Better Buildings Program
San Jose
Serving Moderate Income Residents
Adrianna Masuko
Introduction

Better Buildings San Jose focuses on bringing energy efficiencies to low income families in the Hillview-TOCKNA (Tully, Ocala, Capitol, King Neighborhood Association) community. BBPSJ is the only program in the state to focus specifically on low income residences.

The program began in May of 2011 is currently running through September of 2012.

“The goal of the Whole Neighborhood Approach pilot is to streamline participant, contractor, and administration processes for neighborhood retrofitting in order to reduce high transaction costs created by the current one-off delivery model.”
Do You know the way to San Jose?
Funding

U.S. Department of Energy

$508,000,000

County of Los Angeles

$30,000,000

Association of Bay Area Governments

$9,500,000

- Alameda
- Sacramento
- San Francisco
- San Jose
- Sonoma

City of San Jose

$750,000
Program Components & Goals

“The goal of the Whole Neighborhood Approach pilot is to streamline participant, contractor, and administration processes for neighborhood retrofitting in order to reduce high transaction costs created by the current one-off delivery model.”

- RESIDENTIAL GOAL 45 homes (15% energy savings)
  - 245 completed (retrofits have been completed)*
The Team

Paul Prange
Project Manager
Environmental Services Specialist

Jorge Ceballos
Neighborhood Liaison
Community Organizer

William Sudduth
Marketing & Public Outreach Assistant
Graduate Student Intern

Adrianna Masuko
Marketing & Public Outreach Lead
Senior Marketing Representative II

50 years of community service experience
Hillview-TOCKNA Community

Over 11,000 residents
2,232 Residential
47 Commercial

Key Neighborhood Assets
• 2 Neighborhood Associations
• Boys & Girl Club
• Most Holy Trinity Church
• 4 Elementary Schools
• 2 Middle Schools
• 1 High School
• Strong Neighborhood Initiative

Resident Profile
• 70% Hispanic/Latino
• 20% Asian

Median Household Income - $65,000

Household Size
25% : 1-3 person
46%: 4-6 person
29%: 7+ person

Market Analysis by: San Jose State University-Urban Studies Program
Challenges from the start

- EUC was a hard sell to this community.
- How could we package what we had to offer?
- Traditional Methods of Media – not viable.
- DOE criteria and resources keep shifting
Residential Services

- Basic Package
- Advanced Package

Winter 2011

- MIDI (Moderate Income Direct Install)
- ESAP (Energy Savings Assistance Program)

Spring 2011

- Weatherization Assistance Program

Summer 2011

- Solarthon – PV solar

Fall 2011

- Home Repair Assistance Program Loans & Grants
Housing Department Partnership

- Rehab and Repair Program
- $5,000 - $15,000 grants
- $15,000 - $100,000 loans (no payment 0%)
Building a Good Foundation

- MIDI/ESAP
- PV Solar
- WAP
- Home Repair Grants & Loans
- EUC
- MIDI/ESAP
Embedding Ourselves within the Community

East San Jose Neighborhood Resource Center
Grand Opening 9/26/11
Grassroots Marketing
The City logo goes a long way
Door to Door Outreach
The Power is in the Relationship
Events
Yard Sign

More Comfortable, Safe and Healthy Homes!
Better Buildings Program - San Jose

Call (408) 975-2500
“In these times is when this neighborhood especially needs this type of help to save money and become smart on energy. This is a good program and what the community needs.”

– Alfred Villalobos
Property Owner
ESAP Recipient
“It is wonderful that these programs are available to our neighborhoods. I am very impressed that we are able to receive the same services that other areas around the city.”

– Deo Agustin
family childcare home business
MIDI Recipient
Success Stories

“I am really appreciative of the program. I have never received anything free before. I’m so proud of my neighborhood”
- Bernadine Tepee