

Utility Energy Forum, Tahoe City, CA



EECBG IN SACRAMENTO: SUCCESS STORIES AND LESSONS LEARNED

PRESENTED BY:

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ON BEHALF OF THE CITY OF SACRAMENTO

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CITY OF SACRAMENTO OVERVIEW

▶ Staff:

- Reina Schwartz, Director of General Services
- Yvette Rincon, Sustainability Program Manager

▶ \$4.7 million total award

▶ Three main focus areas:

- Municipal Facilities (City Operations)
- Financing & Incentives (Community)
- Planning, Policy & Engagement (Both)



MUNICIPAL FACILITIES



1. Green Facilities Program - EE Retrofits

- \$2.6 million total activity budget
- 8 garages, 1 comm. center, 1 library, convention center lighting
- 36%-50% energy savings per facility
- Cost-recovery model
- ESCO's not in picture: in-house

▶ Lessons Learned/Next Steps

- ✓ More facilities than originally planned
- ✓ Spawned 15% by 2020 plan
- ✓ M&V: state-of-the-art, in-house expertise



MUNICIPAL FACILITIES

2. Streetlight LED Retrofit Pilot Program

- \$100K total activity budget
- 94 mast-arm units + 45 ornamental units
- 50% energy savings, 10 year life-span for both

▶ Lessons Learned/Next Steps:

- ✓ Weeded out poor performers at the beginning – worth the time & effort
- ✓ All units performing better than expected
- ✓ No maintenance issues so far.
- ✓ Specs on track to be adopted for Citywide use.
- ✓ Worked closely with DOE's Municipal Solid State Lighting Consortium, benefitted from their experience.



FINANCING & INCENTIVES

3. Clean Energy Sacramento

- PACE Financing Program
- \$630K total activity budget
- Ygrene Energy Fund
- \$100 million private investment
- 1,500 jobs in 5 years
- Launched Dec 2012
- \$20 million project pipeline



▶ Lessons Learned/Next Steps:

- ✓ Many roadblocks – PACE is adapting & maturing
- ✓ Ygrene model is highly scalable, trending across U.S.
- ✓ Using SB 555 vs. AB 811: voted tax = more secure, less risk
- ✓ Focus on rapid uptake, removing barriers, making it easy
- ✓ 2012 Green California Summit – Green Leadership Award



FINANCING & INCENTIVES

4. Complete Energy Solutions for Small Business
- SMUD / City Partnership
 - \$500K total activity budget
 - 123 total small businesses, rebates funded up to 80% of project cost
 - Avg. 20% savings or more per project

► Lessons Learned/
Next Steps

- ✓ Innovative & successful program, despite challenging small commercial market
- ✓ SMUD expanding to \$1.7 million program after ARRA funding ends



PLANNING, POLICY & ENGAGEMENT

5. Green Building Task Force
- \$100K total activity budget
 - Partnership with County of Sacramento and Valley Vision
 - 25 task force members, 2010
 - Regulatory and incentive-based approaches to green building
 - Existing buildings and new construction



- ▶ Lessons Learned/Next Steps
- ✓ Strong aversion to additional regulation, due to recession
 - ✓ Focus on incentives, financing, and removing regulatory barriers
 - ✓ Stakeholders tended to favor industry, lacked broad diversity



PLANNING, POLICY & ENGAGEMENT

6. Climate Action Plan

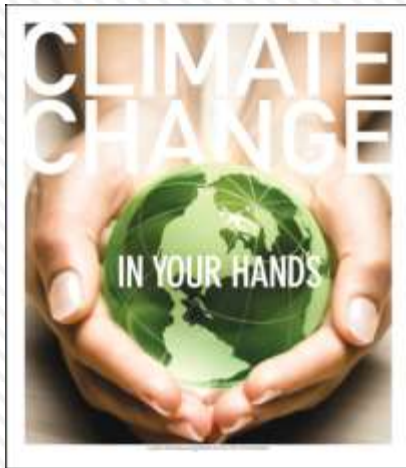
- \$360K total activity budget
- Municipal Operations CAP: adopted 2010
- Communitywide CAP: adopted 2012
- GHG Target: 15% below 2005 by 2020
- Adaptation & Resiliency

▶ Lessons Learned/Next Steps

- ✓ Already doing it - but so much more to do
- ✓ Partnerships are crucial – City can't do it all
- ✓ Some regulation, but near-term focus on incentives, financing, and removing regulatory barriers
- ✓ Education & community engagement is top priority
- ✓ 2012 APA CA and Sac Valley Section Awards – Innovation in Green Planning



PLANNING, POLICY & ENGAGEMENT



- ▶ **Public Education & Outreach**
 - \$100K total activity budget
 - Sustainability & Climate web pages
 - Greenwise Initiative
 - “Climate Change: In Your Hands” (Sacramento News & Review, March 2012)
 - CoolCalifornia Challenge



- ▶ **Lessons Learned/Next Steps**
 - ✓ Keep message simple and positive Make it fun!
 - ✓ Highlight personal benefits – not just about energy or GHG
 - ✓ Personal stories are powerful
 - ✓ Information-based change less likely to influence behavior than community-based social marketing and group participation



FINAL THOUGHTS

- ▶ **EECBG was a huge success!**
- ▶ **Program Impact Past Grant Period:**
 - Clean Energy Sacramento
 - Green Facilities Program
 - Climate Action Plan
 - Small Business Program
 - LED Street Light Pilot
- ▶ **Challenges / Opportunities:**
 - Program Alignment
 - Market Maturity





THANK YOU!

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