

Energy Upgrade California

Reduce energy use. Save money. Create jobs.



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Energy Upgrade California Program Description

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The Energy Upgrade California Program



- State-wide energy and water efficiency and renewable energy generation retrofit program for single- and multi-family residential and commercial buildings
- Collaboration between Energy Commission, Public Utilities Commission, utilities, local governments and private sector
- One-stop resource for information on building retrofit benefits, financing and incentives, finding a qualified contractor, workforce training and home energy ratings
- Coordinates federal, state, utility and local government retrofit program outreach, incentives and contractor and participant qualifications
- Creates a foundation for AB 758 and Home Star

Program Funding

- \$116 million Investor Owned Utility Residential Retrofit program
- \$943 million IOU Commercial Retrofit
- \$133 million State Energy Program (SEP) from American Recovery and Re-investment Act (ARRA)
 - \$113 million Municipal Financing, Municipal and Commercial Building Targeted Measure Retrofit and Comprehensive Residential Building Retrofit Programs
 - \$20 million Clean Energy Workforce Training Program
- \$12.9 million Energy Commission administered contracts for Comprehensive Residential Building Retrofit Programs (using Energy Efficiency and Conservation Block Grants (EECBG))
- \$30 million Retrofit Ramp-Up (ARRA)
- \$13 million Employment Development Department Workforce Investment Act (WIA)
- Local government EECBG and WIA funds



Program Coverage

- State-wide Web Portal
- State-wide residential and commercial financing
- Utility Residential and Commercial Building Retrofit Rebates
- Comprehensive residential retrofit program delivery through regional partnerships in 51 counties; Includes:
 - Marketing and outreach
 - Qualified contractors
 - Subsidized financing
 - Workforce development
 - Quality assurance
- Pilot residential and commercial PACE programs
- New tools for affordable housing energy retrofits



Program Components

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Financing Program

- Administered by California State-wide Community Development Authority
- Competitive solicitation will be offered for interested financial institutions offering residential and commercial retrofit loan products
- Low rates expected as the program will offer standard underwriting, comprehensive program roll-out (contractor qualification, quality assurance, etc.) and bundling of State-wide building stock
- Offered State-wide through Energy Upgrade California web-site application, subsidized with interest rate buy-down and loan loss reserve in leadership counties that commit local resources

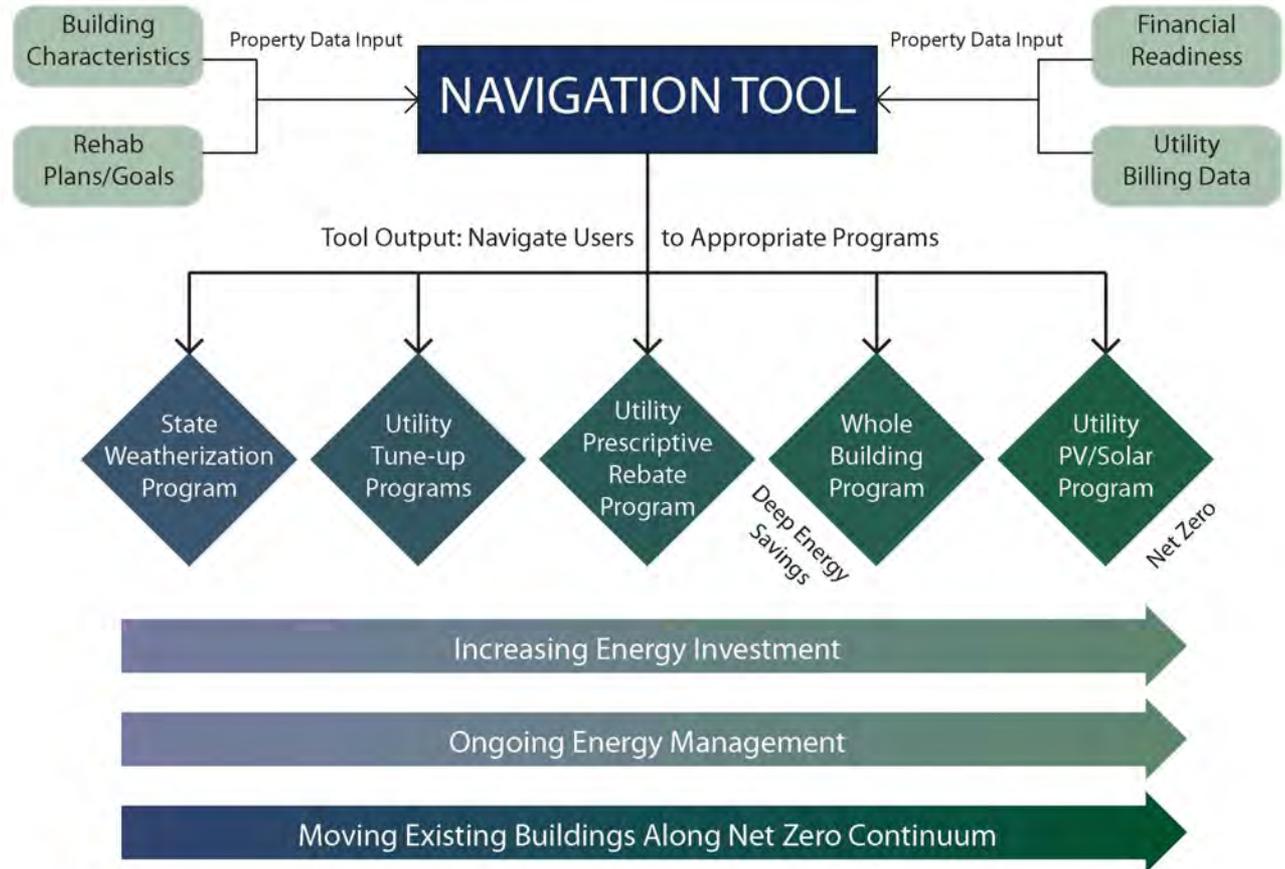


Residential



- Consolidates information on residential retrofit programs offered by State agencies, utilities, local governments and non-profits
- Coordinates marketing, application, workforce development, contractor qualification, and quality assurance across various retrofit programs
- Subsidizes HERS II auditing and rating and expands HERS to multi-family
- PACE Residential Pilot
 - Supports the development of program elements and strategies to address FHFA concerns about PACE programs
 - Sonoma County will provide technical support for other jurisdictions

Multi-family Green Asset Manager Tool



Commercial



- Consolidates information on commercial retrofit programs offered by utilities, local governments and non-profits, including
- Coordinates marketing, application, workforce development, contractor qualification, and quality assurance across various retrofit programs
- PACE Commercial Pilot
 - Supports the development of model EUC Commercial PACE program elements and strategies to address FHFA and OCC concerns in existing PACE districts:
 - City of Los Angeles (LADWP)
 - Placer County (PG&E)
 - San Francisco County (PG&E)

Contractor Qualification, Workforce Development and Quality Assurance



- Program will display location- and program-based eligible contractors for customers
- Clean Energy Workforce Training Program
 - \$56 million in energy and water efficiency and renewable energy training to unemployed, underemployed and incumbent workers
 - Scholarships for HERS II training
- Coordination of various retrofit programs quality assurance (QA) delivery

Marketing and Outreach

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The Logo

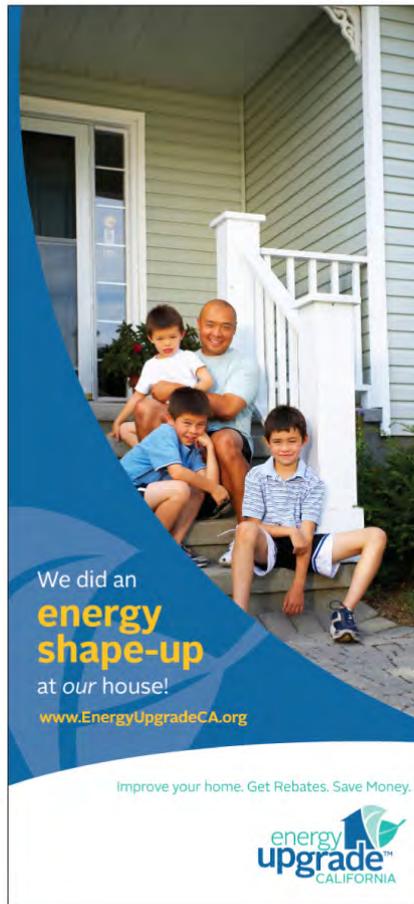


Consumer Outreach

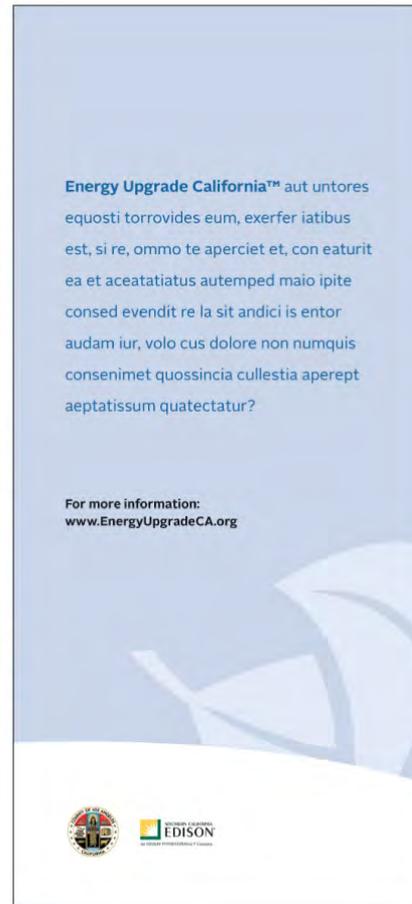
- Program will coordinate under one logo, brand, and website all retrofit outreach and marketing by State and local government and utilities; efforts to include:
 - Media Buys
 - Bill Boards
 - Utility Bill Inserts
 - Brochures
 - Community Forums
- Focus will be on County-level interaction



Brochures



front



back

Brochures



Spanish language brochure cover

State-wide Retrofit Web Portal

- **Information.** Provide location-based, unified source of information on contractors, projects, programs, rebates/financing, etc.
- **Application.** Allow property owners and contractors to submit one application for all rebates and financing available in their community
- **Status.** Permit property owners and contractors to manage projects and check status for all rebates and financing applications
- **Administration.** Ensure a single clearinghouse for program administrators (local government agencies, IOUs, etc.) to maintain content, share data, and generate reports
- **Contractors.** Ensure that contractors are performing certified work



Property Owner Process

Step 1 & 2: Education and Personal Footprint

Step 3: Rebates and Incentives

Step 4: Financing or Cash?

Step 5: Pick Your Contractor

Step 6: Your Energy Savings Plan – Refine Your Choices and Save/Submit Information

Furthering State Policy



- Loading Order: If Energy Upgrade California Financing Program is used to finance solar PV, then building owner must invest in energy efficiency first
- Expands HERS II to multi-family buildings
- Provides pilot programs and early implementation of AB 758 program goals
- Establishes program infrastructure to speed implementation of PACE and Home Star

Timeline

- October/November
 - Soft launch IOU programs
 - Launch of EUC integrated website
 - Implementation Plan
- December
 - Phase two of integrated website

Summary



- State-wide energy and water efficiency and renewable energy generation retrofit program for single- and multi-family residential and commercial buildings
- One-stop resource for information on building retrofit benefits, financing and incentives, finding a qualified contractor, workforce training and home energy ratings
- Coordinates federal, state, utility and local government retrofit program outreach, incentives and contractor and participant qualifications