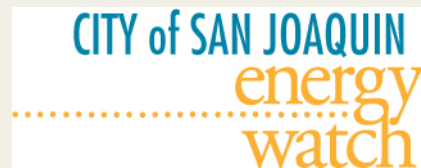


A How-To Guide for small,
hard-to-reach communities.

San Joaquin Local Government Partnership



This program is funded by California utility customers and administered by PG&E under the auspices of the California Public Utilities Commission. "PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. © 2012 Pacific Gas and Electric Company. All rights reserved.



City of San Joaquin

...the little City that could

The City of San Joaquin is located on the Westside of Fresno County within one square mile. The City is within close proximity to Interstate 5 , Highways 99 and 145 , and Highway 41.

General demographics*:

- Population: 4,065
- Unemployment rate: 38.2%
- Residents Ages 0-19: 44.5%
- Hispanic population: 95.6%
- Median Household Income: \$24, 934
(23rd out of 475 California cities)



*all information taken from <http://factfinder2.census.gov>, <http://www.edd.ca.gov/unemployment/>.



City of San Joaquin

green vision

The City Council promotes and strives to be the model of an environmentally conscious and environmentally active rural community by collaborating regionally and with local and state entities.

San Joaquin *green vision*

The City of San Joaquin will promote environmental sustainability by participating in and implementing innovative programs and policies that aim to decrease energy and natural gas usage, reduce greenhouse gas emissions, and increase quality of life for San Joaquin residents.

The City will work to achieve the following:

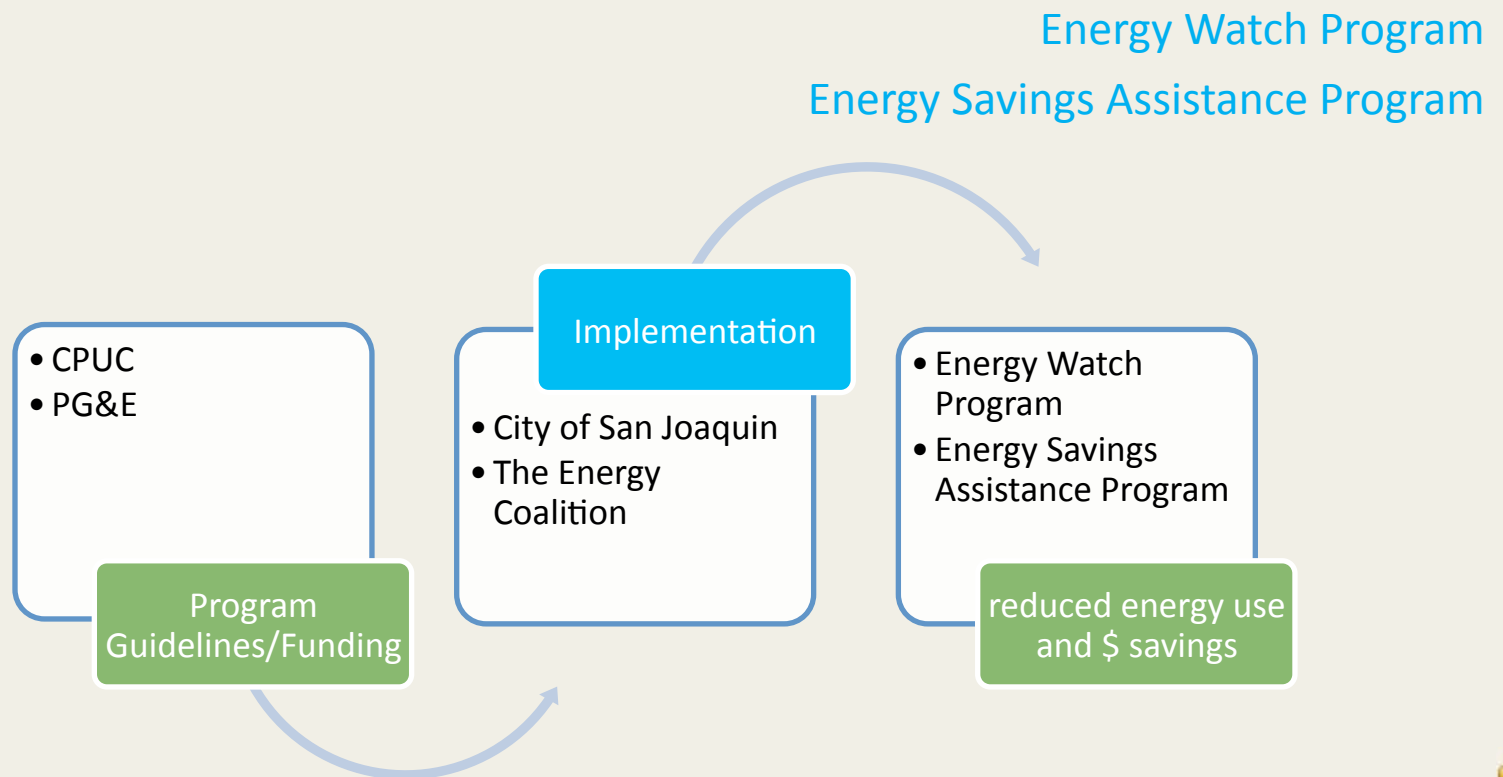
- Reduced energy use
- Reduced natural gas use
- Increased production of renewable energy
- Sustainable development
- Green building
- Responsible water use
- Zero waste
- Increased walking and biking trails
- Native landscaping
- LED streetlights



City of San Joaquin

Local Government Partnership

With the support of the Energy Coalition, the City entered into a California Public Utilities Commission (CPUC) approved Local Government Partnership (LGP) with the Pacific Gas & Electric Company (PG&E) in 2009 and together it manages and implements two energy efficiency programs:



City of San Joaquin

Energy Watch Program

Pacific Gas and Electric Company (PG&E), the City of San Joaquin and The Energy Coalition worked together on the San Joaquin Energy Watch Program (SJEWP).

Funded by the Public Goods Charge (PGC), the SJEWP provides free energy education and energy upgrades for qualified small businesses in San Joaquin.

The SJEWP also provided free energy upgrades for City-owned facilities. To date, all 7 City facilities are enrolled in the Program.

The City also worked closely with PGE to ensure both of its expansion projects; the public works building and the wastewater treatment plant incorporated energy efficiency items into their designs; saving air conditioners, lights, pumps, motors, etc.



City of San Joaquin

Energy Watch Program Achievements

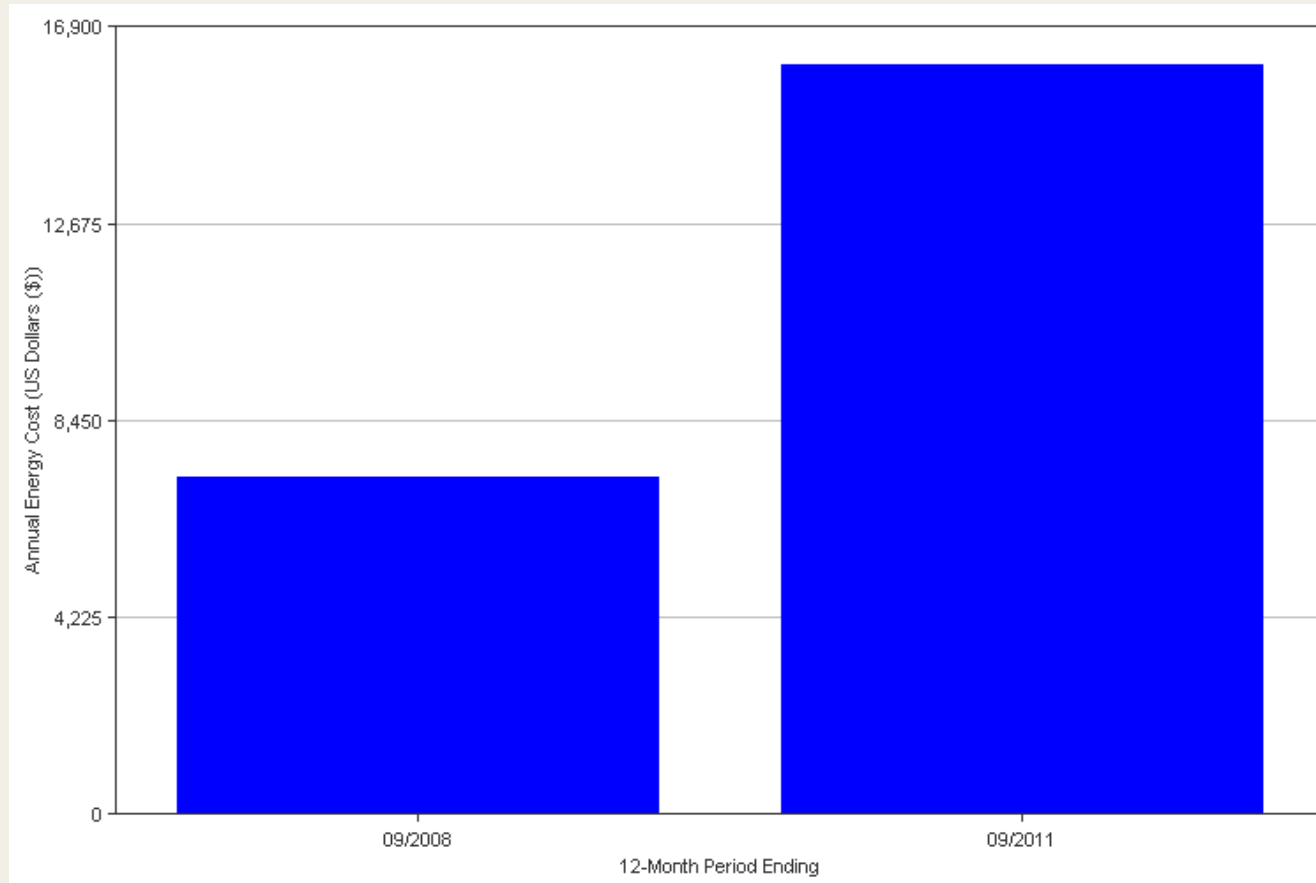
Significant Achievements during 2010-2012:

*All City Facilities enrolled in the Energy Watch Program
Estimated kWh savings/year:*

Facilities	Estimated Total kWh/year
City Hall	2,939 kWh
Veterans of Foreign War Hall	3,179 kWh
Daycare	11,198 kWh
Senior/Learning Center	493 kWh
Community Center	680 kWh
Public Works Yard	542 kWh



Annual Energy Cost for Wastewater Treatment Plant



San Joaquin is exploring solar to offset expected increases in energy cost due to the expansion project that doubled the plant's capacity.



99% small-business enrolled

Number of Businesses	Total Annual \$ savings	Total kWh savings
36	\$57,822.41	345,854.88



City of San Joaquin

Best ways to achieve savings

1. Promote the benefits of the program directly to small business owners
2. Incorporate EW and ESAP materials into City service application process
3. Benchmark City-owned facilities to identify highest energy use
4. Prioritize City buildings for potential energy upgrades
5. Identify groups of City buildings to enroll in program
6. Work with Direct Install contractor to achieve additional savings through lighting upgrades



City of San Joaquin

greening the next generation

PEAK

Energy Watch Program goal: the City and the Energy Coalition will introduce PEAK into the Golden Plains Unified School District.

PEAK is a comprehensive educational program that empowers elementary and middle school students to manage energy use in their homes, schools, and communities. Through hands-on learning, students are inspired to pursue green careers and take action to create a sustainable community and world.



The City is also in collaboration with University of California Davis to explore additional grant opportunities that to address issues like water conservation and specific needs of a Spanish-speaking community.



City of San Joaquin

Strategic Planning Goals

The California Public Utilities Commission (CPUC) incorporated Strategic Plan Initiatives in the California Long-Term Energy Efficiency Plan in the 2008-2011 Local Government Partnership contracts.

The City identified and selected Strategic Plan Goals that would have the most effect in the City:

Goal 2 – Strong support from local governments for energy code compliance enforcement.

- Improve processes resulting in increased code compliance

Goal 3 – Local governments lead by example with their own facilities and energy usage practices.

- Develop a program to track municipal energy usage
- Develop an Energy Assurance Plans (EAPs) and adopt projects and actions to address city energy service vulnerabilities; with the goal of becoming more resilient to energy disruption.
- Adopt an Energy or Climate Action Plan for municipal operations

Goal 4 – Local governments lead their communities with innovative programs for energy efficiency, sustainability, and climate change.

- Adopt a Climate Action Plan, Energy Action Plan, or incorporate energy efficiency language into another policy document.



City of San Joaquin

Strong support from local governments--Goal 2

1. Increase knowledge of building codes among City Staff.
2. Energy Program Manager and Building Code Official work together to develop ways to increase code compliance in the City.
3. Make sure Building Code Official understands SP Goals.
4. Collaboration between Building Code Official, Energy Program Manager, City Manager, and City Attorney is key.

Mayor Amarpreet Dhaliwal
Mayor Pro Tem Julia Hernandez
Councilmembers: Betty Vallejo,
Mary Helen Reynaga and Abel Lua



City of San Joaquin

Local governments lead by example --Goal 3

Benchmark City energy use using Energy Star Portfolio Manager

Focus on facilities that use the most energy:

Using EPA's Portfolio Manager to manage the energy performance of properties allowed the City to identify opportunities for energy savings.

Think outside the box! Portfolio Manager can be used to manage the energy performance of water pumps and streetlights.

1. Benchmark City-owned facilities
2. Develop benchmarking policies
 - On-going monitoring
 - Identify highest energy users/abnormalities and conduct energy audits
 - Identify rebates/incentives and conduct cost analysis for energy upgrades
 - Create “green competitions” to encourage energy use reductions
 - Create recognition system using window decals
 - Plug load monitoring
3. Adopt resolution showcasing City’s efforts and policies



City of San Joaquin

Local governments lead innovative programs --Goal 4

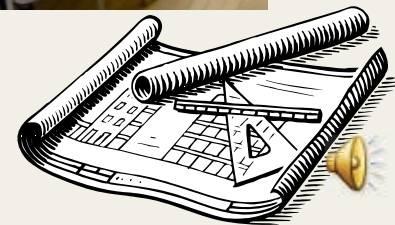
The City worked with Cal Poly 's Regional Planning Masters students to complete a Community Plan that will be used to update the City's General Plan.

The students hosted a number of community workshops and worked closely with City staff and consultants to gather valuable information used to develop a comprehensive General Plan update.

The Plan incorporates many environmentally sensitive and progressive goals including:

- Green housing
- Energy conservation
- Water conservation
- Increased bike and walking paths
- Increased renewable energy production and purchasing
- Increased park space

City 's General Plan update is in process.



City of San Joaquin

Local governments lead innovative programs --Goal 4

ICLEI-Local Governments for Sustainability

San Joaquin strives to implement innovative programs for energy efficiency, sustainability, and climate change.

- Joined as an ICLEI Member
- Attend greenhouse gas (GHG) government operations and community-wide inventory trainings, CACP, and report generating trainings
- Work with PG&E, ICLEI, and the City of Fresno to complete additional inventories to compare to baseline
- Identify CAP funding sources; work with ICLEI and other regional organizations to develop Climate Action Plan –2012/2013



City of San Joaquin

Sustainable Development

The City strives to develop and implement **sustainable** design guidelines for future development in the City.

Opportunity: 19 vacant, City-controlled lots

City worked with CalPoly to develop sustainable design guidelines used as the basis for a CDBG Planning and Technical Assistance Grant to further develop this project. City was awarded the grant in October 2011.



Guidelines include an emphasis on the following:

- Low-density
- Single-family
- Courtyard shaped
- Permeable pavers
- Xeriscape
- Pedestrian/bike paths
- Solar systems
- Recycled cement blocks
- Energy efficient fixtures
- Low-flow fixtures
- Community gardening opportunities



City of San Joaquin

Energy Savings Assistance Program

The Energy Savings Assistance Program (ESAP) provides no-cost weatherization services to eligible low-income households. This “Pilot” program was necessary to address the barriers associated with reaching eligible customers in rural, hard-to-reach, Spanish-speaking communities.

Barriers include:

- Reluctance to accept outsiders and unfamiliar companies
- Lack of knowledge about energy-efficiency and available programs
- Fear of increased costs and scam schemes

The education component focused on unique and creative marketing ideas and educational opportunities aimed at enrolling and educating the greatest number of City residents and residents from nearby communities.



City of San Joaquin

Education through Marketing Efforts



Combining education with marketing ensures consistent messaging and best use of Partnership dollars.

Radio Campaign

- Developed 4 week paid spot campaign with 5 months of PSAs and 4 visits to Farmers' Market
- Spanish-language radio station popular with City residents
- Marketed both Programs and water schedule to promote water conservation

Bookmarks and Dishwasher Magnets

- Spanish-English bookmarks and magnets for kids with Program facts and energy savings tips

Webpage

- Leveraged Program dollars to develop Partnership webpage explaining Partnership resources

LED Christmas Light Exchange

- Free LED light exchange by combining program dollars; developed poster, marketed over the City phone system and sponsored a Xmas Display contest.



City of San Joaquin

Educational Outreach

Educational Outreach includes:

- Role of City Employees

Tag-team with program contractor to lend support and demonstrate city endorsed program

- Scheduled Workshops

City hosted educational workshop with Direct Install Contractor—showed residents energy efficiency measures, provided opportunity to sign-up for program, and answered questions

- Hosting Community Events

Set up educational booth at the Farmer's Market; distributed flyers at Feeding Kitchen

- Interaction with City Elementary School and nearby High School

Distributed educational materials, bookmarks, and magnets to Elementary School; worked with high school students to distribute door hangers throughout the City

- Informational displays

Provided educational materials including: flyers, magnets, bookmarks to well-visited facilities in the City

- Energy Efficiency Survey

Conducted survey before ESAP implementation and after to measure effectiveness of Program and strategies

- Phone system

Used City phone system to distribute messages about the Programs in English and Spanish



City of San Joaquin

Video

In 2011, the City worked with a local video producer, Program Direct Install Contractor, and City elected officials to develop a Spanish-language informational video.

Why is the video important?

- Elected officials lend credibility to the program
- Provides a visual understanding of program
- Identifies Direct Install Contractor
- Can see what takes place in their home
-

The video was prepared and edited by:

MotionMaker Studios, Andrew Toschi (Fresno)

Alex Porteshawver

Cruz Ramos

Mayor Amarpreet Dhaliwal

Mayor Pro Tem Julia Hernandez

The Energy Coalition

PG&E



City of San Joaquin

green jobs

The City and the region have high unemployment.

City	Unemployment Rate (%)
San Joaquin	38.2
Tranquility	19.3
Helm	18.4
Cantua Creek	19.8

The City works to promote green job creation:

- Energy Savings Assistance Program – hired a local individual to serve as an energy specialist/installer for the ESAP direct install contractor
- Solar Development – working with solar developers to ensure workers are hired locally; working with GRID Alternatives to host training session and provide installation experience (March 2012)
- Worked with City of Fresno to bring a Building Performance Institute (BPI) training to San Joaquin



City of San Joaquin

Direct Install

Work with a local contractor!

The City worked with a local contractor with experience doing outreach and installations in small, hard-to-reach communities.

Keys to success:

- Education and local endorsement
- Energy Specialists and Installation crew spoke Spanish
- Contractor willing to train and hire a local individual
- Accessible for questions, concerns, and provided program updates



City of San Joaquin

Closing the CARE Gap

The **CARE program** provides a monthly discount on residential energy bills for income-qualified households.

San Joaquin is unique in that approximately 70% of residents are currently enrolled in CARE, highlighting the great need for the program. The City will continue to:

- Increase CARE enrollment to 100% of those eligible
- Educate residents about re-certification and help
- Work with a community group to educate residents and complete enrollment forms (provide stipend for assistance)



City of San Joaquin

Opportunities for Improvement

- Energy savings goals
- Outreach efforts
- Bilingual materials
- PEAK Program
- Workforce Training
- Hire a local contractor
- Tracking system



City of San Joaquin

Keys for Success

- Create a program that works for your community.
- Be persistent – educate and make it fun.
- Devote a staff person to the Project.
- Leverage other programs.
 - EECDBG – LED Turnkey Streetlight Retrofit Program
 - ICLEI – Local Governments for Sustainability
 - SJEW & ESAP
 - Energy Star Portfolio
 - Grants

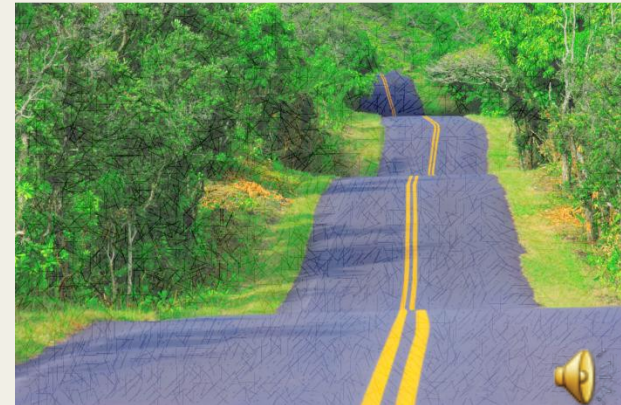


City of San Joaquin

*our **green** future*

The City will continue to work to identify opportunities to **green** our community.

- Implement Energy Watch Program thru end of 2012 and beyond; work to expand the Program regionally, in other small, rural communities
- Continue work with GRID Alternatives to identify eligible homeowners and to conduct Westside training session
- Complete GHG inventories and a CAP to meet Program goals, AB 32, and SB 375 goals
- Benchmark City-owned facilities using Energy Star Portfolio Manager
- Develop 19 vacant lots utilizing sustainable design guidelines
- Increase bike paths and lanes and walking trails
- Work with solar developers to ensure agricultural land is protected while increasing renewable energy production and local, green jobs
- Educate our youth to become stewards of our planet.



City of San Joaquin Where Everything is Possible

