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**NEWS
RELEASE**

02/03/2026

City Council Advances Cool Roof Program to Reduce Energy Costs for Low-Income Households

EL PASO, Texas—El Paso City Council today considered an agreement that would launch a new Cool Roof Program designed to reduce energy costs, improve indoor comfort, and support public health for income-qualified households across the city.

The program is a partnership between the City of El Paso, El Paso Electric, Project BRAVO, and CLEAResult, and will use Low-Income Assistance Funds provided through the City's Franchise Agreement with El Paso Electric. The initiative will install energy-efficient “cool roofs” on qualifying homes, helping residents better manage extreme heat while lowering electricity use and utility bills.

Cool roofs are designed to reflect more sunlight and absorb less heat than traditional roofing materials. By reducing roof surface temperatures by as much as 50 degrees, the program is expected to lower peak cooling demand by 10 to 15 percent and generate estimated annual energy savings of \$100 to \$300 per household, depending on home size and usage.

“This program focuses on practical solutions that directly improve quality of life,” said Fernando Berjano, City of El Paso Senior Climate Program Manager. “By investing in energy efficiency where it is needed most, we are reducing household energy burdens, improving comfort during extreme heat, and strengthening the resilience of our community.”

The \$1 million program will be implemented over approximately 20 months and is expected to support about 45 residential projects within El Paso city limits. Eligibility is limited to owner-occupied residential homes that meet income requirements of up to 150 percent of the federal poverty level.

Project BRAVO will lead program implementation and community outreach, while CLEAResult will provide program administration, technical oversight, and reporting. El Paso Electric will provide funding and oversight, and the City will ensure alignment with its climate and sustainability goals.

The Cool Roof Program supports the City’s Climate Action Plan by advancing weatherization efforts, reducing greenhouse gas emissions, and helping mitigate the urban heat island effect in vulnerable neighborhoods.

For more information about the Office of Climate and Sustainability visit www.ElPasoTexas.gov/Strategic-and-Legislative-Affairs/Climate-Action/.

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