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
Whole House Approach

- Keep cool with energy-efficient windows.
- Stop leaks with sealing and insulation.
- Save energy with efficient heating and cooling systems.
- Save water and energy with high-efficiency water heaters and shower flow control devices.

Reduce energy use. Save money. Create jobs.
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

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

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

Reduce energy use. Save money. Create jobs.
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.

Supporting Infrastructure

- Workforce development
- Qualified contractors
- Quality assurance
- Marketing and outreach
- Financing programs
• CEC ARRA- $100 million
• IOUs- $102 million
• Local Government- $60 million
• Total- $262
Sustainability Efforts

CEC  CPUC

Local Government Implementers  EUC Steering Committee  IOU Program Implementers

Technical Advisory Committees

Contractor/Rater Coordinating Group
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
• Over **3154** projects completed or in process
• Average savings 30%
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)
• 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
Local Contractors and Rebates
County Landing Page

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

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

Upgrade Updates
- 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

Why Upgrade Now?
- Save energy
- Increase your home’s comfort
- Help the environment
- Improve indoor air quality

Find Rebates & Incentives

Find a Participating Contractor

Reduce energy use. Save money. Create jobs.
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.
“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+
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