

Creating a One Stop Shop for Affordable, Resilient Net-Zero Homes



- Aims to provide building owners, households, renters, and residents in Evanston with the home improvements they need for **refuge without displacement**.
- Emphasis is placed on **moderate to low-income** Black and Latinx Evanstonians as they are especially vulnerable to climate change hazards.
- This equity-centered program aligns with several of Evanston's Climate Action and Resilience Plan (CARP) goals: **one-hundred percent renewable energy for all properties by 2030 and city-wide carbon-neutrality by 2050**.

Project Design

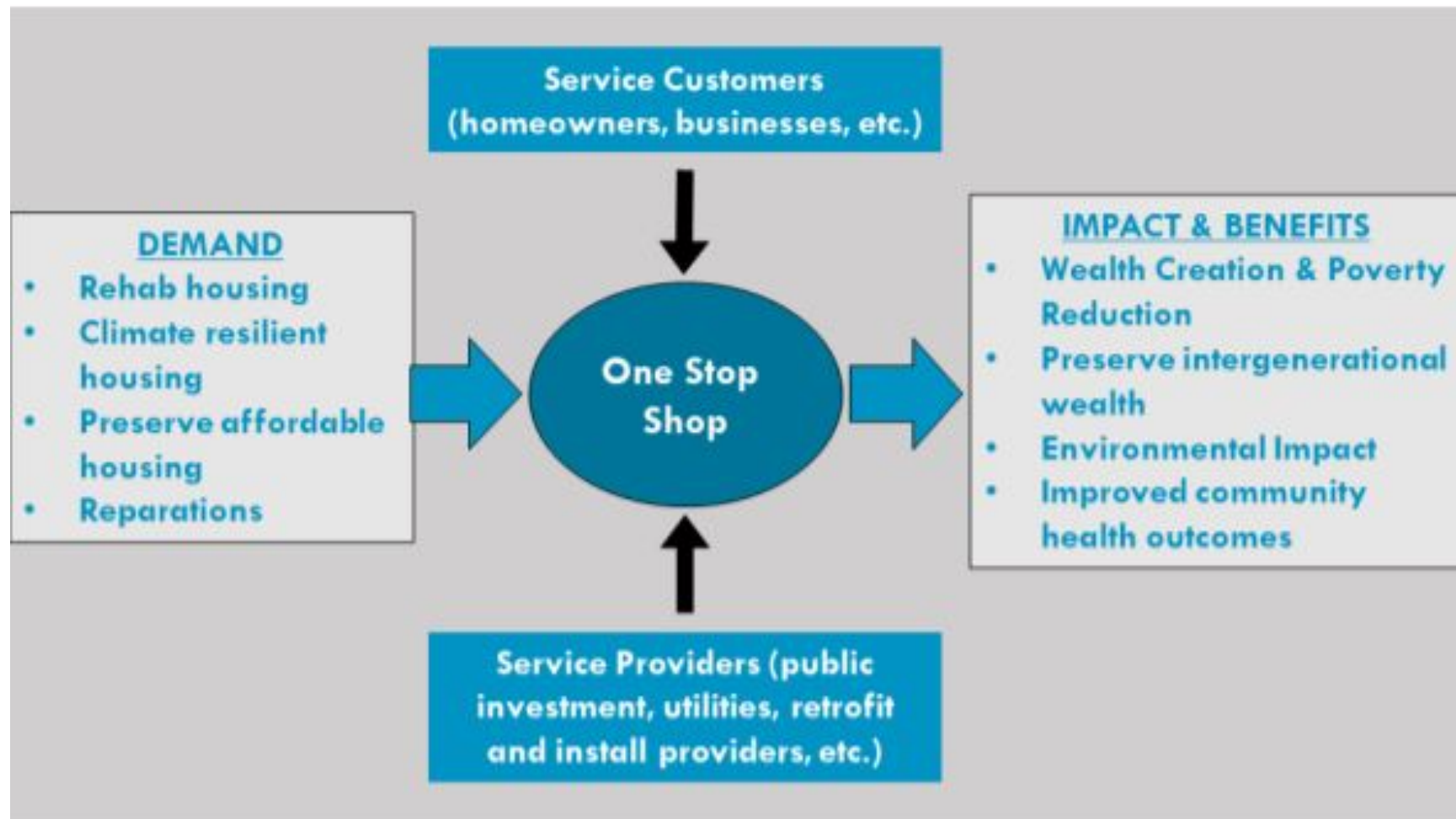
Social and Climate Vulnerability Mapping

Building Assessment Pilot

Expert Advisory Group

Robust, Authentic Community Engagement

Human Centered Program Design

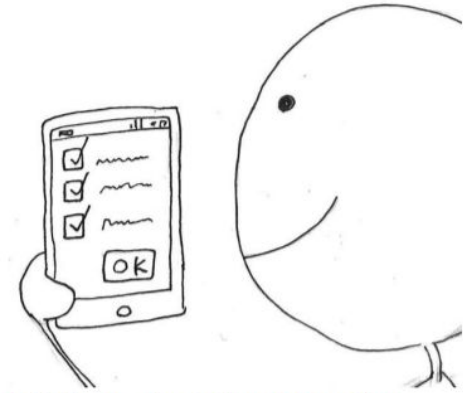


Potential Upgrades

- Air Sealing and Insulating attic/roof and walls
- LED Lighting
- Energy Star Certified Appliances (Refrigerator, Dishwasher and Clothes Washer)
- EPA WaterSense water fixtures and toilet
- Clothes dryer conversion to a heat pump clothes dryer or electrically fueled heat pump clothes dryer
- Higher – Efficiency upgrades to existing heating and cooling equipment or converting heating and cooling equipment to electrically fueled heat pumps
- Domestic Hot Water Heater conversion to tankless water heater or electrically fueled heat pump water heaters
- Rooftop Solar Photovoltaic (PV) potential
- Stormwater management improvements (ie downspouts, native vegetation, trees)
- Lead abatement

Example Customer Journey: Julia's Story

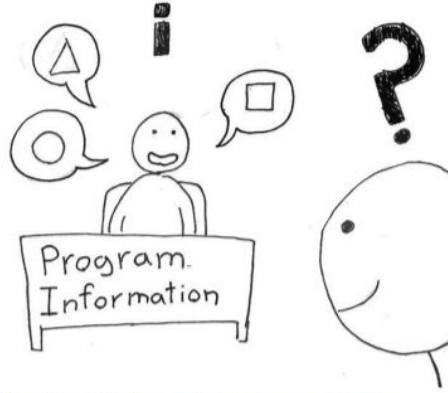
1. Find Out



Julia hears about the program from a City text and clicks “Learn More.” She is directed to sign up for a conversation with a representative at a housing resource center.

Julia recibe un mensaje de texto de parte de la ciudad sobre el programa y hace clic en “Mas Información”. Se le indica que se inscriba para una conversación con un representante en un centro de recursos de vivienda.

2. Learn More



Julia visits the housing resource center, where the program representative answers her questions and tells her about other programs she might be interested in.

Julia visita el centro de recursos de vivienda donde el representante del programa le responde a sus preguntas y le cuenta de otros programas que podrían interesarle.

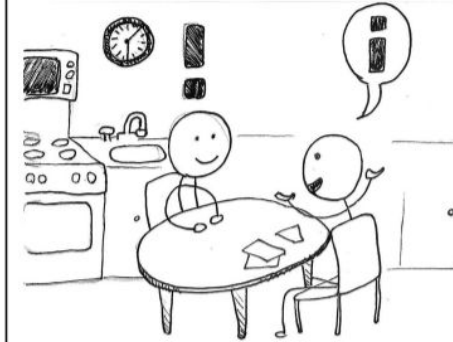
3. Sign Up



The program representative gives Julia a short application that clearly lists program requirements. Julia enrolls in the program.

El representante del programa le da a Julia una breve solicitud que claramente explica los requisitos del programa. Julia se inscribe en el programa.

4. Program Service – Ongoing Support

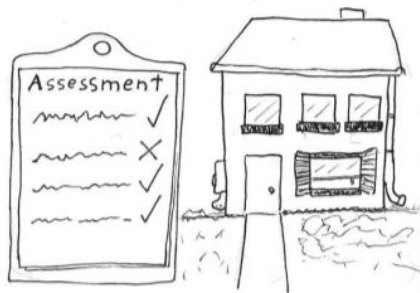


Julia works with one program service contact throughout the whole program. Julia can reach out anytime she has questions or concerns.

Julia trabaja con un contacto de servicio durante de todo el programa. Julia puede comunicarse en cualquier momento que tenga preguntas o inquietudes.

Julia's Story, continued

5. Program Service – Assessment



Julia receives a clear and detailed assessment of her property. She receives a set of home improvement recommendations and chooses the ones that meet her immediate needs.

Julia recibe una evaluación detallada sobre su propiedad. Ella recibe recomendaciones de mejoras para su hogar y elige las opciones que responden a sus necesidades inmediatas.

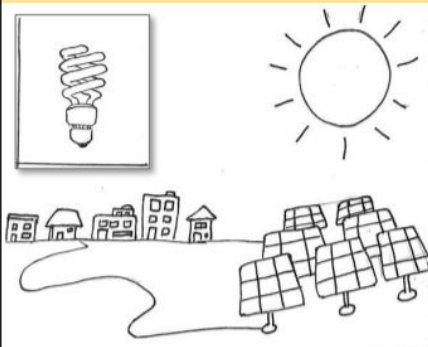
6. Program Service – Contractor Choices



Once she has decided on her home improvements of choice, Julia is referred to contractors offering discounted services to do the work. Julia picks her contractor of choice.

En cuanto ella elige sus mejoras en el hogar, Julia es referida a contratistas que ofrecen servicios con descuento para hacer el trabajo. Julia elige a su contratista de elección.

7. Home Improvement



The first time Julia uses the program, she chooses free energy efficient lighting and a solar power discount that helps her save money. Next year, she calls her program service contact about a new rain garden.

La primera vez que Julia usa el programa, ella elige iluminación de bajo consumo gratuita y un descuento para energía solar que le ayuda a ahorrar dinero.

El próximo año, ella le llama a su contacto de servicio del programa sobre un nuevo jardín de lluvia.

8. Spread the word



Julia enjoys the support she received throughout the program and is happy with the home improvements. She tells her friends and family about the program and encourages them to sign up next time!

Julia disfruta del apoyo que recibió durante todo el programa y está contenta con las mejoras en su hogar.

Julia les cuenta a sus amigos y familiares sobre el programa y los recomienda a inscribirse la próxima vez!

Policy/Finance Recommendations

- Phased Approach
- Preserving Affordability
- Compliance with Local Codes, Ordinances and Construction Standards
- Equitable Workforce Development and Procurement
- Identify a Sustainable Funding Source Through the City of Evanston
- Explore Different Financial Products

Next Steps

- Share information with other communities pursuing similar projects
- Identify initial funding options