

Helping Solve the Affordable Housing Crisis using Energy Efficiency in Gunnison County, Colorado

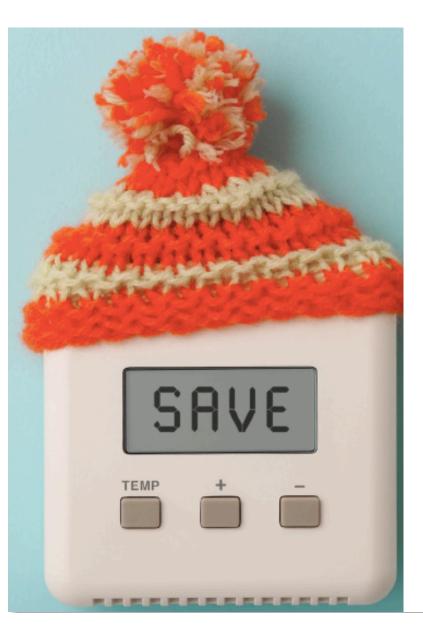
> ACEEE 2018 Rural Energy Conference October 22, 2018



Significant Community Need

- Resort town -- mix of income levels
 - 20% of community at or below FPL
- 50% of homes have high energy burden of 6% to 9%
- High energy bills ~\$300+ in winter, temps down to -20 deg F
- BIGGEST issue is affordable housing
 - High energy burden affects affordability





Our Solution is GV-HEAT

- Comprehensive energy efficiency program
- One of the first programs to integrate efficiency services with affordable housing
- Available to everyone, but emphasizes help for income-qualified (IQ) households
- Brings FOUR efficiency programs and THREE loan programs to the community

GV-HEAT Goals and Targets

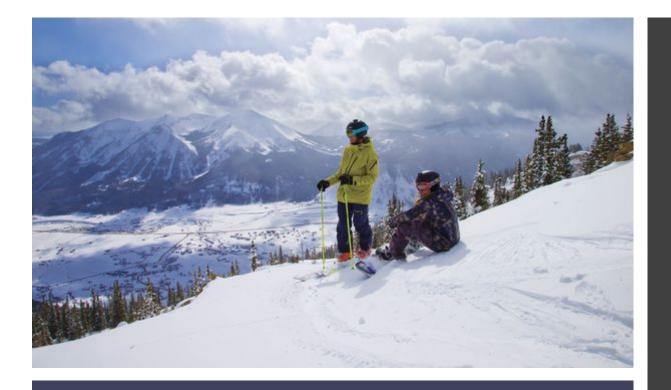
Goals

- 1. Reduce household energy burden <6%
- 2. Improve housing affordability

Targets

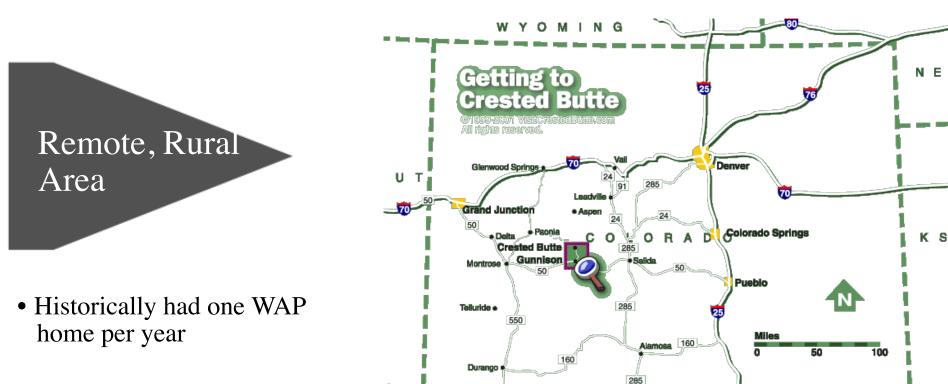
- 3. Assess 150 homes per year
 - 75 ESC, 75 IQ
- 4. Assist with 75 retrofits per year
 - Mix of ESC and IQ across the Valley





Challenges: What I Wish We Knew and How We Overcame

- Remote, rural area
- Limited contractor pool
- Some resistance from the community
- Difficult get word out Lack of funding



- No energy efficiency services
- Various income-qualified services but not connected

We created connections and resources

MEXICO

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Key Players and Roles: True Valley Wide Partnership



Limited Contractor Pool

- New, fancy home market is exploding BIG competition
- Few contractors with efficiency expertise

We leveraged the benefits of constant work and connection to community.



Some Resistance From Community

- •Been there, done that!
- Skepticism
- •Lack of funding
- •No previous call to action



We changed the messaging Energy Efficiency = Affordable Housing

Solicited Funding from a Ton of Partners!

Grants for Program Development and Household Improvements

- •All three municipalities + county
- •Energy Smart Colorado
- •Gunnison Housing Foundation
- •Gunnison Congregation Church
- •Energy Outreach Colorado CARE

Leveraged Even More Funding for Household Improvements

Grants and Loans for Household Improvements

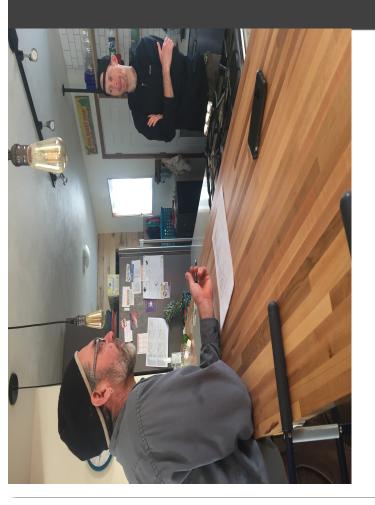
- •Weatherization Assistance Program
- •USDA 504 Grant and Loan Program
- Crisis Intervention Program
- •Colorado Residential Energy Upgrades Loans
- •Regional Housing Rehabilitation Program

Difficult to Get Word Out



We used all community resources and leveraged our partner's outlets.

- •Letters to the editors
- Shared outreach and marketing
- •<u>Radio series</u>
- Pamphlets and brochures
- •Connection with other IQ programs and faith base organizations
- Farmer's markets
- •Newspaper features
- •Newspaper ads
- •Utility bill inserts
- Posted info on website, Facebook

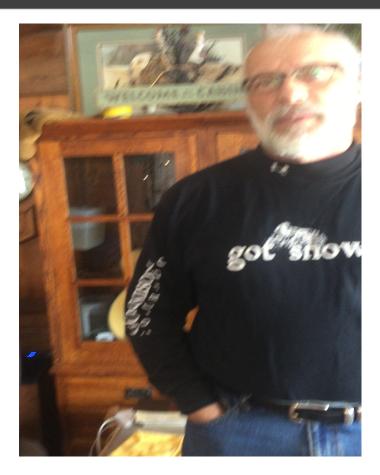


Demographics Served

- Mix of single-family homes and mobile homes with a few condos
- Most of our participants are seniors on fixed incomes
- Some households have members with disability
- Large immigrant population in Gunnison; small portion of immigrants

Program Successes to Date: 10 Months In

- •Created program structure and framework first of its kind
- Developed 12+ partnerships
- Pre-qualified contractor pool
- •Conducted extensive outreach and marketing
- •Connected with 62 households
- Facilitated 26 assessments
- Successful transfer to local administrating organization



Program Successes to Date: Provided Solutions When None Existed

- •Case study:
 - Roof repair
 - Window repair
 - New floors
 - Cleaning
 - Energy efficient assessment



Before

IQ participant stated that free on the participant stated that free on the savings of just \$50 was enough to ensure that the family could make it through the winter!

Energy Savings: Detailed Look

Annual Income	Total Investment into Home	Measures Implemented	Annual Energy Savings (th)	Annual Cost Savings (\$)	Est. Energy Burden	New Est. Energy Burden
\$13,848.00	\$4,101.54	Air leakage, attic insulation, duct insulation, health and safety, low cost, pipe insulation, refrigerator, subspace insulation, wall insulation	778.13	\$739.00	11.24%	5.91%
\$6,876.00	\$4,621.34	Air leakage, attic insulation, EC incidental repairs, furnace/boilers, health and safety, low cost, pipe insulation, subspace insulation, wall insulation, water heater	587.21	\$559.00	22.64%	14.51%

Long-Term Plan: Meet Our Community's Need

- •Needs Assessment stated that we have 1,700 substandard homes
- •36% of our population qualifies for CARE
- •Our need is long-lasting and will not go away until we do something about it!



For More Information

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