



Energy Upgrade California In Los Angeles County

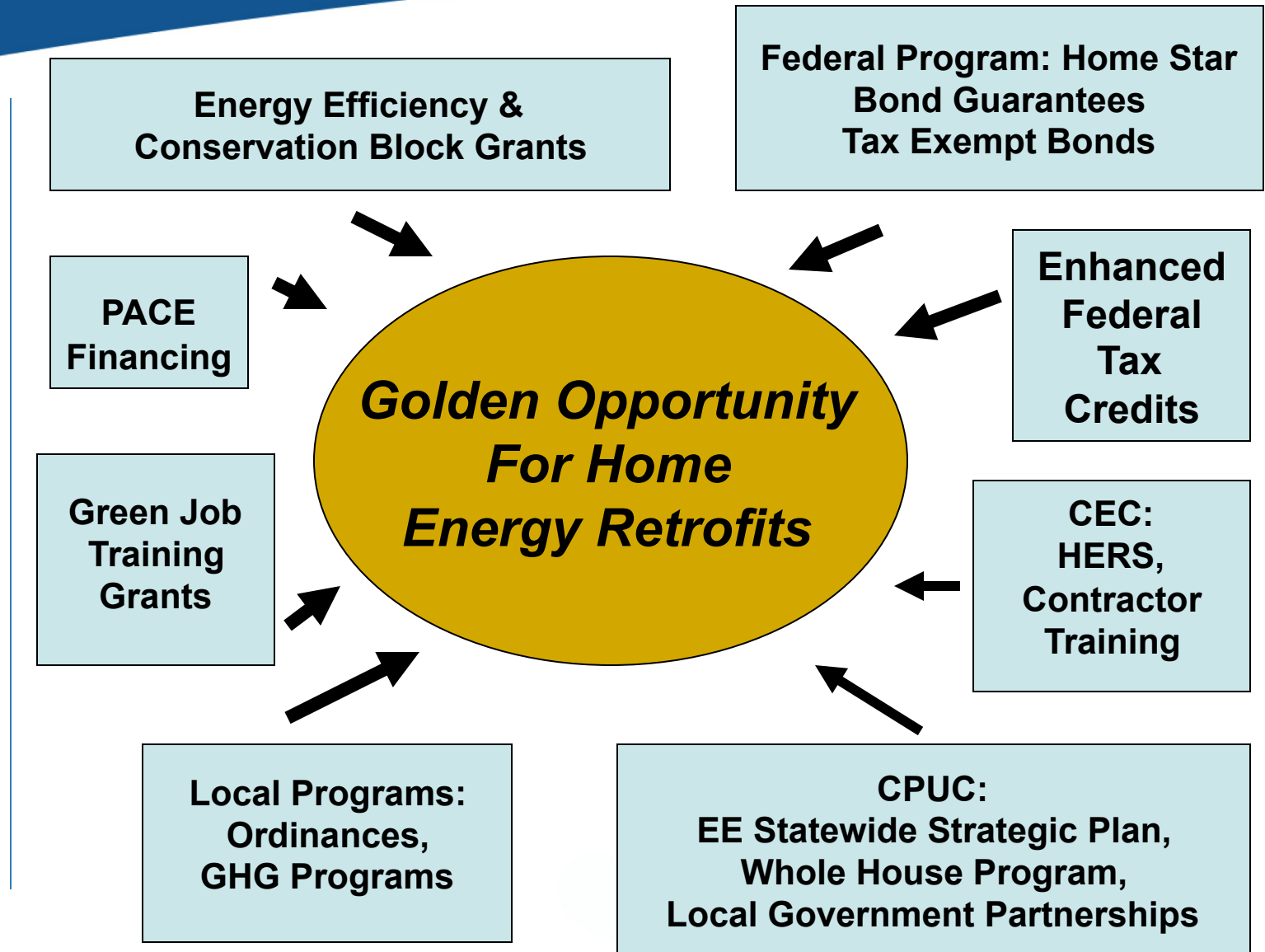
California's Homeowner
Energy Efficiency Solution

Improve your home. Get rebates. Save money.

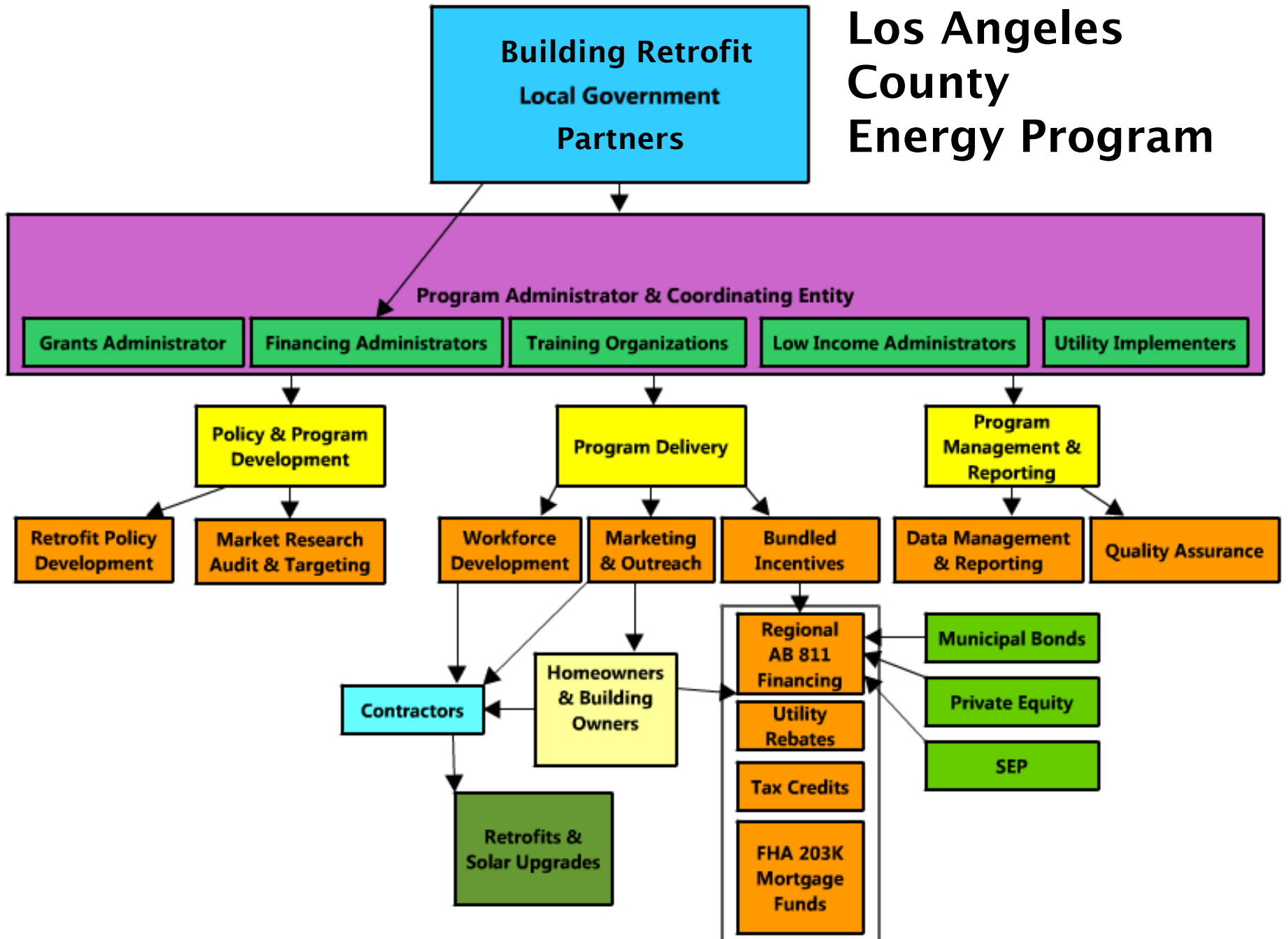


in Los Angeles County

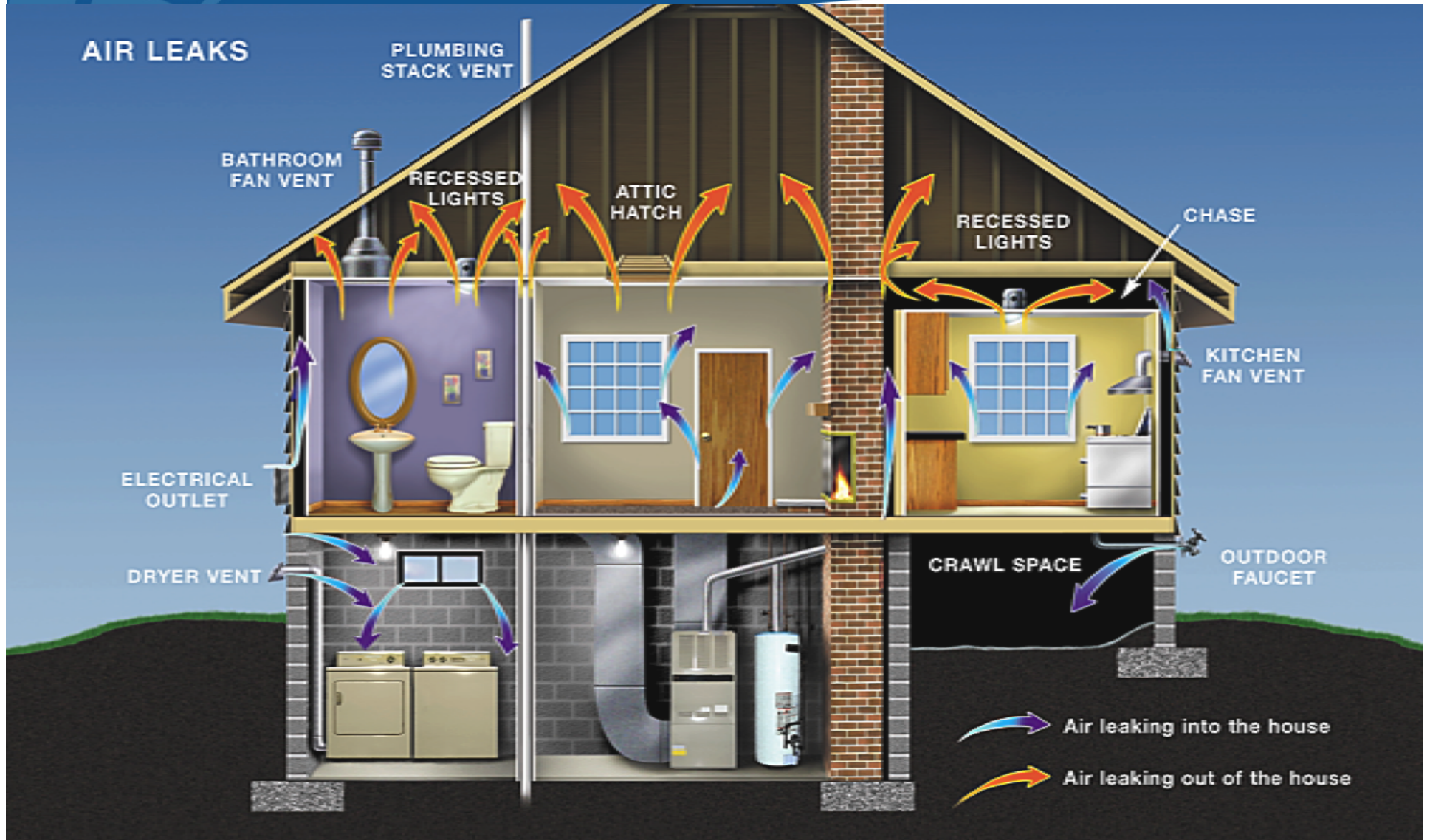
Three Years Ago - The Opportunity



Los Angeles County Energy Program



Whole Building Performance

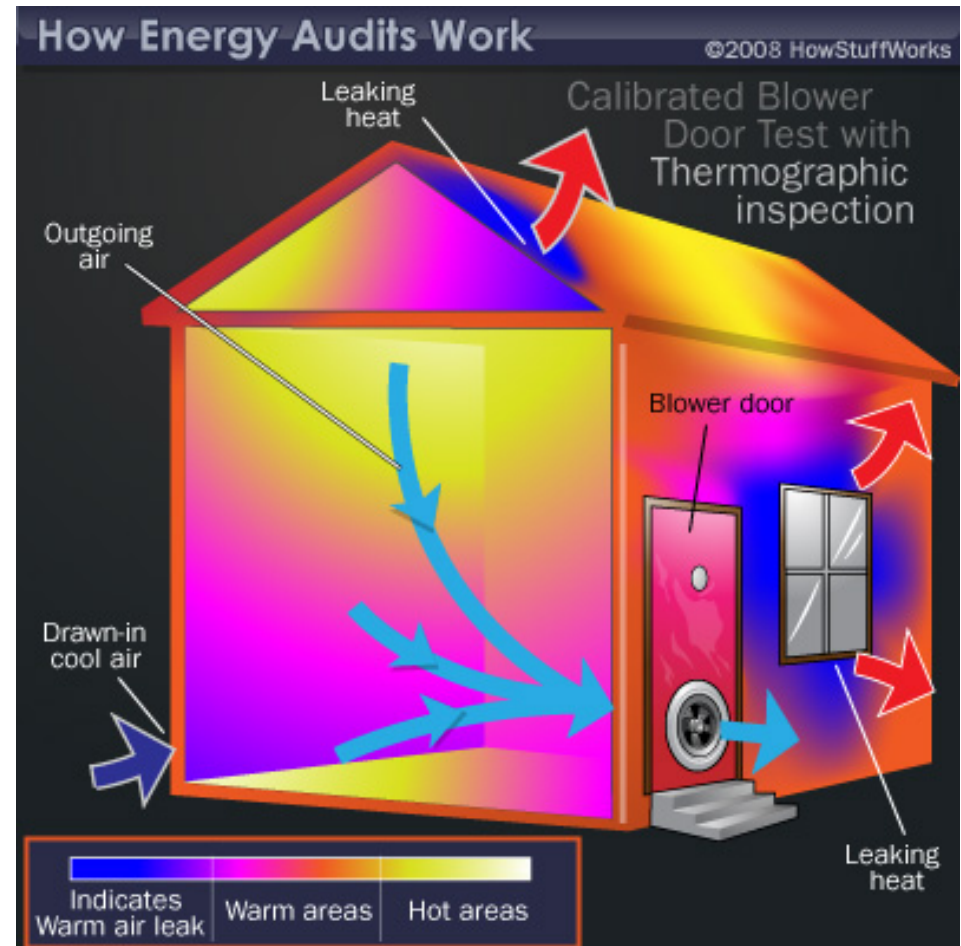


What is an Energy Assessment?

It is a complete evaluation of home energy use:

- Usually takes 4-6 hours
- Expensive diagnostic tools
- Highly skilled contractors
- Valuable information about your home's performance
- Costs vary by Participating Contractor

The first critical step is learning about your home from your contractor during the assessment.



Communications and Marketing Plan

Improve your home. Get rebates. Save money.



Marketing/Outreach Coordination

Program Element

Lead

| | County | Utilities | Joint |
|---------------------------------|--------|-----------|-------|
| Marketing/Communications Plan | | | X |
| Program Name/Logo | | | X |
| Website Portal | | | X |
| Advertising Campaign/Principles | | | X |
| Marketing Templates | X | | |
| Service Territory Media Buys | | X | |
| Local Media Buys | X | | |
| Call Center | | X | |
| Retail Outlet Materials | | X | |
| Contractor Marketing Toolkit | X | X | |

Marketing/Outreach Coordination

Program Element

Lead

| | County | Utilities | Shared |
|------------------------------|--------|-----------|--------|
| Direct Mail | | X | |
| Community-Based Outreach | X | | |
| Community Events | X | X | |
| County Assessor Materials | X | | |
| Public and Media Relations | X | X | |
| Home Energy Makeover Contest | X | | TBD |

Modes

- **Utility bill inserts**
- **Word of Mouth**
- **Newspaper articles**
- **Television ads**
- **Mailers**
- **Social Media**
- **Posters/notices at public venues**

City Alliances and Participation

**Energy Upgrade CA
Kick-Off!**

Learn how to save money,
increase energy and water efficiency,
and earn up to \$6,000 back in rebates!

COVINA RESIDENTS!
Get up to \$3,500 in additional rebates and fee waivers from the City of Covina!

**Saturday, Aug. 27th
10:00am - 12:00pm**

Covina City Hall
Council Chambers
125 E. College St.
Covina, CA 91723

For more information:
626-457-1800
RSVP:
www.sgvcog.org/energyupgrade

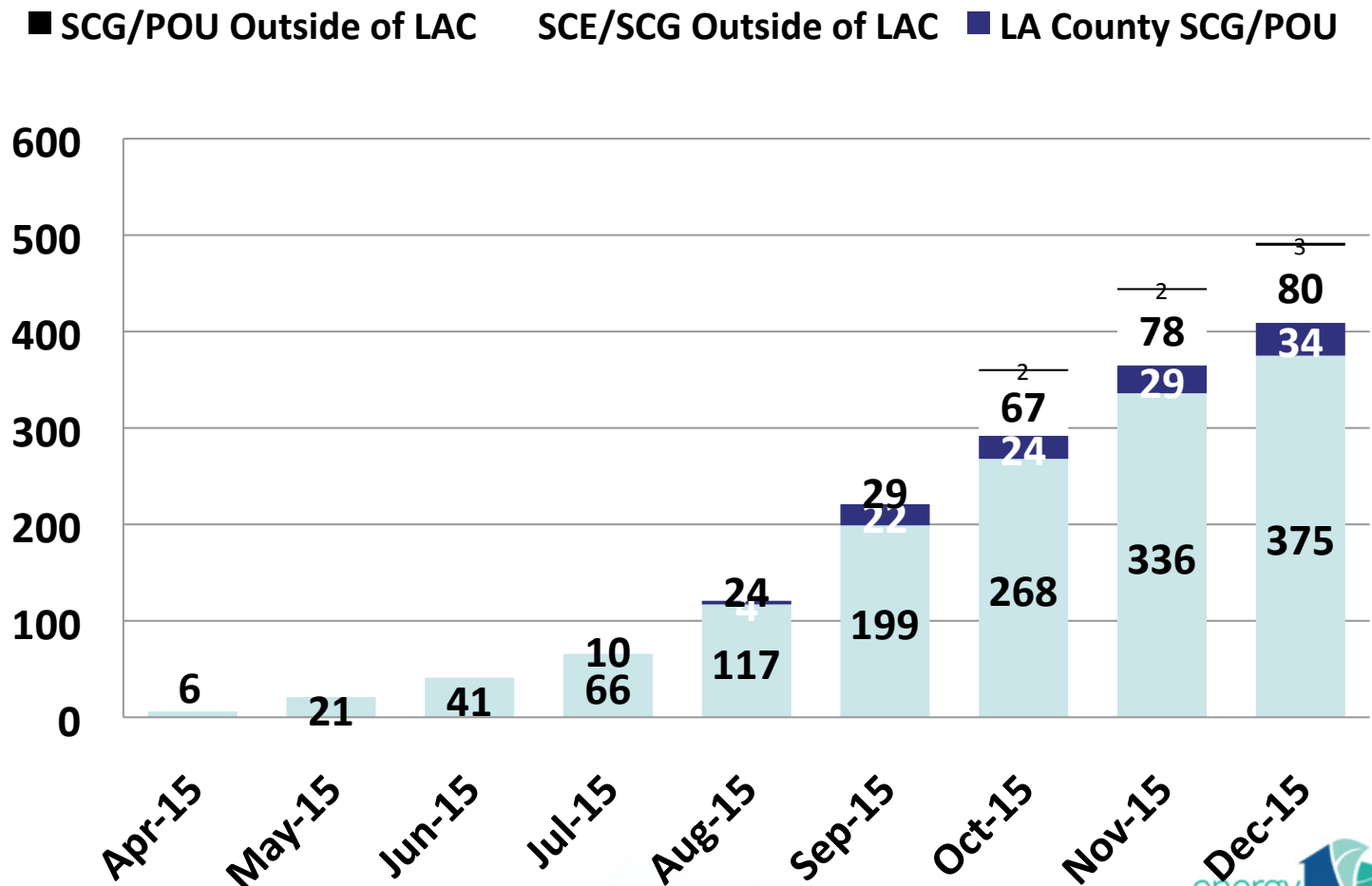
  
Improve your home. Get rebates. Save money.

- **MOUs with COGs (Council of governments)**
- **City toolkits**
- **City online resource library**
- **City newsletter**
- **EUC Kickoff events**
- **City ARRA funds**
- **Coming Soon: COG coop marketing**



Early Results – Growth of Projects

Energy Upgrade California Projects



Early Results on Comprehensiveness

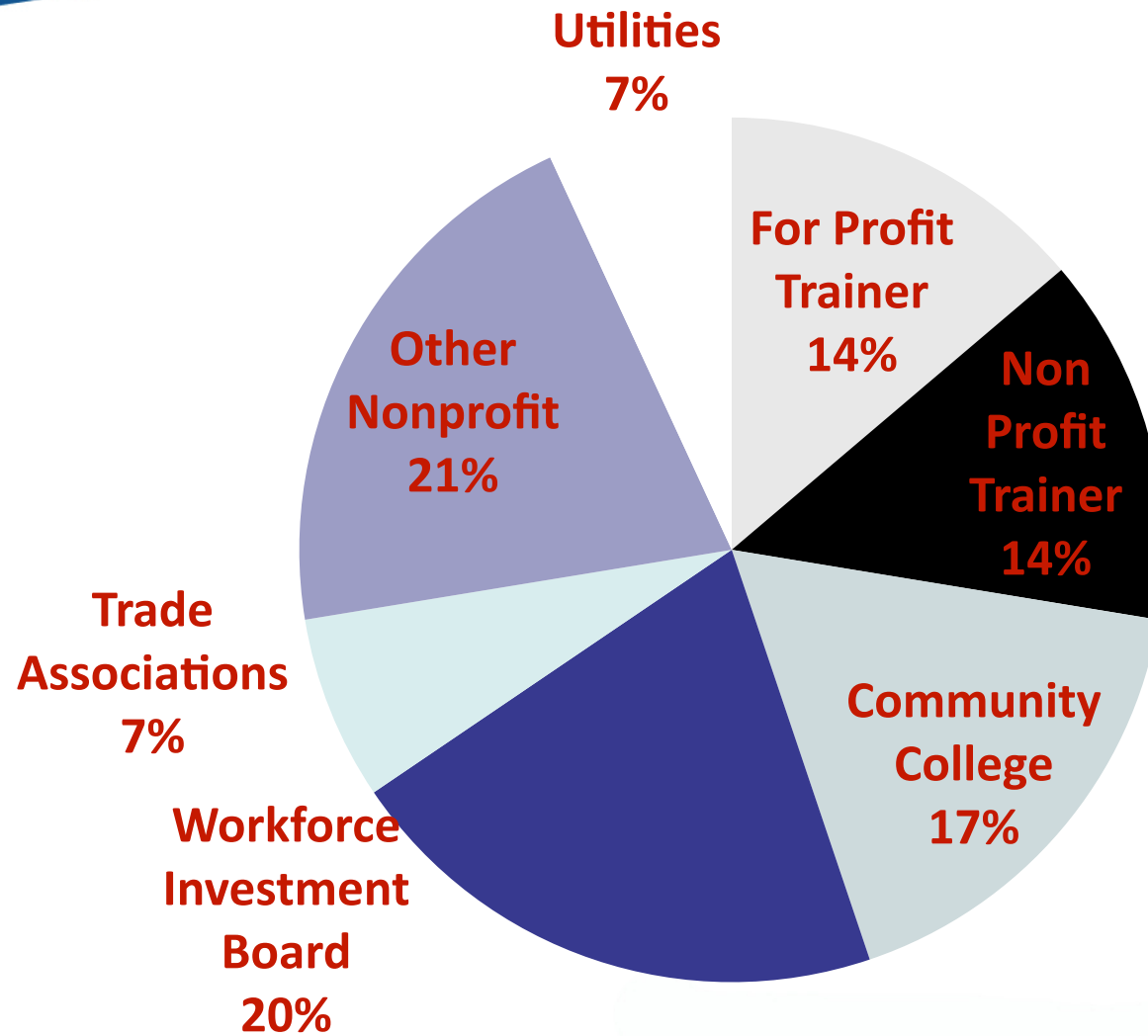
| Project Breakdown LA County | Average Savings | Average Cost | Average Rebate (Utility + LA County) |
|--|------------------------|---------------------|---|
| Original SCE Estimate: 90% Basic 10% Advanced | <15% | | |
| Advanced - 93% of Projects | 27% | \$14,572 | \$5,020 |
| Basic - 7% of Projects | 10% | \$3,576 | \$2,000 |

Workforce Plan

Improve your home. Get rebates. Save money.



Workforce Development Advisory Committee

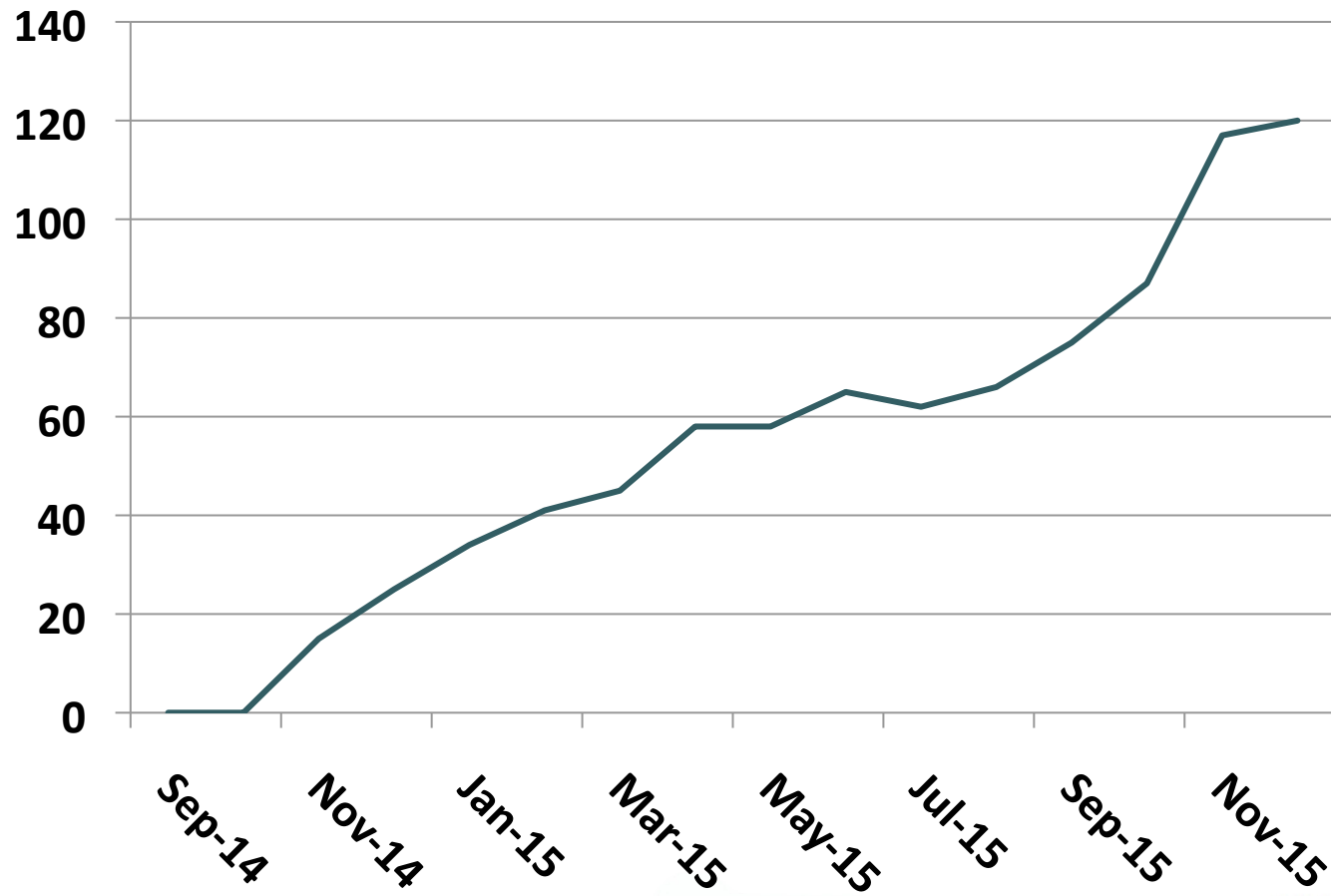


Contractor Support

- **Cooperative Marketing**
- **Online Resource Library**
- **Networking Sessions**
- **Marketing and Sales Training**
- **Assessment incentive coupons**
- **Energy Upgrade Event assistance**
- **Website listing**
- **“My Action Plan” leads**
- **Scholarships**
- **Business Loans**

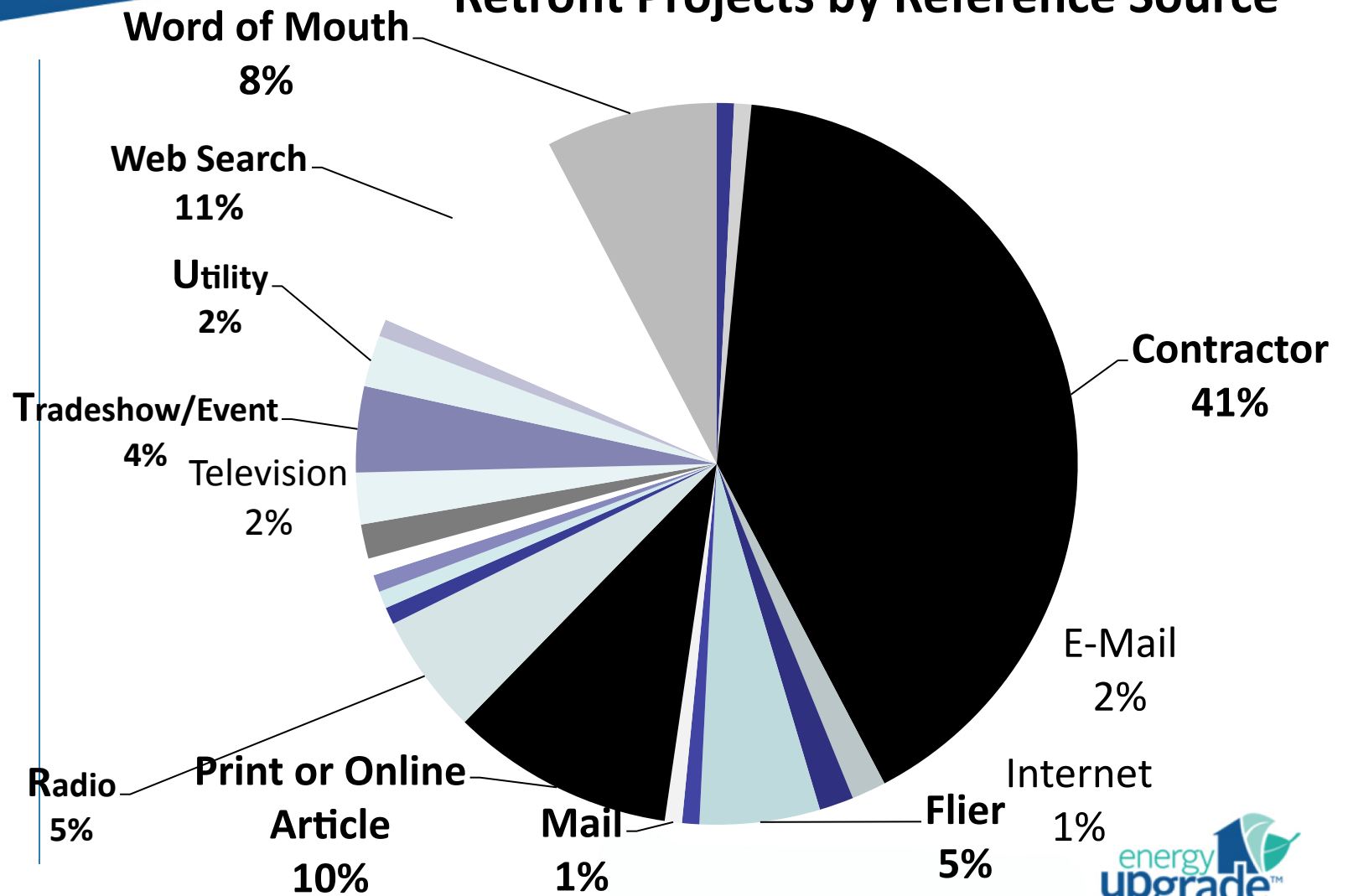
Early Results – Growth of Industry Contractors

LA County Participating Contractors



Early Results – Value of Contractor

Retrofit Projects by Reference Source



Incentives and Financing Plan

Improve your home. Get rebates. Save money.



Time Sensitive Promotions

Through Labor Day
GET UP TO **\$6,000!**

- \$2,000 from LA County
- Up to \$4,000 from your utility
- Apply by Labor Day!

Go »

Get up to
\$6,000
through
Labor Day!



energy
upgrade[™]
CALIFORNIA
in Los Angeles County

Get up to
\$6,000
through
Labor Day!

energy
upgrade[™]
CALIFORNIA

The advertisement features a penguin standing next to a vintage-style electric fan. The penguin is wearing sunglasses and looking towards the fan. The background is a light blue gradient with a dark blue header and footer. The Energy Upgrade California logo is present in the top left and bottom right corners. A yellow starburst graphic with the text 'Get up to \$6,000 through Labor Day!' is positioned near the penguin.

Advanced Upgrade \$\$

Homeowner Rebate:

\$1,250 - \$4,000

LA County Rebate*:

\$1,250 - \$4,000

Average Energy Savings:

10% - 40%+



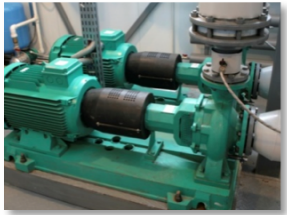
More energy savings, more rebate dollars

| Basic | 10% | 15% | 20% | 30% | 40% |
|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Utility \$1000 | Utility \$1250 | Utility \$1500 | Utility \$2000 | Utility \$3000 | Utility \$4000 |
| LA County \$1000 | LA County \$1250 | LA County \$1500 | LA County \$2000 | LA County \$3000 | LA County \$4000 |
| Total \$2000 | Total \$2500 | Total \$3000 | Total \$4000 | Total \$6000 | Total \$8000 |

LA County Financing Options

| | Local | Secured | Unsecured |
|-------------------------------------|---|---|--|
| Examples | LA County Program | EEMs & PowerSaver | EGIA GeoSmart |
| Payment Terms (Maximums) | 5 to 15 years | 1 st : 20 to 30 years 2 nd : 10 to 20 years | 10 years |
| Loan Limits | <i>Unsecured:</i> \$2,500 to \$15,000 <i>Secured:</i> \$15,001 to \$50,000 | 1 st : \$100,000 to \$729,750 2 nd : \$10,000 to \$250,000 | \$1,000 to \$45,000 |
| Rates | Starting from 2% (5% - 9%) | 2.785% adjustable to 6.03% fixed | 13.99% to 26% |
| Tax Deductible | For secured only | Yes | No |
| Closing Costs | No | 1 to 3% of loan amount | No |
| Special Concerns | Geographic restrictions | Includes closing costs; ownership provisions on sale of home or end of contract | Rate buy downs and premiums may affect the cost |

Non Residential PACE Project Eligibility Criteria

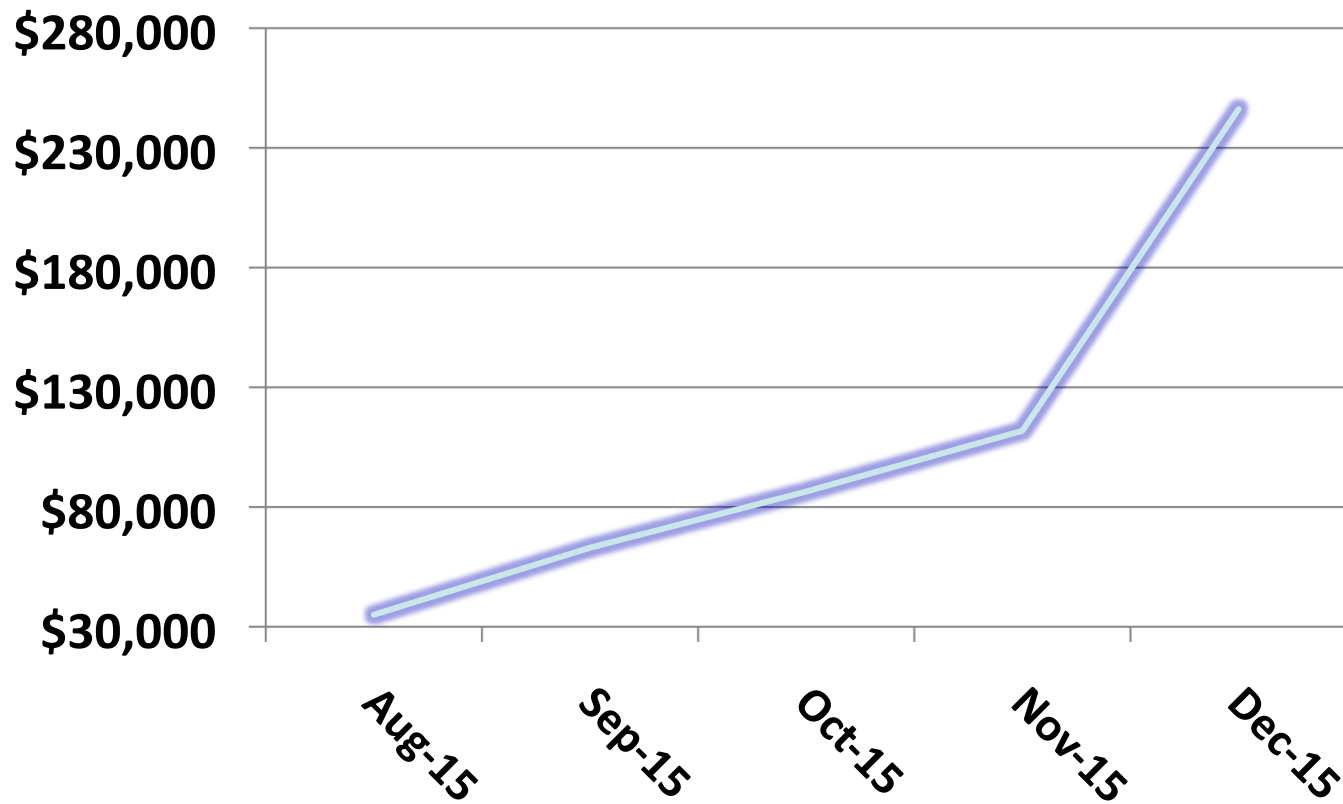


- **Eligible upgrades must be:**
 - Permanently affixed to the property
 - Proven to save either energy or water, or generate clean power
- **Examples of eligible performance upgrades:**
 - High-efficiency lighting fixtures & lamps
 - Occupancy & day-lighting sensors
 - HVAC upgrades
 - BAS / BMS / EMS installation / upgrade
 - Building envelope upgrades (roof, windows)
 - Elevator modernization
 - Solar PV or Fuel Cells to generate electricity



Early Results – Financing is Taking Off

Per Month Cumulative Financing



Market Transformation

Improve your home. Get rebates. Save money.



Making our Living Spaces More Sustainable



After you **make your home efficient**, the “Enhanced Option” includes things like these to get a green rated home

There’s an added \$500 to \$1000 rebate to help with these expenses

Energy Upgrade California...Future

Fully Integrated Energy Efficiency Program for Existing Buildings

Coordinated IOU and Local Workforce Development & Training

Full Suite of Energy Assessment Tools from HEES to HERS

**Behavior
Change &
Consumer
Education**

**Single
Measure**

**Residential
Whole
House**

**Civic,
School &
Government**

**Multi-
Family**

**Small, Med
& Large
Commercial**

Integrated Water/Energy Conservation

Integrated Set of Financing Mechanisms

Never doubt that a small **group of thoughtful**, committed **citizens** can change the **WORLD**, indeed it's the **only thing that ever does**

~ Margaret Mead

