



DATE: March 12, 2018

TO: Council Sustainability Committee

FROM: Director of Utilities & Environmental Services

SUBJECT: California Youth Energy Services – 2017 Results

RECOMMENDATION

That the Committee reviews this report and provides direction regarding the City’s participation in the 2018 California Youth Energy Services program.

SUMMARY

California Youth Energy Services (CYES) is a program that trains and employs youths and young adults to provide energy and water conservation assessments and installations for residents in their community, at no cost to the customer. The City hosted CYES this past summer and this report provides an overview of the program structure and highlights the energy and water savings achieved because of the program.

BACKGROUND

Rising Sun Energy Center (Rising Sun), a Bay Area nonprofit established in 1994, has a mission to empower individuals to achieve environmental and economic sustainability for themselves and their communities. Through a partnership with the East Bay Energy Watch (EBEW) and the Pacific Gas & Electric Company (PG&E), Rising Sun operates the CYES program, which equips and employs young adults to provide no-cost energy and water conservation services to residents. This service, called a Green House Call, is offered to both homeowners and renters. CYES staff evaluates homes for efficiency, installs conservation equipment, and provides personalized recommendations for further savings. The City started hosting CYES in the summer of 2010, and most recently finished the seventh year of this partnership in 2017.

Rising Sun operates the CYES program by setting up local offices in partner cities. The program commences with Rising Sun, along with the partner city, conducting a community marketing and outreach campaign in the spring to generate an interest list of residents that can be served by the summer program.

In the spring, Rising Sun also conducts a youth and manager recruitment campaign to hire local Youth Energy Specialists (between fifteen and twenty-two-year olds) from the partner cities. The CYES program includes youth training, Green House Calls to residents, installation of energy and

water conservation fixtures, and distribution of education materials. Additional information pertaining to Green House Calls can be found in the last update presented to the Committee on [November 14, 2016](#).

DISCUSSION

2017 Program

Attachment II provides a summary of the accomplishments of the 2017 CYES program in Hayward. The 2017 CYES program in Hayward provided employment and training to nine young Hayward residents. CYES targets “hard-to-reach” populations. In 2017, they served 240 households, of which 32% were renters and 81% were low-moderate income households.

The annual water savings for Hayward residents who participated is estimated to be 1.89 million gallons. The installation of energy-saving devices resulted in an estimated annual reduction of 41,151 kilowatt hours of energy and 328 therms of natural gas, thereby preventing thirty-two metric tons of carbon dioxide from entering the atmosphere each year. As part of the outreach effort, the City of Hayward Guide to Recycling Services was distributed at each Green House Call to promote proper sorting of waste and to inform residents of available services provided by the City and Waste Management.

Youth Energy Specialists installed the following equipment in Hayward homes in 2017:

- 1,807 LED light bulbs
- 209 LED night lights
- 217 LED flood lights
- 234 efficient-flow showerheads and aerators (provided by the City at no cost)
- 145 Tier 2 advanced power strips (to reduce phantom power usage)

2018 Program

The City is working with Rising Sun to continue to operate in Hayward. The program guarantees deliverables of 200 homes served, and eight local youth hired, for a City contribution of \$20,000. An important aspect of this program is the community marketing and outreach, which occurs in the spring. This community engagement is used to generate interest in program. Compared to other cities served by CYES, Hayward is unique in that residents have responded very favorably in the past, and have elected to be on a waiting list for these services. Outreach efforts in the spring will continue to generate interest and can be focused on “hard-to reach” communities.

In early 2018, the City was selected as a Bay Area Integrated Regional Water Management outreach partner, and received a grant in the amount of \$50,000. The City intends to allocate \$20,000 of the grant funds to enhancing CYES program activities in the Tennyson Corridor.

City staff met with CYES representatives in January to discuss the potential impact of the grant. City and CYES staff envision directly engaging affected communities by hiring locally, with

focused effort to recruit youth from the Tennyson Corridor, to ensure that outreach is conducted by individuals that reflect the community they are serving.

As part of the expanded scope of work, staff intends to integrate a water needs assessment through CYES' post program survey data collection in disadvantaged communities within the City. Staff desires to gain insight from the community's feedback to understand their water needs and concerns, and to identify potential long-term watershed and habitat restoration projects that could benefit these communities. Staff is seeking the Committee's input regarding the questionnaire that will be utilized to gain insight to the needs identified by the community.

ECONOMIC IMPACT

CYES provides services to all community members, regardless of income, but the program is designed to serve "hard-to-reach" residents, including renters, low-moderate income households, and non-English speaking households. Youth Energy Specialists are also hired locally, providing professional training and employment opportunities to young adults while encouraging a sense of community pride. While the energy and water savings tend to be the focus of the program's highlights and accomplishments, the workforce development aspect is also an integral component of the program's success, as it adds value to the local community. Youth Energy Specialists also provide clients with a customized report with recommendations for further energy and water savings, including suggested changes in behavior which can have a substantial impact on lowering their monthly utility costs.

FISCAL IMPACT

CYES is part of the program offerings of the EBEW, which is a local government partnership with PG&E and cities in Alameda and Contra Costa Counties. A portion of Rising Sun's CYES program is funded by PG&E and grant funding. Rising Sun has reported that the average total cost of running of a CYES satellite office in 2017 was approximately \$150,000. This cost includes youth salaries, manager salaries, site set-up and breakdown, outreach and marketing, equipment and materials, transportation, planning, coordination, and all overhead costs. Rising Sun anticipates a slight increase to the overall program costs in 2018 due to the recent increase of minimum wage. This increase affects many of the seasonal employees as they earn either minimum wage or scaled up from minimum wage. In 2017, and in previous years, the cost share of the partner cities was \$20,000, which the City paid from the Water Enterprise Fund. In addition to hard costs, there is also an in-kind contribution request of office space (which has been provided by the Hayward Unified School District for the past four years), water conservation devices (i.e. aerators, showerheads), and staff assistance with marketing and outreach. In 2018, the City's contribution is expected to be \$20,000 from the Water Enterprise Fund, and \$20,000 in grant funding provided by IRWM.

STRATEGIC INITIATIVES

This agenda item supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities strategy is to create and support structures, services, and amenities to provide inclusive and equitable access with the goal of becoming a thriving

and promising place to live, work and play for all. This item supports the following goal and objectives:

Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

Objective 2: Foster a sense of place and support neighborhood pride.

Objective 4: Create resilient and sustainable neighborhoods

Objective 5: Actively value diversity and promote inclusive activities

This agenda item supports the Tennyson Corridor Strategic Initiative. The purpose of the Tennyson Corridor strategy is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships. This item supports the following goal and objectives:

Goal 5: Increase Community Resiliency.

Objective 1: Increase awareness of and access to City services

Objective 6: Reduce resident utility bills through efficiency

SUSTAINABILITY FEATURES

Energy

A key component of the CYES program is to assist Hayward residents with lowering energy use in their homes. To date, the program has saved more than 129 million lifetime kWh, more than 3 million lifetime therms, and 104,630 metric tons of CO2 emissions.

Water

A primary goal of the CYES program is to assess resident's water use, and install high efficiency water-saving devices to lower their water consumption. In 2017, the program enabled Hayward residents to save 1.89 million gallons of water.

NEXT STEPS

If directed by the Committee, staff will work with Rising Sun on a contract to host CYES in 2018. In addition, staff will utilize the Committee's input when planning the outreach component of the program. Upon completion of the program, staff will report back to the Committee with the results and accomplishments.

Prepared by: Carol Lee, Sustainability Specialist

Recommended by: Alex Ameri, Director of Utilities & Environmental Services

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager