



CITY OF FORT BRAGG Progress Report through June 30, 2016

Renewable Energy Development Institute
Home Energy Link Program Plus & H2O
September 23, 2016

From program inception in mid 2015 through June 30, 2016, the two Fort Bragg HELP programs (HELP Plus and HELP H2O) began with initial start-up efforts of acquiring office space, hiring employees, creating and printing promotional literature, and researching websites, services, programs, and incentives of benefit to Ft Bragg residents in the areas of energy and water conservation.

Clients Serviced and Outreach

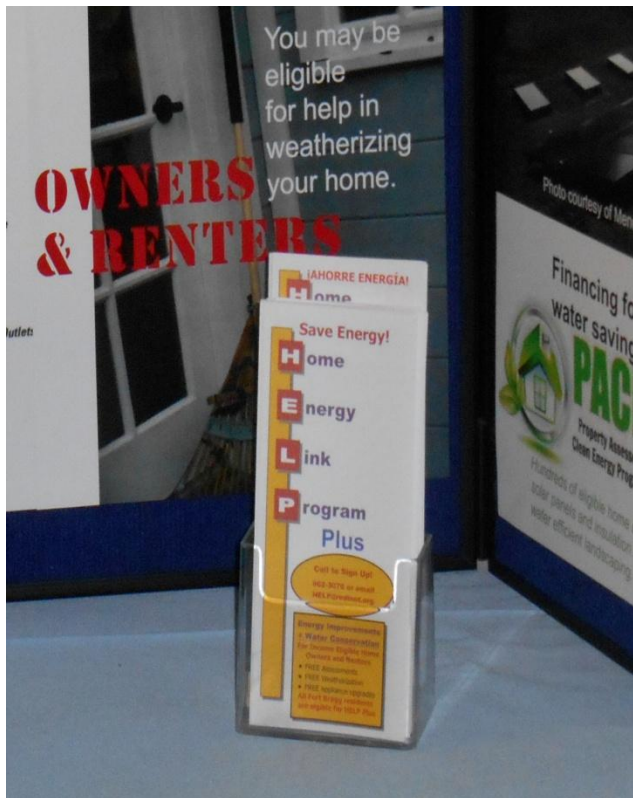
Through June 30, 2016, HELP has provided assistance to 279 total households of which 218 are Fort Bragg city resident households. After the initial start-up phase, efforts were directed toward community outreach activities, processing various program applications for Fort Bragg residents, and tracking progress of approvals and implementations. Numerous press releases have been published in the Fort Bragg Advocate and other community publications promoting HELP. Both English and Spanish speaking residents have been extensively approached, and our staff includes a bi-lingual representative while all of our literature and press releases are available in both languages. HELP staff has contacted community organizations and businesses placing program literature at 20 locations, making presentations of approximately one hour long to 11 different organizations, three of which were geared towards the local Hispanic population, tabling at 10 community events (including repeated tabling at the Farmer's Market), and sponsoring or co-sponsoring workshops on rainwater catchment, greywater use, drought resistant landscaping, and solar electric installations. HELP contacted nine social service agencies with seven replying positively for varying forms of promotion. Outreach to 17 churches resulted in 14 being contacted, with six having confirmed publication of HELP news releases in their newsletters and/or distribution of HELP literature.

In efforts to promote water conservation in outdoor irrigation, REDI/HELP has contacted all of the 23 licensed plumbers and landscapers in the 95437 zip code to confirm whether they will do greywater and rainwater catchment installations, (methods which have not been significantly used in Fort Bragg to date), and to request their participation in workshops. Twelve contractors have been reached with four plumbers and three landscapers responding positively. There has been concern expressed by a number of contractors regarding the specific City of Fort Bragg regulations on greywater installations. Through continuing efforts between HELP staff and City representatives between approximately April – June of 2016, the City has now prepared a form outlining the approved design and procedure.

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Home Energy Link Program

One area of success that cannot easily be measured by statistics is our relationship with City, social and other organizations. These agencies often pass on HELP literature and information directly to their clients. In this way, many more city residents are being assisted with water and energy conservation measures in addition to those that contact the HELP office directly. These agencies routinely approach the HELP office for more information and assistance, as well as offering to promote HELP's agenda by placing flyers and brochures in their offices and offering referrals to their clients.

Email from Alyson B. of the Mendocino Coast Chamber of Commerce regarding a HELP presentation:
"Susan, Thank you for your excellent and informative presentation at Friday's 12@12. I think everyone who went was kind of blown away at how amazing the programs can be... Photos are attached, and I would like to use them to promote your efforts on our Facebook".

Projected Outreach

REDI will maintain the marketing of HELP for the City of Fort Bragg through more of these same efforts, with additional plans of future promotion through social media such as REDI's Facebook page. REDI will continue to educate the Fort Bragg residents about HELP and assist them in applying for the City's H2O Water Bill assistance program, North Coast Energy Services for free weatherization or utility payment assistance, Energy Upgrade California, CARE, and other PG&E incentive programs, GRID Alternatives' SASH solar electric installation program, Save Our Water's toilet and turf replacement programs, the City's Owner Occupied Housing Rehabilitation and PACE loan programs, and many other programs available to residents for water and energy conservation – see "Statistics of Promoted Programs" below.

HELP Program Results through June 30, 2016

As stated above, through June 2016 HELP has made contact with and has provided services to 218 City of Fort Bragg households.

Energy Efficiency

One hundred fifty-eight total households within the city have made inquiries about utility payment assistance for water, electric, propane or some combination of those three, of which 131 households have submitted applications. All of these households have also been referred to assistance with making their home more energy and/or water efficient. Seventy-six applied for water bill assistance payment through H2O and 66 were confirmed to have received assistance. Of those 66 households, 37 claimed their \$25 water saver coupons of which 19 have thus far been redeemed for water conservation products. Ninety-two city households applied for electric and/or propane assistance

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through the following programs: 122 inquiries with 85 applications submitted to NCES (North Coast Energy Services, Inc) for the HEAP program, and 13 inquiries with seven applications submitted to PG&E programs CARE, FERA, and Medical Baseline. Through March 30, 2016 (the last date for which NCES has reported results) HEAP approved the funding of 47 utility assistance payments averaging \$727/each for a total \$34,163. Most clients were already enrolled in CARE and other PG&E low income programs prior to HELP Plus' start-up, but through June 30, 2016, 5 new applications have been sent to CARE (California Alternate Rates for Energy) or FERA lowering client utility rates by 30% or more, and 2 requests for Medical Baseline assistance have been submitted. HELP staff track all applications and continue to follow up with clients to make sure that applications are processed to completion.

Letter from Robert H. regarding the City's H2O payment assistance program: *"Toward the end of last year I went to the H.E.L.P. office. You helped me with my water bill when I was behind. It all worked out great! Keep up the great work! You are really helping a lot of people in this town!"*

Letter from Christina V. M. regarding NCES' HEAP payment assistance program: *"The Fort Bragg office program "HELP" has given me the opportunity to have propane for my home. I really appreciate your company's program and the co-workers at the office; they are pleasant for working with my needs. I highly recommend this program, "HELP", to anyone that needs the service."*

A basic step toward energy conservation is to make certain households are as energy efficient as possible. Both PG&E and North Coast Energy Services offer "weatherization" programs for income qualified individuals that will replace older energy inefficient appliances and make basic repairs on homes that are leaking heat, but there are a number of barriers to providing Fort Bragg with weatherization services. Contractors are often located inland or outside Mendocino County which means travel time, lower population numbers than less rural communities and communication challenges make providing service in Fort Bragg less cost effective than contractors prefer. The HELP office has worked to develop relationships with referral agencies and purveyors that mitigate barriers in order to increase services to Fort Bragg.

One hundred thirty-nine city residents have requested assistance for weatherization. Fifty-one households have inquired about LIHEAP and 36 applications were sent to North Coast Energy Services (NCES) to begin processing, 88 residents have been referred to PG&E's ESAP program, and three residents were referred to PG&E's Energy Upgrade California utility incentive program as their income level was above that required for HEAP or ESAP. Applications sent to NCES for weatherization can have a processing time of approximately six months from intake of application to implementation of energy efficient measures installed by contractor, and both PG&E's ESAP and Energy Upgrade California programs have had their own internal administrative issues affecting efficient implementation of

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assistance to clients. HELP staff continues to track these applications through completion of the weatherization improvements.



HELP Bilingual Staff member Loreto Rojas assists a Fort Bragg resident in applying for weatherization

Letter from Bill and Annie S.: *"Thank you so much for connecting us with the LIHEAP Weatherization program. Not only did they "weatherize" our "mobile" home; they gave us a new propane heater, replaced all of the heating ducts, installed smoke and CO2 alarms, and gave us energy efficient light bulbs and a low flow showerhead. They even installed a new back door on our home. The old one leaked like a sieve, the new one fits like a glove!"*

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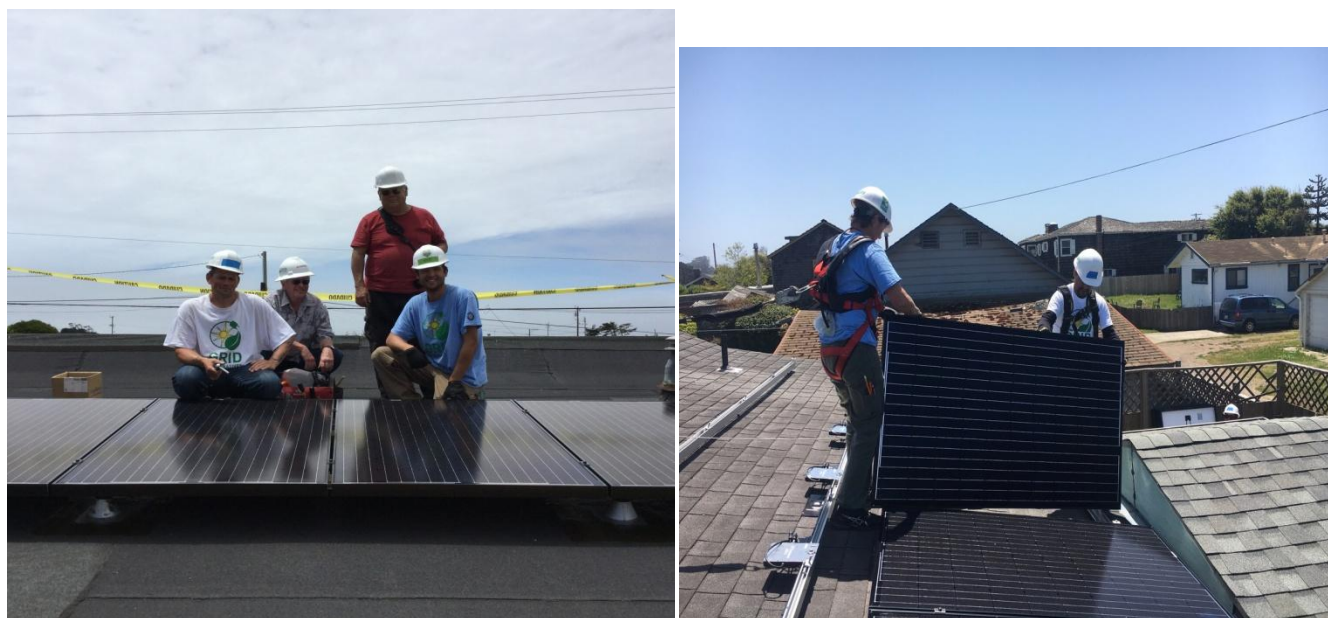


Home Energy Link Program

Solar Electric Systems

As of June 30, 2016, 30 clients were referred to the GRID Alternatives' SASH program with 13 clients being approved for grid-tied roof-top solar electric installations, two more clients being approved pending roof repairs, and one installation completed in June with the rest to follow over the next 15 months. Effective June 30, 2016, while not affecting any existing approved applications, the GRID requirements have changed and most Ft Bragg households will no longer be eligible to apply for any future no or low cost solar electric system installations funded by SASH.

Quote from Natalie H. regarding GRID's SASH program: *"The solar panel program will allow me to not only save money on my electric bill, but teach my children the importance of understanding our own consumption of energy and our direct impacts on the environment. Susan Kelley at the HELP office...has been wonderful in linking me with the program."*



Water Efficiency

A total of 114 residents completed water audits including all 76 HELP H2O inquiries with an additional 38 HELP Plus clients. Seventy-five total Water Saver coupons were issued to 70 different clients: 37 from H2O, 33 from HELP Plus. (Five clients received a second coupon because first coupons issued were lost, damaged, expired, etc.). Thirty-two coupons have been confirmed redeemed (19 from H2O, 13 from HELP Plus). Items purchased include pails, dishpan, 55 gallon barrels, toilet, toilet repair kits, showerheads, aerators, faucet washers, faucets, filter, drain stoppers, caulking, hoses, hose nozzles,

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hose wands, hose repair kits, irrigation fittings, timer, pressure switch, rain gauge, and mulch. Forty-three families participated in water conservation themed workshops.

Demographics

Of the 218 city households served, 68 (31%) are homeowners, and 140 (64%) are renters, with 10 (5%) unknown. 82% of households that applied for utility assistance are renters, and 78% of those that applied for weatherization are renters. Rental properties require landlord approvals for weatherization work to be performed and that can sometimes present a barrier to applying. This high percentage of renter weatherization activity shows that local landlords are cooperating with the renters. Applications will continue to be tracked by REDI/HELP through completion.

In terms of long-term benefits for city residents, a higher number of weatherization and water or energy conservation projects will generate significant energy, water, and dollar savings resulting from physical improvements made to the home and changes in usage, as compared to the one-time payment for past due utility payments. The HELP staff concentrates the bulk of our time and efforts on educating and referring clients in the areas of water and energy conservation.

Ethnicity

Hispanic	58
Non-Hispanic	160

Race

White	203
Black/African American	1
Asian	1
American Indian/Alaskan Native	5
Native Hawaiian/Other Pacific Islander	2
American Indian/Alaskan Native & White	3
Asian & White	1
Black/African American & White	0
American Indian/Alaskan & Black/African	1
Other Multi-Racial	1

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Other Demographics

Veteran	9
Disabled	69
Elderly	67
Female Head of Household	43

Income Levels

Extremely Low (<30%)	66
Very Low (31%-50%)	57
Low (51%-80%)	34
Moderate and high (+80%)	13

The balance of HELP's clients did not divulge income information

Statistics of Promoted Programs

From program inception in mid 2015 through June 30 2016, the Fort Bragg Home Energy Link Program has actively promoted 30 total different programs in 9 different categories to HELP Fort Bragg residents with energy and water conservation:

- Appliances/Lighting – 11 programs
- Electric Vehicles – 2 programs
- Fuel Cells – 1 program
- Heating/Cooling/Weatherization – 9 programs
- Solar Electric – 9 programs
- Solar Water Heating – 5 programs
- Utility Bills – 5 programs
- Water Conservation – 12 programs
- Wind – 5 programs

(Many programs are applicable to more than one category)

While many of these programs assisted residents with payments, either directly paying a utility bill or offering special financing options, 18 of these programs in 8 categories offered actual free or reduced rate products or services to assist HELP clients with actual energy and water conservation:

- Appliances/Lighting/Landscaping – 7 programs
- Electric Vehicles – 2 programs

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Fuel Cells – 1 program
Heating/Cooling/Weatherization – 5 programs
Solar Electric – 4 programs
Solar Water Heating – 1 program
Water Conservation – 5 programs
Wind – 1 program

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