

Att#3_WE14_RisingSun_WorkPlan_1ofTotal1

(attachment consists of 5 pages)

Description of the Project:

Through this grant opportunity, the following measures will be added to Rising Sun Energy Center's (Rising Sun) existing California Youth Energy Services (CYES) program through its Green House Call (GHC) service:

- Installation of the "Drop-A-Brick" device in all eligible (>1.6 GPF) toilets, reducing the gallons needed per flush
- Provision of water-efficient bath and kitchen aerators, as well as showerheads, in communities where local water districts or departments are unable to provide them, saving both water and energy
- Water-saving precision sprinkler nozzles for pop-up sprinklers

These measures can be seamlessly added to the existing Green House Call service for installation in thousands of homes each year.

In addition, Rising Sun has been expanding over the past few years, and will continue to expand its service territory during the grant period, reaching even more homes. In 2014, 4,444 homes in 15 cities were reached within the six-week program period. At this time, we project working in 20 cities in 2015 (representing six counties), and in 25 in 2016 and 2017.

Program Background:

Rising Sun Energy Center, a Bay Area nonprofit since 1994, has a mission to empower individuals to achieve environmental and economic sustainability for themselves and their communities. Through our green workforce development programs, we believe that if we provide green career pathways for youth and adults, while reducing community energy and resource consumption, then individuals and communities will experience greater economic and environmental sustainability.

Rising Sun is the residential program element of the East Bay, Marin County, San Joaquin, Solano, and Sonoma Energy Watch Partnerships. California Youth Energy Services (CYES), in operation since 2000, is Rising Sun's primary youth program. CYES trains and employs local youth as Energy Specialists to provide residential energy and water assessments and education, as well as resource-conserving installations and upgrades. This service, called a Green House Call, is provided at no cost to the resident. In addition to employing local youth, CYES provides professional development training, as well as environmental education, to its youth. The goal of the CYES program is to provide personal opportunities for youth and young adults to increase their professional capacity, self-efficacy, and environmental literacy through direct employment, while simultaneously offering direct resource conservation services and education to community members.

For seven weeks each summer, and in some years, several months during the fall, Rising Sun hires youth ages 15 to 22 from across the Bay Area and Central Valley, and trains them to serve

the communities in which they live with no-cost Green House Calls. During each Green House Call, our Energy Specialists assess each home for efficiency, install no-cost energy- and water-saving measures, and provide personalized recommendations for further savings and behavior change.

Rising Sun operates the CYES program by setting up temporary satellite CYES site offices in partner cities. Youth Energy Specialists are hired locally from the partner city and serve the local community.

While the CYES Green House Call service is available to all renters and homeowners, regardless of income, it specifically targets hard-to-reach customers, including:

- Non-English speakers, who often miss out on services due to language barriers
- Renters
- Moderate income households
- Multifamily dwellings
- Senior citizens

Each CYES site is run by an adult Site Manager and a Site Outreach Manager. The Site Outreach Manager markets the service to the local community and identifies residents interested in Green House Calls, signing them up for scheduled appointments. The Site Manager is responsible for overseeing the physical site office and coordinating logistics and administration. Both the Site Manager and the Site Outreach Manager are responsible for training and supervising the youth Energy Specialists. Both adult staff are trained and supervised by permanent Rising Sun staff who work throughout the year to ensure the program's success.

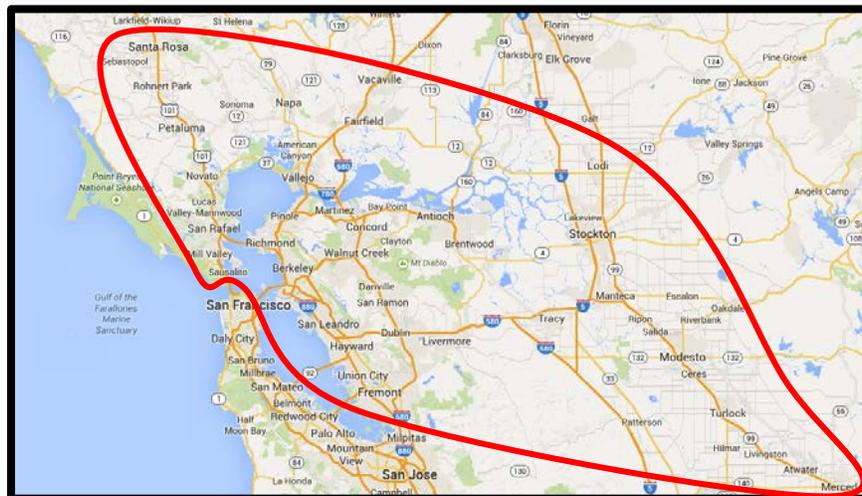
Outside of this funding opportunity, a CYES Green House Call currently consists of:

- A walkthrough energy assessment of the house with the client, looking for energy- and water-saving opportunities
- Direct installation of free energy and water saving measures; for example:
 - Efficient-flow faucet bath and kitchen aerators
 - Efficient-flow showerheads
 - Screw-in compact fluorescent lamps (CFLs)
 - Screw-in LEDs
 - Retractable clotheslines in qualifying homes, or a powerstrip or LED nightlight
 - Fluorescent floor lamps, in exchange for halogen floor lamps
 - Pipe insulation for water heaters
 - Additional add-on measures as available
- Testing gallon per minute (GPM) flow rate tests on all feasible shower, kitchen, and bathroom water fixtures
- Assessment of toilets for leaks and flush volume
- Collection of irrigation information
- Water meter reading
- Outdoor water pressure testing

- Checking for adequate attic insulation, pipe insulation, and a hot water heater blanket
- Assessment of refrigerator and water heater temperature settings
- Energy and water conservation education, including personalized recommendations
- Customized report to the client documenting work completed and ways to further capture energy and water savings after the CYES appointment

System Geography:

Rising Sun currently operates the CYES program in Alameda, Contra Costa, Marin, San Joaquin, Solano, and Sonoma counties. The program aims to serve additional regions starting in 2016.



System Map (as of 2015)

WORK PLAN TASKS

Task 1: Program Design and Planning (Annual, January-June)

In January of each year of the grant period, Rising Sun begins program planning and design, which runs through June. This includes contracting/MOU finalization with partner cities, and the launch of its annual community marketing and outreach campaign to generate a waitlist of residents for the summer. The youth and manager recruitment campaign begin in the spring, as well as temporary site office setup. Energy and water conservation measures are forecast and purchased; new water measures will be researched further and integrated into the Green House Call service.

Key activities and deliverables include:

- Additional research on new water measures, and incorporation into forms, process, and training
- Preparation of outreach collateral and administrative forms
- Updating and customization of Runner database
- Marketing and outreach to community renters and homeowners
- Youth recruitment and hiring (8 youth per site)
- LIFT recruitment and hiring (1 LIFT per site)

- Manager recruitment and hiring (2 managers per site)
- Inventory and purchase of tools and equipment
- Inventory and purchase of energy- and water-saving measures
- Site office set-up and distribution of tools, equipment, IT, and measures

Task 2: Program Training (Annual, May-June)

Training is a key component of the CYES program, and includes internal staff training (Train-the-Trainer), summer manager training, LIFT training, and youth Energy Specialist training.

Key activities and deliverables include:

- Update of training materials/curriculum, as needed
- Train-the-Trainer (multiple days of training)
- Manager Training (one-week or more of training)
- Youth Training (one-week training)
- LIFT Training (one-week training, plus two-day orientation)

Task 3: Program Implementation (Annual, June-August)

Program implementation covers time during which the CYES program is actively running, when Energy Specialists are working out of local site offices, delivering Green House Calls to save residents energy and water.

Key activities and deliverables include:

- 200-250 Green House Calls per city
- Automatically-generated Client Reports, sent after each Green House Call
- Weekly summer manager meetings
- Weekly professional development workshops for Energy Specialists
- Quality control: ride-alongs, follow-up calls, and drop-ins (see Monitoring Plan)
- Data entry: Green House Call data entered into Runner
- Community outreach and client appointment-booking for Green House Calls
- Ongoing inventory management
- Program evaluation: pre- and post-program evaluative surveys
- Overall program supervision/management

Task 4: Program Close, Evaluation, and Reporting (Annual, August-November)

The reporting process begins in mid-August, starting with the auditing of all Green House Call data for all sites. Each temporary site office is then closed down. After all CYES sites have been properly closed, data analysis of program evaluations and Green House Call data begins. Data is then translated into various reports.

Key activities and deliverables include:

- Paperwork audits
- Site breakdown and closeout
- Data analysis and translation

- Creation of city reports
- Creation of water district reports
- Other reports as needed

Task 5: Program Planning/City Selection (Annual, September-December)

Program planning for the following year begins as soon as the program closes. This may include the formation of internal taskforces for ongoing program design and improvement, budgeting and forecasting, and the selection of partner cities for the following year.

Key activities and deliverables include:

- Evaluation and analysis of lessons learned from the program year
- Development of taskforces
- Solicitation process for partner cities for the following program year
- Selection of partner cities for the following program year
- Meetings with key municipal and utility partners
- Opportunity analysis for adding new measures to the Green House Call service
- Organizational and program budgeting

Task 6: Geographic Expansion (Ongoing)

Rising Sun is committed to expanding the opportunities offered through the CYES program to a larger geographic region to achieve greater energy and water savings, as well as to broaden its impact on young adults. While the specific strategy is dependent on the finalization of an expansion plan, this task includes the development of that plan, the targeting of new regions, identification of expansion opportunities, and all expansion activities.

Key activities and deliverables include:

- Development of an expansion plan
- Grow to 20 cities in 2015
- Grow to 25 cities in 2016
- Remain in 25 cities in 2017
- Explore opportunities for further expansion in 2018

Task 7: Grant Management and Compliance (Ongoing)

This task includes management of the grant agreement in compliance with grant requirements, and preparation and submission of supporting documents and coordination with the Grantee.

Key activities and deliverables include:

- Preparation of invoices
- Submission of quarterly and final reports
- Other deliverables as required