



CITY OF CONCORD
New Hampshire's Main Street™
Community Development
Department

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: The Energy & Environment Advisory Committee
DATE: December 30, 2020
SUBJECT: EEAC to Launch Weatherize Concord; Invitation to Participate

Dear Concord City Councilors and Administration,

We the members of the Energy & Environment Advisory Committee are writing to inform you of our plans for Weatherize Concord. Weatherize Concord is a planned public education campaign focused on empowering residents to reduce energy costs, improve home comfort, and lower our community's collective carbon footprint. We are pleased to invite the City Council and/or city staff to participate in and support Weatherize Concord to the extent that support is practical and appropriate.

The City of Concord has a goal of 100% renewable energy, and a strategic plan towards implementing that goal. One of the first priorities in the strategic plan is to maximize energy efficiency community-wide. Weatherize Concord is an early-stage step to engage and mobilize the community towards this goal. Weatherize Concord will be a fun, neighborly, feel-good program to connect with our neighbors, share resources, and collectively take action towards a more sustainable and resilient community.

Background on Weatherize Campaigns

Weatherize Campaigns were originally pioneered by towns in the Connecticut River Upper Valley. Energy Committees, working with a local nonprofit, partnered with their utility companies and local contractors to educate their neighbors about the benefits of home energy audits, air-sealing, insulation, and other energy/cost reducing options.

Public Outreach/Education Strategies

Weatherize Concord will tap grassroots networks, media, and local channels of communication to educate homeowners about opportunities to receive thousands of dollars towards home energy upgrades from Unitil and Liberty utilities. The campaign will have firm start and end dates, and a concrete goal (e.g., double annual average of residential weatherization from 40 – 80 units). Volunteers will compile and promote stories and testimonials from Concord neighbors who have weatherized their homes, and carry out additional outreach and educational activities.

Utility & Contractor Partnerships

Through NHSaves, Unitil and Liberty utilities administer rebates for home energy efficiency projects. Past

rebates have been up to 50% of the cost of a weatherization job, for example, \$4,000 of an \$8,000 job. EEAC volunteers are coordinating with utility partners on planning and educational strategies. Utilities certify local contractors who are qualified to perform energy audits and weatherization installations. EEAC volunteers are coordinating with utilities and certified local contractor partners.

How You Can Help

We are pleased to invite Concord leaders, as individuals and/or as a collective governing body and administration, to engage in and support Weatherize Concord. As community leaders, you are also thought leaders. You have connections and networks to help make the community aware of Weatherize Concord by publicizing the initiative and participating in a Kick-off Event and other educational opportunities. We look forward to working with the City Council and Administration in whatever ways are most appropriate to make Weatherize Concord a fun and successful campaign that is positive for our city's image and residents and helps the city meet our sustainability goals.

Thank you for your attention.

Sincerely,
Concord Energy & Environment Advisory Committee