

Energy Upgrade California™

NPSG 2012

Kate Meis,

Local Government Commission

Reduce energy use. Save money. Create jobs.



Focus on Existing Buildings

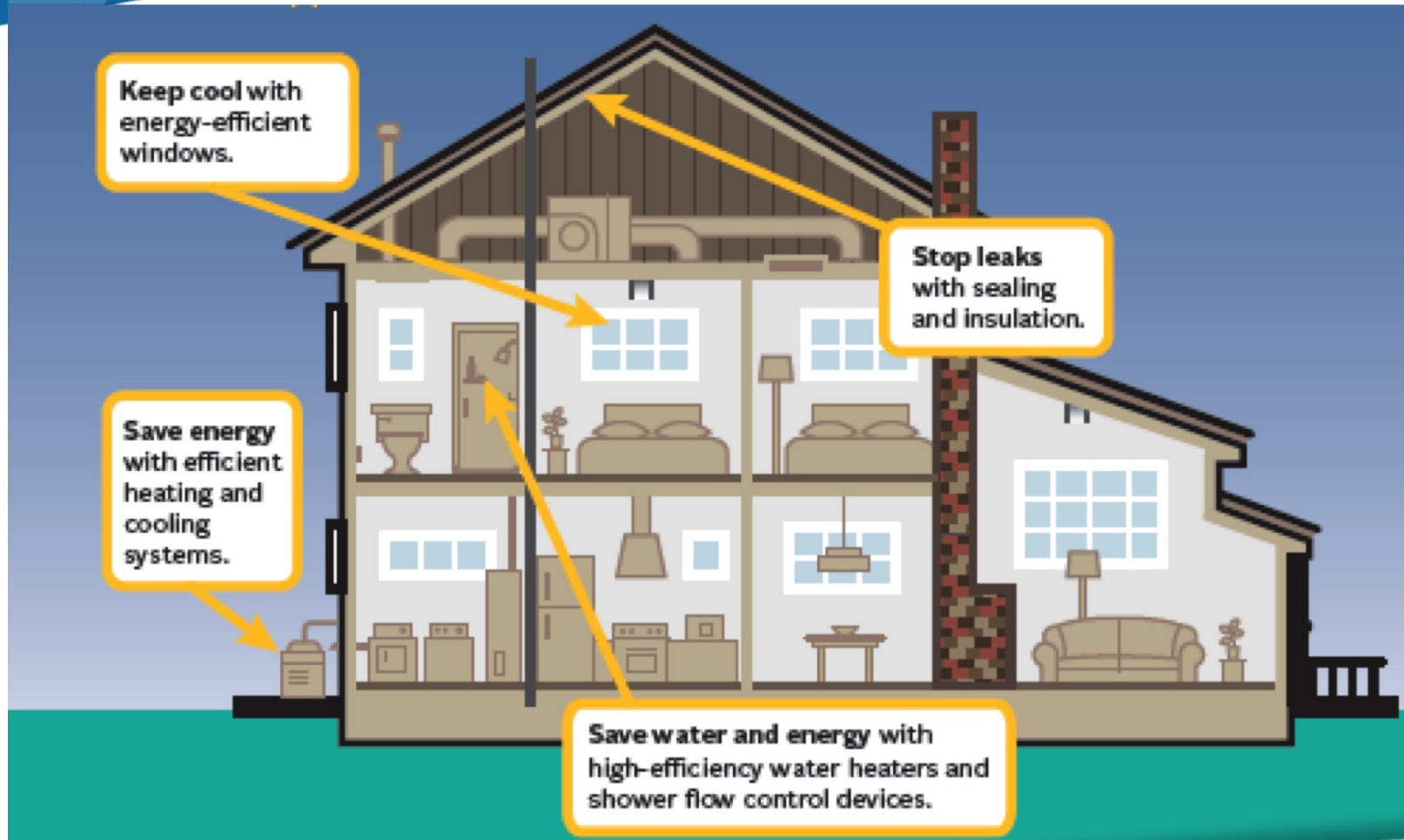


- Buildings represent the 2nd largest contributor (25%) of GHG emissions in CA
- 2/3 of all buildings that will exist in 2050 have already been built
- Governor's focus on clean energy

Reduce energy use. Save money. Create jobs.



Whole House Approach



One Stop Web Portal: EnergyUpgradeCA.org



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
[Go »](#)

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

[Go »](#)

Reduce energy use. Save money. Create jobs.



Rebates and Incentives:

1. Basic Package- 7 required measures designed to improve the energy efficiency by 10%, rebate of up to \$1,000.
2. Advanced Package- customized, improves energy efficiency by 15-40%. Rebate of up to \$4,000 based on energy savings.

www.EnergyUpgradeCA.org



Supporting Infrastructure

- Workforce development
- Qualified contractors
- Quality assurance
- Marketing and outreach
- Financing programs

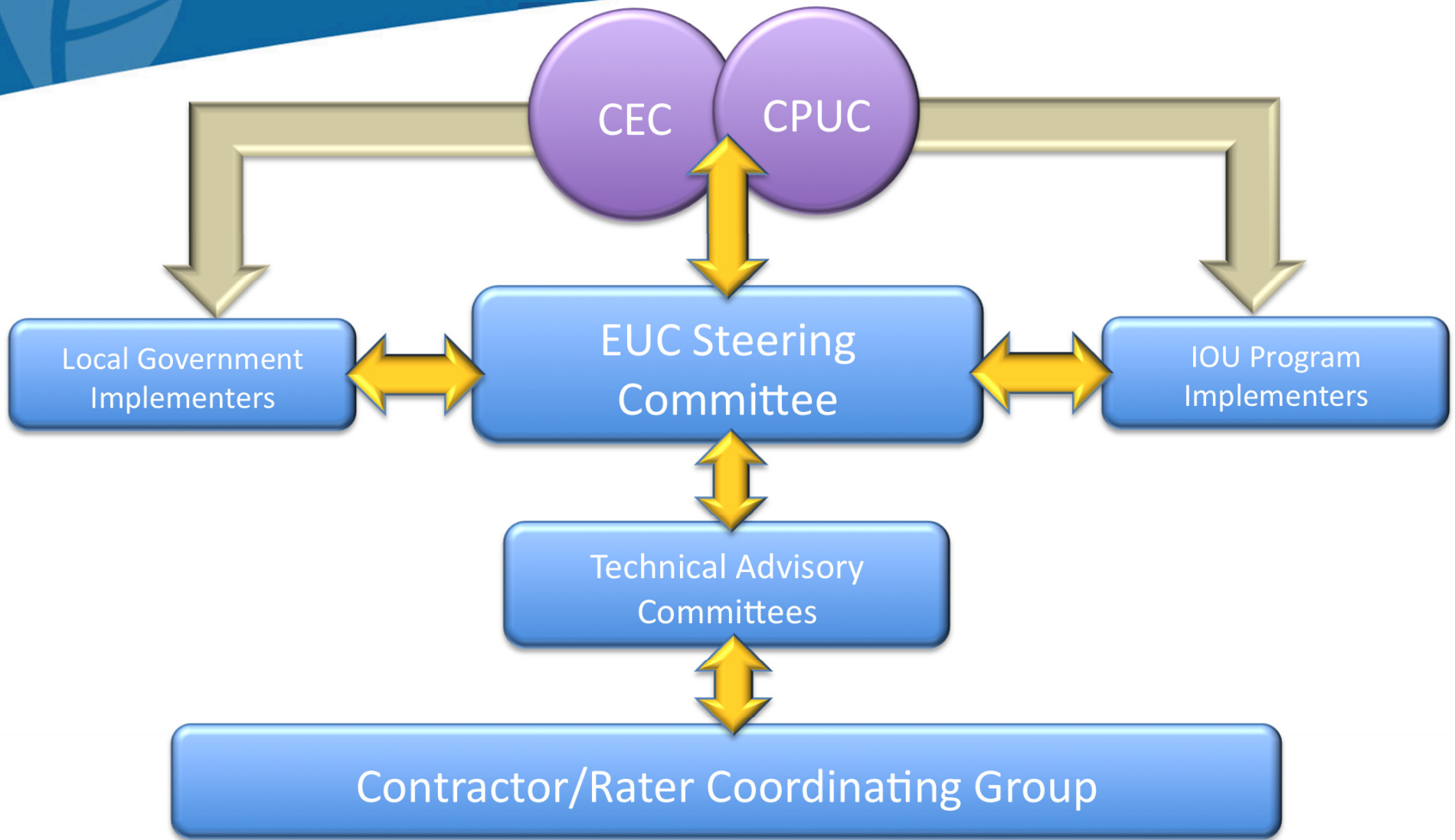


EUC Investment

- CEC ARRA- \$100 million
- IOUs- \$102 million
- Local Government- \$60 million
- **Total- \$262**



Sustainability Efforts



The Path to Integrated Energy Efficiency for California





What has it Achieved?

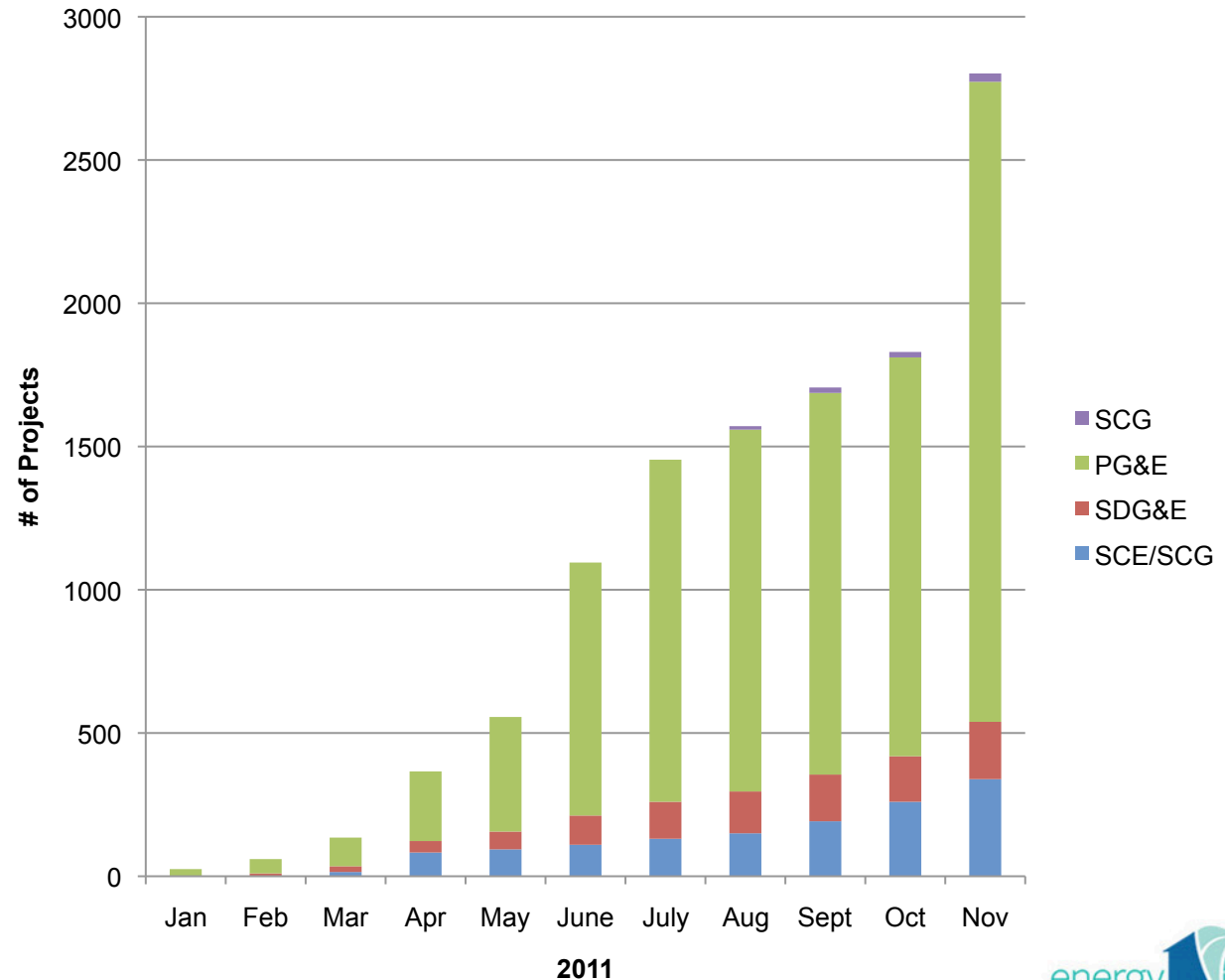
Since program start in March of 2011:

- Over **3154** homes completed or in process
- 1,341 contractors trained, over 377 Participating Contractors
- 1.5M+ page views, 311,441 visits, and 217,657 unique visits (just under 1,000 a day)
- 72M+ impressions from paid media, 6,959 radio commercials, 20,727 clicks to web portal from online advertising
- 64,000+ stakeholder interactions with interested property owners, contractors and local government representatives
- 500+ Earned Media Exposures



Program is Ramping - Upgrades are Growing

- Over **3154** projects completed or in process
- Average savings 30%



Reduce energy use. Save money. Create jobs.



How Does it Work?

- One-stop-shop that consolidates rebates, incentives and financing in one location under one brand
- Connects home owners to certified local contractors
- Help reduce consumer confusion
- Training programs

Upgrades

- Whole House Approach
- Basic vs. Advance (performance)
 - Add \$ amount available
 - Add measures

Piloting Innovative Financing Approaches

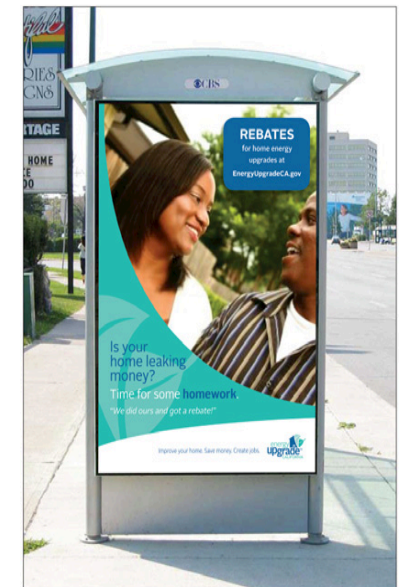
- PACE Programs
 - Sonoma County Residential PACE, City of Los Angeles, City / County of San Francisco ‘Open Market’ Commercial PACE
- Local Government Loan Loss Reserve Programs
- CHF Residential Energy Low Interest Loan Program
- CAEATFA Clean Energy Upgrade Financing Program (*Future*)



Coordinated Marketing Efforts



- Library of resources for local governments
- Coordinated campaign and media efforts
- 72+ million statewide impressions
- 350+ million combined state and local impressions
- 430M+ earned media exposures



Reduce energy use. Save money. Create jobs.



Local Contractors and Rebates

energy upgrade CALIFORNIA

About Statewide Site Press Room Contact Commercial Multifamily Log In or Register

Sacramento County

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

Contractor Directory About Participating Contractors I'm a Contractor

All of the companies listed here have indicated that they serve residents in Sacramento County. The list is presented in random order.

Find contractors who:

35 contractors match your criteria Sort: By name Results per page 10 Page 1 of 4

Offer whole home services

- Basic Package (14)
- Advanced Package (11)

Offer additional services

- Energy Assessment (11)
- Green Options (0)
- Solar Electric (29)

Have these credentials

- BPI Accredited Company (1)
- BPI Certified Building Analyst Professional (9)
- BPI Certified Envelope Professional (4)
- BPI Certified Heating Professional (0)
- Build It Green Certified Green Building Professional (0)
- California Solar Initiative (20)
- PG&E Energy Upgrade Contractor (10)
- SCE/SoCal/Gas Energy Upgrade Contractor (0)
- SDGE Energy Upgrade Contractor (0)

By contractor name

Benchmark Construction Basic Package Qualified Advanced Package Qualified

Benchmark is dedicated to decreasing your Home Energy Consumption, consequently lowering your Utility cost as well as making your home a healthier and a safer environment for you and your family. Is your home drafty and cold or you can't keep costly Heat or Cold Air in the house, an area of your home is hotter or colder than the other, we can help! Many homes require simple upgrades to achieve the agreed upon desired results. Consulting services available.

Credentials: BPI Certified Building Analyst Professional, BPI Certified Envelope Professional, PG&E Energy Upgrade Contractor

Services: Energy Assessment, Solar Electric

[Email contractor »](#)

Phone: 916-361-6034
8880 Cal Center Dr. Sacramento California 95826

[Visit website »](#)

Sierra Pacific Home & Comfort Inc. Basic Package Qualified Advanced Package Qualified

Sierra Pacific was established in 1984 and since that time has earned the trust and confidence of more than 24,000 homeowners seeking energy efficiency and renewable energy solutions. It's a testament to the quality of our work that our clients repeatedly use our company as well as refer Sierra Pacific to their family and friends for their home improvement needs. Whether you're ready for a complete energy make-over or just considering one or two measures now, we can be a trusted consultant to ed

Services: Energy Assessment, Solar Electric

[Email contractor »](#)

2550 Merchante Drive Rancho Cordova California 95742

[Visit website »](#)

Comfort City, Inc. Basic Package Qualified Advanced Package Qualified

Residential home performance contractor

Credentials: BPI Certified Building Analyst Professional, PG&E Energy Upgrade Contractor

Services: Energy Assessment, Solar Electric

[Email contractor »](#)

Phone: 916-369-5247
9941 Hom Rd. Sacramento California 95827

[Visit website »](#)

- Energy Efficiency
- Cool Roof (1)
- Demand Response (2)
- Efficient Appliances (8)
- Energy Assessment (5)
- Insulation (2)
- Lighting (9)
- Pool Circulating Pumps (2)
- Air Conditioning (4)
- Heating (2)
- Water Heating (4)
- Weatherization (1)
- Renewable Energy

About Statewide Site Press Room Contact Commercial Multifamily Log In or Register

o County

Find a Contractor Rebates and Incentives Find Financing Local Info

Rebates and Incentives

Refining your results by entering your zip code to help ensure your eligibility.

60 rebates match your criteria Results per page 10 Page 1 of 6

Advanced Upgrade Package Whole Home **\$2,000 to \$5,000**

This rebate is offered by SMUD for a package of measures that includes air sealing, attic insulation, duct sealing, insulation of hot water pipes, carbon monoxide detector, and combustion safety testing. If gas is provided by PG&E, total rebate will be split between PG&E and SMUD.

Sponsor: Sacramento Municipal Utility District (SMUD)

[Go to program website »](#)

Phone: 916-732-6798

[Learn more »](#)

Advanced Upgrade Package Whole Home **\$1,500 to \$4,000**

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 Whole Home **\$1,000**

This rebate is offered by SMUD for a package of measures that includes air sealing, attic insulation, duct sealing, insulation of hot water pipes, carbon monoxide detector, and combustion safety testing. If gas is provided by PG&E, total rebate will be split between PG&E and SMUD.

Sponsor: Sacramento Municipal Utility District (SMUD)

[Go to program website »](#)

Phone: 916-732-6798

County Landing Page

energy upgrade CALIFORNIA

About Statewide Site Press Room Contact Commercial Multifamily Log In or Register

Sacramento County

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

Welcome to Energy Upgrade California, your one-stop-shop for home efficiency projects that can reduce energy and water use, create a more comfortable home and may even lower your utility bills. This website will connect you with participating contractors to help plan and complete your project—and with the rebates and incentives to help pay for it!

Visit My Action Plan »
to get started on your project

Explore the program »
to learn more

Take a tour »
and find out what you can do



myaction plan

Get Started Now!
Go through an easy step-by-step process to get specifics about YOUR home—your projects, rebates and incentives.

Go »

Why Upgrade Now?



- Save energy
- Increase your home's comfort
- Help the environment
- Improve indoor air quality

Go »

Find Rebates & Incentives

Go »

Find a Participating Contractor

Go »



The trademarks used herein are the property of their respective owners. All rights reserved.

Upgrade Updates

Subscribe

Go Green, Get Green
Using eco-friendly materials like recycled content insulation helps

Meet the Sanchez Family
The Sanchez family is aiming for 35% energy savings—resulting in a more

Reduce energy use. Save money. Create jobs.



Local Financing

energy upgrade CALIFORNIA

About Statewide Site Press Room Contact Commercial Multifamily Log In or Register

Sacramento County

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

Overview Secured Financing Unsecured Financing Solar Specific Financing Local Financing

Sacramento Municipal Utility District (SMUD) Residential Loan Program

SMUD offers property owners within its territory the opportunity to finance energy- and water-efficient property improvements to encourage its customer ratepayers to replace high-energy use equipment with more efficient models. SMUD offers both secured and unsecured products.

Financing Terms for Unsecured Loans:

- Eligible Upgrades: Energy efficiency
- Interest Rates: 10.75%
- Maximum Payment Terms: 3 years
- Maximum Financed: \$5,000

Financing Terms for Secured Loans:

- Eligible Upgrades: Energy efficiency
- Interest Rates: 8.75%
- Maximum Payment Terms: 10 years
- Maximum Financed: \$30,000

Program Details:

- At the time of the loan request, the property address for which financing is being requested must have an active, connected electric account with SMUD.

myaction plan

Get Started Now Go »

Find Rebates & Incentives Go »

Find a Participating Contractor Go »

Reduce energy use. Save money. Create jobs.



“Greening” the Existing Workforce



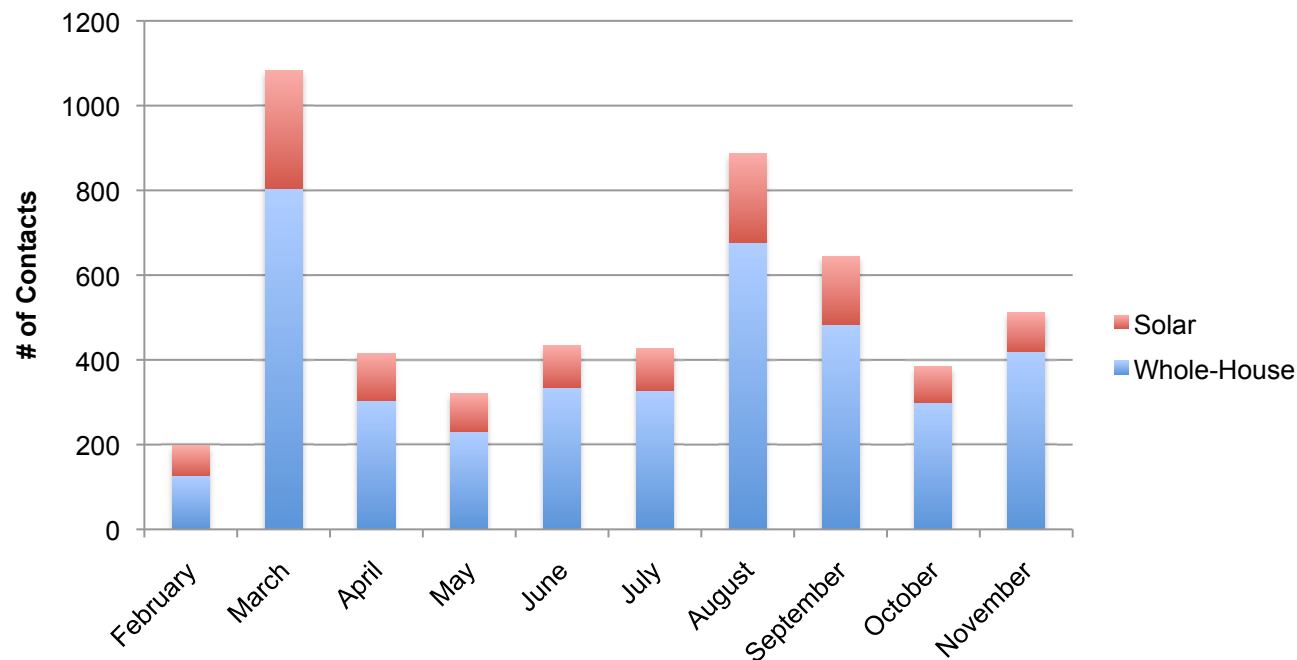
Subsidized Contractor Training Program

Scholarships for contractors to get the training they need to qualify for Energy Upgrade California rebate programs.

- Provides a \$1600 BPI training for only \$65
- Classes held and planned: 100+
- Workers Trained: 1000+

Website Results

Contractor Contacts through the EUC Web Portal



- Over 1.5 million web hits, including over 310,000 unique visits
- Over 4,500 contractor contacts directly through the web portal

Community Outreach Contacts and Coordination



- Local Government
- Professional organizations (local trade groups, associations, realtors, contractors)
- Homeowners
- Community events