









Intro to Financing for Efficiency and Renewables & Five Tips for Success

Merrian Fuller, UC Berkeley April 24, 2009

Financing Case Studies

Conventional

- AFC's Keystone Home Energy Loan (PA)
- City of Cambridge (new)
- Efficiency Vermont
- KEMA's California EE Loan Fund (terminated)
- MN Center for Energy and Environment
- NYSERDA's Energy \$mart Loan Fund
- NYSERDA's HPwES Loan Program
- Nebraska Energy Office
- Sacramento Municipal Utility District (SMUD)
- □ Vermont Gas Systems
- Viewtech Financial Services

Report available: rael.berkeley.edu/financing

On-Bill Financing

- BC Hydro (terminated)
- ☐ First Electric Cooperative (AR)
- Manitoba Hydro
- □ NW Natural Gas (terminated) (Portland)

Tariffed Installation Program (TIP) w/ On-Bill Repayment

- Maui Electric Company
- Midwest Energy (KS)
- □ New Hampshire Electric Coop (terminated)

Clean Energy Municipal Financing

□ City of Berkeley (new)

Clean Energy Municipal Financing





- Creates financing district & approval process
- Provides upfront capital
- Attaches repayment obligation to the building

- Identifies work & chooses contractor
- Repays financing as a line item on the property tax bill
- Repayment obligation transfers with ownership

150+ Energy Efficiency Financing Programs in the US...





Most programs reach less than 0.5% of their potential participants each year

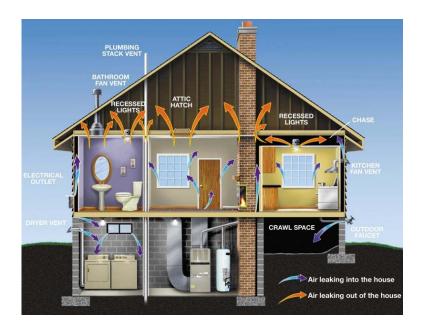
Barriers to Efficiency & Solar

- "Not worth the effort"
- Lack of convenient, actionable information
- Uncertainty about the energy savings
- Few comprehensive service providers (in CA)
- Split incentives
- High upfront cost
- Others...



5. Encourage Comprehensive Energy Retrofits

- Longer terms (~15-20yrs)
- Program requirements
 - Approved measures & contractors
 - Loading order
 - Residential Energy Conservation Ordinance
- Education



4. Work closely with contractors

- Contractors are the best sales force (NY, PA, VT)
- Time & money required to engage contractors
- More training needed
- An accepted standard would help local govts roll out energy efficiency programs



3. Be aware of who is left out

- Renters
- Low/moderate income

Some options:

- Loan guarantees
- Lower interest rates
- Alternative credit measures
- Additional rebates
- Guarantee savings
- Pay for handholding
- Financing may not work for everyone!



2. Scale matters

- Larger volume programs will be significantly lower cost per project
- CEMF at the county level or higher?
- Streamlined program
- Marketing and outreach are KEY for long-term success



1. Use new messages, messengers

- Local govts are important messengers!
- Engage local groups that already have trust & connections
- More dynamic, appealing messages are needed



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Cal HERC California Home Energy Retrofit Coordinating Committee

Guidance and Training for Local Governments

Local Government Training: How a Home Energy Retrofit Program can help your City meet AB 32, AB 811 and Stimulus Funding Goals

When: May 21, 2009 8:30am-3:30pm

Where: Center for Sustainable Energy,

8690 Balboa Ave, Suite 100, San Diego

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