

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

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# San Joaquin Local Government Partnership



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# 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  
(23<sup>rd</sup> 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



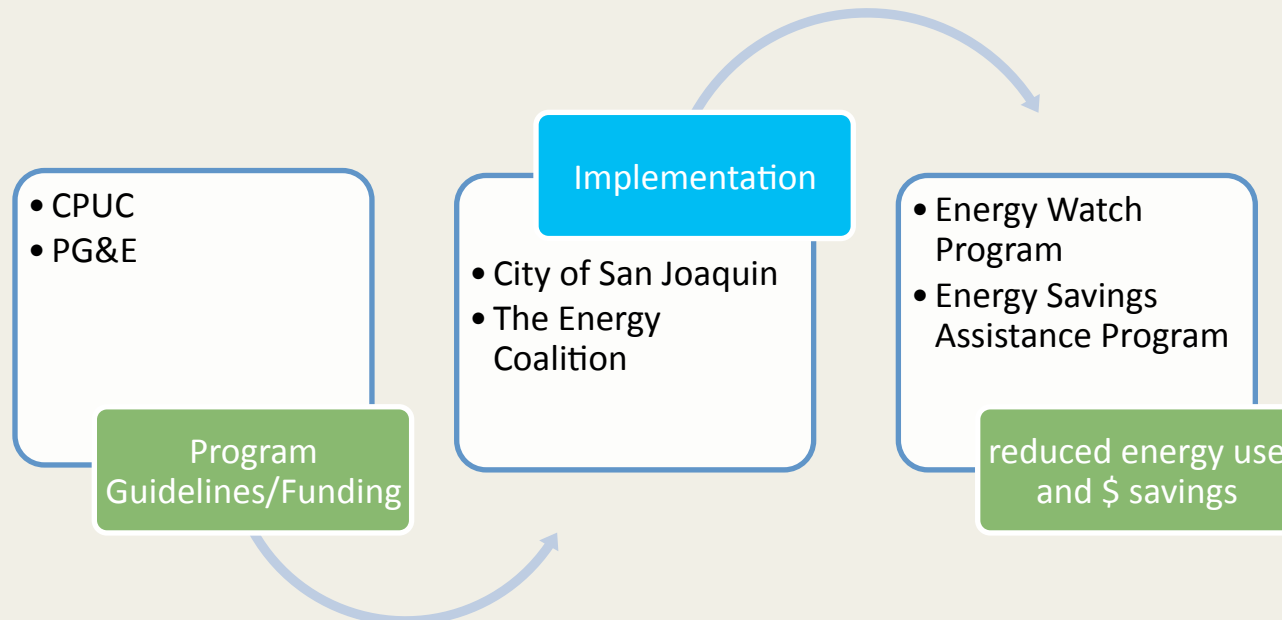
# City of San Joaquin

## *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:

Energy Watch Program

Energy Savings Assistance Program



# City of San Joaquin

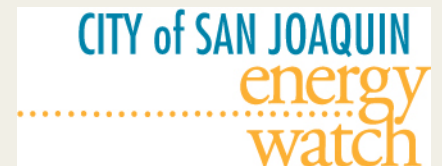
## *Energy Watch Program*

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*

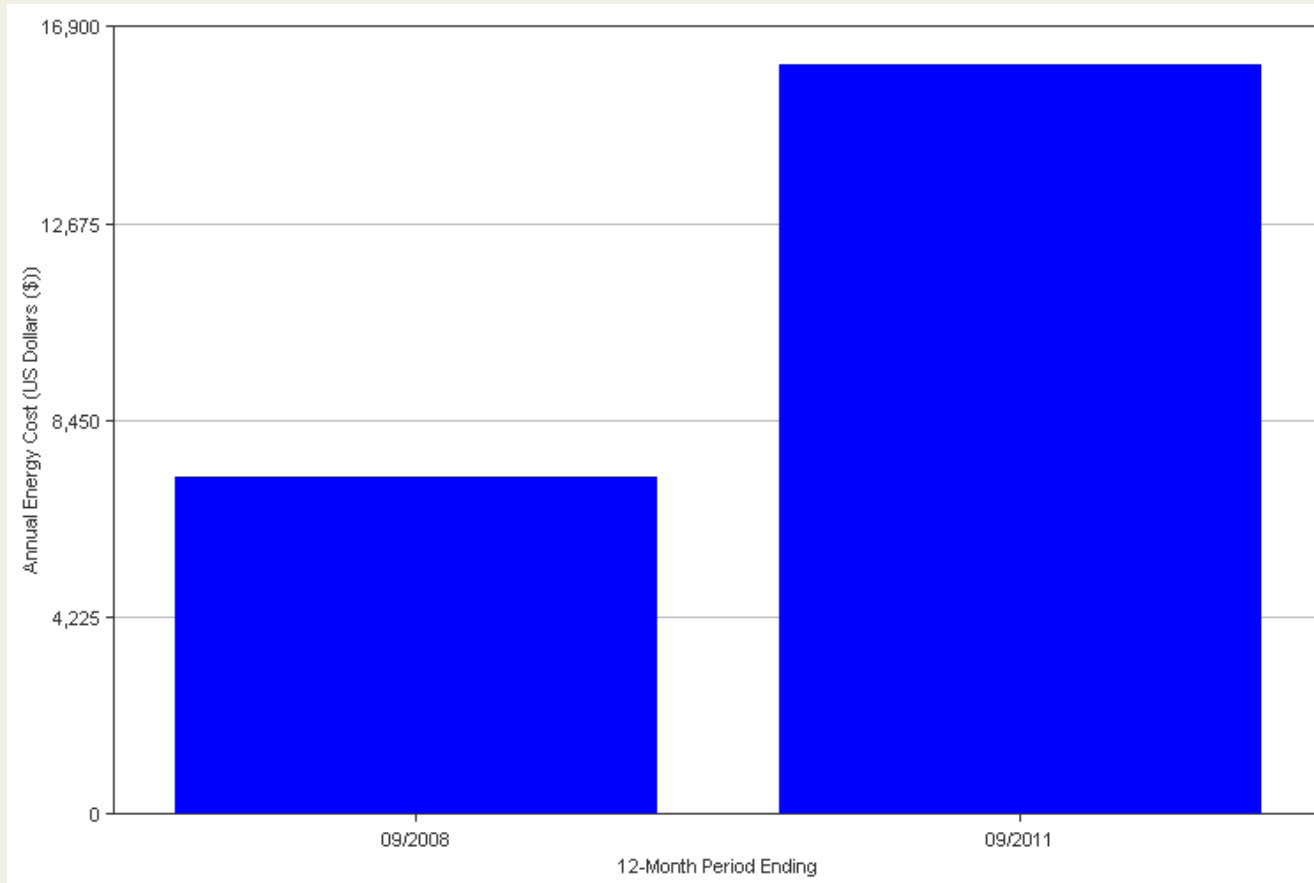
### Significant Achievements during 2010-2012:

*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)



**PG&E Nueva Tarifa Eléctrica de CARE**

El 1 de noviembre Pacific Gas and Electric Company (PG&E) introducirá la nueva tarifa eléctrica de California Alternata Rates for Energy (CARE). Como resultado de ello, los clientes de CARE que utilicen cantidades más elevadas de electricidad podrán notar un incremento en sus facturas.

A los clientes de electricidad residenciales de PG&E se les factura en base a un sistema de tarifas por niveles con el fin de alentar la conservación de la energía. Cuanto más consuma usted, más elevada será la tarifa que le cobramos por el uso de electricidad durante el transcurso de un mes. Actualmente, a los clientes de CARE se les factura en dos niveles—3.3 centavos por kilovatio-hora (kWh) por consumo que llegue hasta una cantidad determinada de referencia y 9.4¢/kWh por consumo superior a dicha cantidad. A partir del 1 de noviembre, a los clientes cuyo uso de electricidad sea superior al segundo nivel se les facturará la tarifa del tercer nivel de 12.3 ¢/kWh. Como cliente de CARE, usted seguirá recibiendo una tarifa de descuento sustancial en comparación con las tarifas que pagan los clientes que no están inscritos en el programa, tal y como se muestra en la tabla que aparece a continuación.

Consumo (kWh)	Clients de CARE	Clients que no son de CARE
8.3	8.3	8.3
9.6	9.6	9.6
12.5	12.5	12.5
12.3	12.3	12.3
13.7	12.3	13.7
30.2	12.3	30.2
34.2	12.3	34.2

PG&E puede ayudarle a controlar su consumo de electricidad y reducir su factura de energía.\*

- El Energy Savings Assistance Program ofrece a los inquilinos y a los propietarios de viviendas que reúnan los requisitos de ingresos, soluciones sencillas y gratuitas para ayudarles a reducir su consumo de energía y ahorrar dinero en su factura mensual de energía. Para inscribirse, por favor visite [www.pge.com/energysavings](http://www.pge.com/energysavings) o llame al 1-800-313-8047.
- Relief for Energy Assistance through Community Help (REACH) es un programa que le ayuda al cliente a pagar su factura de energía en una sola ocasión y está patrocinado por PG&E y es administrado por el Salvation Army. REACH ayuda a los clientes que reúnan los requisitos de ingresos cuando estén pasando por problemas económicos graves e insuperables y no puedan hacer el pago de sus facturas de energía. Para obtener más información, por favor visite [www.pge.com/reach](http://www.pge.com/reach) o llame al 1-800-933-1677.
- Energy Alerts, que son posibles gracias a la tecnología SmartMeter™, le avisan cuando usted está entrando en el Nivel Tres de manera que pueda controlar el uso de energía. Al inscribirse en Energy Alerts, se le dará a elegir la opción de que se le notifique por teléfono, mensaje de texto o email. Para inscribirse, por favor visite [www.pge.com/energyalerts](http://www.pge.com/energyalerts).
- Si desea información adicional sobre cómo ahorrar dinero en su factura de PG&E, por favor visite [www.pge.com/beatthehighcostsolutions](http://www.pge.com/beatthehighcostsolutions).

Por favor, llámenos si tiene cualquier pregunta sobre esta nueva tarifa al 1-800-743-6417.

\*Estas ofertas son para clientes de residencia unifamiliar.



# 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

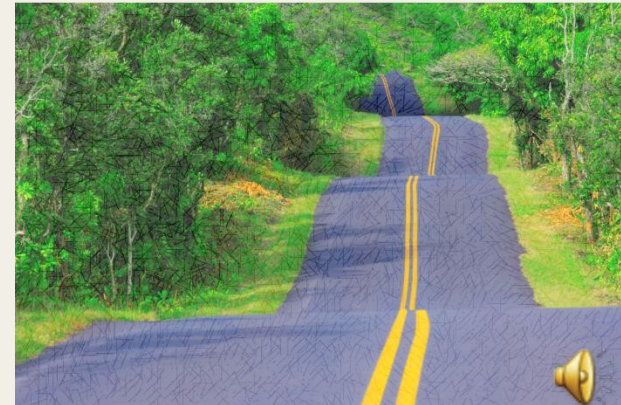


# City of San Joaquin

*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

