

**Financing Program Support for ARRA Recipients** 

The Community Energy Challenge in Whatcom Co February 4, 2010

### Welcome!



### A few housekeeping notes...

- All participants are muted. Use chat window to ask questions throughout the session.
- If you have technical difficulties, please type issue into the chat window.
- Slides and audio will be available at this link: http://www.eecbg.energy.gov/solutioncenter/webcasts/



# Community Energy Challenge

A Whatcom Energy Efficiency and Green Jobs Program





### **The Partners**

- Tara Sundin
   City of Bellingham
- Alex Ramel
   Sustainable Connections
- Shawn Collins Opportunity Council

- Allison Spector
   Cascade Natural Gas
- Jessica Geenen
   Puget Sound Energy























## Goals of the Community Energy Challenge

- A recognized national leader in energy efficiency
- Create local jobs in a sustainable industry
- Clear all of the barriers to energy efficiency retrofits (150 small businesses and 900 homes)
- Serve as a catalyst for other energy conservation
- Realize economies of scale





## **Massive Energy Efficiency**

- Going deep: Beyond basic rebates and basic education.... Significant savings in every unit with an eye towards neighborhood saturation
- Making it simple: Providing one-stop-shop for next steps; Obtaining critical mass for financing; Qualifying and training contractors for excellence
- Making it the norm: Creating a high profile community based social marketing campaign from trusted local partners that shows government, private sector and citizen leadership.





## **Multiple Solution Strategies**

"Our review of previous and proposed programs designed to encourage greater energy efficiency suggest that ...

To fully overcome the barriers that affect a single cluster of potential, a combination of solution strategies will likely be needed"

 McKinsey and Company, Unlocking Energy Efficiency in the US Economy, pp 26.

### **Barriers**:

- Demand community based social marketing
- Skilled Labor Opportunity Council job training
- Financing One-stop shop includes attractive loans





## **Program Overview**

Generate
Customer Interest

Community based social marketing informs community of services through utilizing:

- local governments
- utilities
- business
   leaders
- other partners

CEC One Stop Energy Shop

> Provide info & resources regarding energy efficiency

Energy Audit scheduled

Energy Audit

Customized assessment of house or business

Itemized list of recommended measures to improve efficiency

Presentation of utility rebates, tax credits, unique CEC incentives, and loan product, as well as total project cost Energy Efficiency Upgrades Installed

> Financing secured through local lending institution

Local participating contractors perform work at prevailing wage rates

Quality assurance for 100% of jobs provided by a third party EE Project Complete

CEC One Stop Shop facilitates payments, rebates, and incentive dollars, as well as helps customer with accessing tax credits

Commercial customers receive ongoing monitoring and technical assistance, as well as community recognition





### **Funding Overview**

Community Energy Challenge

\$4,503,000 (approx)

Combined City Of Bellingham Funds approx. \$383,000

City of

Bellingham

\$50,000

(\$25,000 to

OC, \$25,000

to SC)

For CEC

program

operation

WA State
University
Community
Energy Efficiency
Pilot Project
\$2.79 million

Grant

(Announcement Pending)

\$133,000 for CEC outreach

\$120,000 for home energy reports

\$80,000 - Cool Schools (additional outreach and education) Puget Sound Energy

\$31,000 -Residential Services

\$34,000 -Commercial Conservation Program Cascade Natural Gas Corporation

\$5,000 -Residential Services

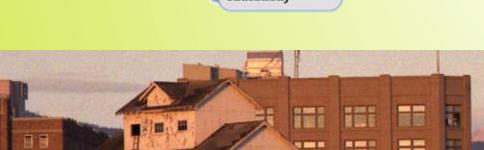
\$10,000 -Commercial Conservation Services Loan Loss Reserve Fund \$1.25 million

City of Bellingham EECBG \$250,000

City of Bellingham EECE \$500,000

Whatcom County EECBG \$250,000

City of Ferndale (small cities) EECBG \$250,000





## **Loan Program**

#### Loan Loss Reserve Fund Sources \$1.25 million

City of Bellingham
Energy Efficiency Community Block Grant
\$250,000

City of Bellingham Energy Efficiency Credit Enhancement \$500,000

Whatcom County
Energy Efficiency Community Block Grant
\$250,000

City of Ferndale (small cities)
Energy Efficiency Community Block Grant
\$250,000

#### **Financial Institution**

Escrow Account(s)
(initial deposit of \$1.25 million)

Loan Loss Fund(s) (Approx. 10% of loan portfolio)

Reflow Account(s) (funds from loss fund are moved here after loans are paid off)



# Community Based Social Marketing

- Community goal setting
- Early adaptors serve as outreach partners to communicate the goals of the campaign



# One Stop Shop: start to finish assistance

### **Commercial**

- Resource Conservation Manager (RCM) model
- Benchmarking and monitoring
- Facility Audits
- Facility Action Plans
- Incentives
- Loan Program
- Technical Assistance

### **Residential**

- Comprehensive services model
- Audits
- Home energy advisors
- Rebates and incentives
- Loan Program
- Contractor facilitation (warm hand-off)
- Quality assurance



## Job Training

- Opportunity Council and Bellingham Technical College collaboration.
- Courses based on existing low income weatherization program training program.
- Offerings tailored to the needs of contractors in this program.

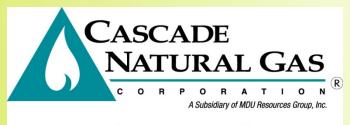






# **Key Partners' Perspectives: Cascade Natural Gas**

- Investor owned utility
- Diffuse service territory
- Ensuring cost effectiveness
- Demonstrated savings for cost recovery



In the Community to Serve®



# Key Partners' Perspectives: Puget Sound Energy

- Investor owned utility
- Established conservation program
- Green communities program







# Key Partners' Perspectives: Puget Sound Energy

- Approaching different communities differently while providing equal service
- Integration of existing programs with CEC







# Key Partners' Perspectives: City of Bellingham

- Economic and community development
- Achieving our Climate Action Plan goals







# Key Partners' Perspectives: City of Bellingham

Multiple funding streams

- New programs with undefined rules
- Volume of projects
  - Oversight
  - Reporting
- Staffing





## **Your Questions**





## **THANK YOU!**

### **Presenters**

- Tara Sundin, City of Bellingham
- Alex Ramel, Sustainable Connections
- Shawn Collins, Opportunity Council
- Allison Spector, Cascade Natural Gas
- Jessica Geenen, Puget Sound Energy

























#### Send feedback & requests for technical assistance to:

Bret Kadison – FinancingRapidResponse@ee.doe.gov

#### **Resource Portal for Financing Programs**

http://www.eecbg.energy.gov/solutioncenter/financialproducts/

#### **Upcoming Webinars**

http://www.eecbg.energy.gov/solutioncenter/webcasts/

•February 11 – Clean Energy Works Portland