




CTA

**Climate
Transformation
Alliance**

Truckee Tahoe Building Decarbonization Pilot Program

February 22nd, 2023



OUR TEAM

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President

Sierra Business Council

Meredith Anderson

Project Manager, Climate Transformation Alliance

Sierra Business Council

Erin Brewster

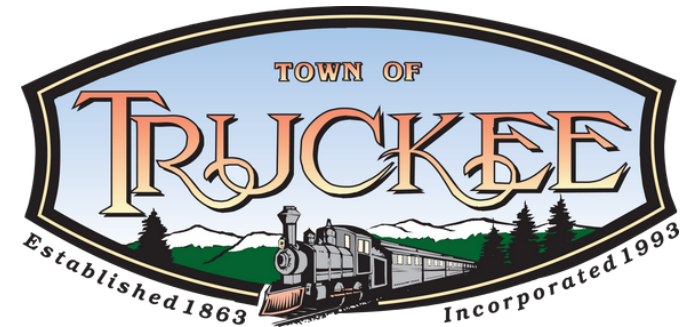
Sustainability Program Manager

Town of Truckee

Sara Sherburne

Sustainability Program Analyst

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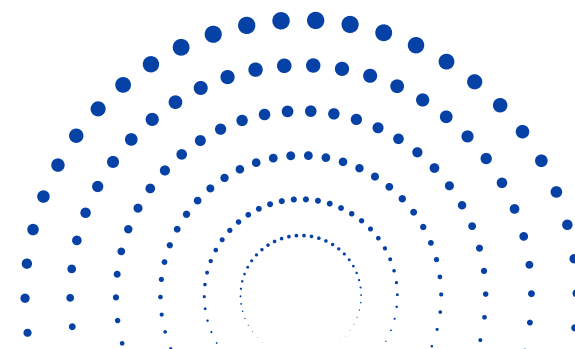
Climate Transformation Alliance

What is the Climate Transformation Alliance (CTA)?

The Climate Transformation Alliance initiative convenes a multi-stakeholder cross-sector regional alliance that works collaboratively together to reduce GHG emissions and adapt our region to the impacts of climate change.

Vision

The Truckee North Lake Tahoe region will be net carbon neutral by 2045 through a combination of GHG emissions reduction in the built environment and sinking or storing carbon in natural lands. Carbon neutrality will improve the environment, reduce the risk of wildfire, create new opportunities for innovation and business creation, diversify our economy, improve public health, equity and safety, and meet our commitment to steward the region for the benefit of future generations.



PROGRAM VALUE

This program will expand much-needed workforce education and training for decarbonization, educate the community on the benefits of electrification, walk home and building owners through the retrofit process, and ultimately reduce greenhouse gas emissions from the built environment in Truckee and North Tahoe.

THE FACTS

62,490

housing units in Truckee and the Tahoe Basin

~3.5 million

square feet of commercial space

34

licensed HVAC contractors in the Truckee / Tahoe region

47

licensed HVAC contractors in the Reno / Sparks / Carson City region

55%

of buildings use utility natural gas*

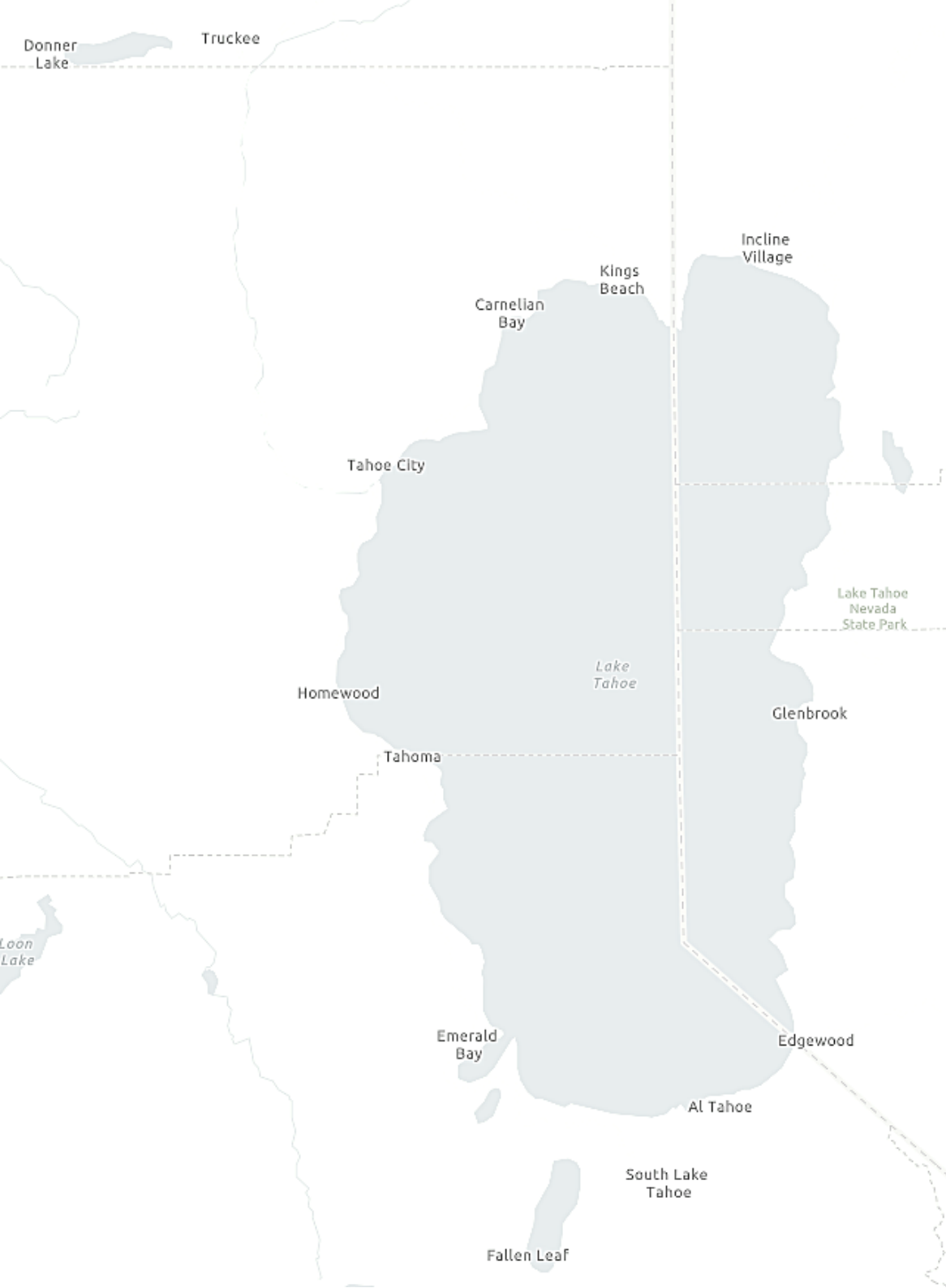
15%

of buildings use non-utility fuel as primary heat source*

6%

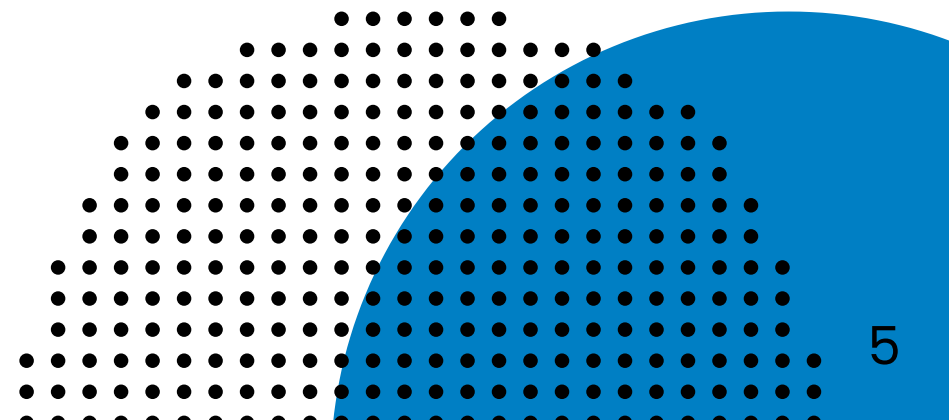
of buildings use wood as primary heat source*

*This percentage is an average between Placer and Nevada Counties, and accounts for areas west of the Truckee Tahoe region.



TARGET REGION

TOWN OF TRUCKEE &
TAHOE BASIN



BARRIERS

Lack of local contractors eligible to work on electrification projects

Lack of local contractors for the number of projects in the region

Lack of public knowledge surrounding building electrification

Amount of work for a home or building owner to manage several contractors for electrification

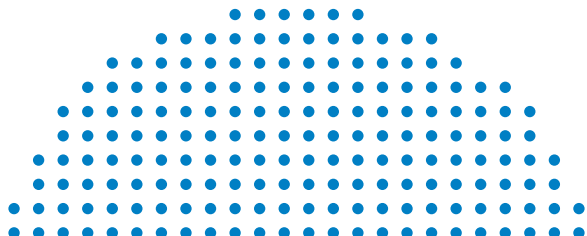
SOLUTIONS

Scholarships available for local contractors to obtain the certifications necessary for electrification work

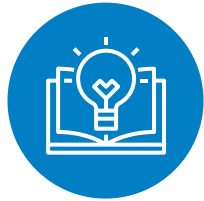
Scholarships available for high school graduates to attend trade school for electrification

Public education campaign to inform the community about the benefits of electrification and website to showcase local contractors who have electrification qualifications

One-stop shop concierge service to walk home and building owners through the electrification process



APPROACH



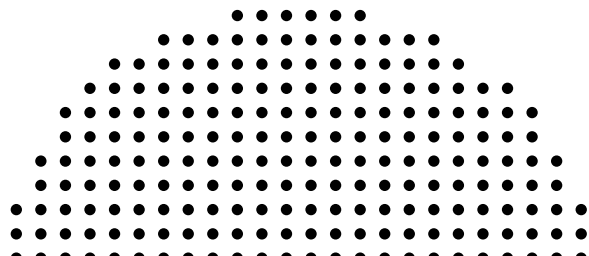
Workforce Education & Training



Public Communications



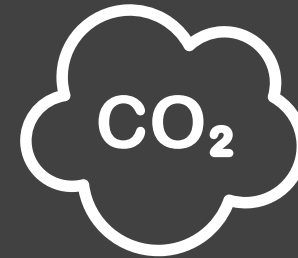
One-Stop Shop Concierge



Local
Contractors



Community



Emissions



Homes



Commercial
Buildings

IMPACT



Program Model

Breakdown of Program Components

1. Workforce Education & Training

- Convene contractor stakeholder group
- Provide scholarships for electrification training for local contractors
- Provide scholarships for local high school graduates to pursue electrification work in trade school

2. Public Communications

- Provide informational resources for consumers about building electrification retrofit processes, funding opportunities, pre-qualified local contractors, building weatherization improvements, and energy efficiency upgrades
- Collect and promote stories, testimonials, and data about the benefits of building decarbonization to increase residents' understanding and ability to navigate incentives and retrofit processes

3. One-Stop-Shop Concierge Service

- Provide one-on-one support to home and building owners to assist in finding local contractors and navigating the electrification process
- Identify available incentives or rebates for electrification



Program Model

Timeline & Program Benchmarks

Tasks

Summer 2023

Summer 2024

Summer 2025

Convene Contractor Stakeholder Group

Recruit Contractor "Ambassadors" & Begin Contractor External Marketing



Convene CTA Subcommittee

Begin Public Outreach

Begin Marketing Case Studies



Begin Reporting Metrics



Organize Contractor Trainings

Inventory and Catalog Training Opportunities & Establish Contractor Qualifications



Begin Concierge Service

Enroll First Pilot Projects



Begin Building Retrofits

Deploy Home Assessment Process & Conduct First Assessments





Program Model

Metrics for Success

GOALS

30

**local contractors
trained to perform
building electrification
measures**

20

**homes and
commercial buildings
served through the
program**

TRACKING

- GHG Emissions Avoided
- Criteria Air Pollutants Avoided
- Energy Savings
- Jurisdictional Planning Efforts
- Jobs Created or Retained



Program Model

Strategy

1. Reaching the Workforce

- Engage with the Contractors Association of Truckee Tahoe
- Convene contractor stakeholder group
- Provide scholarships

2. Engaging with the Community

- Outreach campaign
- Online resources

3. Leveraging Other Funding

- Local, state, and federal incentives and rebates for electrification
- Revolving loan fund



Program Model

Supporting Town of Truckee's Climate Goals

1. GHG Reduction Goals

- 100% renewable electricity by 2030
- Reduce GHG emissions 80% below 2008 baseline by 2040
- 100% renewable energy by 2050

2. Climate Action Plan

- The Town's CAP sets the goal of developing a comprehensive building electrification and energy efficiency retrofit program.

3. Reach Codes

- The Town is currently exploring the feasibility of adopting a building energy reach code, which is a local ordinance exceeding requirements set by state such as building energy and infrastructure standards.



ADVISORS

Proposal Development

- Amaury Berteaud, Association of Monterey Bay Area Governments
- Blake Herrschaft, Electrify Tahoe & Peninsula Clean Energy
- Lou Jacobson, Willdan
- Betony Jones, U.S. Department of Energy
- Courtney Kalashian, San Joaquin Valley Clean Energy Organization
- Stephen Kullmann, Redwood Coast Energy Authority
- Tony Pastore, Central Coast Community Energy
- Julie Roth, City of Ann Arbor, MI
- Mike Uhl, I Heart My Home Connecticut

KEY PROGRAM PARTNER

Building Decarbonization Coalition

- Panama Bartholomy
- Brian Barnacle

TEAM & ROLES

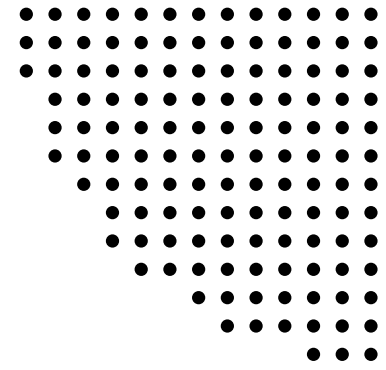
Sierra Business Council

- Convene Contractor Stakeholder Group
- Workforce Education & Training
- Public Communications
- One-Stop Shop Concierge Service

Town of Truckee

- Program and Policy Support
- Targeted Stakeholder Outreach to Public Agencies and Utilities
- Public Communications

Budget



Task	Cost
Contractor Workforce Education & Training	\$250,000
Public Communications & Partnership with Building Decarbonization Coalition	\$175,000
One-Stop Shop Concierge Service	\$75,000
Total	\$500,000

Thank You!

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