



**City of Dallas**

# Whole Home Dallas Program Update

Environment & Sustainability  
Committee  
February 6, 2023

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Quality & Sustainability

# Presentation Overview



- Program Purpose
  - CECAP Implementation
  - Climate Resilience
  - Environmental Justice
- Whole Home Dallas
  - Weatherization
  - Energy Efficiency
  - Renewable Energy
- Partners, Stakeholders, and Contributors
- Success Metrics
- Next Steps







# Program Purpose: CECAP Implementation



**01** | Dallas' **BUILDINGS** are energy-efficient and climate resilient.


## B4: Implement a citywide building weatherization program through partnership with community organizations.

	B4	OEQS	Provide ongoing environment and sustainability targeted outreach and education programs to the community
	B4	OEQS	Launch a weatherization campaign to raise awareness of benefits of home weatherization upgrades
	B4	OEQS	Work with RISE partners to facilitate regional conversations that expand efforts to reduce residential energy burdens
	B4	OEQS	Conduct a green job skills pilot to increase the number of qualified people providing weatherization services



**02** | Dallas generates and uses renewable, reliable, and affordable energy.

## E3: Continue partnership with public utility companies on an intensive program on renewable energy options.

	E3	OEQS	Implement a Whole Home Weatherization Program resource HUB to connect residents with existing services
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# Program Purpose: Climate Resilience



- Climate change is affecting everyone, but not everyone will be affected equally!
- Dallas residents are seeing more extreme weather due to our changing climate.
- Homeowners can take action to make their Whole Home resilient to extreme weather by including home updates like:
  - Weatherization
  - Energy Efficiency
  - Renewable Energy



**WHOLE HOME**  
**DALLAS**



# Program Purpose: Environmental Justice



*U.S. Department of Energy  
measures the average energy  
burden for low-income households  
at 8.6%.*

- Housing in low-income communities may be poorly insulated, with less-efficient appliances and structural issues. Leading to wasted energy.
- Racial Equity Plan Target 2.12
  - “Increase residential building efficiency through weatherization, access to clean energy through community solar programs, and reduce energy use in historically disadvantaged communities through other related programs.”





# Whole Home Dallas Program



- Whole Home Dallas helps residents by:
  - **Educating** on benefits of household upgrades.
  - **Connecting** to available programs and resources that are:
    - Income-Based Assistance
    - Rebates & Discounts
    - Tax Incentives



WEATHERIZATION



ENERGY EFFICIENCY



RENEWABLE ENERGY



# Whole Home: Weatherization



## What is Home Weatherization?

Weatherizing aims to improve household resiliency by sealing drafts and protecting the interior from outside conditions.

## What are the benefits of weatherizing your home?

Saves residents on utility bills and makes interior temperatures more comfortable.

## What are weatherization upgrades for your home?



Repairing or Replacing Doors



Caulking



Weatherstripping



Insulation



Energy-Efficient Windows



# What programs are available to help weatherize your home?



## Income-Based Assistance

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
DCHHS Weatherization	The purpose of this program is to reduce household energy usage, address health and safety needs, and offer minor home repairs by installing approved weatherization materials.	Household with a combined gross income at or below 200% of federal poverty level.	(214) 819-1909	<a href="#">Visit website</a> <a href="#">Send Email</a>

## Rebates & Discounts

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
Energy Star Sales Tax Holiday	During May 27-29, 2023, you can purchase certain EnergyStar energy efficient products tax free during the Texas sales tax holiday.	List of qualifying items can be found on the website.		<a href="#">Visit website</a>

## Tax Credits

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
Insulation	Energy Star Tax Credits are available for primary residences. Tax credit for 10% of the cost, up to \$500 (Not including installation).	Typical bulk insulation products can qualify, such as batts, rolls, blow-in fibers, and pour-in-place.		<a href="#">Visit website</a>





# Whole Home: Energy Efficiency



## What is energy efficiency?

Energy efficiency helps use less energy to get the same job done.

## What are the benefits of making your home energy efficient?

Energy efficient appliances use less energy and can lead to lower utility bills.

## What are energy efficient upgrades for your home?



EnergyStar® Appliances



EnergyStar® Light Bulbs



Programmable Thermostats



Smart Plugs



# What programs are available to help make your home energy efficient?



## Income-Based Assistance

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
High-Efficiency Electric Home Rebate Act (HEEHRA)	HEEHRA provides point-of-sale consumer rebates to enable low- and moderate-income households across America to electrify their homes.	Low-Income is defined as: <80% Area Median Income(AMI)		<a href="#">Visit website</a>

## Rebates & Discounts

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
Oncor Retail Products Program	Oncor Retail Products Program provides Oncor residential customers with in-store, point-of-sale discounts for qualifying ENERGY STAR® products.	Must be an eligible Oncor customer		<a href="#">Visit website</a>

## Tax Credits

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
Insulation	Energy Star Tax Credits are available for primary residences. Tax credit for 10% of the cost, up to \$500 (Not including installation).	Typical bulk insulation products can qualify, such as batts, rolls, blow-in fibers, and pour-in-place.		<a href="#">Visit website</a>



# Whole Home: Renewable Energy



## What is Renewable Energy?

Renewable energy is “clean energy” made from resources that nature will replace, like wind, water, and sunshine.

## What are the benefits of adding renewable energy to your home?

Leads to less reliance on the power grid and offsets rising electricity costs.

## What are renewable energy sources for your home?



Renewable Electricity Plans



Solar Panels



Solar Energy Storage



Solar-Powered Generator



Solar-Powered Water Heater





# What programs are available to help add renewable energy to your home?



## Income-Based Assistance

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
Go Green, Save Green: Energy Guide for Texans	Low-income households generally pay more for electricity without any extra benefits. This step-by-step guide helps understand how you can save money with a renewable energy product.	Resource is available to all Texas residents.		<a href="#">Visit website</a>

## Rebates & Discounts

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
Oncor Residential Solar Program	Oncor has an incentive program for residential solar photovoltaic systems. Incentives depend on the size, azimuth, and other factors of the system.	Homeowners with Oncor as their electric delivery provider qualify for incentives.		<a href="#">Visit website</a>

## Tax Credits

Program Name	Description	Qualifications/Requirements	Phone Number	Digital Contact
Solar Investment Tax Credit	If you install a Solar PV system between 2022 and 2032 you may receive a 30% tax credit. If you install a system in 2033 the credit will decrease to 26% and to 22% in 2034.	Depends on installation date.		<a href="#">Visit website</a>



# Partners, Stakeholders, Contributors



SMU | Hunt Institute for Engineering & Humanity

a hub of innovation for a resilient humanity



North Central Texas Council of Governments



ENERGYPRO HOME ENERGY SPECIALISTS



GREEN CAREERS DALLAS  
Solar Power For Good



News from TEPRI

# Success Metrics



## Awareness

- Webpage visits
- Video views
- Time spent on website



## Engagement

- Onsite events
- Virtual presentations
- Zip code tracking



## Sharing

- Social media
- Mentions
- Likes



## Action

- Click through rates
- Email inquiries
- Request for assistance

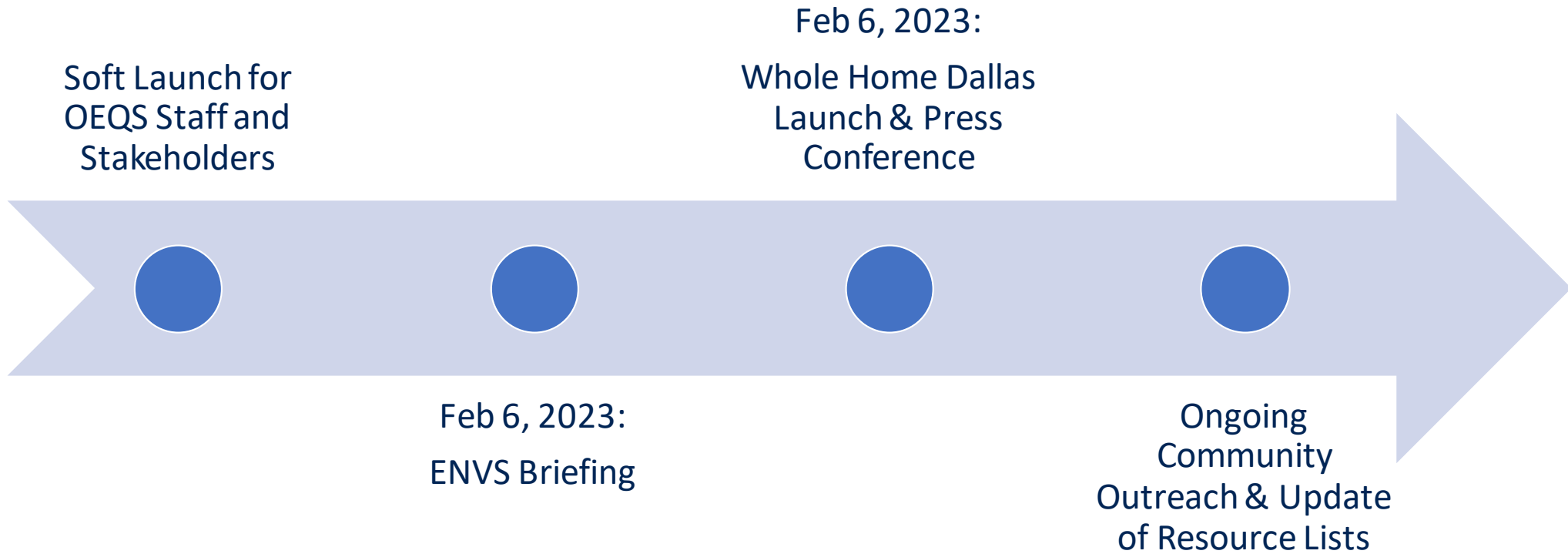
### Anticipated Outcomes:

- Quarterly outreach in high impact equity priority zip codes
- Quarterly 2% increase of webpage visits





# Next Steps





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