

CITY OF BENICIA
COMMUNITY SUSTAINABILITY COMMISSION
2015 - 2016 GRANT APPLICATION

TITLE PAGE

PART A - BASIC INFORMATION

1. PROJECT/PROGRAM NAME: Benicia Home Efficiency Program

Amount of Funding Request: ANNUAL: \$99,400 for 12 months
GRANT PERIOD = 2 YEARS

Organization and/or Person(s) Submitting Proposal:

WattzOn, POC: Jon Enberg, VP Partnerships

2. ORGANIZATION INFO:

WattzOn
Organization Name

480 San Antonio Road Suite 202, Mountain View, CA 94040
Address

650-948-2004 Phone N/A Fax

benicia@wattzon.com; jon@wattzon.com
Email

Federal ID # (for non-profit or business): 27-2801478
If a non-profit organization, the year legally established: _____

State in which established: _____

If a business, the year established, number of years: Established 2007

Location: Mountain View, CA

3. CONTACT PERSON (for this Application)

Name: Jon Enberg

Title: VP, Partnerships

Address: same as above

Phone: 619-246-3093 Fax: N/A
Email: jon.enberg@wattzon.com

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4. The proposed Project/Program will serve FOCUS AREAS of the Benicia Climate Action Plan [CAP] to reduce Greenhouse gases [GHG] and thereby also support Community Sustainability. Please list specific STRATEGIES within the FOCUS AREAS below that will be addressed (fully or partially) by the proposed Project/Program. Include an explanation of the importance of each STRATEGY to the Project/Program's mission. [See CAP page 15 for Focus Areas.]

➤ **EDUCATION/PUBLIC OUTREACH**

- **Strategy EO-1.1. Update and Maintain Sustainable Development**

- **Website**

- The Benicia Home Efficiency Program includes a website with program info and a Benicia-branded WattzOn EnergyCenter, which provides residents with personalized ways to reduce water and energy use, and lower their utility bills. EnergyCenter is built on patented data analytics and links with PG&E so residents can track their energy savings, receive personalized tips and create a custom energy-savings plan. Information on rebates, incentives, opportunities for appliance upgrades (including an unbiased solar calculator) are also available on EnergyCenter. **Please see Attachment A for screenshots.**
 - These websites are crucial to resident engagement and program success. An online strategy allows the program to scale beyond home consultations and create persistent savings. Additionally, integration with existing city websites increases program reach and resident education. Any resident can create an EnergyCenter account. Home assessments are not a requirement.

- **Strategy EO-1.2. Sustainability Awards Programs**

- BHEP plans to sponsor an EcoAward in partnership with the City, Arts Benicia, Marin Clean Energy and Republic Services. BHEP supports sustainability award programs by asking residents if they would like to participate, tracking water and energy savings after a home assessment, and providing results to award program administrators.
 - An awards program offers an additional incentive for residents to participate in BHEP and other city sustainability efforts. WattzOn enjoys collaborating with the City to recognize residents that are sustainability leaders and to promote a consistent water conservation message.

- **Strategy EO-1.4. Theme of the Month**

- o The Benicia EnergyCenter website provides rotating monthly water or energy saving challenges that could support the City's "Theme of the Month" or other messages identified by the City's Water Outreach Plan Oversight (WOPO) group.
- o Monthly themes increase public awareness about the savings potential of everything from water-related habit changes to solar.
- **Strategy EO-1.8. Informational Kiosks and Info Displays at City Facilities**
 - o BHEP has been successful in gathering resident signups by providing displays at heavily visited community locations, including City Hall, Benicia Public Library, Benicia Community Center and Benicia Main Street, and will continue that strategy.
 - o This strategy is important to BHEP because it reaches a different group of residents than online outreach and allows for student interns to gain job skills by providing customer service and in-person water expertise to residents.
- **Strategy EO-1.10. Community Partnerships for Green Workforce Development**
 - o BHEP supports this strategy by providing paid internships at \$14/hr to BHS students. The job includes assisting in home water and energy assessments, program outreach and designing marketing materials. **Please see answers to questions #9 & #15 for more information about student internships.**

➤ **ENERGY PRODUCTION**

- **Strategy E-2.2. Property Assessed Clean Energy (PACE) Program**
 - o BHEP offers PACE information to residents during home assessments and on the BHEP program website: beniciahomeefficiency.org.
- **Strategy E-3.3. Promote California Solar Initiative and Other Applicable Incentive Programs**
 - o The Benicia EnergyCenter has an unbiased solar calculator which shows residents if they would be a good candidate for solar. The site also lists all applicable solar rebates and links to more information. Residents are introduced to this tool during the BHEP home assessment. WattzOn can also promote City sponsored solar incentive programs and related workshops during home visits. This would be dictated by the City.

➤ **TRANSPORTATION & LAND USE**

N/A

➤ **BUILDINGS**

- **Strategy B-3.3. Home Water and Energy Assessments**

- o **Home Assessments:** BHEP will provide in-home water and energy assessments at no cost to Benicia residents. Due to the drought, program focus will be reducing water usage. Assessments include a detailed evaluation of a resident's water and energy usage, free efficiency products (smart sprinkler heads, low-flow shower heads, LEDs, etc), and a personalized water and energy report that summarizes the assessment and identifies recommendations for future savings. This strategy is the foundation of BHEP and has proven successful over the last 5 years by helping over 475 homes reduce their energy & water consumption by an average of 8% for water and 10% for electricity. Assessments also support the City's CAP through greenhouse gas reductions. Demand for home assessments has increased sharply over the last 12 months due to the drought. **Please see answer to Question #9 for more info.**

- o **Data Tracking:** Since the program launched in 2010, utility savings are proven. Participating residents saved an average of 8% on water bills and 10% on energy bills, with larger homes saving close to 15% on water usage. Unlike other home assessment programs, BHEP tracks usage data before and after home assessments, allowing accurate reporting that supports the City's CAP. With the launch of Marin Clean Energy (MCE), future GHG emission savings will be calculated based on a resident's energy provider (either PG&E or MCE).

- o **Student Internships:** BHEP offers paid student internships at \$14/hr for Benicia High School students. The internship provides students with valuable work experience by expanding their communication skills, customer service, and efficiency knowledge. Interns assist with home water assessments and serve as program ambassadors by creating marketing materials and promoting water efficiency during program outreach. 53 interns have been trained since 2010. **Please see answers to Questions #9 & #15 for more info.**

- **Strategy B-3.4. Energy Efficiency Rebates**

- o The Benicia EnergyCenter website offers a comprehensive rebate database that shows residents all relevant city, county, state, federal and utility (MCE and PG&E) rebates.
- o During the BHEP assessment, residents are educated about rebates that would save water and energy for their unique

situation (not all rebates are a good fit for everyone). This includes reviewing a rebate's payback period and how to apply.

➤ **INDUSTRIAL & COMMERCIAL**

N/A

➤ **WATER & WASTEWATER**

- **Strategy WW-1.5. Incentives for Residential Plumbing Fixture**

Upgrades

- o Bathroom appliances and fixtures are the largest indoor water consumer. During home assessments, BHEP educates residents on available incentives and rebates, how to complete the rebate application and potential savings. BHEP also provides free upgrades such as shower heads and smart sprinklers with plans to include a greater range of devices in the next grant cycle.
- o This CAP strategy is important to BHEP because many residents aren't aware of incentives that reduce water consumption. BHEP is an outreach channel for incentives or rebates that apply to Benicia residents, which adds additional value to the home water assessment since assessment recipients are more likely to redeem incentives. WattzOn looks forward to working with the City's Water Outreach Plan Oversight group to promote consistent messaging about rebate programs and water conservation.

➤ **SOLID WASTE**

N/A

➤ **PARKS & OPEN SPACE**

N/A

[end page]

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ORGANIZATION CERTIFICATION: I hereby certify that all information contained in this application and any attachments is true and accurate.

NO CITY EMPLOYEE SHALL BE SIGNATORY ON BEHALF OF AN APPLICANT ORGANIZATION REQUESTING FUNDS FROM THE COMMUNITY SUSTAINABILITY COMMISSION. A CITY EMPLOYEE MAY BE SIGNATORY WHEN APPLYING FOR FUNDS FOR A PROJECT TO BE ADMINISTERED BY THE CITY OF BENICIA.

 _____	VP, Partnerships _____	5/18/15 _____
Authorizing Signature	Title	Date

Jon T. Enberg

Typed Name

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PART B – BUDGET INFORMATION **

5. Please provide a budget for the proposed Project/Program. Expenses listed in this document should be consistent with the Project Description. This budget is only for the Project utilizing grant monies.

Do not leave any blank boxes. Use “N/A”, if cost category is not applicable.

Note: Column “A” = Total cost of the proposed Project.

Column “B” = Amount requested in this grant application.

Column “C” = The difference between Column A and Column B, or the costs of the Project that are not included in this grant request, if any.

PROJECT DIRECT EXPENSES	TOTAL PROJECT COSTS (A)	GRANT REQUEST AMOUNT (B)	APPLICANT'S OTHER COSTS (C)
Personnel(Direct ¹)	-	-	-
Student Interns*	\$15,000	\$15,000	N/A
School Staff*	\$4,000	\$4,000	N/A
Personnel (support ¹)	N/A	N/A	N/A
Benefits (direct ¹)	N/A	N/A	N/A
Contract Services	N/A	N/A	N/A
WattzOn	\$50,400 - up to 200 assessments, data analytics & intern management	\$50,400	N/A
Outreach	\$20,000	\$20,000	N/A
Project Supplies*	\$3,000	\$3,000	N/A
Project Equipment	\$20,000 - software license & site hosting \$10,000 marketing & design	N/A	\$30,000

PROJECT DIRECT EXPENSES	TOTAL PROJECT COSTS (A)	GRANT REQUEST AMOUNT (B)	APPLICANT'S OTHER COSTS (C)
Transportation costs: e.g., gas, rental	\$1,000 - transportation	N/A	\$1,000 - transportation
Other Direct Costs	N/A	N/A	N/A
SUBTOTAL	\$123,400	\$92,400	\$31,000

¹. [Provide names, titles & total estimated annual salary or stipend. Attach additional sheets if needed and summarize total here.]

* Reflects funds paid to Benicia teachers and students, as well as to local businesses for supplies & printing.

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PART B – BUDGET INFORMATION (continued)

INDIRECT EXPENSES			
Administrative - personnel	N/A	N/A	N/A
Benefits	\$8,100	N/A	\$8,100
Space/office rental	N/A	N/A	N/A
Utilities	N/A	N/A	N/A
Telephone	N/A	N/A	N/A
Office Supplies	\$500	N/A	\$500
Transportation (gas, rental)	N/A	N/A	N/A

INDIRECT EXPENSES					
Other Indirect Cost:		\$7,000 - overhead		\$7,000	N/A
SUBTOTAL		\$15,600		\$7,000	\$8,600
TOTAL COSTS (direct & indirect)		\$139,000		\$99,400	\$39,600

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PART B – BUDGET INFORMATION (continued)

- 6. APPLICANT'S FINANCIAL SOURCES:** Please provide sources of other funds for the proposed Project/Program. Total amount should correspond with Total in Column C (from previous page). Do not include your entire budget here. (It should be attached).

Applicant's Sources of Other Funding (be specific)		Amount or Value		Cash or In-kind (indicate)
WattzOn Resources		\$39,600		In-kind
TOTAL		\$39,600		N/A

Additional Sources of Funding		Amount or Value		Cash or In-kind (indicate)
State/County/Utility Rebates*		\$5,000		Other rebate programs

*Assume 200 assessments at \$25 avg redeemed rebates per home per year. Rebates range from \$50 for an appliance to thousands of dollars for turf replacement, home upgrades and solar.

7. List any prior City of Benicia grants or loans awarded to your organization and the number of Benicians served with the funds. (If more space is needed to complete your answer, use the reverse side of this page).

Fiscal Year	Project/Program	Amount of City Grant or Loan	Benicians served
2015 (Jan-Apr)	Benicia Home Efficiency Program V2	\$58,881	Outreach = 15,242 Assessments = 87 Students = 6
2014	Benicia Home Efficiency Program V2	\$102,334	Outreach = 8,939 Assessments = 102 Students = 15
2013	Benicia Home Efficiency Program V2	\$62,317	Outreach = 2,980 Assessments = 67 Students = 19
2012	Benicia Home Efficiency Program V1 Benicia Home Efficiency Program V2	\$6,269 \$17,114	Outreach =1,360 Assessments = 30 Students = 13
2011	Benicia Home Efficiency Program V1	\$28,305.96	Assessments = 72
2010	Benicia Home Efficiency Program V1	\$43,284.81	Assessments = 126
TOTALS		\$318,506	Outreach =27,161 Assessments = 484 Students = 53

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PART C – PROJECT/PROGRAM ORGANIZATION DISCUSSION

8. Brief Project/Program Summary (Three to four sentences describing the grant proposal).

The Benicia Home Efficiency Program (BHEP) is designed to meet the City of Benicia’s sustainability goals through free home water and energy assessments including free efficiency products such as smart sprinkler heads, low-flow shower heads and faucet aerators; web and mobile energy-saving tools; and paid internships for Benicia High School students. BHEP also collaborates with the City of Benicia, Solano County, Marin Clean Energy & other organizations to provide outreach and resources to residents about available rebates and incentives on items such as water-efficient landscaping, greywater kits, appliances and PACE financing.

Since 2010, BHEP has served over 475 Benicia homes (189 in the last 18 months due to increased demand), resulting in average usage reductions of 8% for water and 10% for energy. BHEP is unique among national efficiency programs because it anonymously tracks resident water and energy data before and after a home assessment, allowing for the program’s impact to be accurately quantified. Residents give written permission to share their water and energy data with the program. Similar programs typically estimate savings based on product installs or give-aways.

The following is a summary of BHEP results since 2010, as of April 2015 -

BENICIA Home Efficiency Program	electricity usage (kWh)	water usage (gallons)	electric savings (\$)	water savings (\$)	\$	CO2 (pounds)
Average savings, per house per month	59	865	11	3	14	39
Total savings due to audits since 2010	813,636	12,221,893	146,455	42,483	188,937	545,625

9. Describe the Project/Program’s general purpose and activities:

Purpose: The Benicia Home Efficiency Program has three missions:

First - help residents save on utility bills through a personalized home assessment. The assessment identifies ways to save and relevant rebates, provides free efficiency products and introduces web and mobile tools for ongoing savings.

Second - provide Benicia High School students with an opportunity to learn about home water and energy efficiency through training sessions that culminate in a paid internship.

Third - assist the City in achieving GHG emissions reductions goals.

Activities

Multi-Channel Outreach

Comprehensive digital and grassroots outreach drives BHEP participation and community awareness about the importance of water and energy efficiency. WattzOn will coordinate with the City’s new Water Outreach Plan Oversight group to review and approve all outreach materials. **Please see answers to Questions 15 & 17 for further outreach details.**

Student Interns

The BHEP internship is offered to BHS students in 10th grade and above. Many interns come from the ECH20 Academy and are interested in majoring in STEM subjects in college. For example, one former BHEP intern is now studying mechanical engineering at Stanford and recently returned from a water purification project in Bangladesh. Another former intern, now studying at Brown, conducted climate change research in Vietnam, Morocco and Bolivia. BHEP helps these types of students gain early work experience in the sustainability industry.

Additionally, interns gain valuable experience by expanding their customer service skills and energy & water knowledge. Interns act as visible presences in the community by attending events, speaking to residents about energy efficiency and water conservation and designing marketing materials. Interns also assist with home consultations. Intern salary is \$14/hr.

Please see Attachment D for a photo of intern outreach.

Home Assessments

Residents receive free home water and energy assessments plus up to \$50 in efficiency products. For water conservation, assessments include a thorough home review, leak tests, flow-rate measurements, utility bill analysis, reconciling behavior with consumption data and irrigation efficiency tests. For energy, residents receive similar services plus a detailed review of their smart meter data. Both portions of the assessment identify no-cost and low-cost saving opportunities and large projects that have available rebates. Residents also receive a tutorial in BHEP's online tools and how to apply for relevant rebates.

Upon completion of the assessment, residents receive a personalized report to share with their family. The report includes a breakdown of water and energy usage, ways to save and available rebates. For example, BHEP provides residents that are interested in switching fuels with rebate information on electric heat pump water heaters and how the switch will change their carbon footprint depending if the resident is a MCE or PG&E customer.

Over 475 assessments have been completed since 2010 with 189 completed in the last 18 months due to increased demand because of the drought. Due to high demand, this grant application is offering additional assessments at a reduced cost per assessment. **Please see Attachment D for an example Water Assessment Report.**

Web and Mobile Tools

A free, lifetime account to BHEP's EnergyCenter, <http://benicia.wattzon.com/>, is available at no-cost to all Benicia residents, whether or not they receive a BHEP assessment. EnergyCenter includes personalized savings tips, an efficiency rebate database, an impartial solar calculator and a library of efficiency content. WattzOn also hosts a program website where residents can register for a home energy assessment - <http://beniciahomeefficiency.org/>

Please see Attachment A for screenshots of BHEP Web & Mobile Tools

10. If sponsored by a non-profit or business, list all financial liabilities or pending legal action:

N/A

11. If applying for other grants for fiscal years 2014 - 2015, please list the project, funding source(s), proposed budgets and requested amount(s).

N/A

12a. How much if any money will this project save the organization?

- Average annual electricity and water savings per home are \$168
- Participants save an average of 10% on electricity and 8% on water
- The program has saved over 545,000 lbs (247 metric tons) of CO₂ since 2010
- Increased participation in rebate, incentive and financing programs (PACE)

12b. If costs savings are involved, when do you anticipate this project will pay for itself, if at all?

N/A. However, in case the City is required to make future water purchases, savings due to BHEP will help offset the amount of water needed for purchase.

13. At what location(s) will the proposed Project/Program take place, and, if applicable, how long has the organization been at this location?

BHEP serves all members of the Benicia community, owner or renter, and conducts home water and energy assessments at each resident's home. WattzOn's BHEP manager, Staci Givens, lives in Benicia, and WattzOn has employees around the Bay Area plus offices in Mountain View and San Francisco. Mountain View is the main office and the site of software development, analytics, design and back office functions.

14. What are your proposed hours of operations for this Project/Program? Please indicate hours that actual services will be provided, and how this may or may not differ from the hours project staff will be available to respond to inquiries by phone or email, answer general questions, etc.?

Consultations are offered Monday-Friday, 8am-6pm. When resident schedules do not fit these hours, special arrangements are made on the weekends. Outreach is conducted seven days per week, depending on event schedules. Project staff is available by phone or email during normal office hours. Since WattzOn BHEP manager Staci Givens lives in Benicia, she can easily assist residents at short notice and regularly drops off additional materials to past participants. Additional WattzOn staff visit Benicia, as needed.

15. Describe the Project/Program associated with this grant request. Include the goals to be achieved and the strategy that will be used to meet the goals. Be specific when discussing what will be achieved as a result of the proposed Project/Program, with respect to goals of the Benicia Climate Action Plan to reduce GHG emissions.

Program Tasks

Outreach

Methods include:

- 1.1. Personalized mailers to residents and businesses with a snapshot of their water usage and easy-to-understand comparisons. These will be reviewed by the City's WOPO prior to being mailed. Residents can opt-out at any time by calling or emailing WattzOn. All data is confidential. **(Generates 40% of signups)**
- 1.2. Water bill inserts in residential utility bills. **(Generates 30% of signups)**
- 1.3. Attend and table at community events:

- Farmer's Market
 - Benicia Public Library Book Sales
 - Benicia Unified School District events
 - Benicia Education Foundation events
 - **Generates 10% of signups**
- 1.4. Collaborate with local organizations:
- Benicia Main Street
 - Benicia Tree Foundation
 - Kiwanis Club of Benicia
 - Benicia Moms Group
 - Marin Clean Energy (MCE)
- 1.5. Set up educational displays at community locations. The displays contain BHEP flyers and brochures with energy efficiency and water conservation tips. To target a variety of age groups, the locations include:
- Benicia Community Center
 - Benicia Public Library
 - City Hall
 - **Generates 5% of signups**
- 1.6. Support an awards program with BHEP data. Administered through the Community Sustainability Commission, residents can be recognized for their efforts that result in water and energy savings.
- 1.7. Resident referral incentives (**Generates 5% of signups**)
- 1.8. Other methods such as door-to-door, WaterSmart referrals, city staff referrals (**Generates 10% of signups**)

Student Interns

- 2.1 Recruit new interns (24/yr)
- 2.2 Train up to 6 new interns and refresh 6 current interns per module
- 2.3 Classroom training on water and energy issues
- 2.4 Practical water and energy assessment training (preparation for home visits)
- 2.5 Spreadsheets for water and energy assessments
- 2.6 Recommendation analysis
- 2.7 In-home practice sessions & home coaching practice sessions

Assessment Delivery Modules

Due to high demand over the last 18 months, WattzOn proposes to increase the goal of home assessments from 20 to 50 per module at a significantly reduced cost per assessment. Monthly program cost remains the same due to shifting program priorities, scalability & software. There will be four 12-week modules per year. WattzOn will submit monthly program updates and semi-annual grant reports. Home assessment reports are filed at WattzOn and accessible by the City at any time.

Web & Mobile Tools

Host and maintain a Benicia EnergyCenter at benicia.wattzon.com and a BHEP program website at beniciahomeefficiency.org. **Please see Attachment A for screenshots.**

Program Goals

BHEP Goal	BHEP Strategy to Achieve Goal	City of Benicia CAP Goal Supported by Program Goal
10% average home electricity and water savings	Home assessments Efficiency product installs Web & mobile tools	Obj B-3: Reduce Energy Use by 20% in Existing Single and Multifamily Residential by 2020 Obj WW-1: Reduce the Amount of Water Consumed 20% by 2020
200 home consultations	Multi-channel outreach	Obj B-3: Reduce Energy Use by 20% in Existing Single and Multifamily Residential by 2020
10,000 unique impressions	Multi-channel outreach	Obj EO-1: Increase Public Awareness and Education About Climate Change
75,000 lbs of CO₂*	Home assessments Efficiency product installs Web & mobile tools	Reduce GHG emissions to 10% below 2000 levels by 2020
Train 24 new student interns	Outreach & recruitment Training	Obj EO-1: Increase Public Awareness and Education About Climate Change

*Calculated based on resident's electricity provider - PG&E or MCE

16. Please describe why the proposed Project/Program is necessary for citizens of Benicia and the community as a whole?

Please see post-audit resident survey results in Attachment B.

As the first city in Solano County to adopt a Climate Action Plan, Benicia has led the way in implementing strategies that focus on reducing greenhouse emissions. The Benicia Home Efficiency Program (BHEP) perfectly supports the City's CAP. Active in the community for the past five years, BHEP consistently decreases resident water and energy consumption, saving over 543,000lbs of GHG emissions from the atmosphere. This is a win-win for the City of Benicia as residents are saving energy, water and money, and Benicia is meeting its CAP strategies.

Since launch in 2010, BHEP has conducted over 475 home consultations with proven energy savings of 10% and water savings of 8%. Additionally, resident demand has significantly increased since 2014, resulting in 189 assessments in the last 18 months. But BHEP's positive impact in the community goes beyond these results:

1. Five years of student interns have gained clean-tech job experience by working in BHEP
2. Residents meet with a home efficiency expert in a personal setting to learn about the City's CAP goals and how to help.
3. BHEP provides outreach for city, county and state efficiency programs, educating residents about services that match their situation.

BHEP demonstrates persistent water & energy savings -



17. How will outreach be conducted so that services provided will have an educational “ripple effect” throughout the community?

BHEP conducts outreach through a variety of channels in order to reach every member of the community - print, mail, events, kiosks, email groups, social media, relevant websites and more. An especially effective method to create a “ripple effect” is to attend community events after sending utility bill inserts and mailers. This allows residents to ask questions and receive personalized attention after hearing about the program in the mail. BHS students assist with these events, adding an additional community aspect. Finally, BHEP offers referral incentives for residents who get neighbors to complete a home assessment.

17a. List the specific, quantifiable goals of the proposed Project/Program. (Please state the goals in numbers of individuals, families, households or groups projected to be served and then estimate the amount of energy or water savings that may be achieved for each, then total those figures in each category and estimate GHG reduced by the Project/Program over one year.)

ANNUAL GOALS	Numbers served, e.g. individuals, families, households and/or groups	Water & Energy Savings in 1 year	GHG reductions (estimate) in 1 year*
Home Energy & Water Assessments	200 homes	70,800 kWh 1,038,000 gal	46,800 lbs CO ₂
Outreach Impressions	10,000	N/A	N/A
Student Interns Trained	24	N/A	N/A
Efficient Products Distributed	400	Incl above	Incl above

*CO₂ per gallon calculated from Energy Intensities by River Network

17b. Discuss how this data will be collected, organized and disseminated throughout the community.

- Energy & CO₂ savings data (for homes that have connected their PG&E account) is available real-time on Benicia’s EnergyCenter: Benicia.wattzon.com > Groups > Benicia Home Efficiency Program.

- WattzOn submits monthly program updates to the City with # of assessments completed, interns trained and efficient products distributed. Outreach and collaboration updates are also included.
- WattzOn submits semi-annual grant reports detailing water and energy savings for all participants, including charts and graphs.

18. If the proposed Project/Program is an already existing activity, or part of an existing program of the applicant or his or her organization or business, please explain.

BHEP is an existing activity. This application is to continue services for 12 months.

19. Identify similar projects or programs in the community and how the proposed Project/Program differs from them.

BHEP is unique in offering home assessments, data analytics, web tools and student internships. Other programs offer a portion of BHEP services. For example, Rising Sun is a 6-8 week summer program, funded by PG&E, that employs student interns to conduct visit homes and distribute efficiency products such as CFLs and clotheslines. BHEP has collaborated with Rising Sun in past years to share space at Farmers Markets. **Please see Attachment E for a comparison between BHEP and Rising Sun.**

[end]

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PART C – PROJECT/PROGRAM ORGANIZATION DISCUSSION (continued)

20. REQUIRED ATTACHMENTS: Please verify and check off confirmation indicating that the following required items are attached to the original application.

Do not leave any blank – if an item is not applicable, indicate by “N/A”

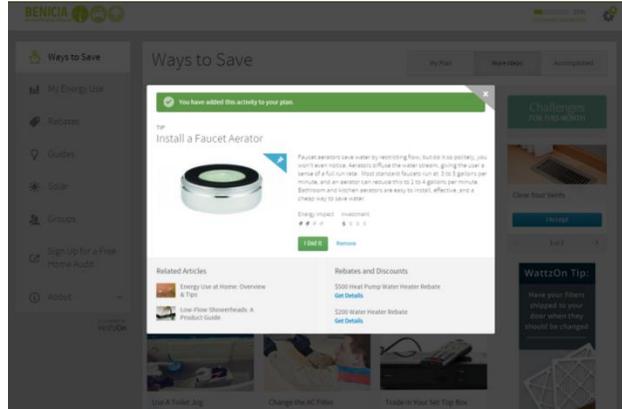
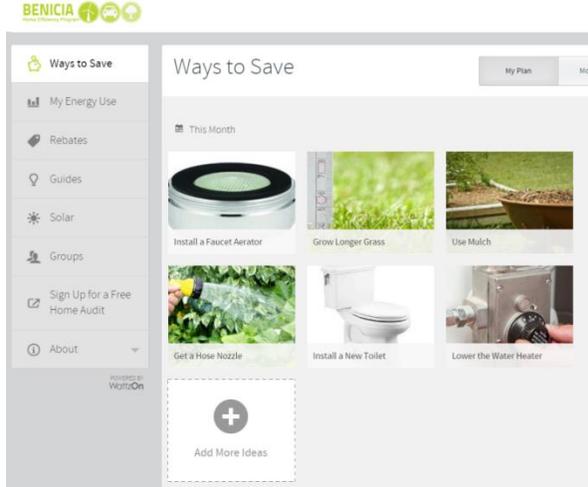
Item #	Description	Submitted (verification by City staff)
1	IRS Letter of Tax Exempt Status	N/A
2	Organization’s total budget for the current year	N/A
3	Copy of most recent assessment or financial statement	N/A
4	Names and addresses of Board of Directors	Please see Attachment C
5	List of paid principal staff and positions	Please see Attachment C
6	Job descriptions for principal staff and personnel <i>to be paid partially or in full with grant funding.</i>	Please see Attachment C
7	Copy of resolution or board meeting minutes indicating organization’s support of the project application.	N/A
8	If a partnership, or involving any collaboration with other group or entity, letters of commitment from each organization indicating degree of participation and a budget showing each organization’s financial responsibility to the proposed Project/Program.	N/A

THANK YOU!

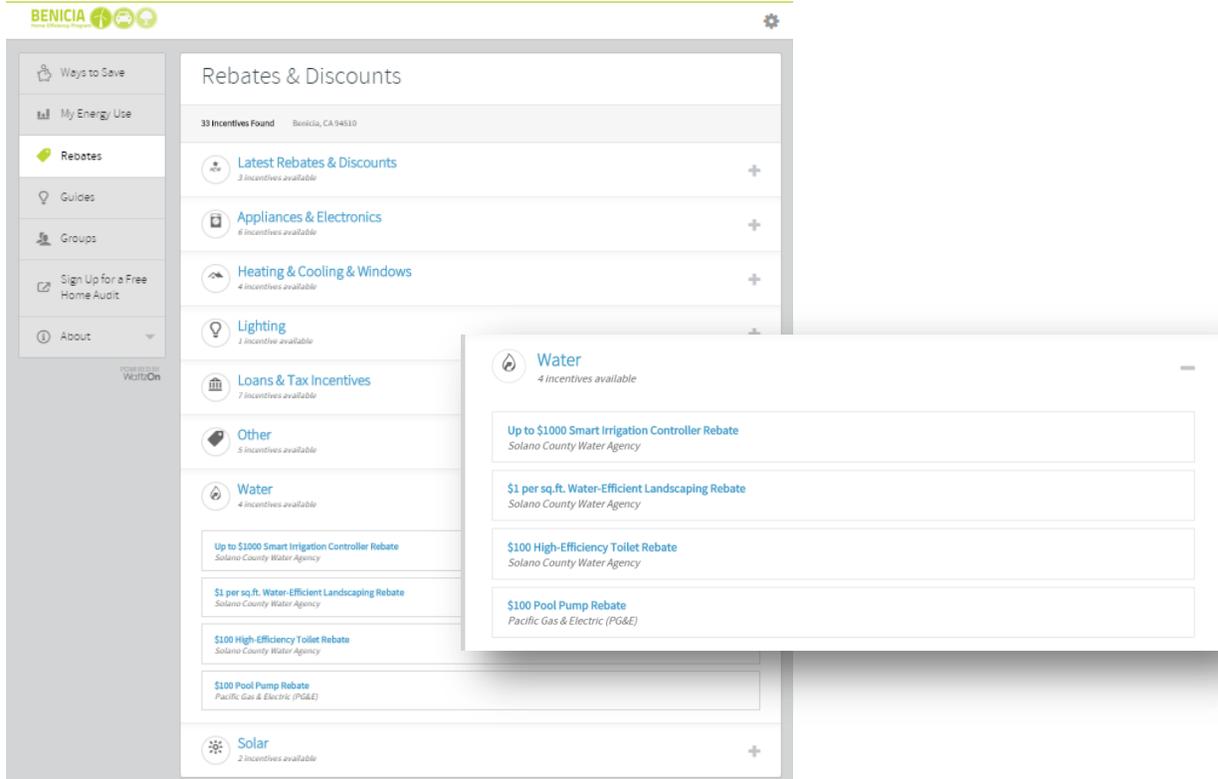
Attachment A: Sample BHEP Screenshots

Benicia EnergyCenter - benicia.wattzon.com

Ways to Save



Rebates



Learning Center

 Guides

 Solar

 Groups

 Sign Up for a Free Home Audit

 About

POWERED BY
WattzOn


FEATURED
The Wonderful Fridges of 2015
2015 is a great year to buy a new fridge. All new models are at record low energy use, thanks to national product standards.


FEATURED
Thinking About Solar?
Over 600,000 homes now have solar power. Here's why it might make sense for you.


Top 5 Solar Myths


Light Bulbs: A Shopping Guide


Lighting: Habits and Bulbs


Which Light Bulb?


Do LED Bulbs Last for 20 Years?


Low-Flow Showerheads: A Product Guide

BHEP site - beniciahomeefficiency.org/

Home page

BENICIA
Home Efficiency Program

Home Residents Students Sign Up

Save water with a free home audit from the City of Benicia
Get up to \$50 in water efficient products for your home.
[Sign Up Here!](#)

SAVE WATER

The Benicia Home Efficiency Program (BHEP) provides free home services that help residents save water. Average savings from the home services are 8% per year.

SAVE ENERGY

BHEP helps Benicia residents reduce energy usage. Average energy savings from the home visit are 10% per year.

SAVE MONEY

We'll analyze your water and energy utility bills, and identify no-cost and low-cost ways to save.

Registration



Benicia Home Efficiency Sign Up Form

Please review the [Terms and Conditions](#) before applying *

I agree to create a WattzOn account and link my PG&E account.

This connection allows WattzOn to collect anonymous energy usage in order to report program savings results to the City of Benicia. The online tool also helps you track and monitor energy use.

Name that appears on your water bill *

First

Last

Email *

[end page]

IMPORTANT INFORMATION

- [Program Description](#)
- [Terms & Conditions](#)
- [Creating a WattzOn Account](#)
- [Downloading Your PG&E Data](#)

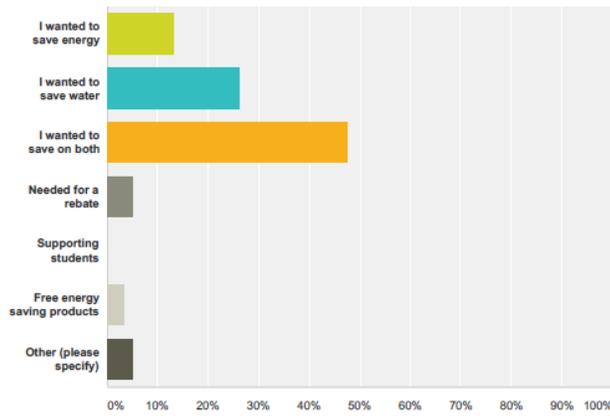
REBATES & RESOURCES

- [City of Benicia](#)
- [Sustainable Benicia](#)
- [Solano County Water Agency](#)
- [CaliforniaFIRST](#)

Attachment B: Excerpts from Post Audit BHEP Survey
 (contact benicia@wattzon.com for full survey results)

Q2 What interested you about the program?

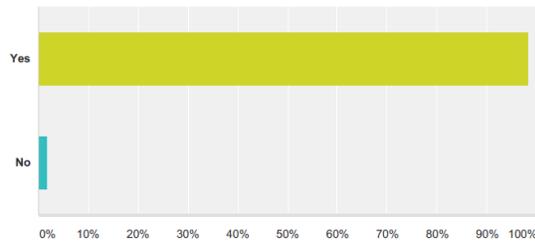
Answered: 61 Skipped: 0



Answer Choices	Responses	
I wanted to save energy	13.11%	8
I wanted to save water	26.23%	16
I wanted to save on both	47.54%	29
Needed for a rebate	4.92%	3
Supporting students	0.00%	0
Free energy saving products	3.28%	2
Other (please specify)	4.92%	3
Total		61

Q10 Would you recommend the Benicia Home Efficiency Program to a friend or neighbor?

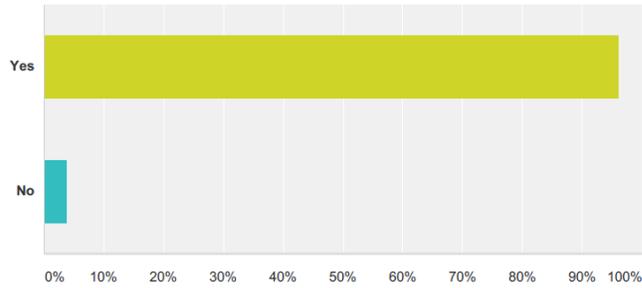
Answered: 58 Skipped: 3



Answer Choices	Responses	
Yes	98.28%	57
No	1.72%	1
Total		58

Q12 Do you think the City of Benicia should continue the program?

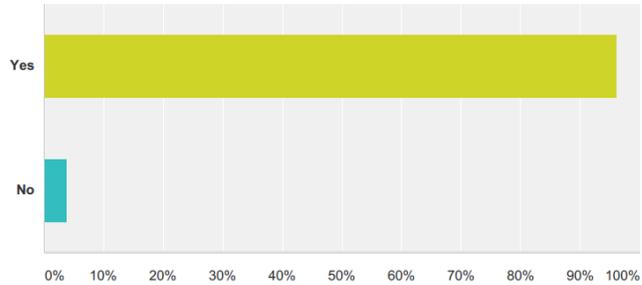
Answered: 54 Skipped: 7



Answer Choices	Responses	
Yes	96.30%	52
No	3.70%	2
Total		54

Q13 Is it important for cities to provide energy and water efficiency programs to their residents?

Answered: 54 Skipped: 7



Answer Choices	Responses	
Yes	96.30%	52
No	3.70%	2
Total		54

Q11 What was the most helpful aspect of the Benicia Home Efficiency Program?

Answered: 54 Skipped: 7

#	Responses	Date
1	seeing daily power peaks	4/27/2015 9:56 PM
2	Measuring water use	4/27/2015 8:22 PM
3	seeing first-hand how my energy use and learning how much water really is used for landscape.	4/27/2015 3:54 PM
4	Going through each room to understand how to save	4/27/2015 3:39 PM
5	LEARNING MORE ABOUT WATER USAGE AND OPTIONS	4/27/2015 3:26 PM
6	personalized visits	4/27/2015 3:26 PM
7	The graphs and charts showing where you are using your energy and ho you compare.	4/27/2015 2:11 PM
8	Got ideas where to cut water consumption and reduce electricity use.	4/27/2015 1:55 PM
9	Finding out if I waste my utilities. I was looking for ways to lower my bills. I'm also thrilled to have been "Given" a low flow shower head. I also see there is a rebate for a cool roof - I want to put on a new roof and insulate my attic (it's got minimal insulation). Can you help me find the program for that and the authorized contractors? Thanks.	4/27/2015 1:25 PM
10	Review of water use and provide recommendations to reduce water and electricity use.	4/27/2015 1:06 PM
11	Outside observation of my personal use.	4/27/2015 1:05 PM
12	validated what I have already done and better ways to use water indoors vs out doors. Staci was very thorough and helpful!	3/31/2015 9:47 AM
13	what I use based on average	3/29/2015 10:34 AM
14	Seeing the data - knowledge is power!	3/27/2015 5:54 PM
15	We appreciated learning the rate of water flow on our indoor faucets and each of the 6 areas of our irrigation system.	3/27/2015 4:55 PM
16	My adviser, and identifying what is actual data vs. low value interpolated mean house-hold estimated usage.	3/17/2015 8:57 AM
17	None	3/16/2015 2:19 PM
18	Representative was flexible with my schedule, on time, and knowledgeable.	3/10/2015 11:53 AM
19	Knowledge of water and power usage. It helped me see where I was over consuming.	3/9/2015 8:51 PM
20	See the usage graphs	2/27/2015 8:47 PM
21	The one stop shopping concept of combining water and electric/gas conservation tips	2/27/2015 7:51 PM
22	Having Stacy point out where I can save. ie, Water and electricity using new effecient light bulbs	2/23/2015 1:42 PM
23	Free items	2/12/2015 10:24 PM
24	The discussion and then the report.	2/12/2015 7:54 PM
25	seeing what was working and what needed improvements.	2/3/2015 9:33 AM
26	tips for saving water and energy as well as access to information about rebate and other programs.	1/30/2015 10:46 AM
27	having someone come into your house and make a personalized analysis of you use	1/29/2015 6:26 PM
28	overall education about use	1/27/2015 10:10 PM
29	Recommendations to decrease water usage.	1/26/2015 7:41 AM

Benicia Home Efficiency Program Survey

SurveyMonkey

30	It gave me a great tool to use and made me more aware and informed	1/16/2015 7:11 PM
31	Access	1/11/2015 7:26 PM
32	Information	1/11/2015 4:27 PM
33	It opened my eyes to waste, and ideas for savings	12/17/2014 7:22 AM
34	Staci coming to check out our systems and how much energy and water we are using.	12/1/2014 9:37 PM
35	The individual personal audit. The things shared in the follow up from the person that did the audit helped me move ahead on several areas including water and electricity savings.	11/20/2014 4:53 PM
36	Water tests	11/18/2014 8:02 PM
37	Looking @ charts	11/17/2014 5:24 PM
38	The ability to get advice and ask questions from an expert.	11/11/2014 12:54 PM
39	Knowing energy usage peak times	10/31/2014 1:05 PM
40	It was so convenient! And they were very helpful with great tips!	10/31/2014 7:55 AM
41	Information and rebates	10/31/2014 4:57 AM
42	checking my irrigation system	10/30/2014 9:49 PM
43	kelly was a great help	10/30/2014 8:46 PM
44	knowing we are doing well	8/8/2014 6:50 PM
45	Having the home inspection and the review of our energy and water usage.	8/5/2014 7:57 AM
46	Awareness of usage	8/5/2014 5:48 AM
47	Looking at where we use energy and water objectively and how to decrease usage.	8/4/2014 2:40 PM
48	the enthusiasm of the students	7/16/2014 7:18 PM
49	Time of day chart	7/15/2014 12:22 PM
50	Personalized plan	7/9/2014 8:33 AM
51	review of use	7/8/2014 1:34 PM
52	Good Advice, Thanks for Cree bulbs, thanks for checking water flow	7/8/2014 12:51 PM
53	Great staff and very professional	7/8/2014 12:38 PM
54	The was the energy/water savings explained by your customer friendly staff	6/3/2014 1:41 PM

[end page]

Attachment C: Required Attachments

WattzOn Board of Directors

David Arfin - Advisor to the U.S. Department of Energy. Inventor of the solar lease. Entrepreneur-in-Residence at Israel Cleantech Ventures.

Christine Ervin - Former Assistant Secretary for Energy Efficiency and Renewables at the U.S. Department of Energy, former Director of the Department of Environmental Quality, Oregon. Co-founder and first President of the U.S. Green Building Council.

Ted Dintersmith - Former partner at Charles River Ventures.

Address of Board Members: 480 San Antonio Road, Suite 202, Mountain View, CA 94040

Principal BHEP Staff

Staci Givens - Program Manager & Home Efficiency Consultant

Job Description:

- Coordinate all aspects of the Benicia Home Efficiency Program
- Coordination of home energy and water consultations
- Management of student interns and training
- Management of program budget
- Presentations and reporting to city staff and other partners
- Collaborate with similar Benicia organizations to increase outreach
- Create outreach, social media and communication materials
- Coordinate resident energy and water messaging
- Coach residents on becoming energy and water efficient
- Create energy & water efficiency content for WattzOn's online platform and print materials
- Conduct in-home energy and water consultations, utilizing WattzOn reporting and tracking tools. Analyze and review resident's energy & water use, potential savings opportunities and answer questions. Identify potential rebates and educate residents on rebate application requirements.
- Provide residents with tutorial on BHEP's web and mobile tools

In-kind BHEP Staff:

Jon Enberg - responsible for WattzOn partnerships

Fred Taylor-Hochberg - responsible for BHEP data analytics & reporting

David Howard - Product Manager for Benicia EnergyCenter and mobile tools

Kate Latham - Home Efficiency Consultant, Student Trainer

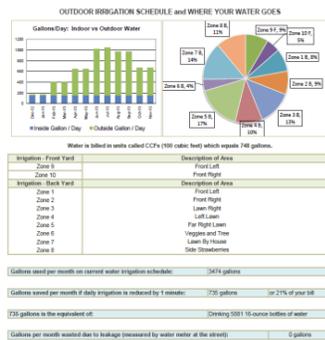
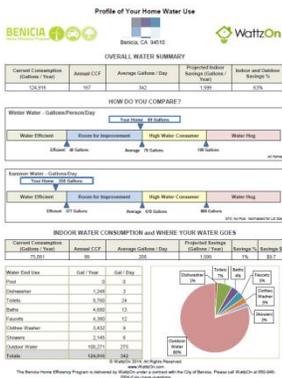
Dante Silliman - Web & Graphic Design

[end page]

Attachment D: Images & Tables



Image 1: BHEP Interns at a recent Farmers Market



Water-Savings Recommendations

Item	Water Recommendation	Gallons Saved / Year	% of Water Saved	\$ Savings / Year
Showerheads(s)	Replace your showerheads with low-flow (2.2 gpm) or ultra-low-flow (1.5 gpm) showerheads.	975	0.8%	\$5.9
Dishwasher	Consider upgrading your dishwasher with new energy- and water-efficient models. They use less water and electricity, and they often qualify for high-efficiency rebates (up to \$350).	624	0.5%	\$3.9
Total Indoor Water Saved per Year: 1,599 1.3% \$9.7				

Zone	Watered	Cycle	Water Day	Day	Gallons Saved / Month	% of Water Saved	\$ Savings / Month
Zone 1 A	6	1	2	571	10.7%	\$6.6	
Zone 2 A	6	1	2	574	8.1%	\$5.0	
Zone 3 A	8	1	2	688	8.1%	\$5.1	
Zone 4 A	8	1	2	1,651	31.0%	\$19.0	
Zone 5 A	5	1	2	2,007	3.8%	\$2.3	
Total Outdoor Water Saved per Month: 3,393 63.9% \$26.0							

Additional Water Recommendations	Notes
Only water on Tuesdays, Thursdays and Saturdays.	Benicia residents with automatic irrigation systems should only water on these days.
Start watering between 2am and 7am.	Benicia residents should water between 8:00 AM and 7:00 PM. Watering in the early morning reduces evaporation.
Install a free Laundry-to-Landscape system provided by the City of Benicia.	Laundry-to-Landscape kits use the excess water from your clothes washer to water outdoor plants and trees. Visit environmental.org/benicia for more information.
Water less often or twice during the summer.	Watering twice for most grass lawns and shrubs is sufficient. Watering once for trees and other plants is sufficient. Adjust watering schedules by zone.
Adjust watering schedules by zone.	The watering schedule needs will vary by zone. Each zone will be in a different location and may be watering different types of plants. Adjust watering schedules accordingly.
Employer provides healthy with water-efficient, pre-irrigated landscape plants.	The watering schedule needs will vary by zone. Each zone will be in a different location and may be watering different types of plants. Adjust watering schedules accordingly.

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Images 2-4: BHEP Home Water Assessment Report

Attachment E: Comparison of BHEP and Rising Sun

Services	BHEP	Rising Sun
Residents		
Home Assessments	X	
Home Visits		X
Free efficiency products for residents	X	X
Home Energy Reports, including...	X	
<i>Disaggregated loads</i>	X	
<i>Personalized energy-savings recommendations (no-cost and do-it-yourself)</i>	X	
Online tracking of participant savings	X	
Online tracking of program savings	X	
Ability to create & track custom groups within program	X	
Online Solar Calculator	X	
Monthly Savings Tracking via Emails to Residents	X	
Multiple Outreach Channels (water bills, events, farmers markets, group presentations)	X	X
Students		
Student Training Modules	X	X
Free Guide to Home Energy Savings	X	
Paid Student Internships	X	X
Results		
Method of savings calculation	Resident utility data	Deemed savings
Programs reviewed by LBNL & DOE	X	

[end document]