Energy Upgrade California
In Los Angeles County
California’s Homeowner
Energy Efficiency Solution

Improve your home. Get rebates. Save money.
Golden Opportunity
For Home Energy Retrofits

Three Years Ago - The Opportunity

Energy Efficiency & Conservation Block Grants
PACE Financing
Green Job Training Grants
Local Programs: Ordinances, GHG Programs

Federal Program: Home Star Bond Guarantees Tax Exempt Bonds
Enhanced Federal Tax Credits
CEC: HERS, Contractor Training
CPUC: EE Statewide Strategic Plan, Whole House Program, Local Government Partnerships

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Three Years Ago - The Opportunity
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

<table>
<thead>
<tr>
<th>Program Element</th>
<th>County</th>
<th>Utilities</th>
<th>Joint</th>
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</thead>
<tbody>
<tr>
<td>Marketing/Communications Plan</td>
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<tr>
<td>Program Name/Logo</td>
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<td>Website Portal</td>
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<td>Advertising Campaign/Principles</td>
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<td>Marketing Templates</td>
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<tr>
<td>Service Territory Media Buys</td>
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<td>Local Media Buys</td>
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<td>Call Center</td>
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<tr>
<td>Retail Outlet Materials</td>
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<tr>
<td>Contractor Marketing Toolkit</td>
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</table>
## Marketing/Outreach Coordination

<table>
<thead>
<tr>
<th>Program Element</th>
<th>County</th>
<th>Utilities</th>
<th>Shared</th>
</tr>
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<tbody>
<tr>
<td>Direct Mail</td>
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<tr>
<td>Community-Based Outreach</td>
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<tr>
<td>Community Events</td>
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<tr>
<td>County Assessor Materials</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Public and Media Relations</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Home Energy Makeover Contest</td>
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<td>X</td>
<td>TBD</td>
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</tbody>
</table>
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.sgvccog.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

- SCG/POU Outside of LAC
- SCE/SCG Outside of LAC
- LA County SCG/POU

<table>
<thead>
<tr>
<th>Month</th>
<th>SCG/POU Outside of LAC</th>
<th>SCE/SCG Outside of LAC</th>
<th>LA County SCG/POU</th>
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<tbody>
<tr>
<td>Apr-15</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May-15</td>
<td>21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun-15</td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul-15</td>
<td>10</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>Aug-15</td>
<td>24</td>
<td>117</td>
<td></td>
</tr>
<tr>
<td>Sep-15</td>
<td>29</td>
<td>222</td>
<td>24</td>
</tr>
<tr>
<td>Oct-15</td>
<td>29</td>
<td>268</td>
<td>24</td>
</tr>
<tr>
<td>Nov-15</td>
<td>78</td>
<td>336</td>
<td>78</td>
</tr>
<tr>
<td>Dec-15</td>
<td>34</td>
<td>375</td>
<td>80</td>
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## Early Results on Comprehensiveness

<table>
<thead>
<tr>
<th>Project Breakdown</th>
<th>LA County</th>
<th>Average Savings</th>
<th>Average Cost</th>
<th>Average Rebate (Utility + LA County)</th>
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</thead>
<tbody>
<tr>
<td>Original SCE Estimate:</td>
<td>&lt;15%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90% Basic 10% Advanced</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced - 93% of Projects</td>
<td>27%</td>
<td>$14,572</td>
<td>$5,020</td>
<td></td>
</tr>
<tr>
<td>Basic - 7% of Projects</td>
<td>10%</td>
<td>$3,576</td>
<td>$2,000</td>
<td></td>
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</table>
Workforce Plan

Improve your home. Get rebates. Save money.
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

- Sep-14
- Nov-14
- Jan-15
- Mar-15
- May-15
- Jul-15
- Sep-15
- Nov-15
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!

Get up to $6,000 through Labor Day!
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

<table>
<thead>
<tr>
<th>Basic</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
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<tbody>
<tr>
<td>Utility $1000</td>
<td>Utility $1250</td>
<td>Utility $1500</td>
<td>Utility $2000</td>
<td>Utility $3000</td>
<td>Utility $4000</td>
</tr>
<tr>
<td>LA County $1000</td>
<td>LA County $1250</td>
<td>LA County $1500</td>
<td>LA County $2000</td>
<td>LA County $3000</td>
<td>LA County $4000</td>
</tr>
<tr>
<td>Total $2000</td>
<td>Total $2500</td>
<td>Total $3000</td>
<td>Total $4000</td>
<td>Total $6000</td>
<td>Total $8000</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Secured</td>
<td>Unsecured</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>------------------------</td>
<td>------------------------</td>
<td>--------------------------------</td>
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<tr>
<td><strong>Examples</strong></td>
<td>LA County Program</td>
<td>EEMs &amp; PowerSaver</td>
<td>EGIA GeoSmart</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Payment Terms</strong></td>
<td>5 to 15 years</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;: 20 to 30 years</td>
<td>10 years</td>
<td></td>
<td></td>
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<tr>
<td>(Maximums)</td>
<td></td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;: 10 to 20 years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Loan Limits</strong></td>
<td><strong>Unsecured:</strong> $2,500 to $15,000</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;: $100,000 to $729,750</td>
<td>$1,000 to $45,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Secured:</strong> $15,001 to $50,000</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;: $10,000 to $250,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rates</strong></td>
<td>Starting from 2% (5% - 9%)</td>
<td>2.785% adjustable to 6.03% fixed</td>
<td>13.99% to 26%</td>
<td></td>
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</tr>
<tr>
<td><strong>Tax Deductible</strong></td>
<td>For secured only</td>
<td>Yes</td>
<td>No</td>
<td></td>
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<tr>
<td><strong>Closing Costs</strong></td>
<td>No</td>
<td>1 to 3% of loan amount</td>
<td>No</td>
<td></td>
<td></td>
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<tr>
<td><strong>Special Concerns</strong></td>
<td>Geographic restrictions</td>
<td>Includes closing costs; ownership provisions on sale of home or end of contract</td>
<td>Rate buy downs and premiums may affect the cost</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

- Aug-15
- Sep-15
- Oct-15
- Nov-15
- Dec-15

$30,000
$80,000
$130,000
$180,000
$230,000
$280,000
Market Transformation

Improve your home. Get rebates. Save money.
Making our Living Spaces More Sustainable

Energy Efficiency  
Indoor Air Quality  
Water Efficiency  
Recycled Materials  
Solar Energy

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*
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