



# Green Packages:

Alameda Countywide Resource-Efficiency Project for  
Greening Existing Buildings & Landscapes

California Energy Commission

April 29, 2009

# Who We Are



- Joint Powers Agency: County + 14 Cities + 2 Sanitary Districts
- 12-year of track record of launching green programs
  - Green Building Guidelines, GreenPoint Rated, Climate Calculator, MF Program
- 15 jurisdictions with a history of cooperation
  - Green Packages endorsed by Alameda County City Managers Association
- 1.5 million people – 570,000 housing units

# Program Components



## **A. Green Packages**

standards & specifications for green improvements

## **B. Technical Advisory Group**

integrate across agencies, programs, and media; minimize duplication of effort

## **C. Outreach**

help property owners understand the benefits of green retrofits, learn about their options

## **D. Training, Verification and Tracking**

help property owners and funders maintain quality

## **E. Leverage Funding for Implementation**

# Why Green Packages?



- Comprehensive: energy efficiency, water and resource conservation and indoor air quality/health
- Energy-efficiency portion will be eligible for financing through AB811 or Mello Roos districts
  - Green Packages are not a financing district
- Use federal stimulus and energy-efficiency momentum to stimulate market for long-term green improvements
- Link to climate action and diversion goals

# Project Goals



## Two Years:

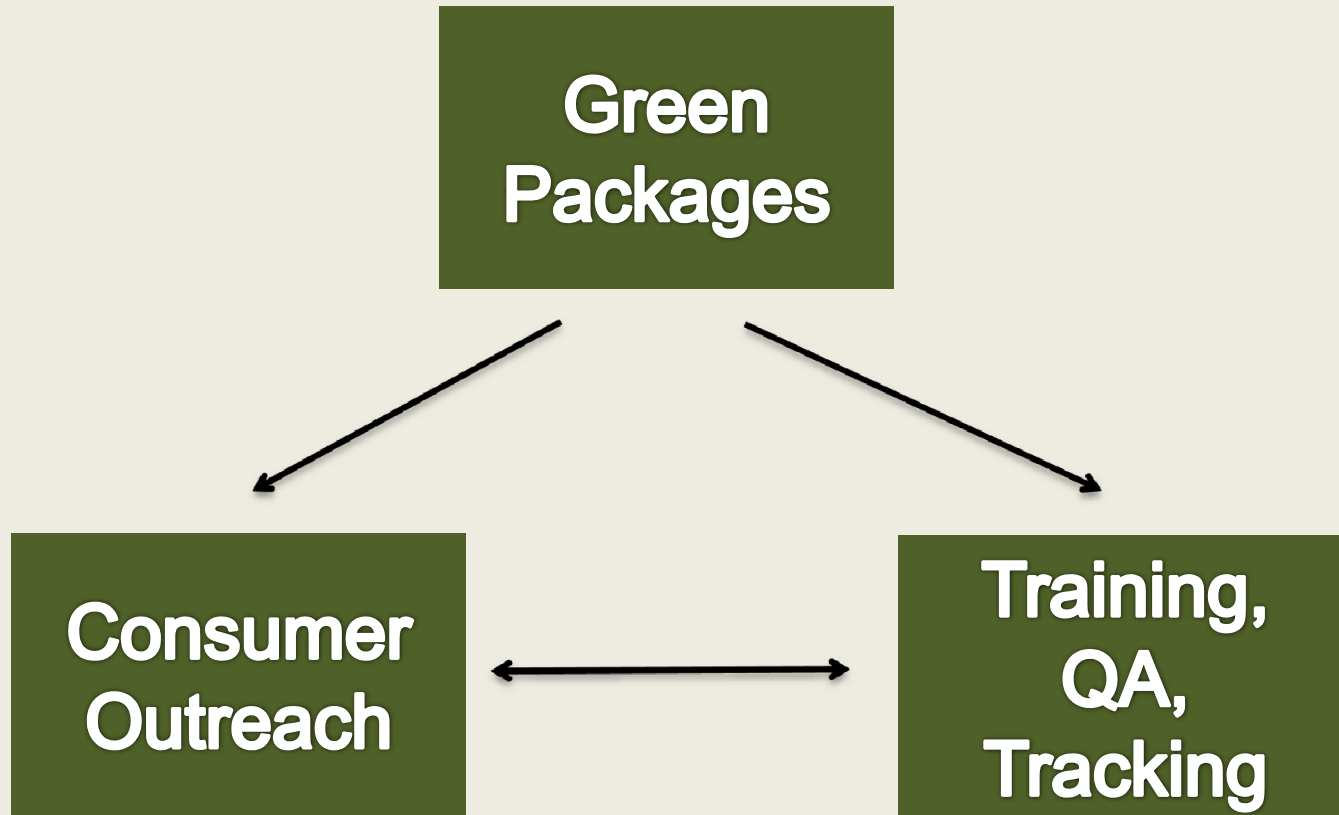
- \$115.5 million in local private investment
- 1,100 jobs
- \$43.5 million in energy savings
- 46,120 tons of CO2 reductions

# Partners



- **Implementation Partners:**
  - BKi, Build It Green, Renewable Funding
- **Technical Advisory Group:**
  - Alameda County jurisdictions, air, water and resources agencies, utilities, ABAG
- **Policy Input & Statewide Coordination:**
  - **California Home Energy Retrofit Coordination Committee:**
    - ✦ US EPA Region 9, CEC, CPUC, CARB, PG&E, SMUD, BAAQMD, Sustainable Spaces, Davis Energy Group, Rising Sun Energy Center, Cities of San Francisco, Berkeley and Rohnert Park
    - ✦ Consistency with Title 24, HERS II program, CSI, other local/regional programs

# Balance Supply & Demand



# Leveraged Funding



- Consumer acceptance and demand – big barrier
- State Energy Program Funding needed for:
  - Marketing & Consumer Education \$1 Million
    - ✦ Education on Energy Efficiency and Green Hierarchy
  - Workforce Development/Training \$1 Million
    - ✦ Multi Language/Multi Ethnic Outreach
  - Rebates for performance testing \$3 Million
    - ✦ Incentives for Home Performance Testing

# Funding & Timeline



## FUNDING:

- StopWaste.Org contribution of \$130,000
- Jurisdiction contributions total \$517,700

## TIMELINE:

- Jurisdiction contributions (May-July)
- Leverage Funding (May-July)
- Technical Advisory Group kickoff (Jun/July)
- Draft Green Packages for single-family residential (Jun/July)
- Launch Phase I (Dec)

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**STOPWASTE.ORG**  
*Reducing the Waste Stream for Alameda County*