



# CITY OF HENDERSON CITIZENS' ADVISORY COMMITTEE AGENDA

Meeting Date: October 9, 2013  
Meeting Time: 5:30 p.m.

Council Chambers Conference Room  
240 Water Street  
Henderson, NV 89015

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Notice to persons with special needs: For those requiring special assistance or accommodation to attend or participate in this meeting, arrangements for a sign language interpreter or services necessary for effective communication for qualified persons with disabilities should be made as soon as possible, but no later than 72 hours before the scheduled event. Listening devices are available for persons with hearing impairments.

Please contact the Community Development and Services Department at (702) 267-1500 or TTY: 7-1-1, at least 72 hours in advance to request a sign language interpreter. You may also submit your request by using [Contact Henderson](#).

The Chairman reserves the right to hear agenda items out of order, combine two or more agenda items for consideration, remove an item from the agenda, or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted.

Backup materials for agenda items can be found in the Community Development and Services Department or on the City's website at:

<http://www.cityofhenderson.com/sustainability/cacmeeting.php>

To request backup materials, please contact Sean Robertson at (702) 267-1500.

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- I. CALL TO ORDER**
- II. CONFIRMATION OF POSTING AND ROLL CALL**
- III. ELECTION OF VICE CHAIR (for Possible Action)**
- IV. ACCEPTANCE OF AGENDA (For Possible Action)**
- V. PUBLIC COMMENT**

Note: Items discussed under Public Comment cannot be acted upon at this meeting. The Committee will forward public comments to the appropriate body for follow-up. (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

**V. NEW BUSINESS**

- 1. Approval of Minutes for the May 8, 2013, Citizens' Advisory Committee meeting. (For Possible Action)
- 2. Status update on the efforts of the City of Henderson's Bicycle Advisory Committee. (For Possible Action)
- 3. Presentation of the Draft Public Outreach Plan for the Energy Efficiency in the Community project. (For Possible Action)

**VI. STAFF'S / CHAIRMAN'S COMMENTS**

The Chairman and Members may speak on any item under this section of the agenda. Chairman and Members may comment on matters including, without limitation, future agenda items, upcoming meeting dates, and meeting procedures. Comments made cannot be acted upon or discussed at this meeting, but may be placed on a future agenda for consideration by the Body.

**VII. PUBLIC COMMENT**

Note: Items discussed under Public Comment cannot be acted upon at this meeting. The Committee will forward public comments to the appropriate body for follow-up. (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

**VIII. ADJOURNMENT**

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**Posted prior to October 4, 2013, 9:00 a.m., at the following locations:**

City Hall, 240 Water Street, 1<sup>st</sup> Floor Lobbies  
Multigenerational Center, 250 S. Green Valley Parkway  
Whitney Ranch Recreation Center, 1575 Galleria Drive  
Fire Station No. 86, 96 Via Antincendio

**AGENDA ITEM - 1**

**Approval of Minutes for the May 8, 2013, Citizens'  
Advisory Committee meeting**

**CITIZENS' ADVISORY COMMITTEE  
MINUTES  
May 8, 2013**

**I. CALL TO ORDER**

Chairman Piechota called the meeting to order at 5:34 p.m., in the Council Chambers Conference Room, 240 Water Street, Henderson, Nevada.

**II. CONFIRMATION OF POSTING AND ROLL CALL**

Jason Rogers, Planner, confirmed the meeting had been posted in accordance with the Open Meeting Law by posting the agenda three working days prior to the meeting at City Hall, Emergency Services Facility, Green Valley Police Substation, and Fire Station No. 96.

Present: Chairman Thomas Piechota  
Jeff Bassing  
Adrienne Cox  
Jim Dunn  
Cornelius Eason  
Nancy Frago  
David Frommer  
Dean Ishman  
Andrew Jacobson  
Richard King  
Robert Nielsen  
Paula Petruso  
Melodee Wilcox (left at 7:47 p.m.)

Absent: Brin Gibson (excused)  
Matt Morris

Staff: Jason Rogers, Planner  
Sean Robertson, Prinipal Planner  
Michael Tassi, Planning Manager  
April Parra, Minutes Clerk

Guest: Mayor Andy Hafen

### **III. ACCEPTANCE OF AGENDA**

(Motion) Mr. Ishman introduced a motion to accept the agenda as presented. The vote favoring approval was unanimous. Chairman Piechota declared the motion carried.

### **IV. PUBLIC COMMENT**

Mayor Hafen thanked the Citizens Advisory Committee members for their hard work on the Enhanced Online Services project and presented each of them with a Certificate of Recognition and a gift for their efforts.

### **NEW BUSINESS**

#### **1. Recognition of the Citizens Advisory Committee efforts on the Enhanced Online Services project.**

See discussion under Public Comment.

#### **2. Approve meeting minutes for April 10, 2013.**

(Motion) Mr. Eason introduced a motion to approve the minutes as presented. The vote favoring approval was unanimous. Chairman Piechota declared the motion carried.

#### **3. Identify three communities for potential Energy Efficiency Demonstration Project.**

Jason Rogers, Planner, gave a brief summary of the item. The Committee members broke into two groups to select three communities that they feel would fit the energy-efficiency demonstration project. Mr. Rogers asked them to give reasons why they feel the community is a good fit and how they can engage the neighborhood.

Group 1 ( Piechota, Ishman, Cox, Bassing, King, and Jacobson) chose Mr. Bassing as their spokesperson and selected the following communities: Bluffs, Fox Ridge, and Warm Springs Reserve.

Reasons for selections included:

- Access to Green Valley High School
- Not gated
- Access to roads
- High visibility
- Collaboration with schools
- Household-income-to-market-value ratio is positive
- Number of bank-owned homes.

Ways to engage the community:

- Need to answer all the nuisance questions

- Sell the “value increase”
- Highlight the benefits of the program
- Partner with the homeowners’ association
- Highlight the community

Group 2 (Eason, Petruso, Frommer, Nielsen, Dunn, Frago, and Wilcox) selected Mr. Frommer as their spokesperson and selected the following communities: Bluffs, Fox Ridge, and Warm Springs Reserve.

Reasons for selections included:

- Stabilization program
- High home values
- Large number of owner-occupied homes
- High AMI
- High number of homes

Ways to engage the community:

- Clear explanation of the program
- Invite board and residents to tour the Carmen house
- Food
- Show examples of potential improvements
- Full disclosure
- Clear and precise return on investment
- Take the home out of foreclosure
- School involvement
- Spotlight the “health” aspect

Mr. Rogers explained that the next steps include staff meeting with Neighborhood Services to discuss how to proceed with a demonstration home as well as partnering with some of the green organizations and non-profit organizations. He said staff will continue to fine tune a presentation to present to the Committee as well as getting a demonstration project up off the ground

#### **IV. STAFF/CHAIRMAN’S BUSINESS**

Chairman Piechota noted the Citizens Advisory Committee’s report was approved by the City Council last month and will be moving forward within the City for assessment.

Mr. Rogers also noted that the electronic plan submittal concept will be undergoing further review.

Chairman Piechota suggested the Committee consider the schedule for the summer months, specifically June and July. It was noted that staff will continue to work on and fine tune the Committee’s business.

Mr. Frommer suggested touring the solar decathlon home when it is completed.

**V. PUBLIC COMMENT**

There were no comments presented by the public.

**VI. ADJOURNMENT:**

There being no further business to be discussed, Chairman Piechota adjourned the meeting at 7:04 p.m.

Respectfully submitted,

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April Parra,  
Minutes Clerk

## **AGENDA ITEM 2**

**Status update on the efforts of the City of Henderson's  
Bicycle Advisory Committee.**

## **AGENDA ITEM 3**

**Presentation of the Draft Public Outreach Plan for the Energy Efficiency in the Community project.**



*A Place To Call Home*

## **Henderson Energy Efficient Communities**

**Outreach Strategy – DRAFT**

*Prepared by EnergyFit Nevada*

**August 2013**



# Goal

Outreach and education to Henderson families regarding the value of energy efficiency for their homes and their community. Outreach would focus on the improved health, comfort, energy savings and affordability of a high performance home as well as communicating that efficiency is a “smart from the start” approach to rooftop solar and net zero goals.

# Targeted Communities

Initial outreach will be conducted within 3 identified HOA neighborhoods: Fox Ridge Owners Association, The Bluffs and Warm Springs Reserve. These communities will serve as a pilot for developing best practices and lessons learned for a Phase 2, city-wide public education campaign around energy efficiency and home performance. (See Figure 1 below.)

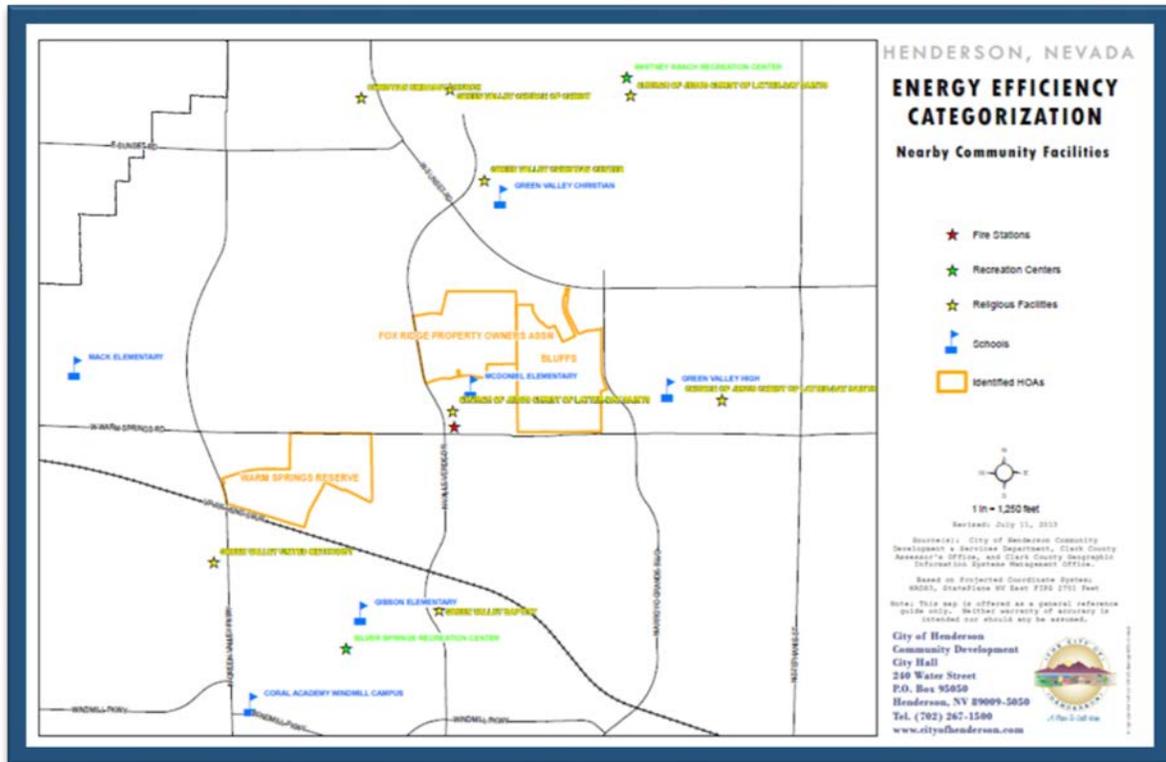


Figure 1: Identified HOAs

Foxridge Estates is adjacent to The Bluffs HOA and both are located north of Warm Springs between Valle Verde Drive and Arroyo Grande Blvd. Warm Springs Reserve sits just southwest of these neighborhoods on Warm Springs Road just east of Green Valley Parkway; all three communities fall within the 89014 zip code.

These neighborhoods were chosen for their close demographic match to the target audience identified in the EnergyFit Nevada marketing plan

“...families (particularly females/mothers) living in small to medium sized houses built before 2000, in the middle to upper income bracket, and higher levels of education...”

and supported by Key Marketing Demographics identified by the DOE’s Better Buildings Neighborhood program on a national level. (See Figure 2 below)

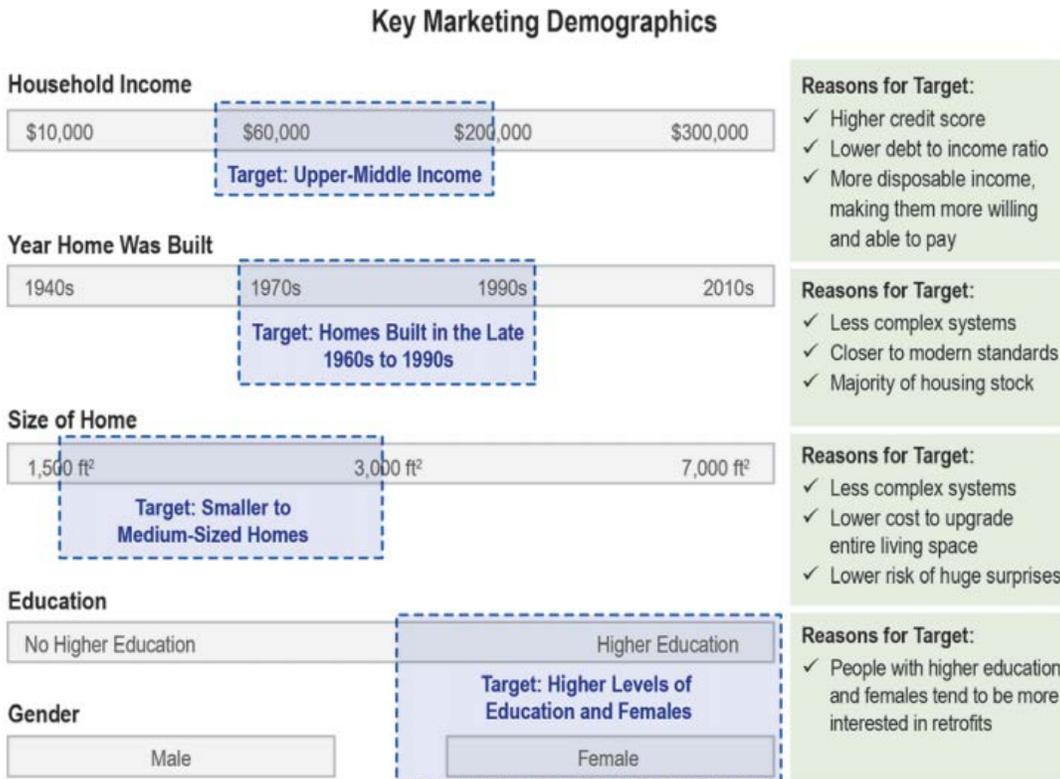


Figure 2: Better Buildings Neighborhood *Business Models Guide*, <http://eere.energy.gov>

Homes in the Foxridge Estates Community, The Reserve and The Bluffs were built in 1984, 1989 and 1990 respectively are small to medium sized homes with families that are mostly middle to upper income and fall into the middle to upper education brackets. (See Table 1 below)

HOA	Total Number of Homes	Average Household Size	Average Age	Percent High School Graduate	Percent College Graduate	Household Income for 89014 Zip Code

Foxridge Estates	#	2.37	38.8	89.8%	39.1%	56% make between \$50,000 and \$150,000+
Reserve at Warm Springs	#	2.56	38.7	88.3%	40.7%	
Bluffs	#	2.56	34.6	89.8%	39.1%	

Table 1: Sources: City of Henderson Community Development and U.S. Census Bureau

## Messages

Programs must have a local face with buy in from community leaders. EnergyFit Nevada will tap into trusted voices such as City Council members, leaders in the Faith Based community, local principals, firefighters, and neighbors to deliver a mix of the following message examples via multiple “touches”:

### Comfort Message

An efficient home is quieter, happier and more comfortable with consistent temperatures in every room and protection from outdoor weather.

### Health & Safety Message

An efficient home abates household asthma and allergy triggers and eliminates mold and dust creating a safer, healthier place for your family.

### Energy Savings Message

An efficient home uses less energy, reduces CO2 and greenhouse gas emissions and is better for the environment.

### Financial Message

An efficient home saves at least 20% on your energy bill and puts more money in your pocket.

## Outreach Strategy & Timeline

### OCTOBER 2013

- 9<sup>th</sup>: Presentation to CAC
- Announce Project to City Council/Community in conjunction with ENERGY STAR month – Press Event, City Council Meeting
  - Most energy efficient neighborhood in Henderson contest
- Launch Direct Mail Campaign: Send out general EnergyFit mailers to every home in all 3 communities

### NOVEMBER 2013

- Canvass the neighborhoods with door hangers
- Reach Homeowners through events: Plan 1 event at both recreation centers

#### **DECEMBER 2013**

- Reach Homeowners through events: Plan 1 event at all 6 identified religious facilities

#### **JANUARY 2014**

- Open House at Fire Station
- Continue Direct Mail Campaign: Send out health related mailers to every home in all 3 communities

#### **FEBRUARY 2014**

- Reach Homeowners through events: I Heart EFN events at all 6 schools for Valentine's Day
- Work with DRI Green Power program to offer EE curriculum to schools

#### **MARCH 2014**

- Continue Direct Mail Campaign: Launch Comfort mailers to every home in all 3 communities: Summer is coming, AC message
- Reach Homeowners Through Events: Implement EnergyFit Home Tour
- Announce winner of Most Efficient Neighborhood contest

#### **APRIL 2014**

- Analyze data
- Report back to CAC and City Council on success of program

## *About EnergyFit Nevada*

HomeFree was created in 2009 as a 501(c) (3) charitable organization to help Nevada residents improve the comfort and energy efficiency of their homes through access to qualified home improvement partners, rebates, financing, and a Quality Assurance review of completed upgrades. A key component to the success of our efforts is the Home Performance with ENERGY STAR program (HPwES). HPwES is a national program that offers a comprehensive and quantitative, whole-house approach to improving energy efficiency, comfort, health, safety and durability at home, while respecting the environment.

Within the past few years of operation, EnergyFit Nevada oversaw residential upgrades that injected \$1.9 million into the local economies while delivering a long-term savings of almost 25 percent to every homeowner who participated. We also engage and educate the public to adopt energy efficient practices to reduce energy

costs, improve the health and comfort of their homes and workplaces, and develop a lifelong appreciation for sustainability.

### **MISSION**

*To provide a pathway to energy efficiency for our community through outreach, education, workforce development, and ensuring the highest standards of Home Performance with Energy Star.*

### **VISION**

*Our vision is to see every Nevadan living in a healthy home that saves energy and money, while contributing to the economic development and future prosperity of Nevada.*