

# **CLEAN ENERGY HOMES**



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# **Resident Education Guidelines**

### SPECIFICATIONS GUIDE

Version 1 | **1** 

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# **Clean Energy Homes**

The Clean Energy Homes program supports California's climate and environmental equity goals by providing incentives to low-income housing developers to incorporate low-carbon technologies and building practices into the designs of new construction multifamily properties. The Clean Energy Homes program makes it easier for developers to participate in customer programs and build all-electric, affordable properties by removing barriers and providing support during key stages of the affordable housing development process. Incentives are available in three major categories: technical design assistance, GHG-driven financial incentives, and resident education.

### **Resident Education**

The Resident Education Guidelines provide guidance for resident education activities that applicants can implement to receive incentives under the Clean Energy Homes program. These guidelines outline specifications and best practice criteria for each activity. Participating applicants will be responsible for producing related materials and implementing all aspects of qualifying activities. **Clean Energy Homes resident education incentives are designed to cover costs associated with implementing approved resident education activities up to \$25,000 per project.** Additional activities may be added as the program evolves.

Clean Energy Homes resident education incentives are available for two categories of education activities:



**1. Individual unit-based activities:** Take place within the property's dwelling units and engage the residents in their home such as in-unit signage.



**2. Community-based activities:** Engage a larger set of residents through activities such as communal area signage and community engagement events.

Interested participants can apply for resident education incentives in four steps:



- **1. Incentive Reservation**: Applicant selects proposed activities.
- **2.** Activity Review Meeting: Applicant meets with Clean Energy Homes staff to review activities.



**3. Activity Installation:** Applicant completes activities as described in the guidelines' description(s).



**4. Incentive Reimbursement**: Applicant submits reimbursement request with proper documentation that includes, but is not limited to, invoices and receipts for costs incurred, photo validation, product specifications, etc.

For more information on the incentive submission process and to review the program participant handbook, please visit the program website at <u>cleanenergyhomes.com</u>.

# **Individual Unit-Based Activities**

This section provides guidance for in-unit resident education activities.

### Individual Unit Signage

Individual unit signage refers to informative placards, signs, or magnets installed within each dwelling unit to educate residents about the benefits of electrification, all-electric features of the unit, and operations and/or energy-saving tips. The figure below provides an example of program-eligible, permanently installed signage.



Figure 1. In-Unit Signage Example

### Signage Objective

The in-unit signage aims to increase exposure to electrification messaging, reinforce informed energy use, and encourage an eco-friendly mindset.

### Signage Specifications

Applicants will adhere to the following signage requirements:

- **Material:** Placards must be made of durable materials (rigid plastic, metal, or similar material). Stickers should be made of durable vinyl or similar material. Magnets should be professionally printed on durable magnetic material.
- **Size:** Signage must be large enough to accommodate a 14-point font, minimum.
- **Text:** Signage must contain clear and legible text in a font type with clear bold lines (e.g., Arial, Helvetica, Calibri, Times New Roman). The text color should have a strong contrast with the background color.
- **Location:** Signage should be installed in visible locations within the unit (or on the balcony, patio, etc.), on or near the applicable equipment whenever possible.
- **Considerations:** When appropriate, units should include multilingual signs as well as visual impairment (braille and/or large format font >16 pt) accommodations. Material choice should match location (i.e., vinyl stickers may not be a good choice for exterior spaces).

#### **Reimbursement Criteria**

All in-unit signage must submit the following for incentive reimbursement:

- Paid invoice(s) or receipt(s) for related expenses, such as printing
- Product specifications that identify the material, and text selection
- A photo example of the installed product, including one example for each text selection

### Signage Messaging

Applicants may choose to use any combination of the following messaging, with reimbursements capped at \$25,000. Property owners may add development or company logos. **Any alterations to signage text without preapproval may result in incentive denial.** 

In-unit signage must conform to the following options:

All-Electric Unit Notice

### This apartment is part of an all-electric building.

This building relies entirely on electricity for all purposes, including heating, cooling, and building appliances. This all-electric building does not use fossil fuels (like natural gas) for any of its equipment. By utilizing energy-efficient electric appliances, this building reduces greenhouse gas emissions and provides a cleaner, more sustainable building for you to live in.

Heat Pump Water Heaters

#### This apartment features a heat pump water heater.

Heat pump water heaters extract heat from the surrounding air and transfer it to the water in the tank. The technology works like a refrigerator in reverse, moving heat from one location (the air) to another (the water).

Tips for proper operation:

**Air flow maintenance:** Air circulation is critical for efficient heat pump operation. Ensure that the area around the heat pump water heater is clear of obstructions and that any air intake vents are not clogged or blocked. Contact your maintenance team for assistance with operating this appliance.

#### Heat Pump Space Conditioning – Ducted System

### This apartment features a ducted heat pump system.

A ducted heat pump is a space conditioning system that transfers heat from one place to another using a refrigerant. Ducted heat pumps can both heat and cool homes. They are more energyefficient than non-heat pump technologies, resulting in less energy usage and lower energy bills.

Tips for proper operation:

**Thermostat setting:** Set the temperature as close to the outside temperature as your comfort allows to help save energy and money. Because a heat pump is designed to maintain a steady temperature gradually and efficiently, it is recommended to leave the thermostat at your desired setting.

**Filter replacement:** Most ducted systems have a filter that will require cleaning or replacement on a regular basis. Contact your maintenance team for assistance with operating this appliance.

### This apartment features a ductless heat pump system.

A ductless heat pump is a space conditioning system that moves heat from one place to another using a refrigerant. A ductless heat pump can both heat and cool homes. They are more energyefficient than other non-heat pump technologies, resulting in less energy usage and lower energy bills.

Tips for proper operation:

**Thermostat setting:** You can customize each thermostat to the temperature you want for the room it is serving. Set the temperature as close to the outside temperature as your comfort allows to help save energy and money. Because a heat pump is designed to maintain a steady temperature gradually and efficiently, it is recommended to leave each unit set to your desired temperature.

**Filter replacement:** Most ductless heat pump systems have a filter that will require regular cleaning. Contact your maintenance team for assistance with operating this appliance.

#### Induction Cooktop

### This unit is equipped with an electric stove with an induction cooktop.

Induction cooktops are more efficient than traditional gas or electric cooktop appliances. Induction cooking uses an electromagnetic field that transfers currents directly to the cookware placed on the glass surface, creating heat within the cookware itself, not the cooktop. These cooktops are cleaner and safer and, unlike gas stoves, do not produce any indoor air pollutants.

Tips for proper operation:

**Compatible cookware:** Induction cooktops require cookware made of materials such as stainless steel or cast iron to properly transfer heat. If a magnet sticks to the cookware, you can use it on an induction cooktop.

**Cookware placement:** Place your cookware in the center of the induction cooking zones to ensure even heat distribution and efficient cooking. Ensure that the bottom of your cookware is smooth and flat to provide good contact with the cooktop's surface. Heat will not transfer if you remove the pan from the induction surface.

# **Common Area Activities**

This section provides guidance for common area activities.

### **Permanently Installed Signage**

Permanently installed signage refers to informative placards or signs permanently installed in common areas to educate residents and visitors about the benefits of electrification, energy-saving tips, and/or electric building features. The figure below provides an example of program-eligible, permanently installed signage.



Figure 2. Permanently Installed Signage Example

### Signage Objective

The permanent signage aims to increase exposure to electrification messaging, reinforce conscious energy use, and encourage an eco-friendly mindset.

### Signage Specifications

Applicants will adhere to the following signage requirements:

- **Material:** Placards must be made of durable materials (rigid plastic, metal, or similar material). Stickers should be made of durable vinyl or a similar material.
- **Measurement:** Signs must be large enough to accommodate text 0.5 inches tall to ensure they can be read from a minimum distance of 5 feet.
- **Text:** Signage must contain legible text with clear, bold lines and provide educational language surrounding the benefits of electrification, specific equipment, and/or energy-saving tips.
- **Location:** Install signage in well-lit locations, preferably in high-traffic common areas with good visibility (example: near the elevator). Signage must be affixed to walls, equipment, etc. so that it cannot be removed.
- **Considerations:** Include multilingual signs as well as accessibility (visual impairment, mobility concerns) accommodations. Material choice should match location (i.e., vinyl stickers may not be a good choice for exterior spaces).

### **Reimbursement Criteria:**

All common area signage must submit the following for incentive reimbursement:

- Paid invoice(s) or receipts for related expenses, such as printing
- Product specifications that identify material and text selection
- A photo example of the installed product, including one example for each text selection

### Signage Messaging

Project teams may add development or company logos to signage. **Any alterations to the signage text may result in an incentive denial.** 

Common area signage must conform to the following options:

All-Electric Building Notice

### This is an all-electric building.

This building relies entirely on electricity for all uses, including heating, cooling, and all building appliances. This all-electric building does not use fossil fuels like natural gas for any of its equipment. By utilizing efficient electric heating systems, heat pump space conditioning systems, heat pump water heaters, and electric appliances, this building eliminates the need for combustion-based systems, reducing greenhouse gas emissions and providing a cleaner and more sustainable building for you to live in.

#### Central Heat Pump Water Heater

#### This building is equipped with a central heat pump water heater.

A central heat pump water heater stores water centrally in large tanks and heats the water before sending it out to each of the units and community spaces in the building. They work like a refrigerator in reverse, moving heat from one location (the air) to another (the water), which makes them much more efficient than older technologies. Water heating is the largest user of energy in multi-family buildings, and electric heat pump water heating can help drastically reduce carbon emissions, especially when powered by renewable energy, like solar panels.

#### Photovoltaic

#### This building utilizes solar energy.

This building is powered by photovoltaic (PV) technology, more commonly known as solar panels, which converts energy from the sun into energy we can use, helping to lower carbon emissions from our homes and businesses. When the sun is shining, energy is created to power your home. Anything leftover is sent out to the energy grid to power other homes and businesses. At night, we rely on the energy grid for power, which may or may not come from a renewable resource. For this reason, it is important to conserve electricity whenever possible.

### **Community Education Events**

Community education events are events that the property management or ownership hosts to inform current or prospective residents of the development's electric systems and features. Applicants may choose to present a variety of topics via workshops or other events to engage residents. The figure below shows an example of an induction cooktop demonstration.



Figure 3. Induction Cooktop Demonstration Example

### **Community Education Event Objective**

Community education events aim to generate excitement for electrification and electric technologies (e.g., induction cooktops), increase comfort level and operational understanding of electric technologies, and encourage resident understanding of how their building is helping California reach its climate goals.

### **Community Education Event Requirements**

Applicants will adhere to the following community event requirements:

- **Subject Matter:** Subject matter should directly relate to the resident all-electric living experience and can include any combination of:
  - o Induction cooktop demonstrations
  - o Introduction to electric technologies (e.g., heat pumps)
  - Energy use management and energy-saving tips (e.g. utilizing thermostat effectively)

- **Location:** Events should be held at the property whenever possible or in an easily accessible location.
- **Print Material:** Project teams should consider providing reference materials that attendees can take home. Materials should be provided in appropriate languages for participants.
- **Considerations:** Project teams should plan for accessibility and cultural considerations (including spoken language, time of day, and childcare concerns), as well as outreach and promotional activities that may affect attendance.
- **Attendance Tracking:** Project teams should track event attendance via a sign-in sheet or other attendee list.
- **Approved Expenses:** Eligible expenses may include event costs pertaining to food and beverages, PPE (e.g., masks, sanitizing gel), printing costs for promotional activities and educational literature, event advertisement/promotion, and promotional products (e.g., magnets, pens). Clean Energy Homes program staff will be available to assist in determining allowed expenses prior to the event.

### Reimbursement Criteria

All community education events must submit the following for incentive reimbursement:

- Invoice(s) or receipt(s) for costs incurred
- Copy of the meeting agenda
- Copy of distributed materials (if applicable)
- Attendee list or sign-in sheet
- Photos of the event

# **Reimbursement Criteria Table**

The figure below provides an overview of all approved activities and required documentation.

	Costs Incurred: Paid Invoice	<b>•</b> Photo	Product Specification	Meeting Agenda, Distributed Materials	Attendee List or Sign-in Sheet			
Individual Unit-Based Activities								
Individual Unit Signage	x	х	х					
Common Area Activities								
Community Area:	х	х	х					
Permanently Installed Signage								
<b>Community Education Events</b>	х	х		х	x			

Figure 4. Reimbursement Criteria Table



### **Contact Us**



Phone: 1-888-488-5969 Email: <u>cehinfo@aeacleanenergy.org</u> Website: <u>www.cleanenergyhomes.com</u>

### **Utility disclaimer:**

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