



Residential Energy Retrofit Program



Background, Challenges, Opportunities



Program Goals:

- a. Create a sustainable, self-replenishing source of financing for Third Tier energy efficiency retrofits for low-to-moderate income CA homeowners; and
- b. To create jobs and enhance the economy through energy efficiency retrofits

Program Accomplishments (2010-2012)

	Single-family residences
Retrofitted	1,050 single-family homes
Contractors Training	216 contractors and/or HERS Raters
Jobs created or retained¹	307
Energy Savings (TDV average)	34%
Energy Savings (BTUs)²	97 million British Thermal Units (BTUs) per project; Program total savings of 1028 billion BTUs
Grants provided	\$2 million
Low-interest rate loans provided	\$24 million

¹ In local construction and energy measure installation and verification trades.
² Figures based on 735 completed projects and their findings as reported on the ECON2 report generated from EnergyPro software.. These results were used as the basis for projecting total BTUs saved for all projects in the entire program.

Factors we found influenced the Program’s success and efficient use of marketing funds.

What to Replicate

- 1. Providing a Financing Tool for homeowners is necessary to encourage deep energy retrofit of homes.
- 2. Including Business Performance Institute in Contractor Outreach and Training highly increased participation of qualified personnel.
- 3. Providing audits before and after retrofits gave program more credibility and supported deeper retrofit projects.
- 4. Leveraging Contractors is successful in outreaching to consumers.
- 5. Utilizing existing infrastructure and communication channels of CHF and housing affiliate NHF reduces marketing and outreach expense.
- 6. Partnership with Energy Upgrade CA and utility providers, gives homeowners and contractors greater access to rebates and incentives to complement the Program.

Where are we Today?

Challenges, Needs, Opportunities

- 1. **Develop partnerships with Financial Institutions** in order to provide energy efficiency loan financing and servicing.
- 2. **Balance the financial risk and needs** of the Private Financing Sector with the needs of the homeowners, to create an affordable and attractive financing tool.
- 3. **Expand marketing and outreach activities**, to prevent too much dependency on Contractors, whom may shift focus as the construction market shifts.
- 4. **Deepen partnerships** with utility providers and other incentive programs to cross-promote and support a broader “financial benefit” to homeowner.
- 5. **Simplify the process** for homeowner and contractor to access multiple programs, incentives, and financing.
- 6. **Increase market transformation** through public awareness of the value of deep energy retrofits and provision of financial assistance.

Energy Efficiency Financing Available Today through the CHF Program

6.5% fixed interest rate, 15-yr, fully amortizing loan
(Subject to credit approval / max loan amount of \$50K)

