

on ongoing bases well after the Action Plan is completed. If accepted by the City Council, dedicated staff may also be assigned to actively market the available retrofit programs to the residents and businesses.

2.

- a. A tremendous amount of information is currently available from many sources and agencies that address retrofitting possibilities for existing buildings, available funding sources, and information regarding mobility options such as transit, ridesharing. We would like the consultant to gather all this information together with other new information in one central place and easy to use for staff, residents, and the community. We believe this portion of the proposal will be a great asset to the entire state. In addition, our financial model and demonstration project can also be showcased to the entire state to encourage the average household to make cost effective retrofit improvements to their homes.
- b. Online availability is important to us, as well equitable access to information. Of course, materials advertising/promoting the programs and surveys would be readily available at our front counter in city hall as well at our redevelopment offices, community center, park facilities, schools, libraries, and other public places.

3.

- a. The city staff will be providing the staff time necessary to the development and implementation of the programs identified in the proposal, managing consultant, and collaboration with our partners and agencies, and the community. We would like the selected consultant(s) to include recommendations on how to best market the programs on an on-going bases after the completion of the Action Plan including but not limited to dedicated staff for these programs. During the adoption process for the Action Plan, the City Council will make a determination whether they support this idea. In addition, to encourage more community involvement, the city would solicit the help of volunteers to promote the various initiatives, acting as ambassadors of the program and gaining the trust of residents. Total staff time is estimated to be approximately \$100,000.

In addition, through the Neighborhood Stabilization Program (NSP), the city will make a single family house and/or multi-family unit available for the residential retrofit program and provide the necessary funding to construct the retrofit improvements. This contribution, including the value of the unit and the improvements will be in the vicinity of \$200,000. Through the NSP, the City plans to purchase approximately 30 units in 2011 with a \$5,000,000 budget to purchase and rehabilitate houses. The city will also commit to make at least two additional units part of the demonstration project as they are purchased, rehabilitated, and made available for qualified low income families who can benefit from reduced energy and water costs. However, more homes could be targeted for the retrofit program. Total contribution is approximately \$600,000 for the three demonstration projects (please note that the homes are purchased by the city to be resold after the retrofitting is completed). With these demonstration projects, the community can point out to actual houses that have received the

