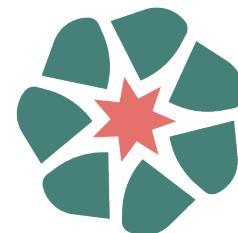


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# Cool Roof Initiative

January 20<sup>th</sup>, 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**

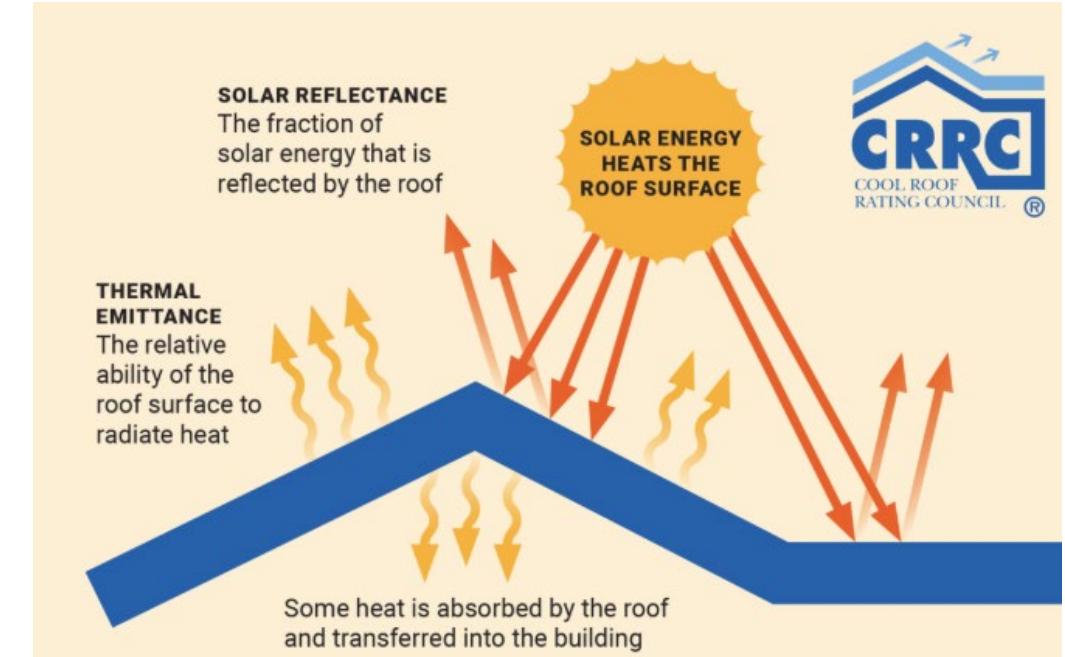
# Proposed Action Summary

## 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

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## **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.

# Financial allocation and Eligibility

## Administrative Fees

**\$100,000**

CLEAR: \$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

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## 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!**

