City of Durham’s
Neighborhood Energy Retrofit Program

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Durham, NC Overview

• “Bull City” | City of Medicine
• Population 225,000
• Duke University/NCCU
• Research Triangle Park
• Old Housing Stock
Neighborhood Energy Retrofit Program

- Neighborhood Organization
- Trained Contractors
- Limited scope of work
- QA
- M&V
- DIY & Basic Energy Education
Building Demand for Neighborhood-based Energy Retrofits

- **Define** program identity
- **Empower** core neighborhood leaders
- **Simplify** retrofit process
- **Provide** education, training, & outreach
Neighborhoods
My Neighbors

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My Neighbors
Our Homes
Why is this important?

- Over 100 volunteers (4,000+ hours)
- Pride & Ownership of program
- Over 740 participants
- Over 100 workshops in past year (on-going)
- Established Networks
Why is this important?

*It creates Demand!*

- Community buzz about program
- “Neighbor is doing it” effect
- High program visibility
How many people have had a contractor like this one?
How did we get there?

Partnering organizations

- RFP for Community Outreach and Education
- RFP for Technical Assistance and Education
How did we get there?

*Internal Support*

- Web Development
- Neighborhood Knowledge
- Administrative
- Inspections
- Brand Recognition
How did we get there?

Volunteer Leaders

• Neighborhood Applications
  • Required 4 committed volunteers
• Treat with Respect
• Make it Fun
• Well-equipped (training materials, instructions, etc)
• Listen to ideas & incorporate them
What we have to show for it?

- Over 700 participant applications
- 100 homes already retrofit
- >$20,000 private funds leveraged ($184,000 anticipated)
- >10 FTEs created
- Excitement about energy conservation
- On-going efforts/outreach
- Anticipated 20% Energy Savings
Financial Impacts

• Average Retrofit Cost: $1,150
• Average Homeowner Contribution: $250
• Administrative Costs:
  • First 350 homes: $1,000/home (program/material development, outreach, data analysis, training)
  • Second 350 homes: $275/home (outreach & training)
• Inspections: $150-$200/home
Challenges

• Many Tiers of Communication
• Timing/Delays
• Volunteer Morale
• “What’s my status?”
• Disqualified Homes
Driving Demand Lessons Learned

• Core Volunteers
• Fun & Engaging
• Concentrated Efforts
• Effective Branding
• Timing
• Managing Expectations