
Del Mar Home Energy Savings Program

*Funded by: San Diego Gas and Electric Local
Government Partnership Program*

Program Synthesis and Results

prepared by

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1 Executive Summary

The City of Del Mar (City) Home Energy Savings (HES) Program is a public outreach program designed to help disadvantaged, older adult residents of Del Mar evaluate their energy efficiency needs and overcome obstacles to making energy efficiency upgrades. As part of the City’s 2016 Climate Action Plan (CAP), the HES program was developed to be a socially equitable implementation of energy efficiency outreach and education, consistent with Strategy 5 of the CAP’s Social Equity chapter and greenhouse gas (GHG) reduction Goal 3: *Residential Efficiency Retrofits for Single-Family Homes*. A wide range of public outreach efforts were completed, including: developing an outreach strategy and materials, attending small group events, tabling at community events, and canvassing to promote and offer no-cost home energy audits as a means to connect residents with energy efficiency programs available through San Diego Gas and Electric (SDG&E).

The HES program targeted older adult and low-income residents who may not have the financial or physical means to perform energy efficiency upgrades to their homes. The program addressed hurdles for this target group to make home upgrades that could lower the overall residential energy use and greenhouse gas emissions of Del Mar. These hurdles were identified as lower rates of computer literacy and social media use, as well as lower mobility. Additionally, it was assumed that some would be living in older homes in need of energy efficient upgrades, resulting in higher cost and variable energy bills for fixed-income households.

Partners

A key focus of the HES program was to work with established community groups to reach the target audience and build credibility and trust within that audience. The primary groups that the program worked with were Del Mar Community Connections (DMCC) and Del Mar Rotary Club (DMRC).

The HES program was created in coordination with the City of Del Mar’s Sustainability Advisory Board, Climate Action Plan Facilitator, and Environmental Sustainability & Special Projects Manager through support from SDG&E’s Local Government Partnership Program. Implementation for the HES program was primarily performed by Rincon Consultants, Inc. (Rincon), who worked with the City of Del Mar and SDG&E team to develop an outreach strategy, educational materials, and coordinate outreach efforts.

Program Partners



Del Mar Home Energy Savings Program



DMCC is “a volunteer-driven organization that provides programs and services that help the maturing residents” of Del Mar and nearby San Diego County.¹ The DMCC community largely consists of older adults living in Del Mar and nearby San Diego County. The DMCC Board of Directors provided support for the program, allowing promotion of the HES program at DMCC events, and the use of the DMCC facilities and logo on marketing materials.

DMRC, “a leadership organization of local business, professional and civic leaders,” is an established and well-known group in the Del Mar community.² The DMRC offered support in the form of assisting older adults with navigating the SDG&E website and providing volunteers to perform any smaller scale energy efficiency upgrades for those who were physically unable to do so.



As many Del Mar residents are familiar with these groups, they were identified as strategic partners that could help facilitate contact and communication with the target population and help emphasizing the HES program goals as a legitimate City program, backed by community leaders.

Program Strategy

The HES program was designed to help implement measures in the Del Mar CAP by reaching out to participants primarily through small group events at DMCC, newspaper ads and articles (see Attachment D), and tabling at community events, with hopes that word-of-mouth would help inform target group members who were not yet reached. With expected lower computer literacy and social media use rates in the target audience, these channels were chosen to provide detailed information about energy efficiency and the City’s climate action goals, as well as to solicit a number of detailed home energy audits.

Efforts to accomplish these goals began with small group and one-on-one discussions with the program team and DMCC participants, where:

- Participants were informed on energy usage and cost and the benefits associated with home energy efficiency retrofits.
- Detailed information was provided about SDG&E rebate and incentive programs through conversation and informational materials (see Attachment A).
- Questions were answered about energy efficiency, which primarily focused on better understanding of newer technologies such as LED light bulbs and electric heat pumps.
- Home energy audits could be solicited, which provided opportunity for target group members to have an energy expert provide an assessment of their home’s energy use and identify methods to reduce energy consumption and save money on their SDG&E bill.

These small group events were complemented with wider outreach efforts, which included tabling at community events and using newspaper ads and articles for program promotion.

¹ <https://www.dmcc.cc/>. Accessed December 21, 2019

² <https://www.delmarrotary.org/>. Accessed December 21, 2019

Results

Outreach efforts were initially successful, having high-turnout within the target audience; however, participation in the HES program was not adopted at the proposed rate within the programs timeframe. Accordingly, time that was expected to be used for home energy audits was eventually re-apportioned to provide for additional outreach efforts, which included targeted home visits and tabling at the Del Mar Farmer’s Market. This resulted in a total of seven home energy audits being performed (program had a goal of 12 audits). However, more people than anticipated were reached through education and information regarding the City’s CAP and available SDG&E rebates and incentives. The results of outreach efforts, including the number of target group members reached and number of home energy audits scheduled as a direct result of outreach efforts is shown below in Table 1. Participation resulting directly from newspaper promotion currently cannot be quantified.

Table 1 Summary of HES Program Outreach Results

Outreach Effort	Timeframe of Outreach	Target Group Members Reached	Audits Scheduled from Efforts
DMCC Small Group Events	May – November	24	4
Tabling at DMF Picnic	September	6	2
Home Visits	November – December	21	1
Farmer’s Market	December	4	0
Total		55	7

Lessons Learned

Implementation of the HES program encountered unexpected challenges. Understanding these challenges will be beneficial in informing future energy efficiency public outreach efforts focused towards older adults. Through conversation with target group members during small group events and home energy audits, it became clear that many were hesitant to make energy efficiency upgrades that have a longer term return on investment or payback period.³ Additionally, a multi-faceted approach must be taken to reach this target group as limited trust in the programs intentions may exist, and there are various degrees of mobility and computer literacy that must be addressed. The Home Energy Audits offered through the program required that a person enter the home of the participant, which could make some people in the target group hesitant to participate. Teaming with DMCC was essential in surmounting this challenge, with the majority of the Home Energy Audits performed being tied to the HES program’s connection with DMCC. Efforts must also take into account the size and affluence of the neighborhoods and communities where outreach is targeted. Del Mar is a relatively small community that has little distinction of areas where residents may be of lower socioeconomic status; accordingly, people with high and low-incomes are direct neighbors. This created a tighter-knit community, which made information on the HES program more likely to spread by word-of-mouth; however, it also created difficulties in targeting specific areas of the City for canvassing efforts. While the HES program did not reach its desired success

³ The payback period is the amount of time it takes to recover the cost of the initial investment. In the case of energy efficiency upgrades, it would be the time period it takes for savings from reduced energy consumption to equal the cost of the upgrades. Typical payback periods are 10 months for replacing incandescent lightbulbs with LED and 10 years for the replacement of an older refrigerator with a new energy efficient model.

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metrics, the information gained can help the City inform future decisions that may affect the target group, and help SDG&E inform energy efficiency programs throughout the service area.

2 Home Energy Savings Program Background

2.1 City of Del Mar Climate Action Plan (2016)

The City's CAP, adopted on June 6, 2016, serves as a roadmap towards a more sustainable future for Del Mar. The CAP assessed the baseline GHG emission impact of the current conditions in Del Mar and sets strategies to reduce the City's GHG emissions over time. With full implementation of the strategies in the CAP, the City will reduce its GHG emissions to align with state GHG reduction targets set by Assembly Bill (AB) 32 and Executive Order (EO) S-3-05. AB 32 sets a statewide mandate for reducing GHG emissions to below 1990 levels by 2020, and EO-S-3-05 sets statewide target of reducing GHG emissions to 80 percent below 1990 levels by 2050.⁴ Energy use is the largest source of GHG emissions in the City of Del Mar, contributing to 36 percent of the City's baseline GHG emissions (Figure 1). Accordingly, the CAP lays out aggressive strategies to reduce GHG emissions from this source, which includes: installing rooftop solar, purchasing cleaner energy, and upgrading buildings and appliances to be more energy efficient.

The HES program was created by the City of Del Mar to ensure a socially equitable implementation of its 2016 CAP. Funding for the program was provided through the SDG&E Local Government Partnerships (LGPP) Emerging Cities Program. The HES program is based in efforts to promote energy-efficiency, enhanced through tools and programs available through SDG&E, primarily the rebate and incentive programs.

To ensure the GHG reduction strategies benefit all Del Mar residents, including those on low-fixed incomes, the CAP contains a social equity chapter that highlights additional strategies for targeting disadvantaged communities. These strategies include investing funds into energy efficiency upgrades and clean transportation for older adult and low-income residents, as well as helping to alleviate energy costs for renters in multi-unit buildings. The Home Energy Savings (HES) program originates from Strategy 5 of the Social Equity chapter of the CAP, which ensures that outreach related to CAP implementation will appeal to all residents including the elderly and low-income renters. While the average income of Del Mar is among the highest in San Diego County, Del Mar is a small community with a population that is older than the county average and has up to 27 percent of residents who meet the current criteria for low income.⁵

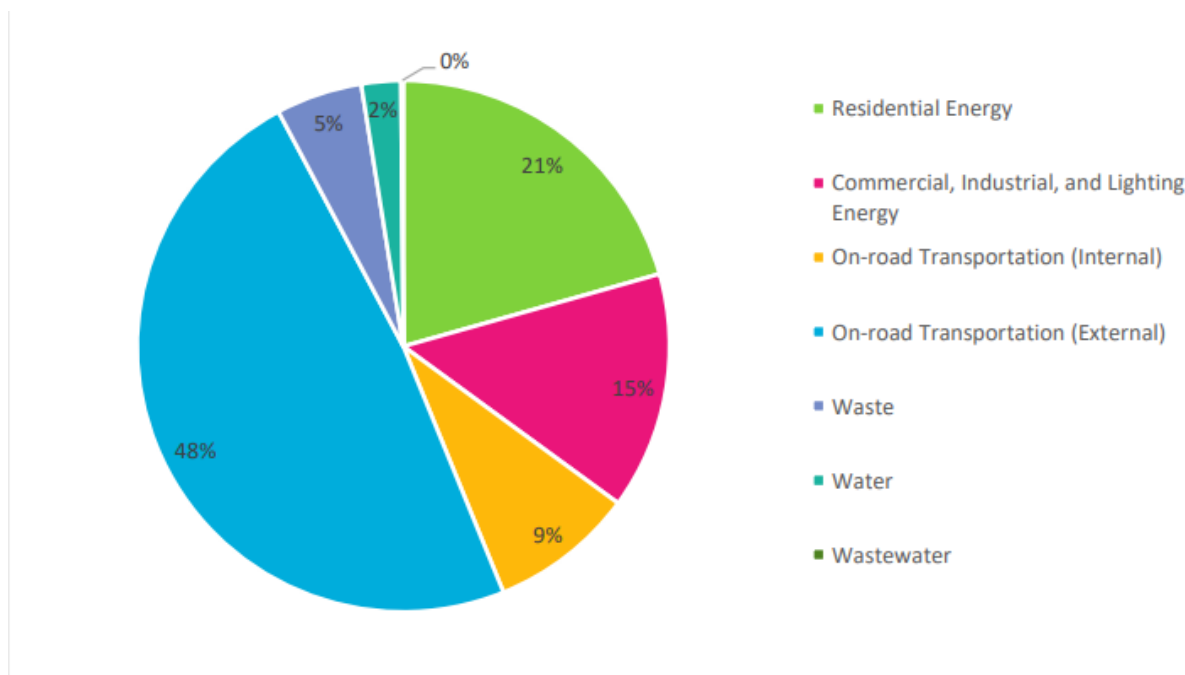
The HES program was designed through coordination of Del Mar's Sustainability Advisory Board (SAB) and Climate Action Plan Facilitator (CAP-F) with social equity in mind. The SAB, a citizen committee appointed by the City Council, played a significant role in development of the CAP, and continues to advocate for CAP implementation efforts. The CAP-F assists the City in implementation of the CAP and provides guidance with risks and benefits and securing funding for reduction

⁴ According to the 2019 edition of the CARB report *California Greenhouse Gas Emissions for 2000 to 2017*, California reached its statewide goal of reducing GHG emissions below 1990 levels in the year 2016.

⁵ Del Mar, City of. 2016. Del Mar Climate Action Plan. <https://www.delmar.ca.us/DocumentCenter/View/6101/Del-Mar-Climate-Action-Plan>

strategies. The SAB and CAP-F sought funding for the program through SDG&E’s Local Government Partnerships Program (LGPP).

Figure 1 City of Del Mar Greenhouse Gas Emissions by Sector, 2012⁶



2.2 SDG&E Local Government Partnerships Program

SDG&E’s LGPP is designed to provide funding and resources to a variety of local governments and similar entities across Southern California to support SDG&E’s public sector strategic goals. These public sector strategic goals, outlined in SDG&E’s 2017 Business Plan, are to empower leaders; eliminate barriers to public sector participation, and influence private sector energy efficiency activities. To achieve these goals, the LGPP focuses its efforts towards:

- facilities initiatives (retrofitting, retro-commissioning, technical assistance, on-bill financing),
- strategic planning support (code compliance, reach code support, guiding document support, for the community, peer-to-peer support),
- core program coordination (outreach education, third party program coordination, technical assistance).

These efforts are in line with SDG&E’s commitment to working with local government partners to promote energy efficiency, demand response, and conservation programs, services and resources, and provide energy education and outreach to its communities.

The HES program was made possible through funding and assistance provided by the SDG&E’s LGPP Emerging Cities Program (ECP). Upon the City of Del Mar’s proposal of the HES program, SDG&E

⁶Percentages represent the proportion of total greenhouse gas emissions generated by each sector shown. Residential Energy and Commercial, Industrial, and Lighting Energy, combined constitute 36 percent of total emissions.

Image source: City of Del Mar. 2016. Del Mar Climate Action Plan. Pg S-2. <https://www.delmar.ca.us/DocumentCenter/View/6101/Del-Mar-Climate-Action-Plan>

issued a competitive Request for Proposal (RFP) to selected energy efficiency vendors. The City of Del Mar selected Rincon Consultants, Inc. (Rincon) to develop and implement outreach efforts for the HES program. The ECP enabled SDG&E, Rincon and the City to share the necessary experience and resources for effectively promoting energy efficiency to a disadvantaged target audience.

2.3 SDG&E Residential Rebates and Incentives

SDG&E offers numerous rebates and incentives for energy efficiency upgrades to residential customers. These rebates and incentives are part of the Energy Upgrade California initiative. The Del Mar HES program is designed to promote these rebate and incentive programs and encourage their utilization by older adult, low and fixed-income households. The rebate and incentive programs promoted by the HES program include:

- Instant In-store rebates
- Energy Savings Assistance Program
- Advanced Home Upgrade Program
- AC Saver
- Residential Lighting Program
- Solar Rebates and Incentives Program

More information regarding these programs can be found on www.sdge.com.

3 Outreach Efforts and Results

Outreach Efforts Overview

The HES program targeted older homes in Del Mar that were owned by aging residents with low or fixed-incomes. The program sought to lower these homes' energy use by providing broad educational outreach on how to conserve energy and reduce energy bills and offering Home Energy Audits that identified opportunities for potential energy efficiency upgrades. Education, tools offered through the SDG&E *My Account* and Home Energy Audits were provided through small group events, tabling at community events, canvassing, and selective use of media including local newspaper ads and articles, E-blasts, and updates to the City of Del Mar website. These outreach efforts generated opportunities for discussion with members of the target regarding energy efficiency and the target group member's potential energy needs. General information and promotion of available SDG&E rebate and incentive programs was provided to all who were reached during efforts, and audits were offered to those who had not recently installed solar and were interested in lowering their energy bills.⁷ The number of target group members reached at these events is partially used to measure the success of the HES Program.

Informational Materials

The first small group event for the program, the DMCC Tuesday Lunch Connection, served as the initial rollout and focus group for the program, which informed the development of introductory outreach materials. Rincon gave a short presentation at this event, which generated questions that were recorded in the *HES Program Frequently Asked Questions* handout (Attachment A). This handout provides basic information on energy efficiency upgrades, details why the upgrades are beneficial, and what upgrades make sense for each home. The handout also introduced SDG&E rebates, incentives and tools available through the online *My Account* web page on SDG&E's customer web portal. Additionally, the handout answered questions regarding smart thermostats, which was a popular topic of discussion during the focus group. An additional handout, the *SDG&E Energy Efficiency Rebate and Incentive Programs*, provided a brief overview of the programs available from SDG&E to help pay for energy efficiency upgrades, along with where to sign up for, or find more information, regarding the rebate and incentive programs (Attachment A). These materials were distributed at all outreach events through print and email, which reduced the need for printing and collecting the information of potential participants for follow-up.

Home Energy Audits

The Home Energy Audits offered as part of the HES program served to help target group members identify reasonable ways to reduce their energy use and connect them with the applicable SDG&E programs that can help offset the cost of any upgrades. The audits were conducted by Rincon and typically lasted 2 to 4 hours. The audits were based on the online resources offered on SDG&E's *My Account*, which was used to show audit participants tools that they could utilize to monitor and reduce their energy use and assess reasonable home upgrades consistent with their annual energy use patterns (a sample audit sheet is provided in Attachment D). The Home Energy Audits are

⁷ It was assumed that those with home solar installations had already made energy efficiency upgrades equivalent to or beyond the assistance that could be provided by the program, and audits were not offered.

described in more in Section 3.2. The success of outreach efforts is measured partially by the number of home audits that were scheduled resulting from each event or activity.

Follow-up Survey

Feedback and results of the program were obtained through discussion with program participants and follow-up survey to those who participated in Home Energy Audits and gave their information at events. The follow-up survey was sent out to 12 people online, and one person through mail, with a total of five responses (full survey results are provided in Attachment E). The original vision for the HES intended to develop a pre-program survey, that would identify barriers to making home upgrades and taking advantage of the SDG&E rebate and incentive programs; however, this task was replaced with the follow-up survey during program development due to concerns of low-response rates and no identified means for targeted survey distribution. Details of the survey and responses are outlined below. The survey responses are partially used to measure the success of the HES program.

3.1 Summary of Outreach Efforts

The HES program utilized four primary methods for outreach: DMCC small group events, tabling at the DMF picnic, canvassing and tabling at the farmer's market (see Table 2). All methods were backed by a connection with community groups, and targeted based on experience from the City, the CAP-F, SDG&E, and Rincon. The local newspaper, *The Sandpiper*, was also used to promote the HES program. Below is a summary by month of the outreach efforts.

- **May** – First small group event and initial introduction of program at DMCC Lunch Club.
- **June** – Advertisement for HES program is published in *The Sandpiper* local newspaper.
- **July** – First Energy Savings Workshop Small Group Event is hosted at the DMCC.
- **August** – First three Home Energy Audits are completed.
- **September** – Second Energy Savings Workshop Small Group Event is hosted at the DMCC, and HES program tables at the first community event, the Del Mar Foundation Picnic. *The Sandpiper* published short article about HES program and the Home Energy Audits.
- **October** – Small Group Event efforts continue, with third Energy Savings Workshop and HES program representative volunteering on DMCC Grocery Bus; fourth and fifth Home Energy Audits completed.
- **November** – Small Group Event efforts continue, with DMCC Diner Club and DMCC Trailblazers. By the end of November, program participation is not hitting targets, so canvassing efforts begin, targeting older homes in need of energy efficiency upgrades.
- **December** – Program is opened to all Del Mar residents to solicit remaining Home Energy Audits; canvassing continues and the HES Program tables at the Farmer's Market Community Event; sixth and seventh Home Energy Audits completed.

All outreach efforts conducted as part of the HES program are detailed in .

Table 2, which shows a summary of the number of target group members reached from each outreach effort.

Table 2 Summary of HES Program Outreach Efforts

Outreach Effort	Timeframe of Outreach	Target Group Members Reached	Audits Scheduled from Efforts
DMCC Small Group Events	May – November	24	4
Tabling at DMF Picnic	September	6	2
Home Visits	November – December	21	1
Farmer’s Market	December	4	0
Total		55	7

3.1.1 Small Group Events

Small group events were made possible through the HES Program’s partnership with DMCC, which allowed outreach coordinators from Rincon to attend multiple DMCC events and host their own workshops for program promotion. Rincon worked closely with DMCC to determine which events would be ideal for outreach efforts based on DMCC’s intimate knowledge of their events and the circumstances of specific individuals who were likely to attend. This knowledge included the expected turnout, whether individuals were likely to be receptive of the program, and if they were residents of Del Mar. Accordingly, Rincon attended two different lunch gatherings, volunteered on the grocery bus, and met with the Trailblazers beach walk for program promotion. DMCC also allowed Rincon to host three workshops in their computer lab, “The Digital Den”, that walked participants through the available SDG&E rebates and incentives and helped them access features on the SDG&E *My Account* customer web portal.

DMCC Lunches

The Rincon Outreach Coordinator attended two separate lunch events. The first was the Tuesday Lunch Club, at the DMCC facility on May 21st, 2019. The second was DMCC Diners, at En Fuego Cantina and Grill in Del Mar on November 18th, 2019.

DMCC Lunch 1 (May 2019)

DMCC Lunch 1 was the first outreach event of the HES program, serving as both an initial rollout and focus group for the program. The Rincon Outreach Coordinator had lunch with the group and then gave a short presentation about the program, which gave an overview of the SDG&E rebate and incentives, introduced the Home Energy Audits, and provided time for questions and responses. Thirteen people that attended the lunch. The discussions can be summarized as follows:

- All lunch attendees were in the target group age.
- Two (2) of the thirteen (13) attendees pay their SDG&E bill through their online *My Account*.
- Two attendees voiced concern as to why SDG&E would encourage customers to reduce their energy use.
- None were aware of smart thermostats and how they can conserve energy.



DMCC Lunch 2 (November 2019)

DMCC Lunch 2 took place as the Rincon Outreach Coordinator joined the DMCC Diners group for one of their bi-weekly gatherings. This small group event had three attendees in the target group, two of which were Del Mar residents. One of the participants was curious of what the program could offer and provided contact information. Rincon followed up with an email in respect to his concerns about solar wiring; however, the participant was not interested in using the programs resources and did not respond to efforts to schedule a Home Energy Audit.

DMCC Lunch Results

The results for the DMCC Lunches can be summarized as:

- Lunch 1 reached up to thirteen (13) target group members (some may have been San Diego County residents and therefore not eligible for the program), resulting in two program participants.
- Lunch 2 reached two (2) target group members, resulting in no program participants.

DMCC Workshops

Rincon hosted three Energy Savings Workshops at the DMCC “Digital Den” computer lab, on July 11, September 19 and October 3. The workshops started with a PowerPoint presentation that gave a detailed description of the SDG&E rebate and incentive programs, intended to help participants log on to their SDG&E *My Account* and receive an overview of the features and tools that could help them monitor and understand their energy use. Rincon had requested assistance from the teacher of an older adult computer and internet class at the DMCC who attended the first workshop to help with any technological issues that occurred.

DMCC Workshop 1 (July 2019)

DMCC Workshop 1 was promoted through direct contact with potential participants by DMCC staff. DMCC staff identified community members who could potentially require assistance with their

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energy bills, and who were well connected within the target group community. This workshop was attended by two target group members and one SAB member, who was looking to learn more about the program to help with promotion. After the completion of the initial presentation, all three participants had agreed to participate in the Home Energy Audits. Accordingly, the introduction of the online tools and resources on the SDG&E *My Account* was reserved for the Home Energy Audits.

DMCC Workshops 2 and 3 (September and October 2019)

DMCC Workshops 2 and 3 were promoted together through E-Blast to the DMCC email list, posting of a flyer for the workshop on the City of Del Mar website, tabling at the Del Mar Foundation (DMF) Picnic at Powerhouse Park event, and through a newspaper article written by a SAB member and program participant. The September workshop, which occurred prior to the DMF event, had one attendee. This attendee had come into the Digital Den for open computer lab hours but remained for the presentation and left before going over SDG&E *My Account* features. The one attendee was interested in a Home Energy Audit but did not schedule at this time. The October workshop had zero attendees.

DMCC Workshop Results

The results for the Energy Savings Workshops can be summarized as:

- There were four (4) attendees to a total three (3) workshops.
- Three (3) Home Energy Audits were scheduled at the first workshop, none at the others.
- Those who were interested in utilizing the SDG&E *My Account* features scheduled Home Energy Audits and were shown the features during the audit.
- Promotion of the event through E-blast, which went to approximately 400 people⁸, asked potential participants to call a number and leave a voicemail to reserve a seat; there were no calls to this number regarding the workshops.

DMCC Grocery Bus

To further promote the HES program, a Rincon Outreach Coordinator volunteered for the DMCC Grocery Bus on Wednesday, October 23rd. The DMCC Grocery Bus is a free service that the DMCC offers older residents with low mobility, taking small groups to the grocery store on a weekly basis. The grocery bus allowed Rincon to have one-on-one time with each of the Grocery Bus participants, allowing time for discussion of the program's intent and the participants potential energy needs. This time was used to give context of the program within the CAP, and how small changes, such as replacing high-use lightbulbs with LED, can make a significant impact to energy consumption.

DMCC Grocery Bus Results

The group on October 23rd had four participants and two additional volunteers. Three of the participants were not interested in the program, indicating that they did not feel their energy use or bills were high enough for them to need energy efficiency upgrades. One of these three participants had already been contacted while tabling at the DMF Picnic at Powerhouse Park event, at which time they had indicated that their energy bill was very low. The remaining participant was interested in the program; however, they did not give out contact information and did not follow up about a Home Energy Audit. One of the volunteers for the Grocery Bus had attended the September

⁸ It is not known how many of those included on the E-blast are in the target audience.

Energy Savings Workshop and expressed interest in a Home Energy Audit, which was eventually scheduled and subsequently canceled.

The results for the DMCC Grocery Bus can be summarized as:

- Reached three (3) new target group members.
- This effort did not contribute any participants to the HES program.

DMCC Trailblazers

The DMCC Trailblazers is a group that meets bi-weekly at Zenergy Physical Therapy, on Camino Del Mar, to walk along the beach. A Rincon outreach coordinator met the group before the start of their walk on November 14th. Rincon distributed SDG&E giveaways (microfiber cloths and LED nightlights) and gave an overview of the program to the group, giving context within the CAP.

DMCC Trailblazers Results

There were four people in the DMCC Trailblazers group, three of which were Del Mar residents. Two of the Del Mar residents lived in the same household and seemed interested in the Home Energy Audits; however, they did not follow up to schedule one. One of the group members indicated that their views do not align with those laid out in the CAP, and that they do not care to make energy efficiency upgrades on the basis of pay-back periods for upgrades being too long.

The results for the DMCC Trailblazers can be summarized as:

- Reached three (3) new target group members.
- This effort did not contribute any participants to the HES program.

Results Summary for Small Group Events

The Small Group Event efforts reached a total of 24 target group members and allowed for discussion of the HES program's intent and benefits. Through these discussions, the HES program was able to better understand the challenges that the target group has with making energy efficiency upgrades. The types of challenges included:

- Understanding newer available technologies, such as LED lightbulbs and electric heat pumps.
- Concerns about pay-back periods being too long so that the returns would never be seen.
- The cost burden outweighs the environmental benefit of energy efficiency upgrades.
- Skepticism over why energy providers would encourage energy conservation (misunderstanding of how Investor Owned Utilities (IOUs) generate profit from energy sales).

3.1.2 Tabling at Events

The HES program was promoted through tabling at two separate community events. The first event, the DMF Picnic at Powerhouse Park on September 22nd, was identified in the beginning of the program as an event that may potentially have a higher turnout from members of the target group as compared to other community events. The second event, the Del Mar Farmer's Market on December 14th, was intended to promote the Home Energy Audits to the general public in the final weeks of the program in order to complete the remaining available audits. Two Rincon Outreach Coordinators attended the DMF Picnic, and one attended the Farmer's Market, where they distributed SDG&E giveaways (microfiber cloths and LED nightlights) and gave information on the HES program and energy efficiency upgrades.



Del Mar Foundation Picnic. Sept 22, 2019

DMF Picnic

The Del Mar Foundation (DMF) hosts an annual Picnic at Powerhouse Park, which is an outdoor event near the beach, with free food, activities and community group vendors. The HES program was at the event as part of the DMCC. It was expected that the DMCC table would have more foot traffic within the target group, and the DMCC could also help to promote the HES program. Rincon handed out the HES program informational materials and spoke with event attendees about their energy needs. Attendees who were interested in the HES program and Home Energy Audits were asked to write their information on a sign-up sheet.

DMF Picnic Results

The total of eight (8) people that were in the target group age range put their information on the sign-up sheet, six (6) of which were Del Mar residents. All of the people who provided their information were contacted through email and phone to deliver informational materials, and to schedule Home Energy Audits for the Del Mar residents. The results for the DMF Picnic at Powerhouse Park can be summarized as:

- Reached six (6) new target group members.
- Two (2) Home Energy Audits were scheduled directly from outreach at this event.
- A number of people spoken to had already installed solar at their homes (this number was not tracked).

Farmer's Market

The Del Mar Farmer's Market occurs every Saturday at the Del Mar Civic Center. This event was not originally included as an outreach effort to reach the target group; however, in the last month of the HES program there was remaining budget to open the HES program up to all Del Mar residents. The HES program presence at the Farmer's Market was promoted through the City of Del Mar website. Rincon handed out the HES program informational materials and spoke with event attendees about their energy needs. Attendees who were interested in the HES program and Home Energy Audits were asked to write their information on a sign-up sheet.

Farmer's Market Results

The majority of event attendees were not Del Mar residents, and few were in the target group age range. The results for the Del Mar Farmer's Market can be summarized as follows:

- A total of 36 people were asked if they were interested in the program.

- 11 were Del Mar residents.
 - Four (4) were in the target group but were not interested in the program.
- 25 were not Del Mar residents.
- Five (5) Del Mar residents stopped to talk about energy efficiency, all of which indicated they had already made sufficient energy efficiency upgrades.
 - One of these five came by, in response to the City of Del Mar event promotion, to talk about an HVAC issue with a newly built home; however, the issue was related to the noise of the HVAC system and beyond the ability for the program, or Rincon, to provide adequate assistance.
- No Home Energy Audits were scheduled as a result of the Farmer’s Market effort.

Results Summary for Tabling at Events

Tabling at community events gave the HES program exposure to a larger audience; however, the number of target group members attending these community events was low. The DMF Picnic proved to be somewhat effective for reaching the target group, which was expected by the City and DMCC. The interest received at this event was mostly the HES program’s connection with DMCC. The Farmer’s Market was expected to have a low turnout for older adults and Del Mar residents, which is why it was not originally intended as an outreach effort. Efforts for these events proved beneficial in giving out general information about SDG&E’s rebate and incentive programs and energy efficiency. Many of the Del Mar residents who came by the tables had already performed energy efficiency upgrades, including photovoltaic solar.



9th Street, Del Mar. December 13, 2019

3.1.3 Canvassing

Door-to-door canvassing was used to promote the HES program after initial efforts in Small Group Events, use of media and tabling at community events had not reached the desired targets for the program. Canvassing efforts were conducted over five days, during the daytime, by Rincon, with the target group focused efforts on

Del Mar Home Energy Savings Program

November 22nd, 25th and 26th. Canvassing opened towards all residents on December 12th and 13th. Initial efforts were targeted towards finding older homes that lacked visible energy efficiency upgrades, such as solar or electric vehicle chargers, as it was expected that these homes may have older occupants that could benefit from the HES program. Canvassing efforts that were conducted in December were open to all residents, as there was sufficient remaining budget for the HES program. When speaking with occupants, Rincon highlighted that this is a City of Del Mar program supporting the CAP, also mentioning connection with DMCC when relevant. Informational materials were also distributed to those who were interested.

Target Group Focused Efforts

Canvassing that was focused towards the target group occurred over the course of three days and covered the majority of the region of Del Mar that is east of Camino del Mar and south of Culebra and Zapo Street. Rincon produced a map, based on San Diego County Parcel data, showing the year-built attribute of each parcel in Del Mar (Attachment B). Rincon used this map to focus efforts towards homes built before 1990. In addition to knocking on doors, Rincon spoke with any older adults who were walking around the neighborhoods.

Day 1 Canvassing

On November 22nd Rincon implemented canvassing efforts in the southern portion of Del Mar, east of Camino Del Mar. This included: Nob Avenue, 7th Street, 8th Street, 9th Street and Hoska Drive. On this day, Rincon reached one person who was in the target group and interested in a Home Energy Audit; however, this person did not follow up to schedule an audit. Rincon also encountered a former President and Vice President of DMCC, who took informational materials and offered to help promote the HES program and give leads as to who may need the assistance.

Day 1 Canvassing Results

The results for the November 22nd canvassing efforts can be summarized as follows:

- Approached a total of 22 houses.
 - Five (5) people answered their doors but were not in the target group age range.
 - Three (3) people were in the target group.
 - One (1) person was interested in a Home Energy Audit but did not follow up.
 - One (1) person was not interested in the program but offered to help promote the program to anyone they encounter that could benefit from it.
 - One (1) person was the caregiver for someone who may benefit from the program but was not capable of making decisions.

Day 2 Canvassing

Canvassing efforts on November 25th covered the region east of Camino Del Mar, between Carolina Road and 10th Street. This included: Amphitheatre Drive, Cuchara Drive, Van Dyke Avenue, Via Alta, Umatilla Road, Kalamath Drive, and a portion of Crest Road. Similar to the prior day, Rincon staff encountered a current DMCC Board Member, who took informational materials and offered to help promote the HES program and give leads as to who may need the assistance.

Day 2 Canvassing Results

The results for the November 25th canvassing efforts can be summarized as follows:

- Approached a total of 18 houses.
 - Three (3) people answered their doors but were not in the target group age range.
 - Seven (7) people were in the target group.
 - Four (4) people were not interested in the program.
 - One (2) people were not interested in the program but offered to help promote the program to anyone they encounter that could benefit from it.
 - One (1) person was the caregiver for someone who may benefit from the program but was not capable of making decisions.

Day 3 Canvassing

Canvassing efforts on November 26th covered the region east of Camino Del Mar, between Serpentine Drive and 15th Street. This included: Avenida Primavera, Zuni Drive, Carolina Road, Luneta Drive, Serpentine Drive, and 15th Street, and a portion of Crest Road. Two people encountered seemed interested in the program, one being a DMCC founder. One person who was not in the target group age range was interested in the program and the rebates for solar, so informational flyers were given and home upgrades they had made were discussed.

Day 3 Canvassing Results

The results for the November 26th canvassing efforts can be summarized as follows:

- Approached a total of 20 houses were.
 - Two (2) people answered their doors but were not in the target group age range.
 - Six (6) people were in the target group.
 - Four (4) people were not interested in the program.
 - One (2) people were potentially interested in the program and a Home Energy Audits and took informational materials.

Non-focused Efforts

After the first three days of canvassing in November, the HES program was opened to the general public, as the expected targets had not been achieved and sufficient budget remained for additional outreach efforts. These non-focused efforts were done by Rincon, during the daytime, on December 12th and 13th. Similar to previous canvassing efforts, homes that showed clear evidence of solar installations and electric vehicle chargers were not targeted. The non-focused efforts did not use home age as a method for targeting and Rincon approached most homes.

Day 4 Canvassing

On December 12th, Rincon implemented canvassing efforts in the northern portion of Del Mar, in the area east of Camino Del Mar and north of Serpentine Drive, and the area west of Camino Del Mar between 18th Street and 21st Street. This included: Balboa Avenue, Luzon Avenue, David Way, Zapo Street, Gatun Street, Coast Boulevard, and Santa Fe Avenue. On this day, canvassing reached two people who were in the target group but were not interested in the program. One person who was not in the target group was interested in the program and scheduling a home audit, but later sent an email indicating they were no longer interested.

Day 4 Canvassing Results

The results for the December 12th canvassing efforts can be summarized as follows:

Del Mar Home Energy Savings Program

- Approached a total of 40 houses.
 - Twelve (12) people answered their doors but were not interested in the program.
 - Two (2) people were in the target group.
 - One (1) caregiver that took the informational materials for the program, to give to the family.

Day 5 Canvassing

On December 13th, Rincon implemented canvassing efforts in the southwestern portion of Del Mar, in the area west of Camino Del Mar, north of 6th Street and south of 14th Street. On this day, canvassing reached three members of the target group, one of which scheduled a Home Energy Audit.

Day 5 Canvassing Results

The results for the December 13th canvassing efforts can be summarized as follows:

- Approached a total of 40 houses.
 - Seven (7) people answered their doors but were not interested in the program.
 - Two (2) people were in the target group but were not interested in the program.
 - One (1) target group member was interested in the program and scheduled a Home Energy Audit.

Results Summary for Canvassing

Canvassing expanded the audience for the HES program; however, the efforts consumed significant time while securing only one Home Energy Audit. A downside to these efforts is that local solar contractors do door-to-door sales efforts, so many occupants perceived the program to be trying to sell solar panels. An additional hurdle to canvassing in Del Mar is the abundance of homes with gated entryways; thus, many homes were not approached and the potential for reaching target group members through these efforts was limited. One benefit of this method was that, even if a person was not in the target group, this provided opportunity to discuss the CAP and answer any related questions.

The total number of houses approached in the canvassing efforts was 140 over five days, which reached a total of 50 occupants, or 36 percent of the total houses approached. Of all the households approached, 21 of the occupants were target group members, or 15 percent of the total homes approached. Results for the canvassing efforts are summarized in Table 3 below.

Table 3 Summary of Door-to-door Canvassing Efforts

Focused/ Non-focused	Total Homes Approached	Target Group Members Reached	Non-Target Group Members reached	Home Energy Audits Scheduled
Target Group Focused Efforts	60	16	12	0
Non-focused Efforts	80	5	17	1
Total	140	21 (15%)	29 (21%)	1 (<1%)

3.1.4 Use of Media

The HES program utilized newspaper ads and articles in *The Sandpiper*, Del Mar’s free, local, monthly newspaper and the City of Del Mar website as promotion media. The June 2019 edition of *The Sandpiper* featured a short description of the program. In the September 2019 edition, a SAB member and program participant, Dolores Davies Jamison, wrote and published a 100-word article about the program, providing background for the program, its statewide and local CAP relevance, and giving an overview of the Home Energy Audits. Both newspaper features included the phone number where people could sign up for the HES program or receive more information. These publications are included in Attachment C. In addition to the newspaper promotion, the City of Del Mar hosted a page on their website dedicated to the HES program. This webpage gave an overview of the program and was used to promote events where the HES program would be promoted, including the DMF Picnic at Powerhouse Park, and the Energy Savings Workshops.

Results Summary for Use of Media

Metrics for the success of the HES program’s use of media was not tracked. However, the follow-up survey, described below, had one of the five respondents indicate that they heard of the program from the newspaper ad or article.

3.2 Home Energy Audits

The HES program strived to achieve actual reductions in energy use by helping people better understand how their home uses energy, what upgrades they can make to reduce their energy use, and how they can potentially pay for the upgrades. The HES program was budgeted to provide a total of fifteen no-cost Home Energy Audits. The Home Energy Audits utilized tools provided through SDG&E’s *My Account* customer web portal that allowed home occupants to view their energy use by multiple metrics, including, fuel, day/month/year, billing rate, and use sector (hot water, cooking lighting, etc.). By helping occupants complete the *My Account* home energy survey, they could create a customizable action plan that estimated how much money the occupant could save by making specific changes or upgrades. Depending on what actions the occupants found reasonable, SDG&E rebate and incentive programs that could help offset the cost of any upgrades, would then be recommended.

A total of seven Home Energy Audits were completed by Rincon for older adults in older homes. The audits were conducted based on the SDG&E *My Account* “detailed home energy

survey.”(Attachment D) This included obtaining basic information about the home (size, year built, square footage, etc.), performing an inventory of major appliances, performing an inventory of lighting, and assessing heating, cooling and water use patterns. Once collected, this information was entered into the “detailed home energy survey” on the SDG&E *My Account*, which then estimated how annual energy use was apportioned to the main use sectors of heating, cooling, hot water, lighting, cooking, refrigerator/freezer, and pool/spa. This information was then used by the SDG&E *My Account* to generate a personalized energy-savings action plan, which provided recommendations for users on what types of energy upgrades or actions can help them conserve energy, and information on the cost and pay-back period of these upgrades. This information, along with the experience of Rincon, was used to recommend reasonable actions and upgrades that could help occupants reduce their energy bills.



Results

Seven of the fifteen Home Energy Audits were completed for target group members living in older homes. Two of these Audits were completed without use of the SDG&E *My Account* features, as one participant did not own a computer and did not intend to ever use one, and the other participant’s computer malfunctioned mid-way through the Audit. No participants were interested in signing up for any of the SDG&E rebate and incentive programs at the time of the Audit, but all were interested in the discounted LED lighting offered by SDG&E at Dixieline Lumber in Solana Beach.

Methods for reducing energy use were recommended based on the SDG&E *My Account* output, and the Home Energy Audits also provided opportunity to gain insight into the challenges faced by older adults in older homes who may want to make energy upgrades. A concern among the majority of the participants was that since larger scale upgrades have longer payback periods, they may not see the financial benefits in their lifetime. There was also concern that when they no longer lived in their older homes, the home would be torn down and replaced with a new home, wasting any new appliances, windows or insulation that they install. In light of these challenges, many were interested in learning more about time-of-use billing and LED lighting, all of which are actions that have low- to no-cost and can have short-term financial benefits.

A follow-up survey was distributed to participants of the Home Energy Audits to determine if they resulted in any change in energy use. While direct actions cannot be attributed to the program at this time, these respondents are discussed in the complete results of the survey in Section 3.3.

3.3 Follow-up Survey

In the beginning of December 2019, a follow-up survey was distributed to all Home Energy Audit Participants and Del Mar residents who had provided their information at the DMF Picnic outreach event. The purpose of the survey was to gain insight into what types of upgrades and SDG&E rebate and incentive programs were most attractive to this target group, if the HES program had impacted any change in their energy use, and what challenges the target group faces in making energy efficiency upgrades. The survey was distributed to a total of twelve people, eleven by email with a link to the survey, and one by mail. There were five respondents, four by online survey and one by mail. The one survey was sent by mail because the HES program participant does not own a computer. The detailed survey responses and the survey questions are shown in Attachment E, with a summary of the results in Table 4.

FOLLOW-UP SURVEY RESULTS

The survey results indicate that the target group is more likely to make changes in energy use patterns and upgrades that will have short payback periods. The majority of respondents (60 percent) indicated that they are not likely to make energy efficiency upgrades due to the high initial cost, and the actions that they do intend to make are mostly lower cost (80 percent of respondents indicated they will replace their old lightbulbs with LED).

Of the five respondents, at least two are known to have participated in the Home Energy Audit. One of these respondents indicated that they intend to replace old lightbulbs with LED, reduce their thermostat temperature for heating, and install low-flow faucets and showerheads. This respondent also indicated that they intend to utilize SDG&E's Discounted LED Lighting and Instant In-Store Rebate programs to offset the cost of upgrades. The other respondent indicated that they intend to replace older lightbulbs with LED lighting, but do not intend to take advantage of any SDG&E programs.

The number of survey responses also show that this target group can be valuable for gaining insight into any future programs or efforts. The 42% response rate for program participants is promising for future efforts in the older adult target group.

Table 4 Summary of Survey Responses (Total number of respondents = 5)

Question	Response(s)					
		20%	40%	60%	80%	100%
How did you hear about the HES program?	Newspaper advertisement/article	█				
	Del Mar Community Connections	█				
	Del Mar Foundation Picnic	█	█			
	Other: Sustainability Advisory Board	█				
Have you participated in any of the SDG&E rebate and incentive programs?	Yes: Discounted LED lighting and instant in-store rebates	█				
	No: Income requirements were not applicable, savings are not worth the investment, not aware of the programs	█	█	█	█	
Please describe any actions or upgrades you made, or intend to make, to save energy in response to the HES program.	Replace old light bulbs with LED	█	█	█	█	
	Reduce thermostat temperature for heating	█	█			
	Weather-stripping/caulking	█				
	Service heating system	█				
	Install low-flow faucets/showerheads	█				
	Upgrade to energy-efficient appliances	█				
Why do energy efficiency upgrades not make sense for you and your home?	The initial cost is too high	█	█	█		
	I do not feel a need to reduce my energy use	█				
	I do not feel a need to make home upgrades	█	█			
Did you have an SDG&E online 'My Account' prior to participating in the HES program?	Yes	█	█	█		
	No	█	█			
Did features on the SDG&E 'My Account' help reduce your energy use?	Yes	█	█			
	No	█				
	Not applicable	█	█			
How aware are you of Del Mar's CAP and the associated goals?	Extremely aware	█				
	Not so aware	█				
	Not at all aware	█	█	█		
Please rate the effectiveness of the HES program in providing information regarding energy efficiency and energy savings.	Very effective	█				
	Somewhat effective	█	█	█		
	No response	█				

Note: One of the survey respondents does not own a computer; therefore, they do not have an SDG&E online 'My Account'

4 Lessons Learned

The HES program effectively reached at least 55 older adult Del Mar residents and resulted in the completion of seven (7) of the 15 originally scoped Home Energy Audits. Although the target for the Home Energy Audits was not met, the time and budget intended for the audits was reapportioned to additional outreach efforts and a thorough assessment of the HES program's results. Initial outreach efforts of Small Group Events and tabling at the DMF Picnic proved successful for reaching the target group; however, after the first few Small Group Events, outreach coordinators began encountering people who had already been reached. Additional Small Group Events from DMCC and DMF were identified for program promotion, including the DMCC Bridge Club and Sage Investments Group; however, these events were not attended as the majority of regular attendees are not Del Mar residents. While the use of media, including newspaper publications, may have reached the target group, there were no direct calls to the program phone number. Therefore, it is assumed that the newspaper publication did not directly cause participation in the program.

In the last two months of the HES program, targets for the number of Home Energy Audits were not being met, so door-to-door canvassing was employed to reach more target group members. The canvassing efforts were more time intensive than the previous small group efforts, and budget that was originally dedicated towards completing more Home Energy Audits was shifted to these further outreach efforts. The canvassing efforts effectively reached target group members, with 21 target group members reached after approaching 140 doors (15 percent success); however, this translated to only one additional program participant. In the last month of the HES program, efforts were again shifted to include all Del Mar residents, which effectively resulted in no additional program participants outside of the target group.

The Small Group Events and Home Energy Audits provided opportunity for valuable conversations with target group members, which highlighted the challenges this group faces when making energy efficiency upgrades. One significant challenge this group encounters is a lack of understanding on how newer technology can be much more energy efficient, such as how electric heat pump water heaters are more efficient than natural gas water heaters, and LED light bulbs use significantly less energy than incandescent bulbs. Another challenge was the concern that upgrades requiring a high initial investment might not pay off for this group, as they were unsure if they will see the energy savings cover their initial investments within their lifetime or the lifetime of their home. Many were concerned that they may not be able to live in their homes much longer, so any investment would be wasted as the homes were old and would likely be torn down upon their departure. Accordingly, HES program participants were most interested in the low-investment savings of LED lightbulbs and were intent on utilizing the SDG&E discounts offered locally. Nearly all of the program participants were well aware of SDG&E's time-of-use billing, and many were not impressed with the savings they were seeing after their efforts to conserve during peak billing hours.⁹ These were the most common themes encountered throughout implementation of the HES program.

An expected challenge for the HES program was that many in the target group would be hesitant to participate due to potential mistrust in the program's intentions. This was clear in early stages of the program, with many members of the target group voicing concerns that the program was an attempt to sell a product. Additionally, the program was asking for program participants to allow a

⁹ SDG&E uses a time-of-use billing structure for electricity consumption, where electricity is most expensive during peak use hours, between 4 and 9 PM, and is lowest over night and during early morning hours.

stranger into their home and potentially have access to sensitive information through their SDG&E *My Account*. This challenge was mitigated through the partnership with DMCC. Aligning with DMCC contributed to the credibility of the program and won trust within the target group, as many are confident that DMCC would only promote programs that have the best intentions for its community. The majority of successes in the HES program implementation can be directly attributed to this partnership. Although it was not utilized in the HES program, the Del Mar Rotary Club, which is another well respected community group, had offered to provide volunteers for any of the Home Energy Audits so that participants would feel more comfortable with the Home Energy Audit process.

Implementation of the Del Mar HES program provides insight for future energy efficiency programs targeting older adults on low- and fixed-incomes. The City has a higher median income, higher property values, and a lower population than most jurisdictions of San Diego County, so some the challenges and successes encountered with outreach efforts will be specific to Del Mar.¹⁰ Coordinating with established community groups for outreach efforts may also prove successful elsewhere; however, there still remains the challenge of reaching those who are not active within the larger older adult communities. This was apparent in Del Mar, where nearly 27 percent of Del Mar's population fits into the low and fixed-income or older adult groups, and only 55 people in this group were reached.¹¹ Canvassing efforts in the HES program were intended to bridge this gap but proved to be ineffective at gaining participation in the program.

Future Recommendations

Results of the HES program show that a community group-based approach can help reach older adults in a community, but those who are not as connected to the larger community and social groups will require additional effort. Utilizing relationships with trusted local community groups and leaders is key to gaining the trust of the target group and reaching those who are active in the community. A future approach that could prove effective is the utilization of social media to target the family members and neighbors of those who may need assistance. In light of the concerns encountered in the HES program that the higher investment energy efficiency upgrades may not pay-off for this group, it may be beneficial to focus future efforts towards low-cost upgrades, such as LED lightbulbs, and provide more information and education on how energy use habits can reduce energy consumption. As energy efficiency outreach efforts continue, the HES program can serve as a resource for others that are looking to focus their sustainability outreach towards older adults on low and fixed-incomes.

¹⁰ The 2017 City of Del Mar had an estimated population of 4,363 according to the U.S. Census Bureau.

¹¹ City of Del Mar. 2016. Del Mar Climate Action Plan *Social Equity*. <https://www.delmar.ca.us/699/Climate-Action-Plan>

Attachment A

Outreach Informational Materials

HES Rebate and Incentive Programs

City of Del Mar

SDG&E® ENERGY-EFFICIENCY REBATE AND INCENTIVE PROGRAMS



SDG&E® offers a variety of programs to their customers to help reduce energy consumption and reduce the cost of performing energy-efficiency upgrades to their homes.

Instant In-Store Rebates

sdge.com/rebates

Instant rebates are available for washers, water heaters and smart thermostats. A list of eligible products and participating retailers is available on sdge.com/rebates. If you bought one of the participating products this year and did not receive a rebate, you can still apply!



Energy Savings Assistance Program

sdge.com/esap | 1-866-597-0597 | 1-877-889-7343 for TDD/TTY



Whether you rent or own, income-qualified customers may be eligible to receive no-cost energy efficiency home improvements - like attic insulation, lighting, appliances, weatherstripping and water heater blankets. Visit sdge.com/esap or call 1.800.411.7343 to find out if you qualify. Check out more ways to save on sdge.com/assistance.

Solar Rebates & Incentives Programs

tinyurl.com/y2yz4rx5

The California Solar Initiative provides programs for rebates on qualified solar thermal systems for your home, with additional rebates for low-income households.



More information on the back side

Advanced Home Upgrade Program

tinyurl.com/y6l8eaff

Homeowners may qualify for incentives up to \$5,500 when approved home performance contractors install certain energy-efficiency upgrades. These costs vary but, on average, a comprehensive whole-house upgrade is around \$12,000, with an average rebate of around \$3,000.



AC Saver



sdge.com/ac saver | 1-800-850-1705

Enroll in the AC Saver program and earn an annual bill credit for each air conditioner when you allow SDG&E to cycle it off and on during select hot days. The program runs from April through October.

Residential Lighting Program

sdge.com/lighting

Various participating retailers around San Diego County offer discounted energy-efficient LED lamps. Those who qualify for the Energy Savings Assistance Program, described above, may receive new energy-efficient lighting at no cost. Visit the web address listed above for tips and resources to help you determine the best lighting options for your needs.



To learn more about energy efficiency, get help accessing your SDG&E® My Account online, or sign up for a no-cost in-home energy audit, call 858.793.6131.

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HES Frequently Asked Questions

City of Del Mar
**HOME ENERGY SAVINGS
FREQUENTLY ASKED QUESTIONS**



Why should I perform energy-efficiency upgrades to my home?

Using less energy means less energy needs to be generated which results in fewer greenhouse gas emissions and cleaner air. Energy-efficient home upgrades can help lower your energy bill, too.



What upgrades are best for my home?



This depends on the characteristics of your home, age of appliances, and energy-use patterns. Older homes may benefit from the installation of double-paned windows or attic insulation that help reduce heating and cooling costs. Appliances more than 15 years old can use up to double the energy of new Energy Star®-rated appliances.

How can I pay for energy-efficiency upgrades?

SDG&E® has energy solutions to help reduce your energy bill, such as in-store rebates and bill credits when you can conserve energy during high-demand days. Energy-efficient home upgrades can increase the value of your home and the investment may be offset by lower energy bills over time.

sdge.com/rebates



More information and instructions on the back side

How can I determine my energy use and find SDG&E® incentives?

Creating an online account with SDG&E® gives you access to features that help you identify ways to reduce your energy bill:

- 1 Using an internet browser, log on to myaccount.sdge.com.
- 2 Have your SDG&E® billing information handy to create an online account.
- 3 Once logged on, click on the **My Energy** tab to view your energy-usage patterns, get personalized energy-saving recommendations, and learn about energy-efficiency rebates and incentives.

Why would SDG&E® want me to reduce my bill?



SDG&E® does not profit from the sale of energy - the cost of power is a direct pass-through to the customer. Additionally, California directs all investor-owned utilities to support energy efficiency programs and rebates.

What is a smart thermostat?

Smart thermostats are digital thermostats that can be programmed to heat and cool your home according to your schedule, which can save you money by reducing the energy used for heating and cooling when your home is unoccupied. Some models have technology that can detect when you are home, and wireless internet capabilities that let you can control your thermostat from your smartphone.



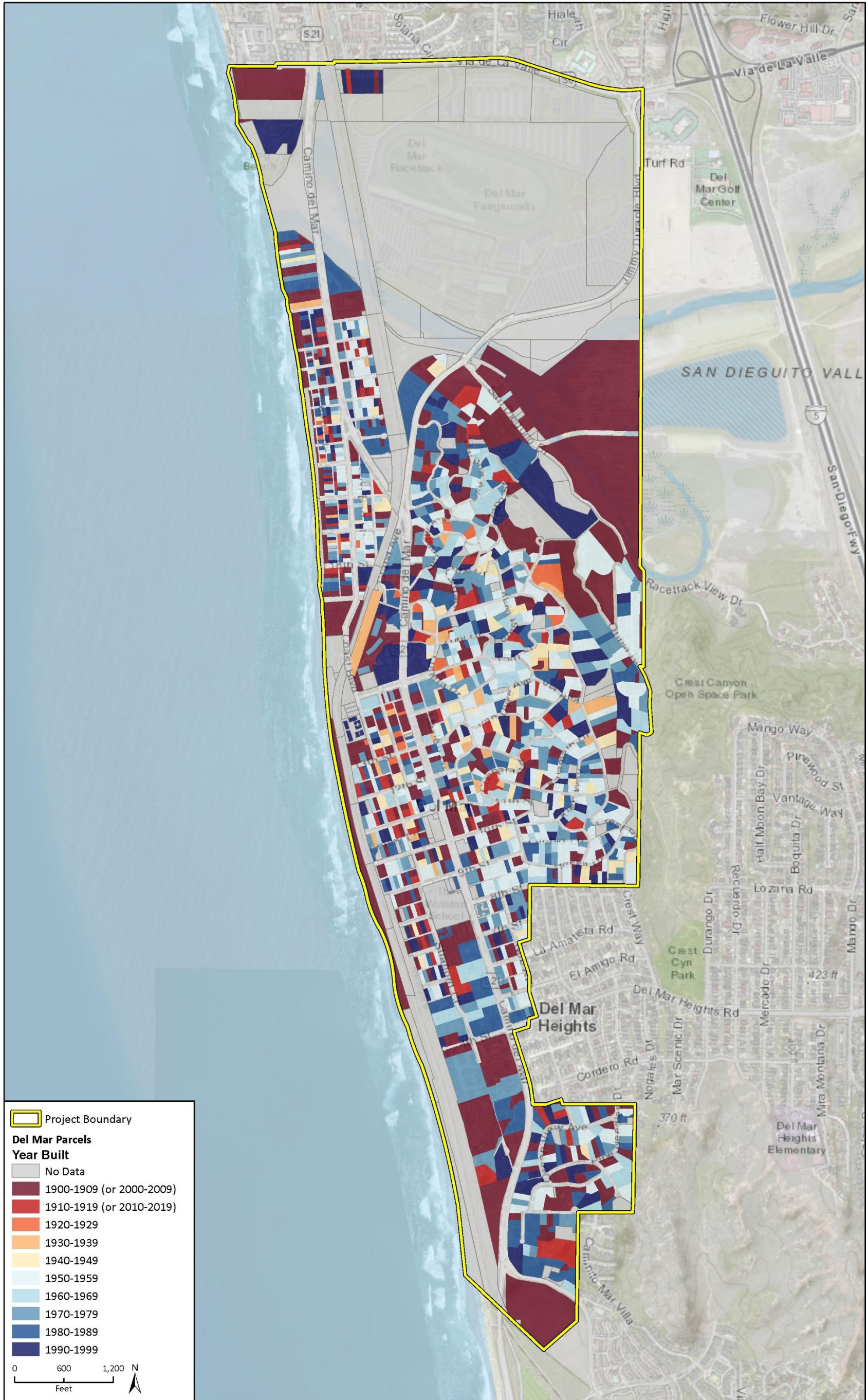
To learn more about energy efficiency, get help accessing your SDG&E® My Account online, or sign up for a no-cost in-home energy audit, call 858.793.6131.

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Attachment B

Del Mar Year Built Parcel Map



Imagery provided by Esri and its licensors © 2019.
 Additional data provided by San Diego County, 2019.

FigX Del Mar Year Built

Attachment C

Home Energy Audit Sheet

Newspaper Ad

THANKS, JO!

Jeff Barnouw | Amphitheatre Drive



Jo and Midge. Photo Jeff Barnouw.

Her friends and fans at DMCC, volunteers and beneficiaries alike, have to say goodbye to Jo Morgenthal. After three fine years as Program Director, she has accepted a new job as Director of Youth Engagement at Congregation Beth Am, the Conservative Synagogue on Del Mar Heights Road. It's on your left as

you drive to Trader Joe's.

She'll go on living in Little Italy, which must remind her of the Greenwich Village she grew up in. Her commute will stay the same in distance, but the hours will be better since she'll be working with kids K-to-12, mainly afternoons and weekends. She will be returning to her first passion as a professional, working with children. She came to DMCC after many years as a Camp Director in New York City and New Jersey.

Her B.S. in Applied Social Sciences from SUNY-Binghamton prepared her as an educator who now will be working with about 400 kids of all ages, but she's particularly looking forward to the leadership development program United Synagogue Youth, in which teens practice democracy.

She had been in San Diego before, as supervisor at the YMCA 2008-10 and Director of an overnight camp 2006-08, and was already planning to come back when the job with DMCC opened up. So it was a happy coincidence for her and for all those who have benefited from her presence here. She says she has been very happy to be part of such a program and group of people, where volunteering and helping others is so strong a shared impulse, and where those helped are so appreciative.

DMCC President Terry Kopanski spoke for us all, "We're a close-knit group and losing Jo is like losing a part of the family. During her three years as Program Director Jo brought a lot of energy, enthusiasm and leadership to our organization and a great deal of warmth and understanding to our Del Mar seniors. Jo will be missed by all of us at DMCC."

Her last day on the job is June 7. We'll give her a good sendoff. □

IN BRIEF

Guns Going

The state bill to ban sales of guns and ammunition at the Del Mar Fairgrounds is still under consideration in the legislature. It has a good chance of approval and signing by the Governor before the end of the session this summer.

On the Road

The North County Coastal Bike Share Pilot Program, approved by the City Council for a year-long term, is coming to Del Mar, joining neighboring cities Encinitas, Carlsbad, Oceanside and possibly Solana Beach.

Gotcha Ride, LLC will operate the program offering up to 75 rentable three-speed, "Electric-assist" bikes painted a bright teal. The technology-savvy bikes will have designated hubs where bikes can be picked up and returned. The goal is to place as many as 12 bike hubs around town with some on the Del Mar Fairgrounds. Gotcha will be responsible for round-the-clock support to keep the streets clutter free.

A Half % for Housing

The City Council gave direction for the final budget preparation to implement the remaining .5% voter approved TGT (hotel tax) and earmark the revenue to add to the city's housing fund. This signals a strong Council commitment to put serious money in play to help implement portions of the "5 in 22" strategy recommended by housing consultants. For decades the dwindling housing fund has been used to fund the rental assistance program for five to eight families. The hotel tax, paid by visitors, is estimated to yield about \$125,000 per year.

We've Got Water

The City Council held required public hearings and gave preliminary approval to proposed water and sewer rate increases; action on the clean water rate increase was deferred due to a ratemover challenge.

Free Energy?

The City of Del Mar has received an Emerging Cities Grant from San Diego Gas & Electric Company to distribute energy savings information, perform a limited number of in-home energy audits, and assist in applying for energy efficiency rebates/incentives. Del Mar Community Connections is assisting in reaching out to seniors with limited incomes who may qualify for free energy upgrades. Rincon Consultants is helping with the outreach efforts and in-home audits. The city has established a hotline for more information about the program; it is 858-793-6131. The grant ends December 21, 2019, so please don't wait to get involved.

STRB: Thirty-day Max?

The City Council approved a letter of support for a proposed bill in the state legislature that would set a 30-day maximum for short term rentals in the San Diego County coastal zone, which includes Del Mar. More restrictive requirements such as Del Mar's 28-day maximum would be allowed. The bill, which has passed the Assembly, must pass the Senate and be signed by the Governor to become law.

Newspaper Article

CUT YOUR WATTS

Dolores Davies Jarrison | Crest Road

Del Mar, under the auspices of the City's Sustainability Advisory Board (SAB), recently launched a new energy savings program targeting seniors—particularly those on fixed incomes who reside in older, less energy-efficient homes. The program, funded by a grant from SDG&E, helps seniors not well-versed in computer use to complete SDG&E's online energy audit.

"California requires SDG&E to support energy-efficiency programs and rebates to meet the state's energy and climate goals," said Andrew Beecher, who is managing Del Mar's program. "This outreach program allows SDG&E to help residents increase their energy savings and reduce their carbon footprint. We are offering Del Mar residents a no-cost energy audit that will give them a personalized action plan to reduce their energy usage."

According to Beecher, an environmental planner with Rincon Consultants, the program is funded to cover extensive in-person energy audits for 15 residents. Beecher, who has now completed three home audits, is working in consultation with Don Mosier, who advises the City on sustainability projects, and serves on the board of Del Mar Community Connections (DMCC), which supports the city's senior population.

"This is an excellent opportunity for members of Del Mar's senior community to get the detailed data they need to achieve real energy savings," said Mosier, who helped to get the program launched. "It also helps Del Mar inch closer to the social equity goal of the City's Climate Action Plan."

Those signing up for the audit receive a 3-4 hour home visit from Beecher, who will complete an energy survey for the resident's household after assessing and analyzing their energy use. The audit breaks down energy use by hot water, refrigerator/freezer, lighting, cooking, and heating and cooling systems, as well as a category for "other." This breakdown helps to identify the most high-energy expenditures, such as old appliances, air conditioning systems and pools.

After the audit is completed, Beecher guides residents in choosing an action plan, which includes a variety of cost-saving recommendations reflecting the resident's priorities and budget. Recommendations can range from low-cost measures like turning off computers at night and using LED bulbs in high-use lamps, to more costly options like replacing an old washing machine or dryer and installing solar energy panels.

Residents interested in taking advantage of the program are encouraged to attend one of the upcoming workshops. Beecher will discuss the program's benefits and its process, and enroll interested residents. The workshops will be held on September 19 and October 4, at 2 p.m. at the DMCC, located at 225 9th St. in Del Mar. Beecher will also →

FARMERS MARKET

Farmer Couple

Leslie Robson | Lois Lane



Norma Lopez. Photo Leslie Robson.

Norma and Ruben Lopez love what they do. With sustainability as their mantra and a great appreciation for what well cared for soil can do for produce, the couple have been farming on 15 leased acres in Valley Center for four years. Behneman Farm, originally 100 acres, was owned by Norma's side of the family since 1971. Norma worked with her aunt at farmer's markets for years prior to beginning her own farm with her husband.

The young couple began farming by working the land with a trial-and-error outlook, visiting other farms and letting successes and failures inform their decisions about what

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have a table at the Del Mar Foundation's annual summer picnic at Powerhouse Park on September 22.

While the program is targeted to assist Del Mar seniors on fixed incomes, there are no specific age or income requirements. Those interested in signing up or learning more can contact the City of Del Mar at (858) 793-6131. □

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Attachment D

Home Energy Audit Sheet

Home Energy Audit Sheet

Home Energy Saving Program
 In-Home Energy Audit Sheet

1

My Home					
Home Type:	_____		Rent / Own _____		
Bedrooms:	_____		Bathrooms: _____		
Attic:	Yes	No	Basement: Yes No		
Home Size:	_____ sq ft		Year Built: _____		
Levels:	_____		# in household: _____ occupants		
Fuels:	Electric	Gas	Oil	Propane	Solar
Daytime Occupancy:	Yes	No			
Major Appliances					
Refrigerator	Side-by-side	Bottom Freezer	Top Freezer	Single Door	
Age:	< 5 years	5-9 years	10-15 years	> 15 years	
Size (cu ft):	Portable (< 13)	Small (13-16)	Average (17-21)	Large (22-24)	Extra Large (> 24)
Location:	Kitchen		Garage	Other	
Moisture Control Switch:	Yes	No	Through-door Ice Maker: Yes No		
2nd Refrigerator	Side-by-side	Bottom Freezer	Top Freezer	Single Door	
Age:	< 5 years	5-9 years	10-15 years	> 15 years	
Size (cu ft):	Portable (< 13)	Small (13-16)	Average (17-21)	Large (22-24)	Extra Large (> 24)
Location:	Kitchen		Garage	Other	
Moisture Control Switch:	Yes	No	Through-door Ice Maker: Yes No		
Clothes Washer	Top Loading	Front Loading	# Loads per week: _____		
Model Size:	Standard	Compact	Extra Large		
Cycle Temp: Wash/Rinse	Hot/Hot	Warm/Warm	Cold/Cold		
Age:	< 5 years	5-9 years	10-15 years	> 15 years	
Load Setting:	Large	Medium	Small		
Clothes Dryer	Electric	Gas	Propane		
Age:	< 5 years	5-9 years	10-15 years	> 15 years	
# Loads per week:	_____		Automatic Shut-off: Yes No		
Model Size:	Standard	Compact	Extra Large		
Oven	Gas	Electric	Propane		
Cooktop	Gas	Electric	Propane		
Dishwasher	Standard	Compact	# Loads per week: _____		
Age:	< 5 years	5-9 years	10-15 years	> 15 years	
Cycle:	Regular	Light	Heavy		
Freezer	Chest		Upright		
Size (cu ft):	Portable (< 13)	Small (13-16)	Average (17-21)	Large (22-24)	Extra Large (> 24)
Location:	Kitchen		Garage	Other	Frost free: Yes No
Heating and Cooling					
Heating System	Fuel (select one)		Type (select one)		
	Electric	Baseboard Resistance	Forced Air Furnace	Air Source Heat Pump	Ground Source Heat Pump
	Gas/ Oil/ Propane	Forced Air Furnace	Water Boiler	Steam Boiler	
	Wood	Wood Heating System			
Age:	< 5 years	5-9 years	10-15 years	> 15 years	
Maintenance/ Filter Replace:	Regularly	Occasionally	Rarely		
Efficiency:	Standard	High Efficiency		# of Zones: _____	
Ignition:	Electronic	Gas Pilot	Programmable Thermostat: Yes No		
Living Area:	Daytime Use		Evening Use		Overnight Use
	Yes	No	Yes	No	Yes No
	Regular Temp Setting _____ °F		Regular Temp Setting _____ °F		Regular Temp Setting _____ °F
Sleeping Area:	Daytime Use		Evening Use		Overnight Use
	Yes	No	Yes	No	Yes No
	Regular Temp Setting _____ °F		Regular Temp Setting _____ °F		Regular Temp Setting _____ °F
Cooling System	Central A/C:	Split System	Central A/C & Evaporative	Air Source Heat Pump	Ground Source Heat Pump

Rincon Consultants, Inc.

**Home Energy Saving Program
In-Home Energy Audit Sheet**

	<u>Non-central A/C:</u>		Mini-split	Evaporative	
Age:	< 5 years		5-9 years	10-15 years	> 15 years
Maintenance:	Regularly		Occasionally	Rarely	
Efficiency:	Standard		High Efficiency		
Living Area:	Daytime Use		Evening Use		Overnight Use
	Yes	No	Yes	No	Yes
	Regular Temp Setting _____ °F		Regular Temp Setting _____ °F		Regular Temp Setting _____ °F
Sleeping Area:	Daytime Use		Evening Use		Overnight Use
	Yes	No	Yes	No	Yes
	Regular Temp Setting _____ °F		Regular Temp Setting _____ °F		Regular Temp Setting _____ °F
Fireplace	Wood		Gas	Propane	
	Usage: Regularly		Sometimes	Rarely	Never
Ceiling Fan	# of fans: _____				
Usage:	Regularly		Sometimes	Rarely	Never
Lighting and Home Electronics					
Lighting	Usage: Low Medium High				
# Incandescent bulbs:	# CFL bulbs:		# LED Bulbs:		# Halogen/ Neon/ Hydrogen:
TVs	Rear Projection HDTV: _____ Large (>30"): _____				
	Total :	Small Flat Panel:	Large Flat Panel:		
Computers	Count: _____	# of hours used: _____ /wk			# Left On: _____
Insulation and Windows					
Attic Insulation	Under 3"	3-6"	6-9"	9-12"	<12"
Wall Insulation	A lot	Some	None		
Windows	# Storm Windows _____		# Double Glazed Windows: _____		
Water					
Water Heater	Gas	Electric	Oil	Propane	Wood
System:	Conventional	Demand	Heat Pump	Tankless	Indirect
Age:	< 5 years		5-9 years	10-15 years	> 15 years
Size (Gallons):	< 30		30-49	50-69	70-90
Efficiency:	Standard		High Efficiency		
Temperature Setting:	< 120		120-130	130-140	140-150
Insulation Blanket:	Yes	No	Timer: Yes No		
Shower	Very Low Flow	Low Flow	Normal Flow	High Flow	
# Weekly Showers Taken:	_____	Shower Length: _____ mins			
# Leaky Showerheads:	_____	# Weekly Baths: _____			
Lawn	Size: _____ sq ft				
Watering Method:	Hose	Hose-end Sprinkler	In-ground Sprinkler		
Watering Cycles:	Summer: Cycles: _____ /wk		Minutes: _____		
	Fall: Cycles: _____ /wk		Minutes: _____		
	Winter: Cycles: _____ /wk		Minutes: _____		
Pool	Heater: Yes	No	Temperature: _____		
Hot Tub	Electric/ Gas	Months Heated: _____		Temperature: _____	
Leaking Faucets	Count: _____			Leak Rate: _____	
Leaking Toilets	Count: _____			Year Installed: _____	
Garden	Size: _____ sq ft				
Watering Method:	Hose	Hose-end Sprinkler	In-ground Sprinkler		
Watering Cycles:	Summer: Cycles: _____ /wk		Minutes: _____		
	Fall: Cycles: _____ /wk		Minutes: _____		
	Winter: Cycles: _____ /wk		Minutes: _____		
Other Appliances					

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Attachment E

Survey Responses

Survey Response 1

How did you hear about Del Mar's Home Energy Savings Program?

Del Mar Foundation Picnic

Have you participated in any of the San Diego Gas and Electric (SDG&E) rebate and incentive programs?

No

If you did participate in a SDG&E rebate and incentive program, which programs did you use? Select all that apply.

Respondent skipped this question

If you did not utilize any SDG&E rebate and incentive programs, are there any specific reasons why? Select all that apply.

Income requirements were not applicable

Please describe any actions or upgrades you made, or intend to make, to save energy in response to this program.

Respondent skipped this question

Why do energy-efficiency upgrades (i.e. replace old appliances, upgrade windows, etc.) not make sense for you and your home?

The initial cost is too high

Did you have an SDG&E online 'My Account' before participating in this program?

Yes

Did features on the SDG&E 'My Account' help you reduce your energy use?

No

How aware are you of Del Mar's Climate Action Plan and the associated goals?

Not at all aware

How would you rate the effectiveness of the program in helping you get information regarding energy-efficiency and energy savings? Please provide comments on the program as well.

Somewhat effective

Survey Response 2

How did you hear about Del Mar's Home Energy Savings Program?

Sustainability Advisory Board

Have you participated in any of the San Diego Gas and Electric (SDG&E) rebate and incentive programs?

Yes

If you did participate in a SDG&E rebate and incentive program, which programs did you use? Select all that apply.

Discounted LED Lighting; Instant In-Store Rebates

If you did not utilize any SDG&E rebate and incentive programs, are there any specific reasons why? Select all that apply.

Respondent skipped this question

Please describe any actions or upgrades you made, or intend to make, to save energy in response to this program.

Replace old light bulbs with LED; Reduce thermostat temperature for heating; Install low-flow faucets/showerheads; Upgrade to energy efficient appliances

Why do energy-efficiency upgrades (i.e. replace old appliances, upgrade windows, etc.) not make sense for you and your home?

Respondent skipped this question

Did you have an SDG&E online 'My Account' before participating in this program?

Yes

Did features on the SDG&E 'My Account' help you reduce your energy use?

Yes

How aware are you of Del Mar's Climate Action Plan and the associated goals?

Extremely aware

How would you rate the effectiveness of the program in helping you get information regarding energy-efficiency and energy savings? Please provide comments on the program as well.

Very effective

Survey Response 3

How did you hear about Del Mar's Home Energy Savings Program?

Del Mar Community Connections

Have you participated in any of the San Diego Gas and Electric (SDG&E) rebate and incentive programs?

No

If you did participate in a SDG&E rebate and incentive program, which programs did you use? Select all that apply.

I did not use any of these programs, because: they were not needed

If you did not utilize any SDG&E rebate and incentive programs, are there any specific reasons why? Select all that apply.

Savings are not worth the investment

Please describe any actions or upgrades you made, or intend to make, to save energy in response to this program.

Replace old light bulbs with LED; Service heating system

Why do energy-efficiency upgrades (i.e. replace old appliances, upgrade windows, etc.) not make sense for you and your home?

I do not feel a need to make home upgrades

Did you have an SDG&E online 'My Account' before participating in this program?

Yes

Did features on the SDG&E 'My Account' help you reduce your energy use?

Not applicable

How aware are you of Del Mar's Climate Action Plan and the associated goals?

Not so aware

How would you rate the effectiveness of the program in helping you get information regarding energy-efficiency and energy savings? Please provide comments on the program as well.

Somewhat effective

Survey Response 4

How did you hear about Del Mar's Home Energy Savings Program?

Newspaper Ad/Article

Have you participated in any of the San Diego Gas and Electric (SDG&E) rebate and incentive programs?

No

If you did participate in a SDG&E rebate and incentive program, which programs did you use? Select all that apply.

Respondent skipped this question

If you did not utilize any SDG&E rebate and incentive programs, are there any specific reasons why? Select all that apply.

Income requirements were not applicable

Please describe any actions or upgrades you made, or intend to make, to save energy in response to this program.

Replace old light bulbs with LED; Reduce thermostat temperature for heating; Weather-stripping/caulking

Why do energy-efficiency upgrades (i.e. replace old appliances, upgrade windows, etc.) not make sense for you and your home?

The initial cost is too high

Did you have an SDG&E online 'My Account' before participating in this program?

Yes

Did features on the SDG&E 'My Account' help you reduce your energy use?

Yes

How aware are you of Del Mar's Climate Action Plan and the associated goals?

Not at all aware

How would you rate the effectiveness of the program in helping you get information regarding energy-efficiency and energy savings? Please provide comments on the program as well.

Somewhat effective

Survey Response 5

How did you hear about Del Mar's Home Energy Savings Program?

Del Mar Foundation Picnic

Have you participated in any of the San Diego Gas and Electric (SDG&E) rebate and incentive programs?

No

If you did participate in a SDG&E rebate and incentive program, which programs did you use? Select all that apply.

I did not use any of these programs, because: I did not know they existed

If you did not utilize any SDG&E rebate and incentive programs, are there any specific reasons why? Select all that apply.

Respondent skipped this question

Please describe any actions or upgrades you made, or intend to make, to save energy in response to this program.

Replace old light bulbs with LED

Why do energy-efficiency upgrades (i.e. replace old appliances, upgrade windows, etc.) not make sense for you and your home?

*I do not feel a need to reduce my energy use, I do not feel a need to make home upgrades;
Other: I am old and on a budget*

Did you have an SDG&E online 'My Account' before participating in this program?

No

Did features on the SDG&E 'My Account' help you reduce your energy use?

Not Applicable

How aware are you of Del Mar's Climate Action Plan and the associated goals?

Not at all aware

How would you rate the effectiveness of the program in helping you get information regarding energy-efficiency and energy savings? Please provide comments on the program as well.

Respondent skipped this question