

Energy Upgrade California™

An Introduction

6.7.2011

Reduce energy use. Save money. Create jobs.

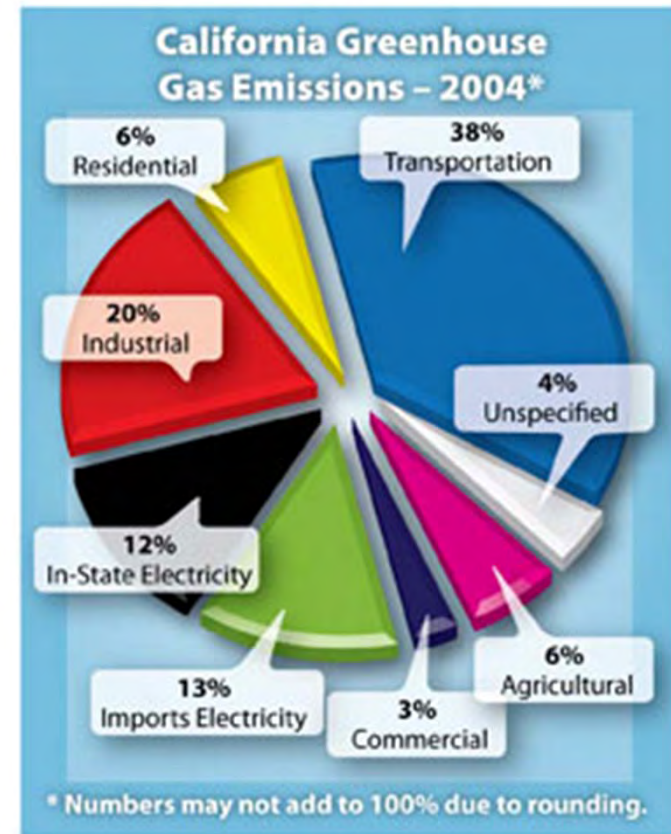


Agenda

- **What is Energy Upgrade California?**
- **How is Energy Upgrade being implemented**
 - **In California?**
 - **In my local community?**
- **How does Energy Upgrade help me?**

What are California's Climate Goals?

- **AB 32 – Global Warming Solutions Act**
 - GHG emissions down to 1990 levels by 2020
- **Governor's Executive Order S-03-05**
 - 80% reduction from 1990 levels by 2050
- **AB 758 -**
 - 40% EE improvement to existing residential by 2020
 - Zero Net Energy new construction
 - Residential by 2020
 - Commercial by 2030
- **SB X1-2**
 - 33% Renewable Energy Generation by 2020



What is Energy Upgrade California?

Key goals include:

- Boost the adoption and quality of installed energy and water efficiency improvements and onsite renewable energy generation throughout CA by
 - Identifying and overcoming barriers for residential and commercial adoption of energy efficiency measures
 - Create a one-stop clearing house including information about energy efficiency upgrade options, financing, incentives and qualified contractors
 - Increase the number of BPI and HERS II trained contractors in CA
 - Build a thriving Energy Efficiency Upgrade industry

Energy Upgrade Benefits

- **Mitigate Climate Change**
Reduce energy consumption and greenhouse gas emissions from the built environment
- **Create Local Green Jobs**
Increased demand for upgrades will provide more jobs for contractors and building professionals.
- **Revitalize local economies**
More construction jobs mean more sales for building suppliers and retailers.

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Energy Upgrade Program Implementation

Statewide Services (All 58 Counties) Program Level

- Web Portal
- Marketing Toolkit and Support
- Finance Clearinghouse

Additional Regional Services (30 Counties, 6 Regions) Program Plus Level

- On the ground staff providing technical assistance, outreach and education to property owners, contractors and city/county staff
- Subsidized Contractor Training Program (certificates such as BPI and/or HERS II)
- Rebates for HERS II assessments (test-in & test-out)

Regional Delivery Team Map



Energy Upgrade Program Implementation

Your On the Ground Delivery Team

- Conduct Locally Appropriate:
 - Outreach and Education
 - Technical Assistance
 - Customer Support
- Engage Stakeholders:
 - Property Owners
 - Contractors & Vendors
 - Local Governments



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What's Going on in Your House?

Are you living with any of the following situations...



What's Going on in Your House?

*“We’ve got the furnace on 24/7 but it’s **still** too **cold** and **drafty**.”*



Reduce energy use. Save money. Create jobs.



What's Going on in Your House?

*“In the summer we sleep downstairs because it’s so **hot** in our bedrooms.”*



What's Going on in Your House?



*“I dread opening our **utility bills** each month—I wish we could find ways to **lower** them.”*

What's Going on in Your House?

*“Sometimes I wonder if the house makes her asthma or allergies **worse.**”*



What's Going on in Your House?



*“I want to help the
environment
and my
community
however I can—
including in **my**
home.”*

Reduce energy use. Save money. Create jobs.



How does Energy Upgrade help me?

Through Energy Upgrade California, you can:

- Make your home more efficient—increase energy and water efficiency
- Make your home more comfortable
- Potentially lower your utility bills
- Improve the air quality inside your home
- Help the environment by reducing your carbon footprint
- Help your community by lowering your need for energy resources
- Potentially increase your home's value
- Help your local economy by supporting local businesses and contractors

How do I get involved in Energy Upgrade?



1 Visit the website



2 Contact a Contractor



3 Complete your Upgrade



4 Get your rebate!

www.EnergyUpgradeCA.org

Getting Started- Visit www.EnergyUpgradeCA.org



The screenshot shows the Energy Upgrade California website interface. At the top left, there is a photograph of three people (a man in a white cap and shirt, a woman in a red shirt, and a man in a tan shirt) standing in front of a house, looking at a document. To the right of the photo is the Energy Upgrade California logo, which includes a stylized house icon with a leaf. Below the logo is a paragraph of text describing the organization as a one-stop-shop for home improvement projects. Underneath that is a list of uses for the website. At the bottom, there are two yellow buttons: 'Why Upgrade Now?' and 'Get Started!'. The 'Get Started!' button has a text input field containing 'Santa Barbara County' and a 'Go' button. A yellow arrow points from a yellow-bordered box containing the text 'Enter your county' to the 'Get Started!' button.

energy upgrade™ CALIFORNIA

Energy Upgrade California is your one-stop-shop for home improvement projects that lower your energy use, conserve water and natural resources, and make your home healthier and more comfortable.

Use this website to:

- Plan your upgrade projects
- Locate participating contractors
- Find rebates and incentives

Reduce energy use.
Save money.
Create jobs.

Why Upgrade Now?
Learn about the benefits of an Energy Upgrade

Get Started!
Enter your county name to find local rebates and contractors

Enter your county

Reduce energy use. Save money. Create jobs.



Take a Home Energy Tour

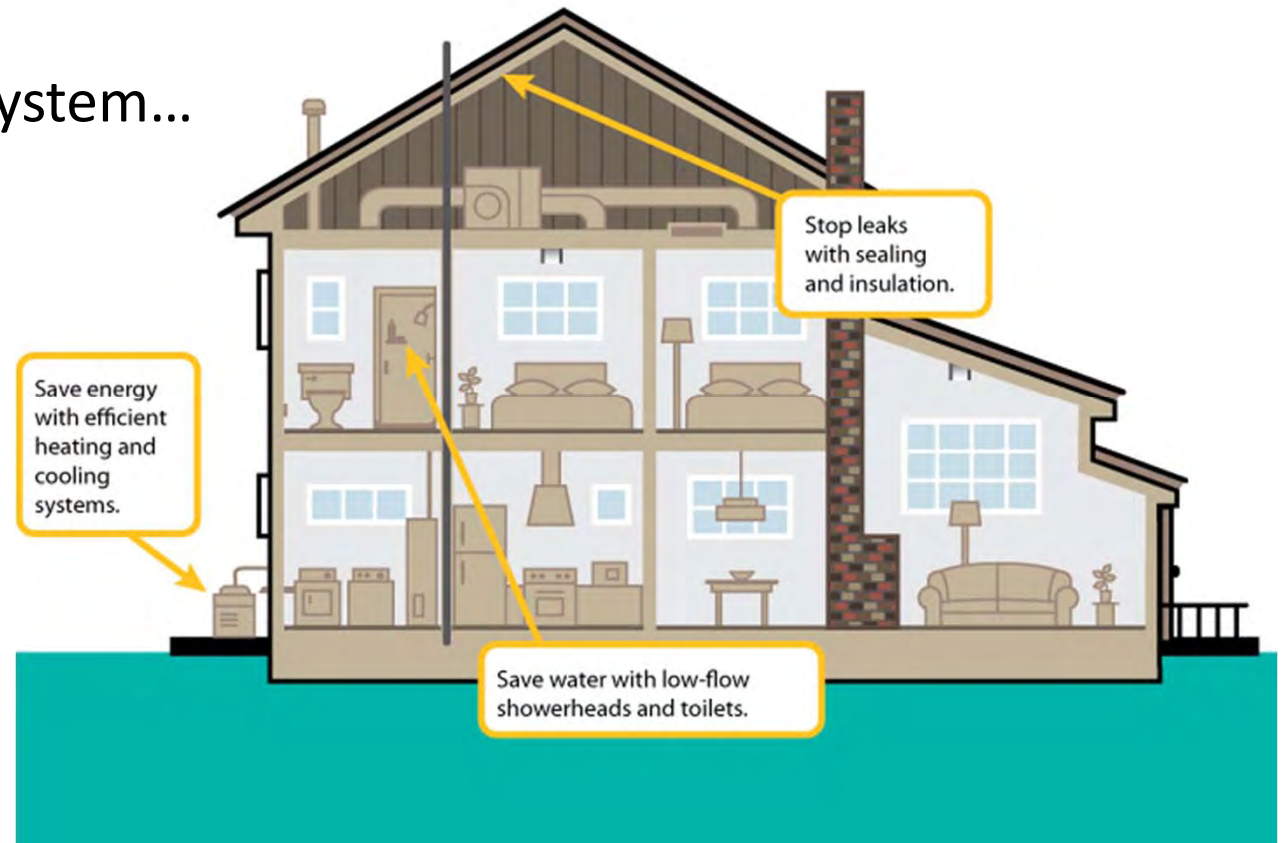
Learn more
about a whole
house approach



A “whole house” approach

Your house is a system...

- Insulation
- Ducts
- Heating
- Cooling
- Water



A “whole house” approach

Energy Upgrade California makes sure that every part of your home’s system works together effectively.

“Running your furnace without proper insulation is like turning up the heat in your car and driving with the windows rolled down.”

– Dvir Brakha,
Advanced Home Energy



Create Your Action Plan



Select
"My Action
Plan"

and enter
your address

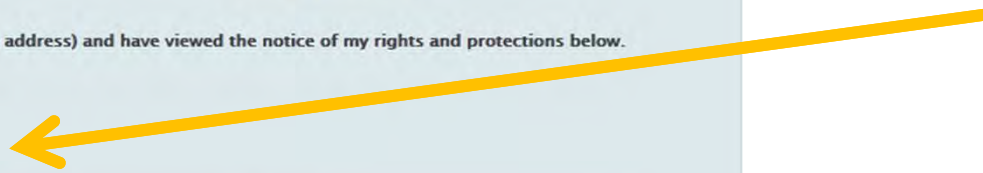


Single Family Properties [Change property type »](#)

I consent to provide my personal information (such as street address) and have viewed the notice of my rights and protections below. (Required)

Enter your address to find local rebates.


Renewable Funding, LLC is a private corporation and is designing, implementing and maintaining this website on behalf of the California Energy Commission under the Energy Upgrade California™ program. Information you provide through this website is submitted directly to Renewable Funding, LLC, which is conducting this work as a subcontractor under the Energy Commission's contract with the Local Government Commission. Any personal information collected from you by Renewable Funding, LLC on behalf of the California Energy Commission is subject



Choose a Package

Basic
OR
Advanced



My Action Plan | About the Program | Find a Contractor | Rebates and Incentives | Find Financing | Local Info

myaction  plan

520 STANLEY DR, Santa Barbara, California 93105 | [Change Address](#)

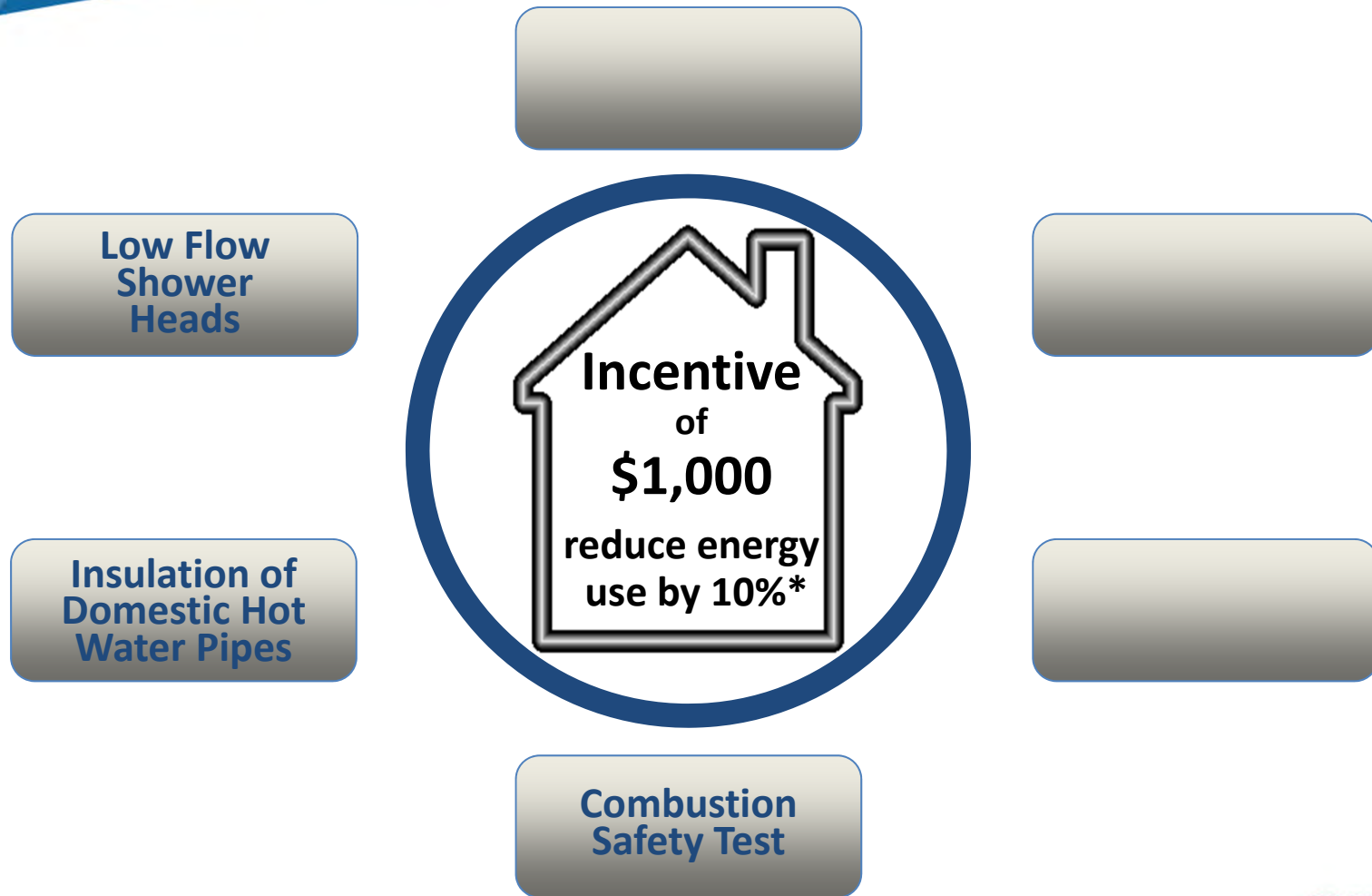
1 Choose a Package | 2 Add Enhanced Options | 3 Choose a contractor

Select the rebate package that works best for you.

 Basic Upgrade	 Advanced Upgrade
\$1,000 Incentive	\$1,250-\$4,000 Incentive
10% Energy Savings	10%-40% Energy Savings
Select »	Select »
Benefits The Basic Upgrade Package is designed to help save energy and keep your home comfortable. Most of your home's energy loss happens due to leaks and insufficient insulation. The Basic Upgrade is an easy way to take care of this problem and improve your home's comfort and efficiency.	Benefits <ul style="list-style-type: none">Get a professional energy assessment of your homeReceive a customized solution for your needsOptimized energy savings, comfort, and air quality
What is it? The Basic Upgrade Package requires these measures: <ul style="list-style-type: none">Air sealingAttic insulationDuct sealingHot water pipe insulation, where accessibleThermostatic shut-off valveCombustion appliance safety testing including installation	What is it? The Advanced Upgrade Package is an energy efficiency solution customized for your home and your needs. The Advanced Upgrade Package optimizes the energy savings you can achieve and rewards you accordingly—the more energy you save, the higher your incentive.

Package
None Chosen
Enhancements
None Chosen
Contractors
None Chosen

Basic Package



Advanced Package

Basic Measures

Incentive
up to
\$4,000
Plus possible
tax credits
& other rebates

Diagnostic Assessment

Comprehensive Work Scope & Cost

Combustion Safety Test



And may also include:

- Wall Insulation
- Proper sizing of heating and cooling system
- Proper sizing of hot water system
- High efficiency furnace and cooling
- Energy efficient water heater
- Energy efficient windows

Basic and Advanced Rebates

Savings: % Reduction	Rebate Amount
<i>Basic Package: 10%*</i>	<i>\$1,000</i>
10% (SCE/SCG/SDG&E)	\$1,250
15% (PG&E)	\$1,500
20%	\$2,000
25%	\$2,500
30%	\$3,000
35%	\$3,500
40%	\$4,000

* Average savings

Rebate Listing

Search area

93950 (Pacific Grove, CA)
[Switch zipcode »](#)

Rebate & Incentive Packages

Whole House (2)

Other Rebates & Incentives

Energy Efficiency

- Cool Roof (1)
- Demand Response (1)
- Efficient Appliances (5)
- Energy Assessment (0)
- Insulation (2)
- Lighting (6)
- Other HVAC (0)
- Pool Circulating Pumps (2)
- Air Conditioning (4)
- Heating (2)
- Water Heating (4)

Renewable Energy

- Fuel Cells (1)
- Solar Electric (4)
- Wind Turbines (2)

Water Conservation

- Aerators (0)
- General Irrigation System Upgrades (0)

36 rebates match your criteria

Results per page 10

Page 1 of 4

Advanced Upgrade Package



**\$1500 - \$4000/
dwelling**

This rebate offered by PG&E is for the basic package measures as well as additional customized energy saving measures for each home. Rebate level based on predicted energy savings, starting at 15%.

Sponsor: Pacific Gas & Electric (PG&E)

Phone: 800-933-9555

[Learn more »](#)

Basic Upgrade Package



\$1000 / dwelling

This rebate is offered by PG&E for a package of measures that includes air sealing, attic insulation, duct sealing, insulation of hot water pipes, low-flow shower heads, carbon monoxide detector, and combustion safety testing.

Sponsor: Pacific Gas & Electric (PG&E)

Phone: 800-933-9555

[Learn more »](#)

Demand Response - Day-Ahead Notification

Schedule EZ20/20. The "20/20 Program" rewards customers a twenty percent (20%) discount for achieving a twenty percent (20%) or more average reduction in energy usage during the summer season compare to the previous year.

Sponsor: Pacific Gas & Electric (PG&E)

[Go to program website »](#)

Emerging Renewables Program - Fuel Cells

\$3.00 / Watt

Solar Thermal Fuel cells (devices that use a chemical process to convert renewable fuels into electricity). May be installed by owner or licensed contractor. A full five-year warranty is required to claim the maximum rebate. Available to all types of customers whose site is interconnected with PG&E, SCE, SDG&E, or BVE.

Sponsor: California Energy Commission

[Go to program website »](#)

Emerging Renewables Program - Wind Turbines

\$1.60 - \$2.60/ Watt

Wind turbines. May be installed by owner or licensed contractor. A full five-year warranty is required to claim the maximum rebate. Available to all types of customers

Option to Add Enhanced Features



Complementary Programs and Services

Look for additional ways to enhance your upgrade in your local area

Opt in/out for enhanced features

Renewable Energy (e.g., solar)

Once you have completed your Basic or Advanced Upgrade Package, adding renewable energy solutions like solar power and geothermal heat pumps can help reduce your home's use of non-renewable energy use



Water Efficient Landscaping

Many water utilities offer attractive rebates for water-efficient landscaping projects

Select a Contractor & Make Contact

Look for an approved contractor based on which package you have chosen

Contact your contractor to ask questions and schedule an appointment

Find contractors who:

Are qualified for these rebates
<input type="checkbox"/> Basic Package (6)
<input type="checkbox"/> Advanced Package (5)
Offer these services
<input type="checkbox"/> Energy Assessment (5)
<input type="checkbox"/> Green Options (0)
<input type="checkbox"/> Solar Electric (13)
Have these credentials
<input type="checkbox"/> BIG Certified Green Building (0)
<input type="checkbox"/> BIG Certified GreenPoint Rater (0)

Sustainable Home Solutions	Basic Package Qualified	Advanced Package Qualified
With our holistic approach, Sustainable Home Solutions can create the resource efficient home you deserve. Safe, healthy, comfortable, durable. We build Homes for Humans.		
Credentials: BPI Certified Building Analyst, BPI Certified Envelope Professional, PG&E Energy Upgrade Contractor		
Additional Services: Energy Assessment		
		Email contractor >
		Phone: (831) 332-3453
		706 Freeman Court Santa Cruz California 95002
Visit website >		
Allterra Environmental, Inc.	Basic Package Qualified	Advanced Package Qualified
Allterra Environmental is a full service company that will assist your home or business with Energy Assessments, Solar Photovoltaic, Greywater and Rainwater Catchment Systems. Our services extend to commercial energy efficiency benchmarking and reserve analysis.		
Credentials: BPI Certified Building Analyst, BPI Certified Envelope Professional, California Solar Initiative, PG&E Energy Upgrade Contractor		
Additional Services: Energy Assessment, Solar Electric		
		Email contractor >
		Phone: (831) 425-2608
		207 McPherson Street, Suite B Santa Cruz California 95060
Visit website >		

Financing

energy upgrade CALIFORNIA
Monterey County
 My Action Plan | About the Program | Find a Contractor | Rebates and Incentives | **Find Financing** | Local Info

- Overview
- Local Financing
- Secured Financing
- Unsecured Financing
- Solar Specific Financing

Types of Financing

There are a variety of options for you to finance your energy upgrade. Here is some information to help you understand your energy upgrade financing options.

	Local	Secured	Unsecured	Solar Specific
Payment Terms	Longer	Longer	Shorter	Varies
Monthly Payment	Lower	Lower	Higher	Usually Higher
Rates	Lower	Lower	Higher	Higher
Tax Deductible	No	Yes	No	No
Special Concerns	Must fall within income limits for your county.	Includes closing costs.		Ownership provisions on sale of home or end of contract.
	Monterey County offers a special financing option. Typically, local financing programs have different qualifications than traditional lenders and use subsidies to offer lower interest rates compared to other loan options.	Secured financing is a loan in which the borrower pledges some asset as collateral. For example, a residential mortgage loan uses the house it finances as collateral.	Unsecured financing is a loan that is not backed by any collateral. Credit cards are the most common examples of unsecured financing.	Solar specific financing typically involves a homeowner contracting with a third party to produce solar energy for their homes or lease equipment.
	Learn More >	Learn More >	Learn More >	Learn More >

Financing Partners: CHF

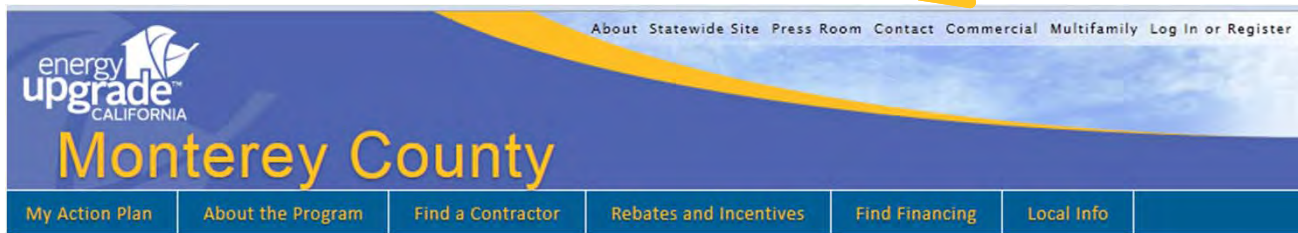


Residential Energy Retrofit Program

- **3% Fixed Interest Rate, 15-year loan term**
- Additional grant up to \$1250 to the borrower
- Up to 100% percent of the approved project can be financed
- No minimum credit score to meet (*must be employed and current on taxes and mortgage*)
- No appraisal required on the home or down payment required from the homeowner
- Loan is secured to the installed equipment (*not consumer or property*)
- Work performed by approved BPI Contractors
- Additional CHF products available including down payment assistance program www.chfloan.org

Let Us Know How Your Project is Progressing

Use the contact button to email for assistance



Contact Information

- Website issues: website@EnergyUpgradeCA.org
- Program participation: program@EnergyUpgradeCA.org
- Specific rebates: incentives@EnergyUpgradeCA.org
- Financing: finance@EnergyUpgradeCA.org
- Media or Press: media@EnergyUpgradeCA.org
- Info for contractors: contractors@EnergyUpgradeCA.org
- Local government participation: governments@EnergyUpgradeCA.org

Utility Incentive Programs

For information about PG&E's whole house programs and the incentives it offers, please call PG&E's Smarter Energy Line at 1-800-933-9555 or email smarter-energy@pge.com.

For information on SCE's Energy Upgrade California program and the incentives it offers, please call SCE's Energy Efficiency Call Center at 1-800-736-4777 or email EUCAINbox@sce.com.

For information about SCG's whole house programs and the incentives it offers, please call 1-800-427-2200 or visit www.socalgas.com.

For information about SDG&E's whole house programs and the incentives it offers, please call SDG&E's Energy Savings Center at 1-800-644-6133 or email esc@semprautilities.com.

Sign up for Energy Upgrade California email updates:

Name:

Email Address:

Primary Interest:

- Single-Family Residential
- Multi-Family Residential
- Commercial
- Info for Contractors

County:

Also send me local area news

Subscribe

Sign-up to stay in contact with email updates

Summary

Energy Upgrade California is a **collaborative** program designed to:

- Help property owners improve the energy efficiency of their buildings
- Revitalize local economies by putting contractors back to work
- Reduce utility bills
- Make homes and businesses more comfortable, durable & safe
- Help our communities move towards Zero Net Energy

A Call to Action



1 Visit the website



2 Contact a Contractor



3 Complete your Upgrade



4 Get your rebate!

www.EnergyUpgradeCA.org

Aleah Lawrence-Pine

alpine@ecoact.org

Funding

Program Funding

- American Reinvestment and Recovery Act
 - Energy Commission-administered Energy Efficiency and Conservation Block Grants
 - DOE Better Buildings Program
 - Employment Development Department Workforce Investment Act
- Investor Owned Utility Whole House Retrofit Programs
- Local governments

Who's behind Energy Upgrade California?

- **Partnership**

between the California Energy Commission and California Public Utilities Commission

- **Collaboration**

with the local city and county governments, investor-owned utilities and municipally-owned utilities, the contractor community, and property owners