

Introducing the Energy Compass Program

Update

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Introduction

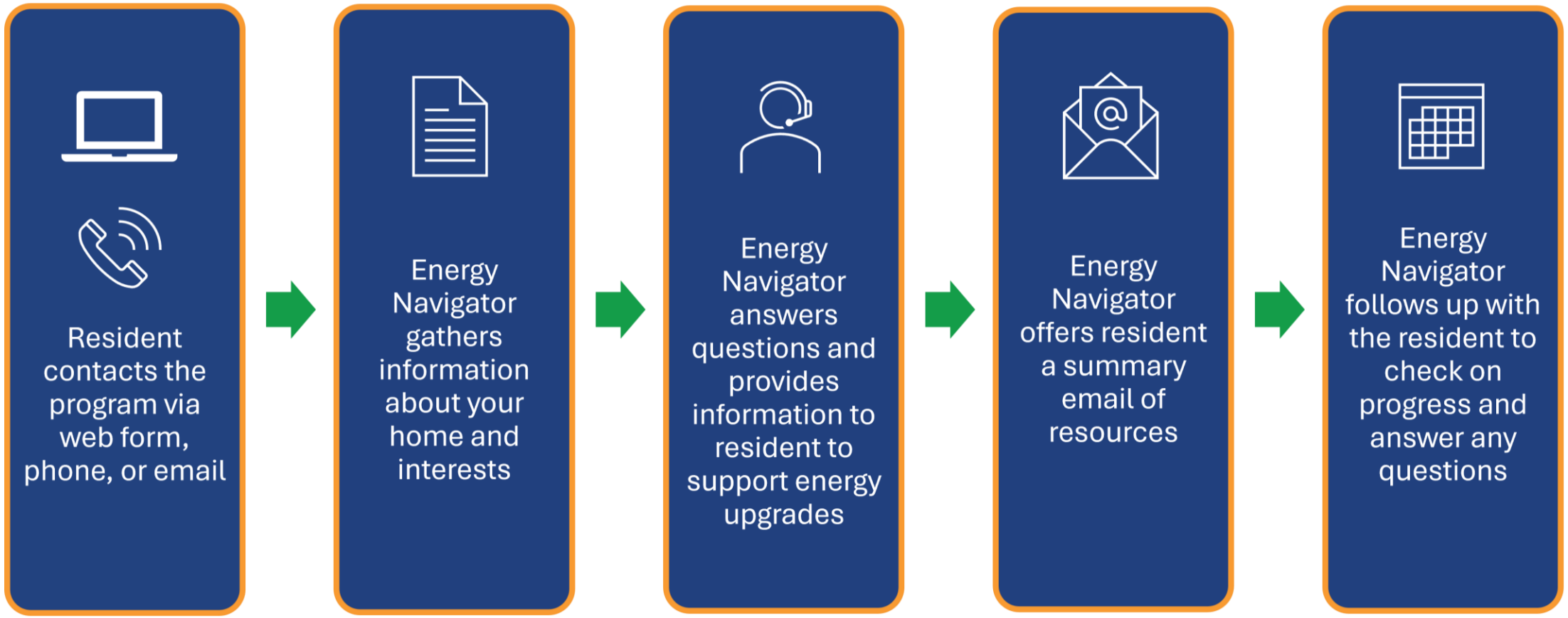
Fairfax Energy Compass

- Energy Compass is a new OEEC program to assist Fairfax County homeowners to make energy efficient upgrades to their homes
- The program reduces barriers for residents to upgrade their homes or energy systems by providing information and individual recommendations
- Energy Compass is designed to be a resource for all residents, providing information on our website, ongoing assistance with energy and home systems renovations, and building long-term relationships

Program Goals

- To address Fairfax County homeowner needs:
  - Reduce barriers to information
  - Provide access to resources
- To provide a complement to existing state, non-profit, and utility programs, and to encourage more substantial energy improvements
- Addresses a CECAP building energy sector goal
  - Retrofit 100,000 housing units with energy efficiency measures by 2030 (currently at 66,530)
- Emphasis on assisting low-to-moderate income households

Program Concept and Components



Timeline

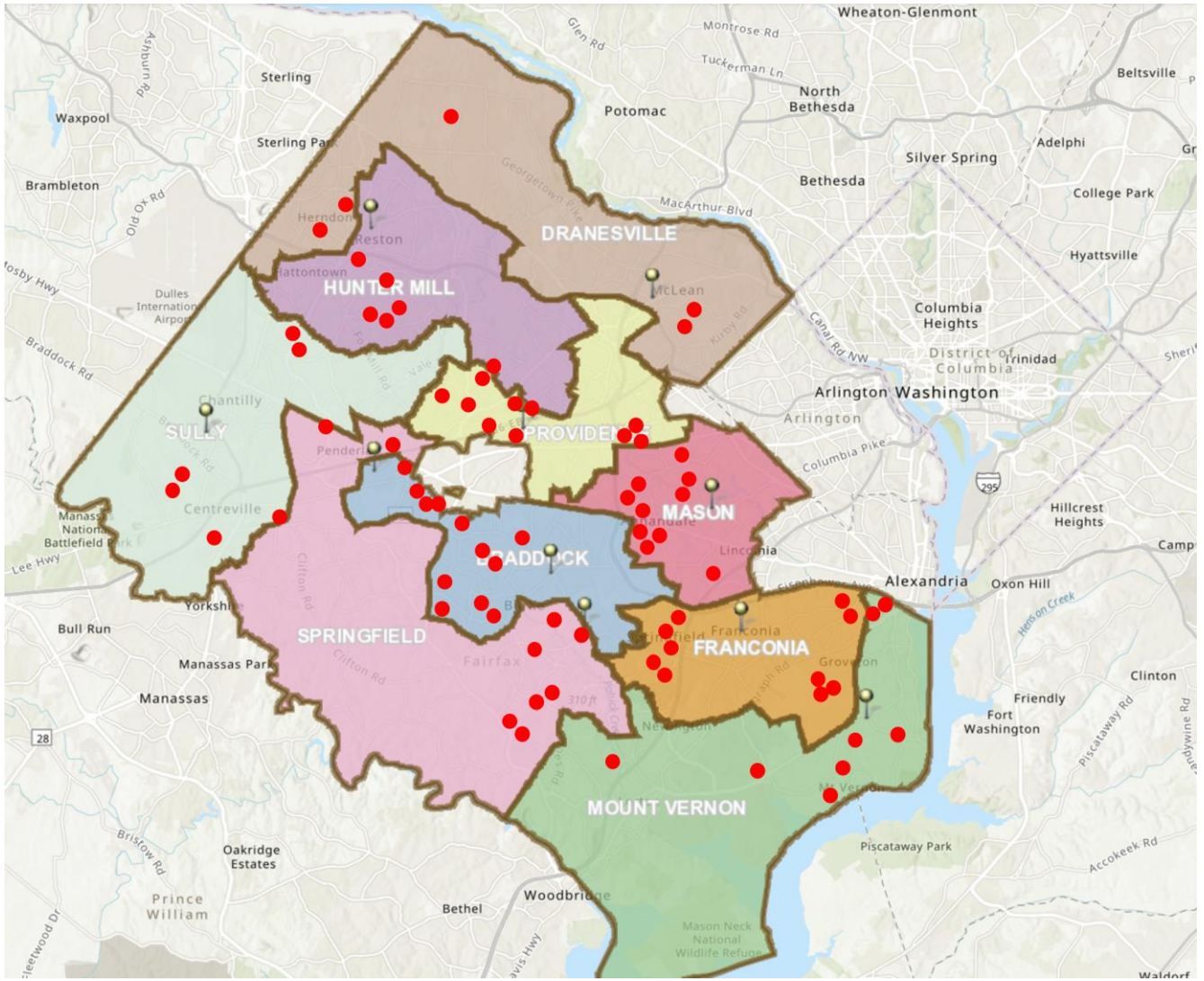
- Phase I – Research and program design
  - January-April 2025
- Phase II – Pilot program
  - May-August 2025, website development, survey research, existing and new partnership development (VA Energy Connect, nonprofits, and local jurisdictions)
  - **September 2025 – May 2026, active pilot program including soft launch**
- Phase III – Full program
  - Planned to directly follow the pilot, incorporating lessons learned

Pilot Program Progress and Next Steps

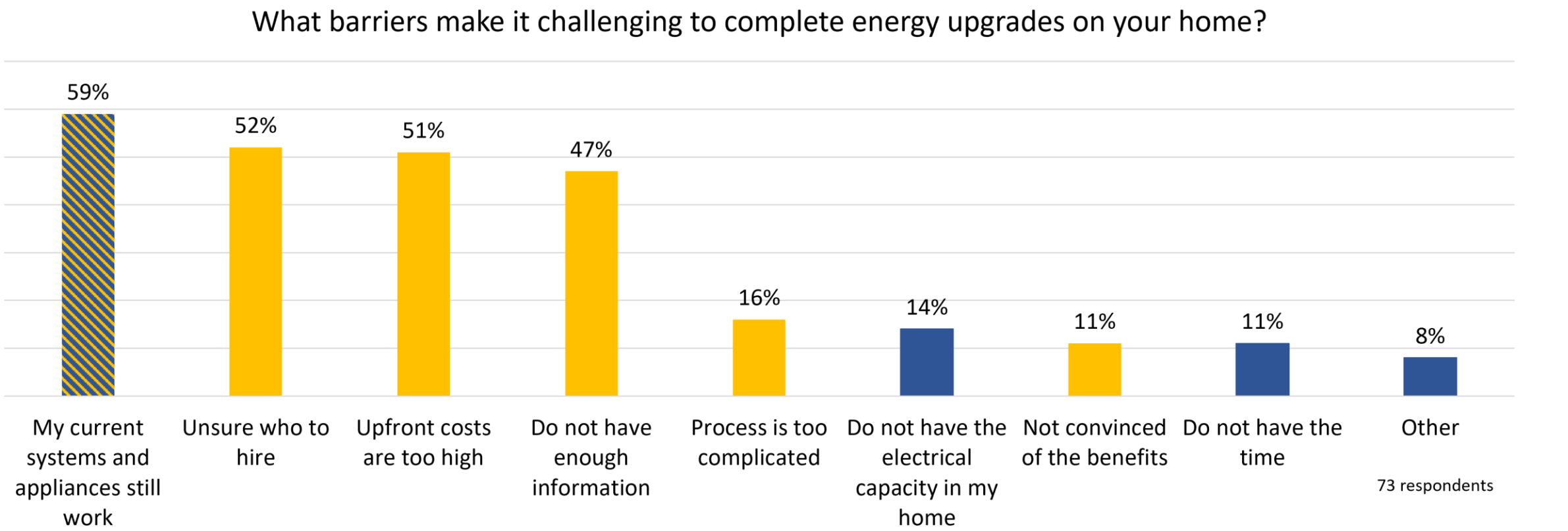
- Pilot Program:
  - Website went live July 1
  - Survey open summer 2025
  - Program kickoff and soft launch in September
  - Two Energy Navigators available for residents
- Next Steps:
  - Full pilot to continue through May
  - Program evaluation and adjustments continuously throughout pilot
  - Continue working with regional partners to evaluate other program components (group coaching, demonstration sites, etc.)
  - Preparation for full program launch
  - Full program goal: Assisting 1,000 unique households, with 200 of those completing energy upgrade projects

Survey Research

Acquired feedback from residents about program components, interest areas, and barriers to taking action to reduce their home's energy consumption.

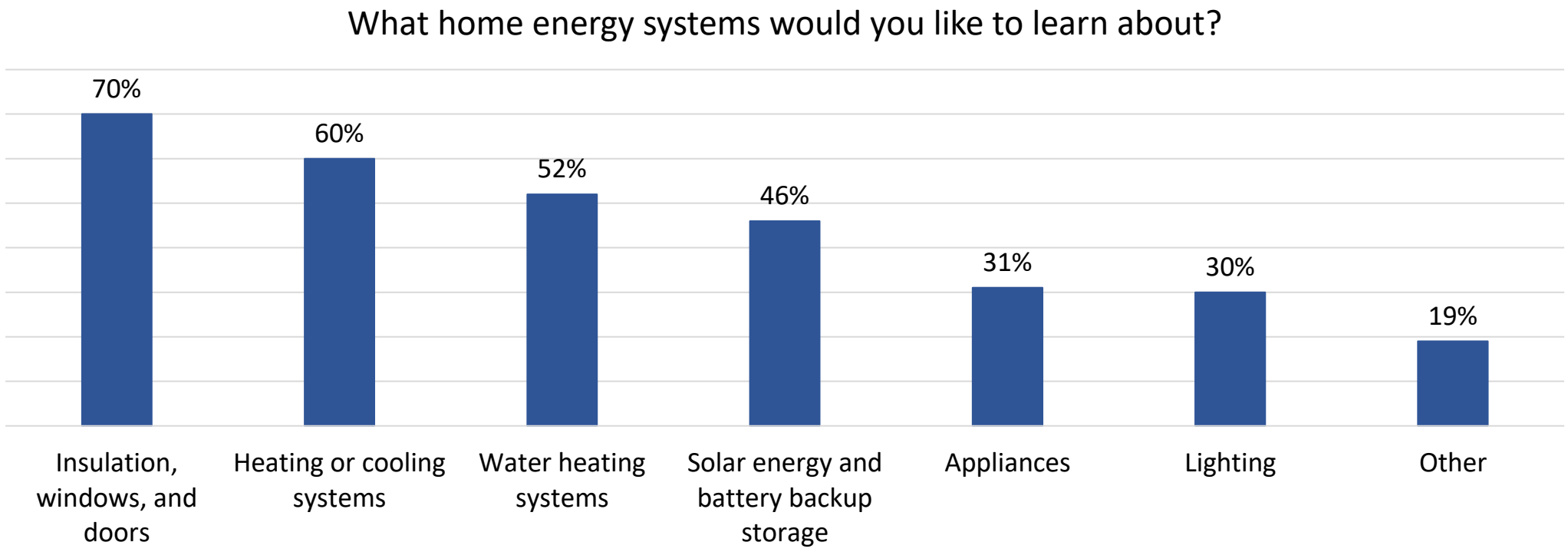


Survey Research: Barriers



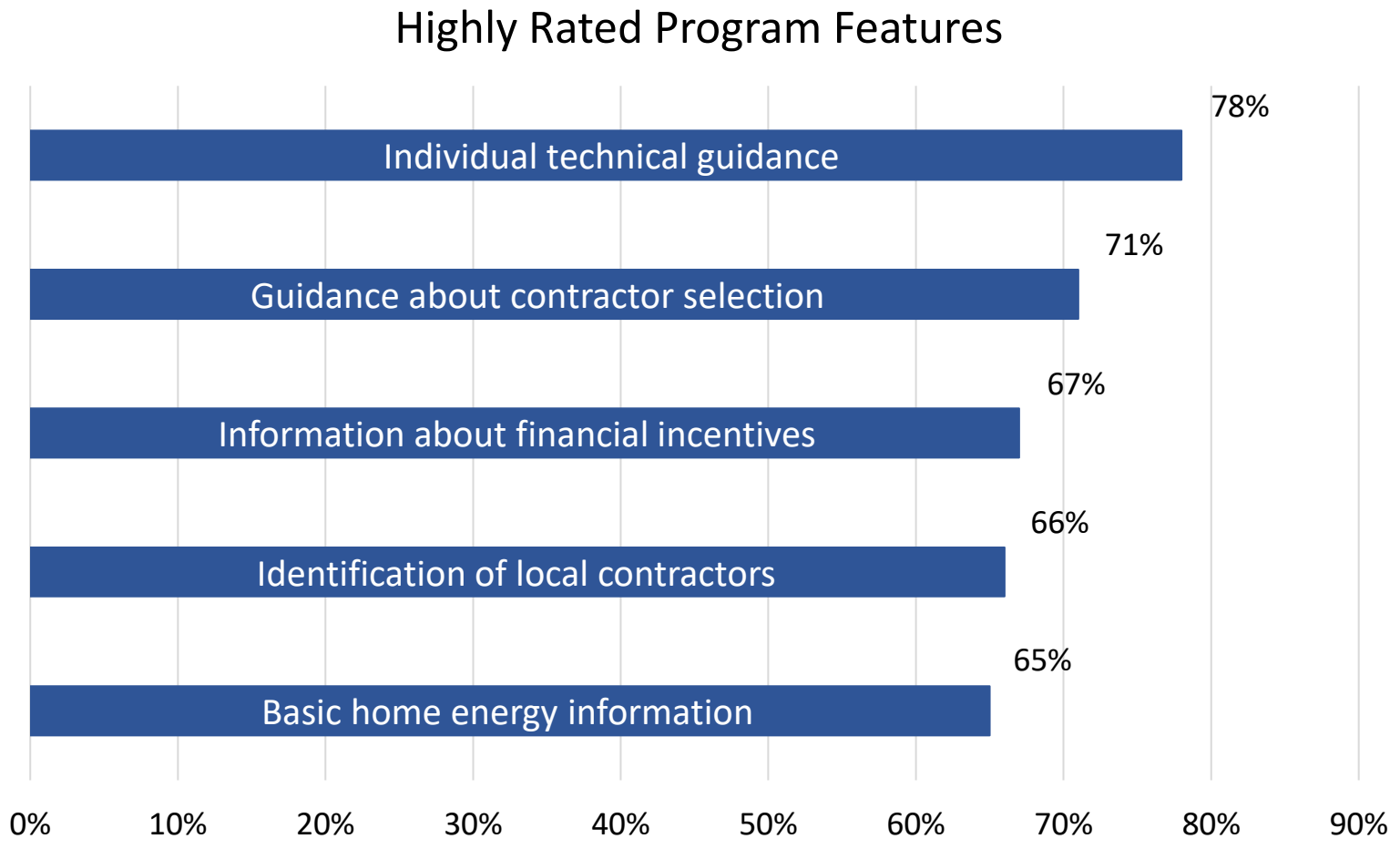
Survey Research: Systems

52 residents are currently signed up to speak to an Energy Navigator before the program has launched



Survey Research: Features

- Energy storage systems
- Selecting new home heating and cooling systems
- Prioritizing energy audit recommendations
- Connection to incentive programs
- Electrifying home appliances



73 respondents

Conclusion

- Energy Compass is a new program designed to meet resident needs, as demonstrated through survey results and resident interest
- Energy Compass provides a pathway to substantial home energy upgrades and retrofits, complementing existing programs
- Residents can look forward to resources and individual assistance that will be continually evolving to meet their needs
- Program Timeline
  - Pilot open now through May 2026
  - Full program to follow