

# Status Report: Clean Energy Financing in the San Diego Region

Greening Your World...

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Center for  
**Sustainable Energy**  
CALIFORNIA

# About CCSE

- Independent non- profit 501 (c)(3) organization
- Core activities
  - **Program Administration:** State and utility programs promoting clean generation, energy efficiency, alternative fuel vehicles
    - **CA Solar Initiative** – Retrofit Program in SDG&E service territory (PV and SWH)
  - **Energy Efficiency technical assistance** for:
    - Local governments, other public entities
    - Private entities: companies and non-profits
    - Market support: contractors, manufacturers and other industry stakeholder
  - **Policy Support:** regional planning; legislative & regulatory analysis
  - **Education:** efficiency, renewables, climate, green building, transportation
- Emphasis on serving local jurisdictions, market stakeholders, end users
- [www.energycenter.org](http://www.energycenter.org)

# San Diego Region AB 811 Activity

- CSCDA “California Communities”
  - High level of interest / small cities gathering information, options
  - Meeting for San Diego LGs in May at CCSE to begin concrete program development.
- RFPs for program dev’t/admin: plan roll-outs in Q4 2009
  - **San Diego:**
    - Stage 1 RFQ done; Stage 2 invite-only RFP, forthcoming
    - Stated focus on residential PV; ~300 systems to start; contractor will influence design
  - **Solana Beach:** RFP closed, in evaluation. EE + Solar.
- Other jurisdictions waiting on results from these programs

# Marketplace Evolution needed

- Solar installers generally not providing broad EE services
- Few qualified building assessment professionals at present
- Programs moving (slowly) towards integration – by fiat and common sense
- Customers need help with EE value proposition, *and* with project execution
- Nascent “performance optimization” ecosystem needs development



# Regional / State Guidance Needs

1. EE Infrastructure for integrated solutions: EE + DG
  - Performance-based approaches are important, require rapid institutionalization and diffusion
  - Performance criteria part of program designs
  - Must work to streamline and manage cost
  - EE infrastructure: , qualification, installation, verification...
2. Encourage regional approaches for economies and comprehensive coverage; larger cities can still stand out
3. Expand & coordinate Low-Income initiatives
4. Widespread education & support for workforce development
  - Contractors will be primary channel for marketing – must be educated
  - Expectations must be very clear, enforceable
  - Solar programs provide good examples for this

# Offer tools and info: *EE* + *DG*

San Diego Solar Map - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address [http://sd.solarmap.org/index\\_v2.9.php](http://sd.solarmap.org/index_v2.9.php)

## San Diego Solar Map

SOLAR ACTIVITY AROUND THE CITY

Map | Satellite | Hybrid

Welcome | Tools | News & Info

### Legend

**Solar Installations**

- Small Residential & Commercial (<10 kW)
- Large Residential (>10 kW)
- Large Commercial (>10 kW)
- Government/Non-Profit
- Areas with Detailed Solar Estimates

**Installed PV by Zip Code**

- 0-83 kW
- 84-236 kW
- 237-460 kW
- 461-789 kW
- > 789 kW

**Dont see your installation on the map?**

**Zoom to address**

Enter your address

Zoom In

**Get Detailed Solar Estimate**

Detailed rooftop estimates have been completed for three areas in San Diego. To retrieve these estimates:

- Select the Area:
- Click on the rooftop

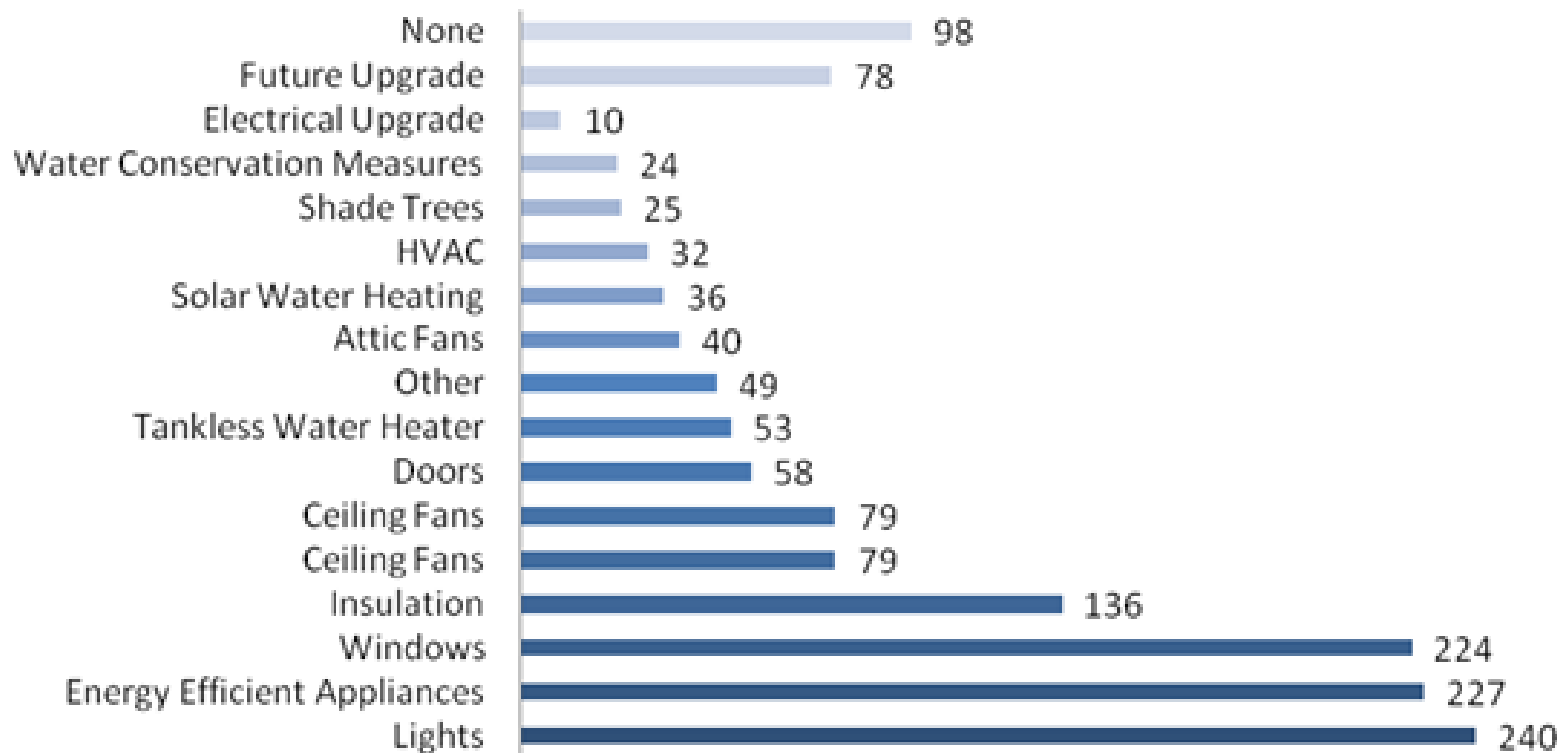
About | Contact Info | Got Solar? | Disclaimers | Photo Gallery | How To Use This Site

start | Inbo... | City Graph... | April 09 Exem... | Microsoft Pow... | San Diego Sol... | Search Desktop | 10:28 AM

## Solar and Energy Efficiency: Natural Partners

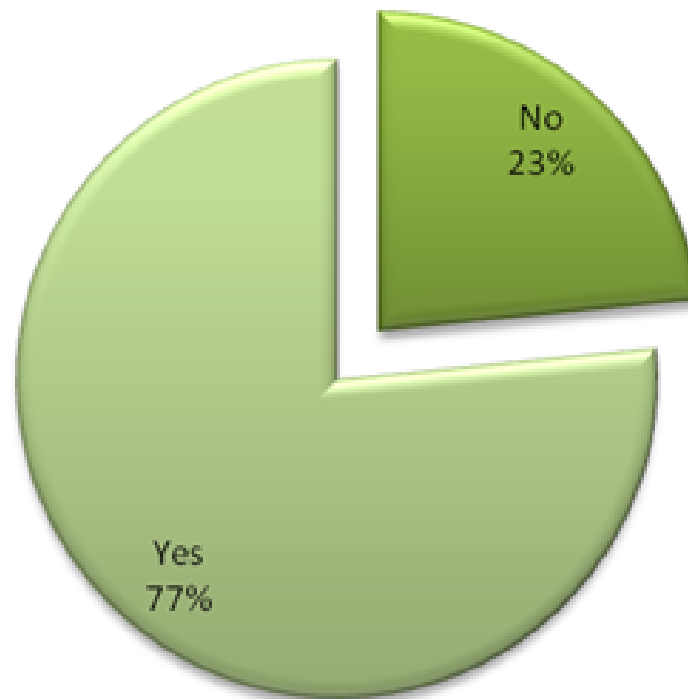
- CCSE survey of solar customers in SDG&E territory (n = 5000+)
- 614 respondents
- 85% of respondents have installed or plan to install at least 1 EE upgrade

## Did you do any energy efficiency upgrades before or in conjunction with your solar installation? (multiple responses possible)





## Are you more conscious of your energy use after installing your solar system?



# Thank You!

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