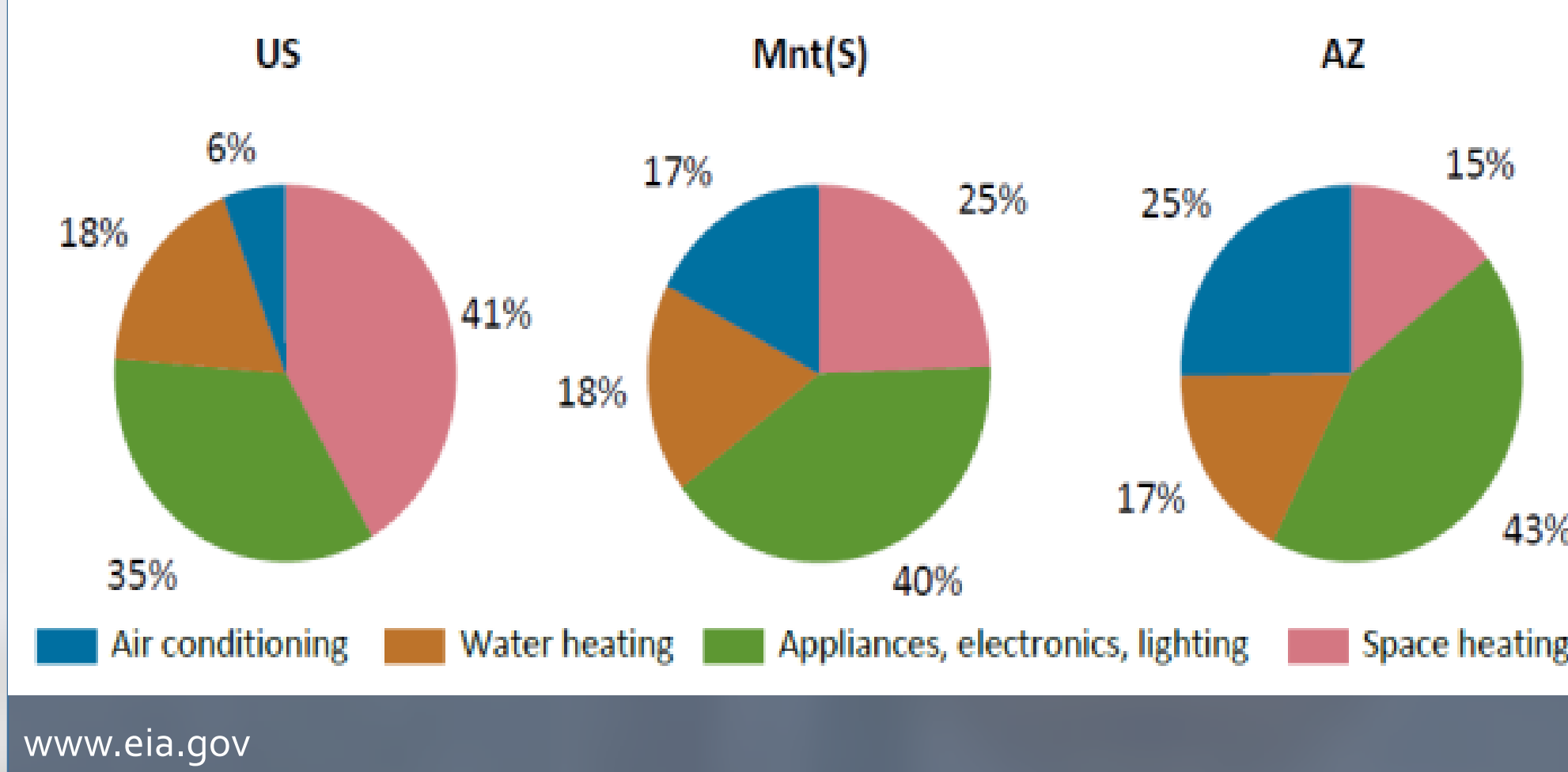




Introduction

- Moving towards a more sustainable city, **energy efficient homes** and its **education** to homeowners are key elements.
- Various types of **programs** are available for low-income households to **reduce** their energy consumption or to **learn** about home weatherization, that will ultimately **save families money**.

Household Energy Consumption



Literature

Energy Consumption

- Arizona's AC energy consumption is more than **four times higher** than the national average.

Arizona State Profile and Energy Estimates (www.eia.gov)

Grants and Programs

- Low Income Energy Assistance Program and the Housing and Community Development Department of the City of Tucson offer **monetary assistance** to low-income households.

Social Equity

- **Energy conservation** and home retrofit **education** in a wide community-level is essential for **social equity**.

Cases

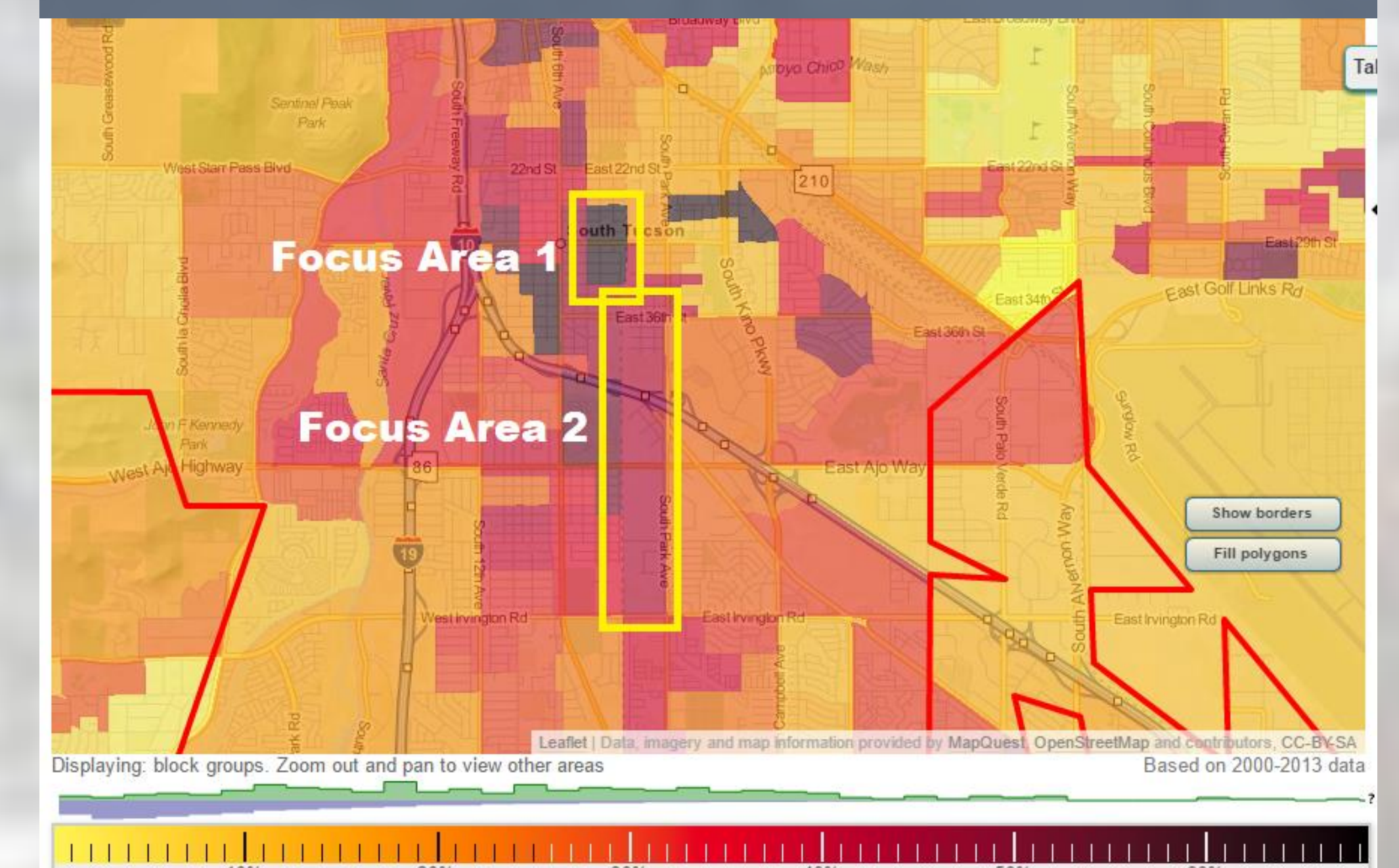
	Self Help Housing Program (Chicanos Por La Causa) www.cplc.org	Homeownership Education class (Primavera Foundation) www.primavera.org	Weatherization Program (Tucson Urban League) www.tucsonurbanleague.org
Program Objective	<ul style="list-style-type: none"> ▪ Construct a home for low-income families ▪ 65% of construction labor is done by families along qualified supervision 	<ul style="list-style-type: none"> ▪ Educate new homeowners on topics such as gardening, home repair, investments, energy efficiency, and low water use 	<ul style="list-style-type: none"> ▪ Reduce low-income household's utility bills by making house more energy efficient
Advertisement/Community Outreach	<ul style="list-style-type: none"> ▪ Website and word-of-mouth campaign 	<ul style="list-style-type: none"> ▪ E-mail invitation to member list, website, Habitat for Humanity's home purchase member list 	<ul style="list-style-type: none"> ▪ Website, flyers in TEP and Southwest Gas bills, organization's representative in community events
Limitations	<ul style="list-style-type: none"> ▪ Program is available for Santa Cruz County ▪ Community outreach is limited to Computer users 	<ul style="list-style-type: none"> ▪ Limited community outreach through their website and email list 	<ul style="list-style-type: none"> ▪ Lack of many teams that lead to a waiting list

Limitations

- **25%** of people earning **less than \$30K** a year **do not have internet access**.
- Public libraries are available with internet access, however, most of the time **people lack the skills and time** to benefit from public internet access.

www.pewresearch.org

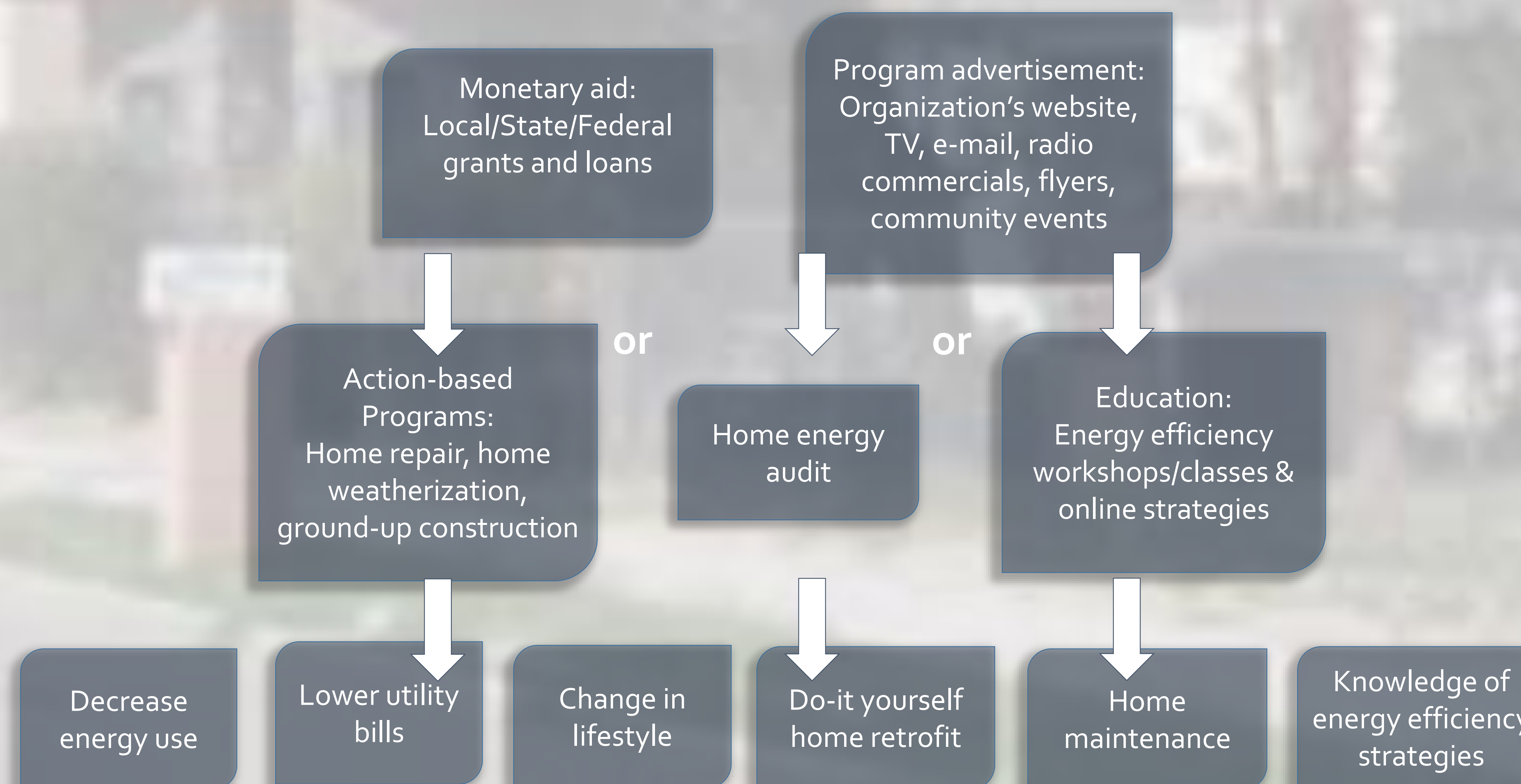
Residents with Income Below Poverty Level (%)



- Focus advertising on areas with high poverty levels and a specific projected audience.
- Focus area 1:
 - 63.2% residents below poverty level
 - 32.9% owner occupied homes
 - 67.1% rented homes
- Focus area 2:
 - 42.3% residents below poverty level
 - 66.1% owner occupied homes
 - 33.9% rented homes

city-data.com

Process



Results & Conclusion

- **Community outreach** is a major theme of **improvement**.
- Combination of grants or loans with home repair and energy efficiency workshops.
- Ultimately, **increasing education** on energy efficiency strategies will **decrease low-income families' utility bills**.