



Residential Clean Energy Solutions

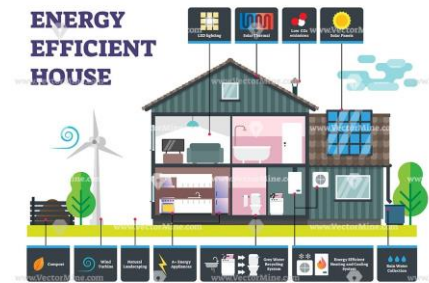
Update

John Silcox, Public Information Officer
Office of Environmental and Energy Coordination

December 10, 2024

The Big Three for Community Climate Action on Clean Energy

Energy Efficiency



Energy Conservation
Assistance Program



COMMUNITY
HOUSING PARTNERS

Electric Vehicles



Renewable Energy



Three Components to Boosting Residential Clean Energy



Market Development – Enhanced outreach and marketing to raise visibility and awareness of climate action and resources.

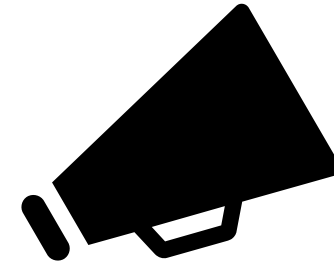


Community Challenge – Create opportunities to inspire “friendly competition” and capture impact.



Technical & Financial Assistance – Third-party concierge-style program to provide guidance with financial incentives and contractor referrals to help residents navigate the process for making clean energy upgrades.

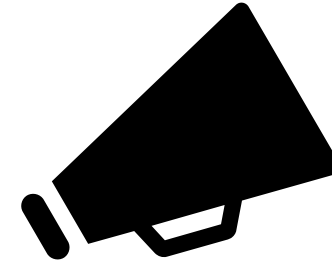
New in 2025: Sustain Fairfax Campaign



- **Campaign:** Sustain Fairfax: Your Actions, Our Climate
- **Vision:** Promote a culture of energy efficiency and sustainability
- **Goals:**
 - Raise awareness and increase participation in energy efficiency and resiliency practices and programs.
 - Foster community responsibility toward sustainability.
 - Increase digital engagement on county resources and programs



New in 2025: Sustain Fairfax Campaign



- **Media plan:** Digital ads on Meta (Facebook and Instagram), Google Search and digital banners (English and Spanish).
 - **Phase 1:** Focus on actions related to home energy, electric vehicles and flood-resiliency.
 - **Phase 2:** Include messaging on solar/renewable energy, and walking/biking/public transit.
- **Campaign page:** ads drive traffic to topic page on county website with info and links to programs, incentives and resources.
- **Other collateral:** Partner toolkits, social media content, infographics & fact sheets



**Ahorra Energía,
Ahorra Dinero.**

>> ACTÚA AHORA

Sustain
Fairfax



**Drive Clean,
Breathe Easy.**

Sustain
Fairfax



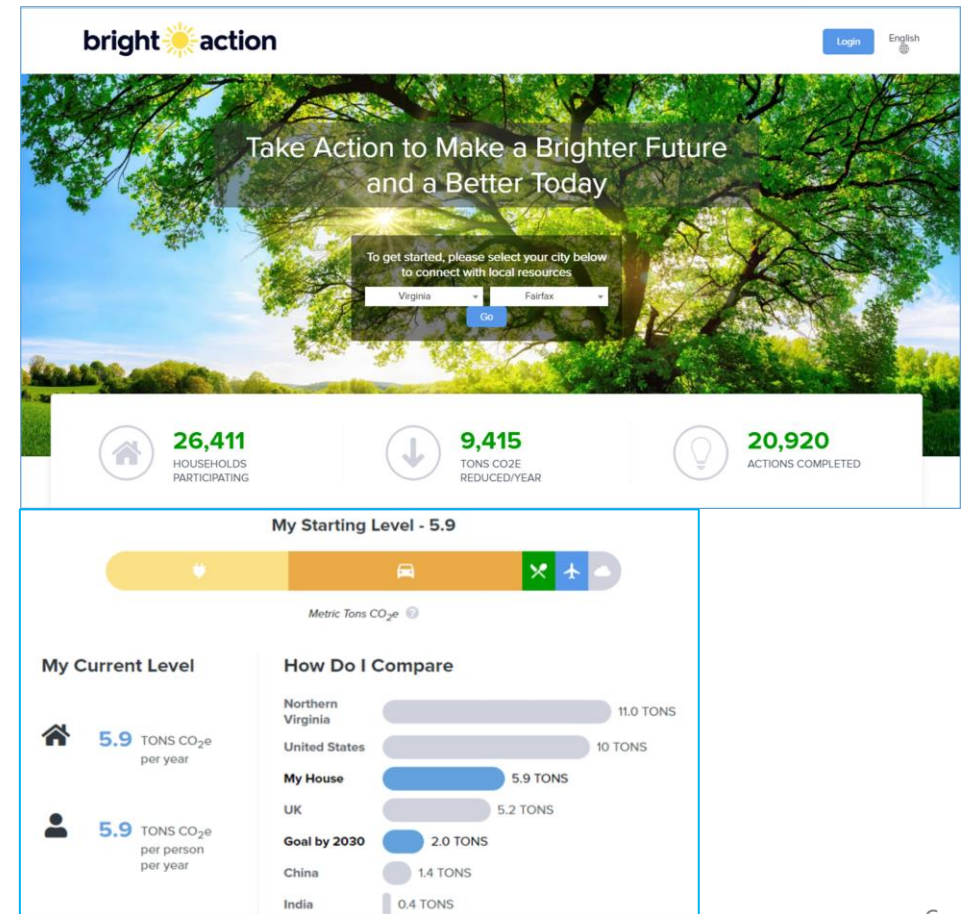
**Smart Choices,
Big Impact.**

Sustain
Fairfax



New in 2025: Climate Action Tracker

- Launching a **third-party web-based application** called Bright Action on Fairfaxcounty.gov.
- **Make it easier** for residents to take everyday climate actions – see impact immediately.
- Gives **personalized estimates** on greenhouse gas emission impact and financial savings.
- Includes engagement strategies, perks and group goals to **create team and neighborhood competition, share tips and celebrate success.**



New in 2025: Residential Energy Concierge Program



- Address the need for **customized technical and educational support** for home energy
 - Energy-project ‘coaching’
 - Referrals to financial incentives
 - Contractor engagement and referrals
- Create an **accessible gateway** and be a **trusted source** to engage with residents to help implement energy-saving projects
- Implement **pilot to align with Virginia Energy “One Stop Shop”** launch in early 2025
- Funding will come from federal **EECBG program** and former Green Bank allocation



How It All Fits Together

- The three components outlined here complement each other
- Particular emphasis on delivery to audiences not reached in the past
- Building a community taking action and sharing results with others



Timeline/Next Steps

**Sustain Fairfax
Campaign:**
December 2024-
April 2025

**Climate Action
Tracker:**
February 2025

**Energy Concierge Pilot
Program:**
April/May 2025

February 2025 BOSEC: Operational Energy Strategy Implementation Update

May 2025 BOSEC: Climate Action Status Report (CECAP and Resilient Fairfax)