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Cool Roof Initiative

January 20th, 2026



**Chihuahuan
Desert**
Climate
Collaborative
POWERED BY THE CITY OF EL PASO

Strategic Alignment

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Goal 8: Nurture and Promote a Healthy, Sustainable Community

8.4. Develop and implement a comprehensive climate action plan aligned with identified community priorities and established strategic objectives focused on transportation, infrastructure, economy and equity

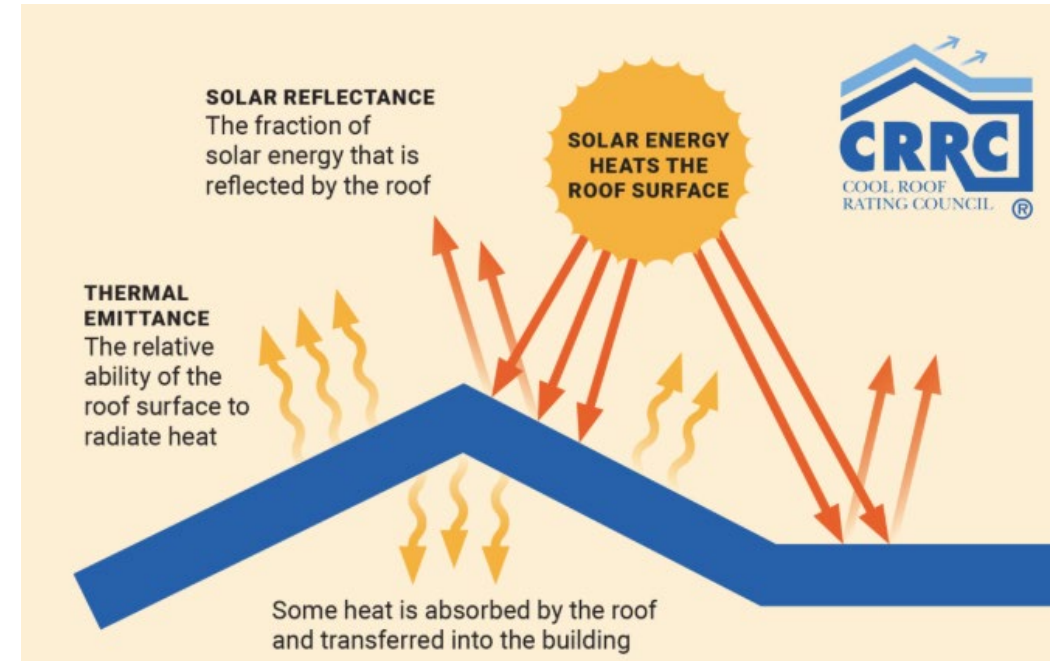
Proposed Action Summary

Cool Roof Initiative

- **Origin:** Derived from the 2020 Amended Franchise Agreement (Ordinance No. 019022) between El Paso Electric and the City of El Paso
- **Program Purpose:** To lower energy burden by installing energy-efficient "Cool Roofs" on qualifying homes within El Paso city limits
- **Total Funding:** \$1,000,000 (\$200,000/year over 5 years)
- **Implementation Timeline:** 20 months

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Key Stakeholders and Roles

El Paso Electric (EPE)

Provides funding and oversight; manages disbursements

City of El Paso (CEP)

Program oversight; alignment with City's objectives

Project Bravo (PB)

Program implementation; contractor management; outreach; household eligibility; technical assistance

CLEAResult

Program administrator, invoicing, reporting, and technical scope of work compliance.

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Financial allocation and Eligibility

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Administrative Fees

\$100,000

CLEAResult: \$26,000 max
(\$250/project)

Project Bravo: \$74,000 max

Implementation Funds

\$900,000

Project Cap: \$30,000

Estimated Average Project: \$20,000

Projects: 45

Eligibility

Residential

**150% Health and Human Services Federal
Poverty Level**

Family of 4: \$48,225

Community impact

Energy Efficiency and Savings

Reduce peak cooling demand (10-15%)

Lower roof surface temps up to 50F

Annual savings of \$100-300/household (depending on home size, Air Conditioning system and usage)

Increased comfort

Environmental Stewardship

Urban Heat Island Reduction

Lower peak energy demand – grid stability

Lower Greenhouse Gas emissions

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Climate Plan Alignment

Action 4 – Enhance or develop weatherization programs

Council Action

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MOU

The City Manager be authorized to sign a Memorandum of Understanding (MOU) with El Paso Electric Company (EPE), City of El Paso (CEP), El Paso Community Action Program Project BRAVO, Inc., also known as Project Bravo (PB), and CLEAResult Consulting Inc., for the sole use of the Low-Income Assistance Funds contemplated in section 1.2.4 of the Franchise Amendment Ordinance, for the installation of Cool Roofs for low-income homes within El Paso city limits

Thank you!

