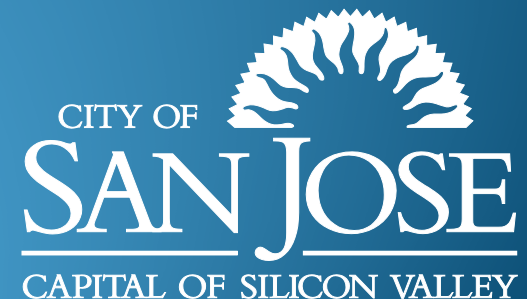


Better Buildings Program

San Jose

Serving Moderate Income Residents

Adrianna Masuko



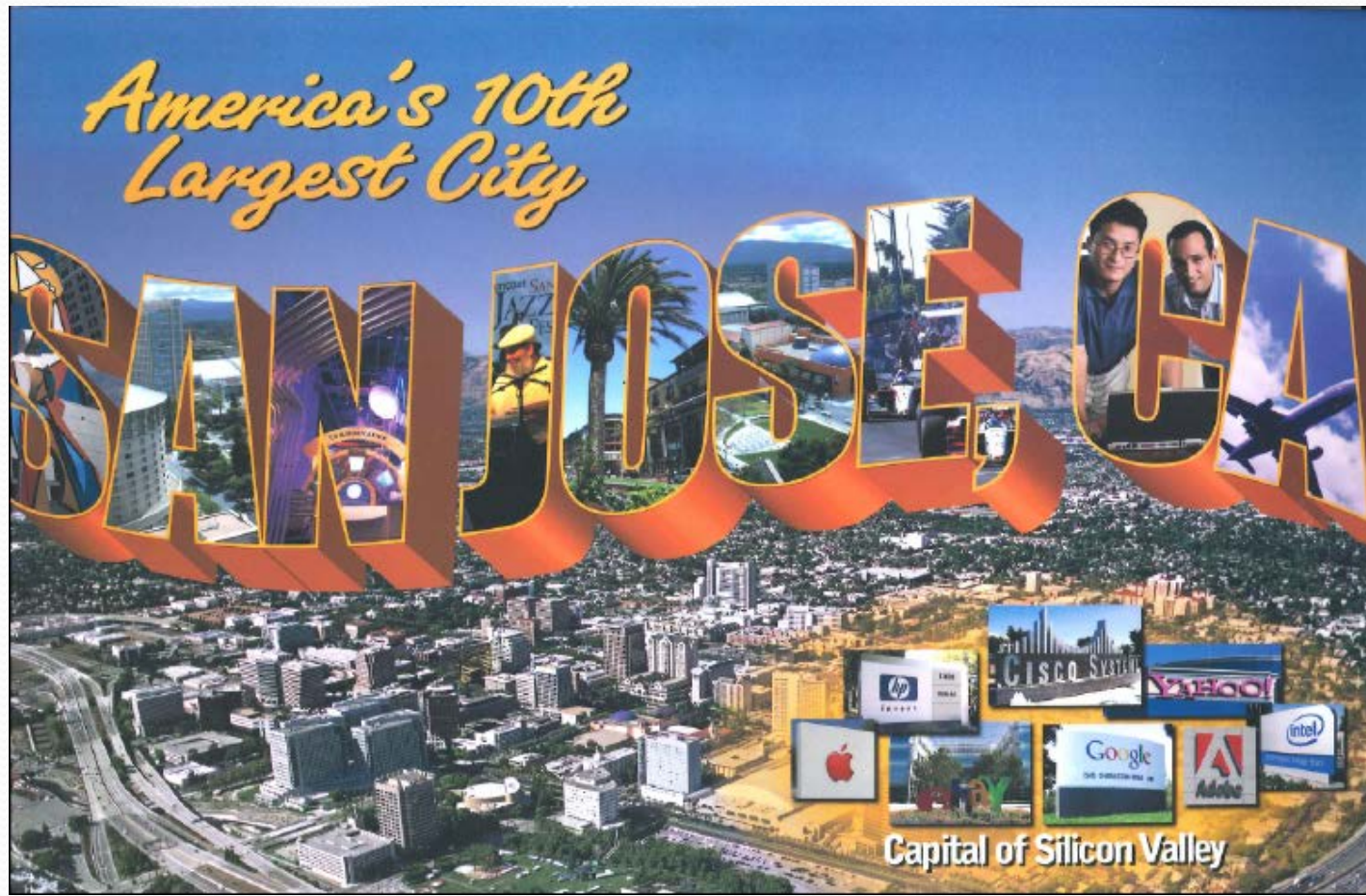
Introduction

Better Buildings San Jose focuses on bringing energy efficiencies to low income families in the Hillview-TOCKNA (Tully, Ocala, Capitol, King Neighborhood Association) community. BBPSJ is the only program in the state to focus specifically on low income residences.

The program began in May of 2011 is currently running through September of 2012.

“The goal of the Whole Neighborhood Approach pilot is to streamline participant, contractor, and administration processes for neighborhood retrofitting in order to reduce high transaction costs created by the current one-off delivery model.”

Do You know the way to San Jose?



Funding



U.S. DEPARTMENT OF
ENERGY

\$508,000,000



\$30,000,000



ABAG

ASSOCIATION
OF BAY AREA
GOVERNMENTS

\$9,500,000

- Alameda
- Sacramento
- San Francisco
- San Jose
- Sonoma



\$750,000

Program Components & Goals

“The goal of the Whole Neighborhood Approach pilot is to streamline participant, contractor, and administration processes for neighborhood retrofitting in order to reduce high transaction costs created by the current one-off delivery model.”

- RESIDENTIAL GOAL 45 homes (15% energy savings)
 - 245 completed (retrofits have been completed)*

The Team

Paul Prange
Project Manager
Environmental Services Specialist

Jorge Ceballos
Neighborhood Liaison
Community Organizer



William Sudduth
Marketing & Public Outreach Assistant
Graduate Student Intern

Adrianna Masuko
Marketing & Public Outreach Lead
Senior Marketing Representative II

50 years of community service experience

Hillview-TOCKNA Community

Over 11,000 residents

2,232 Residential

47 Commercial

Key Neighborhood Assets

- 2 Neighborhood Associations
- Boys & Girl Club
- Most Holy Trinity Church
- 4 Elementary Schools
- 2 Middle Schools
- 1 High School
- Strong Neighborhood Initiative

Resident Profile

- 70% Hispanic/Latino
- 20% Asian

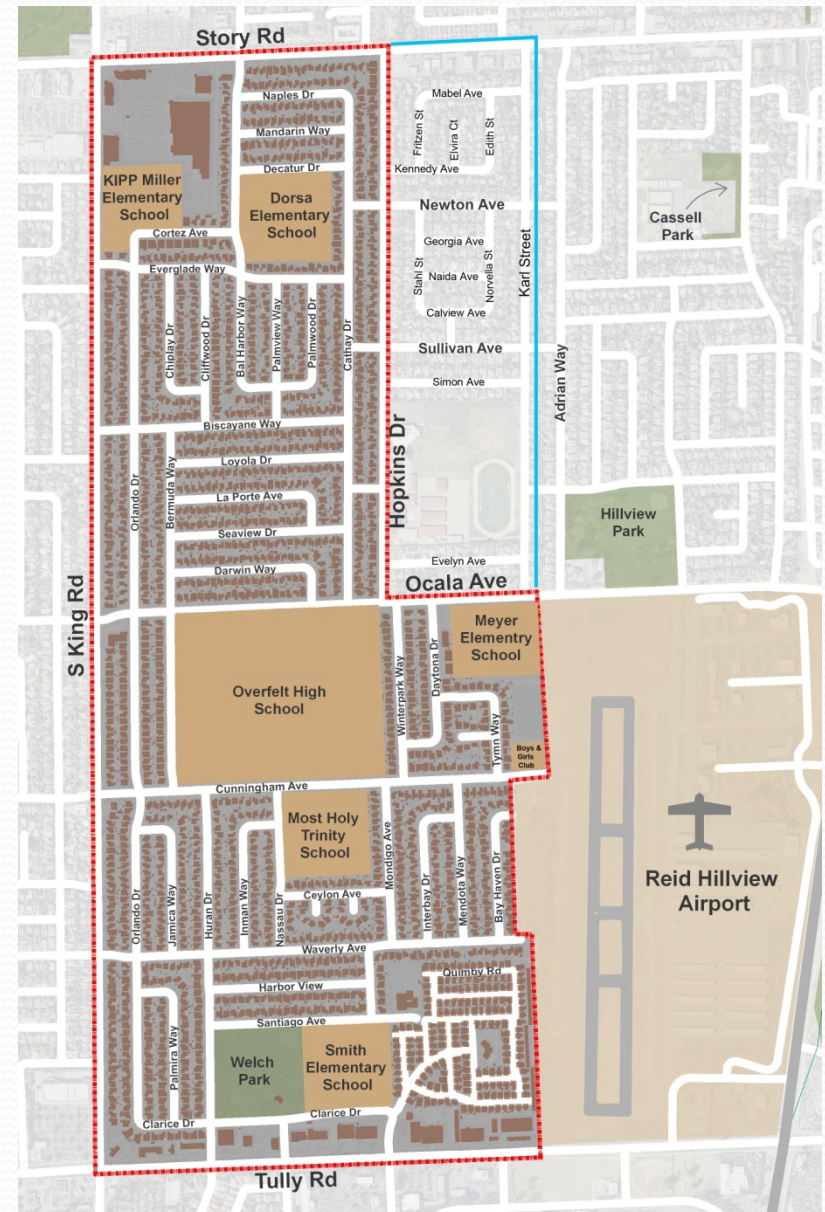
Median Household Income - \$65,000

Household Size

25% : 1-3 person

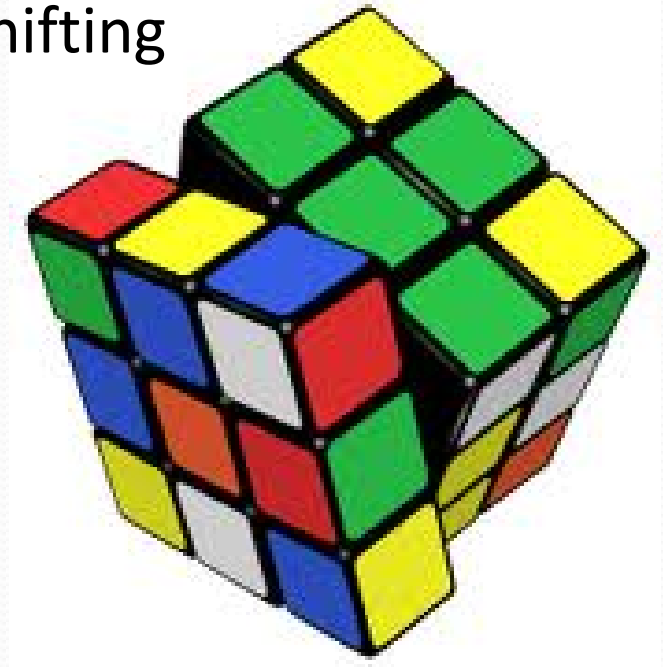
46%: 4-6 person

29%: 7+ person



Challenges from the start

- EUC was a hard sell to this community.
- How could we package what we had to offer?
- Traditional Methods of Media – not viable.
- DOE criteria and resources keep shifting



Residential Services

Winter
2011



- Basic Package
- Advanced Package

Spring
2011



- MIDI (Moderate Income Direct Install)
- ESAP (Energy Savings Assistance Program)

Summer
2011



- Weatherization Assistance Program

Fall
2011



- Solarthon – PV solar

Fall
2011



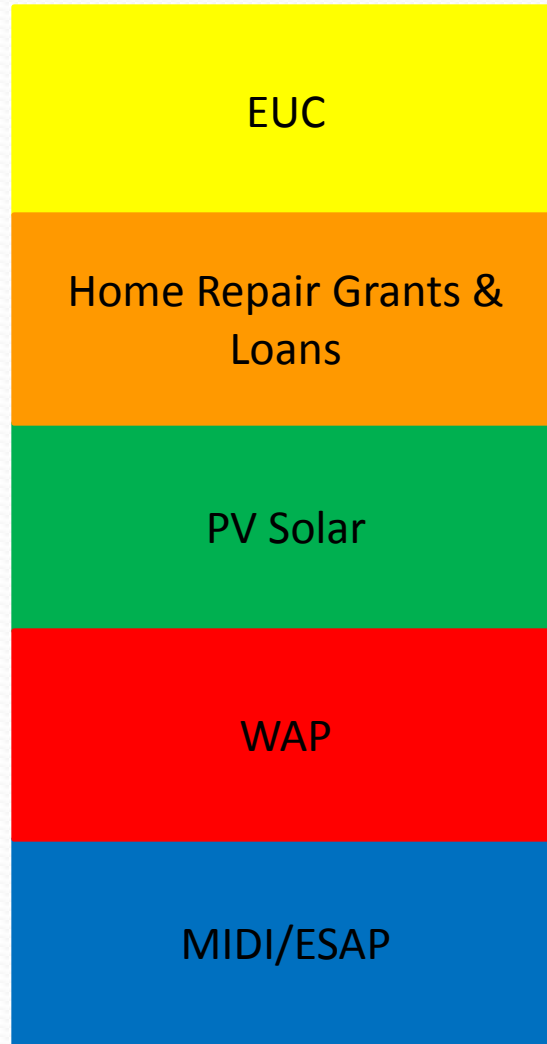
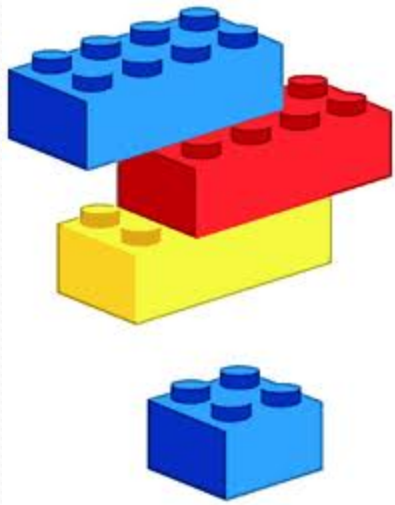
- Home Repair Assistance Program
Loans & Grants

Housing Department Partnership



- Rehab and Repair Program
- \$5,000 - \$15,000 grants
- \$15,000 - \$100,000 loans (no payment 0%)

Building a Good Foundation





Embedding Ourselves within the Community



East San Jose Neighborhood Resource Center
Grand Opening 9/26/11

Grassroots Marketing

The City logo goes a long way



Door to Door Outreach



The Power is in the Relationship



The Mercury News SUBSCRIBE 1.800.870.NEWS The Newspaper of Silicon Valley
MercuryNews.com

US WEEKEND

APRIL 13-15, 2012
usaweekend.com

Kevin Bacon
helps us salute
our 2012
Make A
Difference Day
honorees,
including this
incredible teen.

OUR 21st

Make A Difference Day Awards

The most inspiring issue of the year!

Actor, singer and philanthropist Bacon with Neha Gupta, a Pennsylvania 15-year-old who created a tiny school library.

The magazine cover features a photograph of actor Kevin Bacon and Neha Gupta. Kevin Bacon is sitting on a stack of books, and Neha Gupta is sitting next to him. The background is a bright blue sky.

Events



**TO PAY THE BILLS
GET THE SKILLS**

**Job Training Fair for
Hillview/TOCENA Residents**
Tuesday - September 27, 2011
7:00 a.m. to 9:00 a.m.

Boys & Girls Club
2195 Cunningham Avenue
San Jose, 95122

Join us for
A FREE Breakfast!

Why not get the fastest growing job areas in the world?

- Looking for a new career?
- Want to enhance your skills?
- Need a CED or High School Diploma?

Green Collar jobs are typically manual labor, construction and repair jobs that reduce waste and pollution and benefit the environment.

Learn about local trade schools and adult education providers and their programs. Opportunity is Real! Will you take it?

Space is limited.
Register to attend by calling today.
(408) 975-2500

Yard Sign

CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

energy
upgradeTM
CALIFORNIA

SAVE ENERGY!

SAVE MONEY!

More Comfortable, Safe and Healthy Homes!
Better Buildings Program - San Jose
Call (408) 975-2500

Success Stories



“In these times is when this neighborhood especially needs this type of help to save money and become smart on energy. This is a good program and what the community needs.”

– Alfred Villalobos
Property Owner
ESAP Recipient

Success Stories



“It is wonderful that these programs are available to our neighborhoods. I am very impressed that we are able to receive the same services that other areas around the city.”

– Deo Agustin
family childcare home business
MIDI Recipient

Success Stories



"I am really appreciative of the program. I have never received anything free before. I'm so proud of my neighborhood"
- Bernadine Tepee

