Sustainable Fresno

- Built on Fresno Green; The City of Fresno Strategy for Achieving Sustainability accepted by City Council in May 2008.
- Established May 21, 2009 through adoption by Council of Resolution No. 2009-119.
- Initial program funding from U.S. Department of Energy EECDG with additional program work and funding from PG&E and the California Energy Commission.
Initial Sustainable Fresno Programs

Interagency, Business, Labor, & Community Partnerships for Alignment of Goals, Strategies & Implementation

- Green Building, Zoning, & Form-Based Codes
- Resource Efficient Land Use Plans & Policies, & Permit Streamlining

- Renewable Energy Project Deployment & Management Support
- Green Jobs & Contractor Training with Fresno Workforce Connection, Business, Labor & Community
- Metro Scale Energy & Water Efficiency Improvement Financing

- Metro Scale Energy Efficiency Education, Surveys & Retrofit Programs

- Sustainable Fresno Website Tools
  - Education
  - Standards
  - Measurement
  - Reporting
  - Accountability

- Sustainable Fresno Energy & Water Urban Growth Capacity Reservations

- Renewable Energy Project Deployment & Management Support
- Green Jobs & Contractor Training with Fresno Workforce Connection, Business, Labor & Community
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- Sustainable Fresno Website Tools
  - Education
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- Sustainable Fresno Energy & Water Urban Growth Capacity Reservations
The Core is Our Program Partners

- U.S. Department of Energy
- California Energy Commission
- Pacific Gas and Electric Company
- Local jurisdictions in Fresno, Tulare, Kings, and Kern Counties
- Local contractors
- Local and regional non-profits
- And many more...
Energy Challenges with Electricity

Select a Year
2009
Show History

Select a... Electricity Usage - kWh

This page shows breakdown of energy (electricity, natural gas, or overall energy) and estimated emissi...
Energy Challenges with Gas

FRESNO County Energy Overview Report showing Natural Gas Usage - Therms for Selected Year

Natural Gas Usage - Therms by City

City
- CLOVIS
- COALINGA
- FIREBAUGH
- FOWLER
- FRESNO
- HURON
- KERMAN
- KINGSBURG
- MENDOTA
- ORANGE COVE
- PARLIER
- RIFEDAY

Natural Gas Usage - Therms Residential/Non-residential breakdowns

- Non-Residential
- Residential

County Trends for Natural Gas Usage - Therms Residential/Non-residential Breakdown

- Non-Residential
- Residential

Select a Year
- 2009

Select a...
- Natural Gas Usage - Therms

This page shows breakdown of energy (electricity, natural gas, or overall energy) and estimated emissions.
In 2009 Fresno community spent over $866 million on electricity and natural gas!

- 40%, or $346 million, by residential households.
- 60%, or $520 million by commercial/industrial users.

Lowering usage 30% would add $260 million annually to the Fresno economy!!

Sustainable Fresno Energy Efficiency programs are designed to lower energy use to benefit the local economy!
The Energy Connection

Interagency, Business, Labor, & Community Partnerships for Alignment of Goals, Strategies & Implementation

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Green Jobs & Contractor Training with Fresno Workforce Connection, Business, Labor & Community
We Started With Single Family Homes to Help Families in Tough Times!

Residence Type Breakdown
Total kWh 2005 to 2010 by Residence Type

98.0%
2.0%
What Has Been Missing for Homeowners to Invest in Energy Efficiency?

- Accurate, independent information and guidance from a source they trust.
- Focus group testing revealed homeowners trust the City of Fresno regarding home energy efficiency.
- Guidance about rebate programs from the utilities.
- Utility programs miss the highest energy efficiency opportunity homeowners.
- Good financing.
Energy Opportunity Map
All Groups

About Tableau maps: www.tableausoftware.com/mapdata
Targeted Areas - click on corner icon to expand the map

Your target list contains **50,270** customers, of which

- **20,780** (41.3% of your target list) are in the Highest Energy Efficiency Opportunity group
- **13,541** (26.9%) are in the 2nd highest Energy Efficiency Opportunity group
Top 10,000 Highest Energy Efficiency Opportunity Group

Targeted Areas - click on corner icon to expand the map

Your target list contains 9,848 customers, of which
5,432 (55.2% of your target list) are in the Highest Energy Efficiency Opportunity group
2,260 (22.6%) are in the 2nd highest Energy Efficiency Opportunity group
Surveys Completed as January 4, 2012

Households surveyed by district:
- 544 in District 6
- 405 in District 2
- 257 in District 1
- 182 in District 4
- 177 in District 5
- 175 in District 7
- 161 in District 3
- 325 Outside City Limits
- 2226 Total Surveys
Surveys Completed as January 4, 2012

Households surveyed by district:
544 in District 6
405 in District 2
257 in District 1
182 in District 4
177 in District 5
175 in District 7
161 in District 3
325 Outside City Limits
2226 Total Surveys
Energy Savings Opportunity Drives Demand for Surveys

Free Energy Survey Program

Households surveyed by district:
- 544 in District 6
- 405 in District 2
- 257 in District 1
- 182 in District 4
- 177 in District 5
- 175 in District 7
- 161 in District 3
- 325 Outside City Limits
- 2226 Total Surveys
The Energy Connection

Metro Scale Energy Efficiency Education, Surveys & Retrofit Programs

Interagency, Business, Labor, & Community Partnerships for Alignment of Goals, Strategies & Implementation

Renewable Energy Project Deployment & Management Support

Green Jobs & Contractor Training with Fresno Workforce Connection, Business, Labor & Community

Metro Scale Energy & Water Efficiency Improvement Financing
Sustainable Fresno Free Residential Energy Surveys (Home Tune-up Program)

- Program started July 2009 and enhanced in March 2011 to include HERS II Whole House Rater analysis.
- Service not offered by any utility programs.
- Over 2,200 residential surveys completed to date, with over 650 of those being HERS II.
- Program designed to educate the public and create demand for energy efficiency contractor services.
- Program points homeowners to Energy Upgrade California rebate program and new loan resources.
- Program services Fresno, Tulare, Kings, and Kern Counties.
Example of Homes We Survey and Problems We Find
Direct Economic Benefits

- Recent poll revealed 70% of homeowners take action based on energy survey reports.
- Typical energy savings is from 10 to 30+%.
- Average reported cost savings per home is from $300 to $2,400+ per year.
- Typical retrofit investment $600-$40,000 per home based on phone poll results, but some projects have been over $100,000 in value.
Program Leverage

- One-time investment of $1.7 million in Federal funding to date has produced an estimated $1 million in **annual** energy cost savings for residents and $3 million in increased local business activity.
The Energy Connection

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Contractor Training and Coordination

- Sustainable Fresno provides free training for contractors to receive BPI certification for participation in Energy Upgrade California rebate programs with 90 contractors trained to date.

- Home Tune-up program free energy surveys help contractors avoid the high costs for equipment and training necessary to do testing for Energy Upgrade California rebate program participation.

- Sustainable Fresno Division developed protocol for contractors to receive homeowner energy reports and then review with clients.

- Contractors are marketing the Home Tune-up program free energy surveys to their customers to drive new business.
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Renewable Energy Projects

- Sustainable Fresno Division promotes solar power projects through the Home Tune-up energy survey program and the commercial PACE financing program.

- Fresno has processed over 350 permits for solar power projects in the last six months with 23 of those projects being commercial properties.

- Fresno ranks number 4 in the State for solar power installations with over 22 MW currently deployed.

- Solar contractors actively market the Home Tune-up program as a way to drive new business.
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Retrofit Financing

- Sustainable Fresno Division brought forward for Council approval on January 13, 2011 the first commercial Property Assessed Clean Energy (PACE) financing district in Fresno County.

- Clovis, Sanger, and Kerman have also established commercial PACE districts.

- On December 22, 2011, the commercial PACE financing district issued the first Notices to Proceed on four projects in the Fresno/Clovis area for over $375,000 in new business for local contractors.

- Sustainable Fresno Division is partnering with a San Joaquin Valley local credit union to market their energy efficiency loan and Fresno is a HUD Powersaver loan pilot community.
The Energy Connections Completed

Metro Scale Energy Efficiency Education, Surveys & Retrofit Programs

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Renewable Energy Project Deployment & Management Support

Metro Scale Energy & Water Efficiency Improvement Financing
Planned Next Steps

- Identify and secure funding to continue Home Tune-up program past June, 2012.
- Expand financing options for residential homeowners.
- Expand commercial PACE financing.
- Expand resources for commercial businesses.

- Continue Sustainable Fresno Energy Efficiency programs designed to lower energy use to benefit the local economy!
Questions?

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