw, Sheila Horton, Mo Tabrizi, Gwen Farnsworth, Steve Mudd, Henry Mueller, Dan Powers, Adriana Rauzens-Bailey

Members absent: Blake Jones, Howard Geller, Jim Wilson, Carole Tombari, Kai Abelkis, Blake Jones, Pam Milmoie, Craig Eicher, Ann Livingston, Amy Ellsworth, Paul Norton, Brian O'Neill, Francoise Poinatte,

Presentation: Drew Bascue

Topic: Household Recognition

Sarah-question on last months minutes

Update on GHG inventory
Then Drew presented on Household Recognition.
Policy issues with CAP

- Incorporating DSM in CAP

GHG Review by Sarah:

GHG inventory, received from Xcel last week
Couple different versions, don't present the same data.
New improved report has different consumption data, reconcile and decide which to use
Interim-do press release out to public
Bad news, electricity and gas went up a little bit, no % (5-6%), hoping for down.
Also there are new signups in each category, possibly normalize
REC data missing from different wind suppliers
VMT went down slightly

ClimateSmart household recognition program

Recognition for taking the right steps to reduce GHG emissions
Goal to inspire action thorough education of energy efficiency, energy conservation, renewable energy and transportation fuel savings, and increase ClimateSmart brand recognition. missing purchasing

Timeline for program
Aug-How to recognize-define tech aspects?
Sept-Define recognition (sticker, etc)
Oct-Will launch and create buzz during Solar home Tour
After-training menu available, offer trainings in winter/spring
Find out what residents need
Semi-annual review

How do you recognize a home as ClimateSmart

- Actual GHG reduction

Points-based

Action steps

Displayed Matrix of Options

GHG reduced-technical, steers away

Points based-education semi tech

Action Member-simple & ongoing

As you keep going, what does an Action member do? Can you do all?

Henri-what do you meant by points system

- Earlier iteration-list of tasks, check of enough things, you get enough points to be recognized.

GHG Household

Opportunities

- Quantifiable & Education

Challenges

- Long process, already low energy users, potential low participation, qualify and done.

Points based

Opportunities

- Simple to self select, education, potentially more participation

Challenges

- Points will be different for every household, not easy to quantify, qualify and done.

Action Member (Initial sign up, expected to on-going improvement)

- Annual follow up (fall intern)
- Workshops(enough interest=trigger)
- Rentals qualify-tricky because rental might be just changing out CFLs, etc
- Categories possible (fledging to master)

Mo-what's in it for me? Buff energy star-Need incentive, monitor meter data, 12mos, energy audit, action & participation, recognition, support.

Opportunities

- Simplicity
- Self education
- Equity
- Constant improvement
- Ongoing engagement

Challenges

- Ordering the measures to take
- Difficult to quantify (what is the impact) Annual follow up?

- Metrics
 - #number of participants
 - # and type of measures (via follow-up)
 - number of workshop requests and attendees
 - number of part/neighborhood
 - site hits and other marketing metrics

Questions:

- Action member= best engagement?

Drew reviewed levels of engagement (where would I fall into-tomorrow)

Low, moderate, high (self-identify).

Adriana? Though – like the Steps, or various Areas

2 options, top five suggested things of the month
or a very complete list for the “geek out” types.

Categories: Action types

Areas

Self-policing, can print out and fill out.

Knock on the door, help along.

Gwen

One comment: social norms, powerful motivator, my neighbors are doing this, I do too.
Aside from neighborhood element, social interactive gathering, get to attend meeting
with other people who have participated. Meet personal goal, but celebrated
neighborhood success at say a BBQ.

So many, overwhelming, long list too much. Integrate with website technologies.

Get started, first five- completed. Now you get Level 1 email recognition, password to
next level, Level 2

Seasonal campaigns (heating more important than cooling) or focus on insulation and
sealing.

Dan

Alter behavior change, many roads, bribe people, peer pressure and social norms,
convenient & affordable, sense of personal philosophy (accept premise of CC).

With phrase ClimateSmart can motivate people, “how Smart are you?” Different levels of
education. They’ve already done a lot, how would they be recognized (this smart already)

Compelling, people want to be smarter, competitive.

Pull options into harder and harder categories to achieve, then smarter and smarter.

Then you can teach your neighbors, like a professor.

Behavior change due to personal fulfillment, how do you reward already advanced people, you are already so far.

Adrienne

Could create levels, and target information to those categories. Here is the technical info, incentives etc.

Evan- Others can teach their neighbors

Ron - Profs can be block leaders, help those around them, share info

What does recognition look like?

Dan- neighborhood setting, HOA mention it in a newsletter, waive fees, city subsidize HOA users.

Adriana- piece of equipment, solar panel, something would reduce GHG emissions, like a Kilowatt meter, rebates for installation, techy- targeted to level of smartness.

Henry- press release of those people, with a press release, a financial reward catches people attention. Like a game show.

Mo- if I did everything in step 1, offer to scan home with IR camera, now can do the next step, a REAP audit and list of next stuff.

Dan- call that reward a scholarship!

Henry- ClimateSmart IQ, what is yours. Go online, how much do you know already. True/False questions, multiple choice.

Steve- put list onto multiple choice questions online.

Jeff- Don't have the money to do the harder steps, is there some way to develop a program that creates an account, with matching by City.

Sarah- purchasing offsets put into mutual fund, "Christmas account", home comfort account.

Gwen- bit of a hassle factor, did fixes after our energy audit. 2 or three trips, not the right stuff, wrong size for piping, expense is small but need to be motivated to get thru hassle factors. Home auditor should have various things to demo.

Idea for reward- lunch money like market bucks, reinforces local spending.

Sheila- rental that's more sellable, low energy, etc. Not there yet.

Jeff- to what extent is to verification that people are doing what they say they are.

Mo- need to rely on meter data, drop of kWh.

Sarah-as levels get higher, need more rigorous verification.

Jeff-expert comes in to check in, ClimateSmart visit to verify and make suggestions.

Ron-waivers to get Xcel bills, how does that come in, 12 month spreadsheet. In Longmont, GPS map, businesses/residences can go online, can do a carbon footprint of each property, see it, then pledge to reduce it.

Sarah-more work on when we need utility bill data, in most cases for REAP have gotten bill releases, but a lot of households received REAP audit but energy went up, but not behavioral changes, was it weather, normalizing? Don't just rely on energy bills for verification. What will Xcel do to track changes?

Mo- heating and cooling degree days, need to pay attention.

Gwen- can you see other peoples profiles, do you chose to let others see, flyover in England, then post it online, can see all around you.

Drew-wrap up. Rolled out by Oct 1st, will not be super technical-spin off of college idea, not be fully developed for at least 6mths,

Mo-get some info from us, Buff energy star, sharing info, in our website is photos of whose already done something.

Sarah- initial focus on CAP, provide resources and support.

Not providing direct incentives or regulations. Doing some research on the RECO.

Haven't talked about incentives. Thoughts, concerns, criteria in revamping for next year. Xcel will be offering all the same stuff next year.

Want to start thinking about programs of incentives, regulations to accelerate goal reductions. Need greater level of effort. DSM will help. But need to overcome barriers.

Responses

Dan-now more funds available for new incentives, rebates, etc?

Ron- Xcel planning 1000 tier 3 energy audits, our job to make sure that boulder gets its share, not equitably distributed around CO.

Sheila-lots on insulation, but not a lot on furnace tune-ups, and so many don't do it. Very important to put focus on really practical and inexpensive

Gwen-some utility programs offer that sort of thing. Look for the gaps,

Steve-mechanism to get most bang for a buck, laundry list of where programs fall. Now program is devoted on how to install AC conditioners. Still some low hanging fruit in CO.

Sarah-how do we develop programs that help supplement Xcels programs.

Mo-We should really position ourselves to get more from DSM? Lean and mean and going more after DSM share?

Sarah-can do more residential programs, didn't know Xcel would be offering so much.

Focus on maximizing rebates, reports show what you can get back.

Sheila-Where is natural gas cost?

Sarah-pushing the REAP audits and insulation rebates for this fall/winter. \$300 perhousehold. Okay for more CAP funds going toward programs.

Henri-opinion of education, connecting to individuals, incentives to motivate, figure out paperwork, not a lot of hand holding, etc, it would be important to make sure that if Xcel is taking over, spend more on education, recognition, community outreach, help them get through paperwork, etc, businesses don't even go for rebates to avoid paperwork.

Steve-more education and marketing to smaller groups, they get looked over.

Dan-how can you tie into the Chamber? rebates become a tool for business to tap into 10 for change.

Steve-need to be very targeted about rebates. Not a lot of marketing.

Gwen-still need to do targeted incentives, up stream-so individuals fill out their own paperwork, provide incentive directly to provider, they apply to you, then deal with customers, reduce paperwork for ourselves. After REAP audit, pay subsidy directly to the contractor, model used for a short list of incentives that can go directly to contractor, they get incentive, and then could get future job with same customer.

Gwen-do you have a mobile demonstrations to show us how to do home improvements.

Sheila-hassle of getting through paperwork is a detriment, could earn more by working in those sacrificed hours. Is there a way to give feedback to Xcel on making changes. Tell us how much we will be saving, how much does cutting back on energy cost\$ Saving money is the best incentive.

Steve- Xcelelevision.com, go to it. A series of videos to make more energy efficient.

Improvements on your home. Put it on ClimateSmart website.

Henri-more money put into research for effectiveness of strategies, commercial is even a bigger issue. What can we do as an education committee, not enough money, but great ideas out there. Put content of info on website, made available. Get info more available to others, and more sophisticated info, i.e., what is the breakdown of square footage of what, type of business, leased and owned, etc.

Sarah-what research is most useful for businesses.

Sheila-need info on how actions translate into cost.

Dan-identify a very obviously wasteful practice, then message an action as a waste, and costing money, if you are ClimateSmart, then you tap into idea, that it's not cool, smart, to be wasteful. At this time, anyway you can save money is a good motivation.

Sarah-if you knew what your neighbors were saving, then you would do it.

Ron- if you do these next things, the cost savings will save you even more, positive feedback.

Jeff- Suggestion-get ahead of what Xcel is doing in the future, so that don't misuse resources.

Updates

Sarah is on vacation in August, no meeting? Do we need 2 Sept meetings, early and late, or longer meeting?

Make sure we have time to go through analysis of RECO to get through to City Council before end of year.

Look for forwarding building code info that will go out to council tomorrow.

The Reynolds PV system, donated by Bella Energy, was installed on the George Reynolds library last week. Will do a ribbon cutting soon.

Two more going up: one on Municipal building, one on 75th Street building (Megawatt size) will be done by end of August.

Biofuels- next week, Boulder Gas will start pumping B20, and E85. Make sure that City's Position on biofuels, is a good approach, more sustainable energy future by making transition. A bridge technology, but not necessarily long run solution.