DRAFT #4 - MAY 14, 2024

ALEXANDRIA ECO-CITY HOMES RECOGNITION / AWARDS PROGRAM

OVERVIEW

The Alexandria Energy and Climate Change Action Plan (ECCAP) has a 2030 goal of 53,000+ housing units retrofitted with efficiency upgrades or built to be high efficiency. The City can't force the community to make home efficiency upgrades, but they can incentivize / encourage it through an Eco-City Homes effort. The Environmental Policy Commission, in cooperation with the Alexandria Office of Climate Action has developed this recognition / awards program to encourage all Alexandrians to become more engaged in the City's efforts to reach that goal.

The Green Homes Recognition Program (GHRP) is focused on providing recognition and support to Alexandria residents who are taking actions to ensure their homes align with the sustainability goals of Alexandria. By reducing energy and water consumption, producing less waste, improving air quality, and choosing more sustainable options, residents build upon a whole of community efforts to improve the quality of life and environmental justice for all.

RECOMMENDED CONSIDERATIONS

An approved program may consider planning for program launch and awareness (e.g., marketing, communication, stakeholders, and kick-off event), registration and initail assessments (e.g., online portal and assessment), tiered actions and requirements (e.g., clear criteria and guidance documents) support and resources (e.g., workshops, training and technical assistance), recognition and incentives (e.g., public, social media, signage in yard/window/door, tax reduction education), feedback and improvement (e.g., surveys and process improvement activities), and community engagement and expansion (e.g., community events, relationship building across the green programs, and maturation of program)

ELIGIBILITY

· Single Familty Homeowners / Condo Owners (SFH/CO)

~~· Multi-Family Owners (MFO) - saving for GBRP rollout instead~~

· Renters

PROCESS

Modeled after the Green Business Recognition Program. Residents will determine which tier they are qualified for, gather the required information for specific tier, fill out a smartsheet application online, and wait for recognition. Note that the GBRP includes a site visit that OCA would *not* perform for the GHRP due to the intent of scaling the program with many more homes receiving recognition than businsses.

CRITERIA

Awards / Recognition will be provided based on the overrall eco-leadership shown in the home, across the different categories below. An 'x' denotes which items will be applicable to which stakeholder type. Participants must complete a minimum of 75% of the activities in each category (as detailed on the specific scoring sheet), which includes certain required actions. Required items to complete will vary by eligibility type.

Category	Activity	SFH/CO	~~MFO~~	Renters
Energy Efficiency	Energy usage benchmarked on ENERGY STAR Portfolio Manager	x	x	x
Energy Efficiency	3rd Party Energy Audit performed within past 3 years	x	x	
Energy Efficiency	3rd Party Green Buliding Certification (e.g. Pearl, ENERGY STAR, LEED, Green GLobes, etc)	x	x	
Energy Efficiency	All-Electric Home	x	x	
Energy Efficiency	Electric Heat Pump for HVAC	x	x	
Energy Efficiency	Electric Induction Stove	x	x	
Energy Efficiency	Electric clothes dryer	x	x	
Energy Efficiency	Well-Insulated Attic	x	x	
Energy Efficiency	High Performance Windows	x	x	
Energy Efficiency	Sealed Doors (i.e. use of weather stripping to remove gaps that allow air leakage)	x	x	X
Energy Efficiency	Majority LED Lighting	x	x	x

Category	Activity			
Energy Efficiency	ENERGY STAR appliances	x	x	x
Energy Efficiency	Smart Thermostat	x	x	x
Energy Efficiency	Energy Efficient Thermostat Setpoints	x	x	x
Energy Efficiency	Pledge for plug load efficient behavior - turn off unused lights, unplug appliances, turn off video game/tv/computer monitor	x		x
Renewable Energy	Onsite Solar Panels	x	x	
Renewable Energy	Solar-Ready Infrastructure	x	x	
Renewable Energy	Geothermal	x	x	
Renewable Energy	Backup Battery (not fossil fuel)	x	x	
Renewable Energy	Participation in Dominion's Renewable Energy program	x	x	x
Transportation	Doesn't own a Car	x		x
Transportation	Relies primarily on walking/public transit/bike/scooter for transportation	x		x
Transportation	EV-ready infrastructure	x	x	
Transportation	EV Charger on-site	x	x	
Transportation	Owns an Electric Vehicle	x		x
Transportation	Pledges to reduce vehicle miles traveled as much as possible in daily life activities	x		x
Transportation	When using a ride share, pledges to request the "Uber Green" when available (or comparable option for other companies)	x		x
Water Efficiency	Electric Heat Pump Water Heater	x	x	
Water Efficiency	Low-Flow Fixtures - WaterSmart shower/tub, faucets, toilets	x	x	x
Water Efficiency	Participate in City's stormwater reduction program	x	x	
Water Efficiency	Pledges to be waterwise with shorter showers, no water during teethbrushing, etc during daily life activities	x		x
Water Efficiency	Landscapes with native plantings/xeriscaping to enable less watering of outdoor plants	x	x	
Water Efficiency	Wildflowers/natural plant growth instead of manicured grass on the property	x	x	
Water Efficiency	Rain barrel on site to for landscaping/water reuse	x	x	
Water Efficiency	Permeable pavement for driveway/yard features (as opposed to impermeable)	x	x	
Waste Reduction	Onsite Recycling Program		x	
Waste Reduction	Onsite Compost Program		x	
Waste Reduction	Composts at curbside, farmers market, or onsite	x		x
Waste Reduction	Recycles household waste	x		x
Waste Reduction	Brings glass to purple bin	x		x
Waste Reduction	Pledges to avoid material and food waste as much as possible	x		x
Indoor Air Quality	Pledges to use "green" (non-toxic) cleaning supplies	x	x	x
Indoor Air Quality	Pledges not to smoke indoors	x	x	x
Indoor Air Quality	Measures Indoor Air Quality with an IAQ Monitor	x	x	x
Indoor Air Quality	Properly using ventilation systems with higher rated MERV filters	x	x	x
Indoor Air Quality	Investing in indoor plants	x	x	x

Eco-City Ambassador	Community member or business referral	x		x

AWARD LEVELS	ACCESSIBILITY	REQUIREMENT
TIER 1: BRONZE	Accessible, low-cost sustainable action.	Complete a minimum of 75% of the activities shown, including the required items
TIER 2: SILVER	Strong, demonstrated commitment to sustainable practices.	Complete a minimum of 75% of the Bronze activities PLUS a minimum of 75% of the Silver activities, including the required items

TIER 3: GOLD	Going above and beyond in your commitment to sustainability.	Complete a minimum of 75% of the Bronze activities PLUS a minimum of 75% of the Silver activities PLUS a minimum of 75% of the Gold activities, including the required items. Not applicable to Renters.

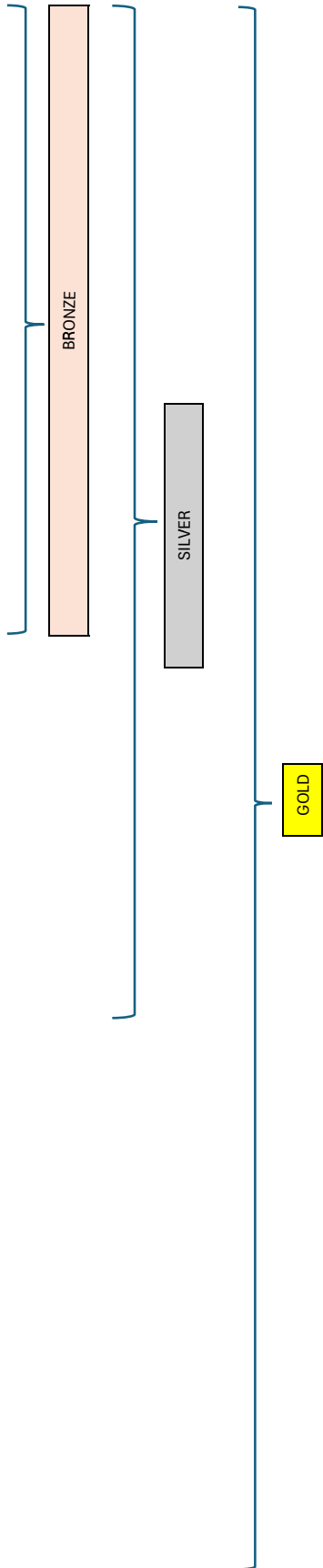| PROGRAM SUSTAINIBILITY AND PROGRESS	
Initial Recognition	This is a participant's first recognition after meeting the requirements. This award is good for "X" years (determined by OCA)
Upgrade Recognition	This is recognition that participants can apply for once they meet the requirements of that tier. This can be done anytime after the initial award and will be good for "X" years after th date of the upgrade tier is awarded.
Sustained Recognitio	This is an award that reflects a participant's having been awarded an initial or upgrade award. They are now reapplying for sustained recognition that shows their continued commitment. Frequency determined by OCA.

MEASUREMENT (ROI & Impact) - Recommendations

Measure	Metric	Quarterly Target
Participation Rate	(Total Participants / Eligible Households) * 100 to get the percentage. To identify barriers, assessing interest, incomplete applications, and complete applications may inform barriers to the program.	Established by OCA
Participation Rate of Homeowners vs. Renters	Track participation separately for homeowners and renters to tailor outreach and engament strategies.	Established by OCA
Indoor Air Quality	Measurement of ventilation and cleaning strategies, key pollutants to measure from baseline to installation, and potential health indicator (in concert with Healthy Homes project)	Established by OCA
Reduction in Energy Consumption	Benchmark Against Energy Star Portfolio Manager (Buildings) & Energy Usage Tracker (Individuals). Use the ESPM as a benchmark to measure reduction in energy consumption before and after program implementation for each participating home. Alternatively, participants can use their energy bill by signing up to track energy usage.	Established by OCA
Water Usage Reduction	Low-Flow Fixture Installations: Count the number of low-flow fixtures installed as a result of the program and estimate water savings based on typical reductions per fixture type. Water Use Comparisons: ESPM also can track water usage - can encourage participants to benchmark their water utility info for OCA to track performance over time.	Established by OCA
Waste Reduction	Recycling and Composting Participation: Measure the increase in recycling and composting rates by tracking participation in these programs (e.g. new signups for Curbside Compost) or in partnership with offices, assess the volume of materials diverted from the landfill with increases in composting or waste reduction activities.	Established by OCA
Carbon Footprint	Transportation Choices: Measure changes in the use of public transportation, biking, walking, or electric vehicles among participants as a result of the program.	Established by OCA

Economic Benefits	Utility Bill Comparisons: Use utility bill comparisons pre- and post-program to quantify savings in energy and water bills.	Established by OCA
Survey Feedback	Pre- and Post-Program Surveys: Conduct surveys before and after the program to assess changes in participant attitudes, increased awareness, and satisfaction with the program's impact on their sustainability practices. Measure Net Promoter Score - e.g. how likely are you to refer this to a friend - and encourage neighbor referrals to participate	Established by OCA
Community Impact	Community Events: Track the number of community-related sustainability events initiated or increased due to the program, such as workshops on sustainable living or community clean-up days or even combined Green Business and Green Homes events initiated.	Established by OCA
Behavior Changes	Continued Engagement: Track continued engagement in the program by number of residents moving through tiers, # of refererrals from ambassadors, or related activities as an indicator of lasting behavioral change.	Established by OCA
Program Cost Efficiency	Cost per Participant: Calculate the cost per participant by dividing total program costs by the number of participants to assess financial efficiency. This helps with ROI discussion.	Established by OCA

DRAFT #4 - SINGLE FAMILY HOMEOWNERS / CONDO OWNERS SCORING
May 14, 2024

	Category	Activity	Completed	Required			
1	Energy Efficiency	Energy usage benchmarked on ENERGY STAR Portfolio Manager		✔			
2	Energy Efficiency	Pledge for plug load efficient behavior - turn off unused lights, unplug appliances, turn off video game/tv/computer monitor					
3	Energy Efficiency	Energy Efficient Thermostat Setpoints					
4	Energy Efficiency	ENERGY STAR appliances					
5	Transportation	Pledges to reduce fossil fuel vehicle miles traveled as much as possible in daily life activities					
6	Transportation	When using a ride share, pledges to request the "Uber Green" when available (or comparable option for other companies)			BRONZE		
7	Water Efficiency	Pledges to be waterwise with shorter showers, no water during teethbrushing, etc during daily life activities					
8	Waste Reduction	Pledges to avoid material and food waste as much as possible (e.g. use cloth grocery bags; reusable plates, utensils and cups, etc.; no foam plates, cups, etc.)					
9	Energy Efficiency	LED Lighting					
10	Transportation	Relies primarily on walking/public transit/bike/scooter for transportation					
11	Water Efficiency	Low-Flow Fixtures - WaterSmart shower/tub, faucets, toilets				SILVER	
12	Waste Reduction	Composts at curbside, farmers market, or onsite					
13	Waste Reduction	Recycles household waste					
14	Indoor Air Quality	Pledges to use "green" (non-toxic) cleaning supplies					
15	Indoor Air Quality	Pledges not to smoke indoors					
16	Indoor Air Quality	Properly using ventilation systems with higher rated MERV filters					
17	Indoor Air Quality	Investing in indoor plants					
1	Energy Efficiency	3rd Party Energy Audit performed within past 3 years		✔			
2	Energy Efficiency	Smart Thermostat					
3	Renewable Energy	Solar-Ready Infrastructure					
4	Transportation	Doesn't own a Car					
5	Transportation	EV-ready infrastructure					
6	Water Efficiency	Participate or eligible to participate in City's stormwater reduction program					
7	Water Efficiency	Landscapes with native plantings/xeriscaping to enable less watering of outdoor plants					GOLD
8	Water Efficiency	Rain barrel on site to for landscaping/water reuse					
9	Waste Reduction	Brings glass to purple bin					
10	Energy Efficiency	Sealed Doors (i.e. use of weather stripping to remove gaps that allow air leakage)					
11	Indoor Air Quality	Measures Indoor Air Quality with an IAQ Monitor					
1	Energy Efficiency	All-Electric Home		✔			
2	Energy Efficiency	Heat Pump for HVAC					
3	Energy Efficiency	Electric Induction Stove					
4	Energy Efficiency	Electric clothes dryer					
5	Energy Efficiency	Well-Insulated Attic					
6	Energy Efficiency	High Performance Windows (new or modified (e.g. storm windows, pane treatment, etc.))					
7	Energy Efficiency	3rd Party Green Building Certification (e.g. Pearl, ENERGY STAR, LEED, Green GLobes, etc)					
8	Renewable Energy	Onsite Solar Panels		*			
9	Renewable Energy	Geothermal		*			
10	Renewable Energy	Backup Battery (not fossil fuel)					
11	Renewable Energy	Participation in Dominion's Renewable Energy program		*			
12	Transportation	EV Charger on-site					
13	Transportation	Owns an Electric Vehicle					
14	Water Efficiency	Heat Pump Water Heater					
15	Water Efficiency	Permeable pavement for driveway/yard features (as opposed to impermeable)					
16	Water Efficiency	Wildflowers/natural plant growth instead of manicured grass on the property					

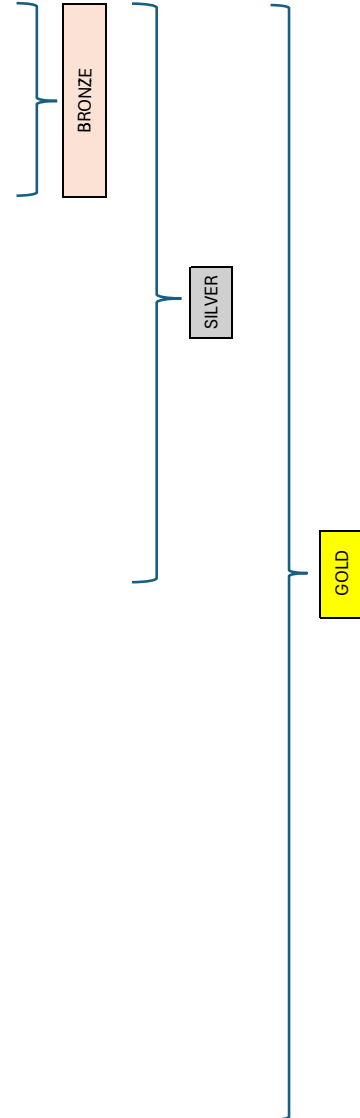***** ONE (1) of the three (3) starred items MUST be completed.

BRONZE	Must complete 75% of the listed actions to achieve this level of recognition (13 items). ***The checked activity MUST be one of the actions completed.***

SILVER	Must complete 75% of the requirements for Bronze recognition plus a minimum of 75% of the Silver actions listed to achieve this level of recognition (13 Bronze + 8 Silver = 21 items). ***The checked activities MUST be two of the actions completed.***
GOLD	Must complete 75% of the Bronze items + 75% of the Silver items + 75% of the Gold items listed to achieve this level of recognition (13 Bronze + 8 Silver + 12 Gold = 33 items). ***The three (3) checked activities plus ONE (1) of the three (3) starred activities MUST be included in the actions completed.***

DRAFT #4 - MULTI- FAMILY OWNERS SCORING
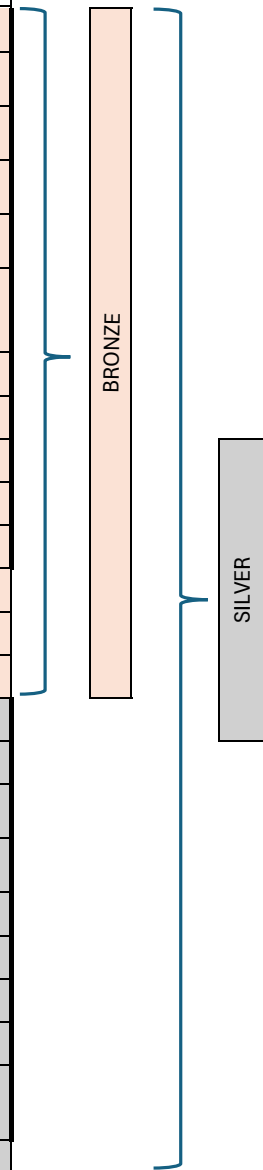**May 14, 2024**

	Category	Activity	Completed
1	Energy Efficiency	Energy usage benchmarked on ENERGY STAR Portfolio Manager	x
2	Energy Efficiency	Energy Efficient Thermostat Setpoints	x
3	Energy Efficiency	ENERGY STAR appliances	x
4	Energy Efficiency	LED Lighting	x
5	Water Efficiency	Low-Flow Fixtures - WaterSmart shower/tub, faucets, toilets	x
1	Energy Efficiency	3rd Party Energy Audit performed within past 3 years	x
2	Energy Efficiency	Smart Thermostat	x
3	Renewable Energy	Participation in Dominion's Renewable Energy program	x
4	Renewable Energy	Solar-Ready Infrastructure	x
5	Transportation	EV-ready infrastructure	x
6	Water Efficiency	Participate or eligible to participate in City's stormwater reduction program	x
7	Water Efficiency	Landscapes with native plantings/xeriscaping to enable less watering of outdoor plants	x
8	Water Efficiency	Rain barrel on site to for landscaping/water reuse	x
9	Waste Reduction	Brings glass to purple bin	x
10	Energy Efficiency	Sealed Doors (i.e. use of weather stripping to remove gaps that allow air leakage)	x
1	Energy Efficiency	All-Electric Home	x
2	Energy Efficiency	Heat Pump for HVAC	x
3	Energy Efficiency	Electric Induction Stove	x
4	Energy Efficiency	Electric clothes dryer	x
5	Energy Efficiency	Well-Insulated Attic	x
6	Energy Efficiency	High Performance Windows (new or modified (e.g. storm windows, pane treatment, etc.))	x
7	Energy Efficiency	3rd Party Green Buliding Certification (e.g. Pearl, ENERGY STAR, LEED, Green GLobes, etc)	x
8	Renewable Energy	Onsite Solar Panels	x
9	Renewable Energy	Geothermal	x
10	Renewable Energy	Backup Battery (not fossil fuel)	x
11	Transportation	EV Charger on-site	x
12	Water Efficiency	Heat Pump Water Heater	x
13	Water Efficiency	Permeable pavement for driveway/yard features (as opposed to impermeable)	x
14	Water Efficiency	Wildflowers/natural plant growth instead of manicured grass on the property	x

(Bracket labels: BRONZE, SILVER, GOLD)

BRONZE	Must complete 75% of the listed actions to achieve this level of recognition (4 items).
SILVER	Must complete 75% of the requirements for Bronze recognition plus a minimum of 75% of the Silver actions listed to achieve this level of recognition (4 Bronze + 8 Silver = 12 items).
GOLD	Must complete 75% of the Bronze items + 75% of the Silver items + 75% of the Gold items listed to achieve this level of recognition (4 Bronze + 8 Silver + 11 Gold = 23 items).

DRAFT #4 - RENTERS SCORING
May 14, 2024

	Category	Activity	Completed	Required
1	Energy Efficiency	Energy usage benchmarked on ENERGY STAR Portfolio Manager		✔
2	Energy Efficiency	Pledge for plug load efficient behavior - turn off unused lights, unplug appliances, turn off video game/tv/computer monitor		
3	Transportation	Pledges to reduce fossil fuel vehicle miles traveled as much as possible in daily life activities		
4	Transportation	When using a ride share, pledges to request the "Uber Green" when available (or comparable option for other companies)		
5	Water Efficiency	Pledges to be waterwise with shorter showers, no water during teethbrushing, etc during daily life activities		
6	Waste Reduction	Pledges to avoid material and food waste as much as possible (e.g. use cloth grocery bags; reusable plates, utensils and cups, etc.; no foam plates, cups, etc.)		
7	Energy Efficiency	LED Lighting		
8	Transportation	Relies primarily on walking/public transit/bike/scooter for transportation		
9	Water Efficiency	Low-Flow Fixtures - WaterSmart shower/tub, faucets, toilets		
10	Waste Reduction	Composts at curbside, farmers market, or onsite		
11	Indoor Air Quality	Pledges to use "green" (non-toxic) cleaning supplies		
12	Indoor Air Quality	Pledges not to smoke indoors		
13	Indoor Air Quality	Properly using ventilation systems with higher rated MERV filters		
14	Indoor Air Quality	Investing in indoor plants		
1	Energy Efficiency	3rd Party Energy Audit performed within past 3 years		
2	Energy Efficiency	Smart Thermostat		
3	Energy Efficiency	Energy Efficient Thermostat Setpoints (if a Smart Thermostat is installed)		
4	Renewable Energy	Participation in Dominion's Renewable Energy program (if you pay for the utilities separate from landlord)		✔
5	Transportation	Doesn't own a Car		
6	Transportation	Owns an Electric Vehicle		
7	Waste Reduction	Recycles household waste		
8	Waste Reduction	Brings glass to purple bin		
9	Energy Efficiency	Sealed Doors (i.e. use of weather stripping to remove gaps that allow air leakage)		
10	Indoor Air Quality	Measures Indoor Air Quality with an IAQ Monitor		

The first 14 items (pink) are grouped as BRONZE. The BRONZE and SILVER (gray, items 1–10) together form SILVER.

BRONZE	Must complete 75% of the listed actions to achieve this level of recognition (10 items). *The checked activity **MUST** be one of the actions completed.*
SILVER	Must complete 75% of the requirements for Bronze recognition plus a minimum of 75% of the Silver actions listed to achieve this level of recognition (10 Bronze + 8 Silver = 18 items). *The checked activities **MUST** be two of the actions completed.*