



## Financing Program Support for ARRA Recipients

The Community Energy  
Challenge in Whatcom Co  
February 4, 2010



## *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



Opportunity  
Council







# 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.

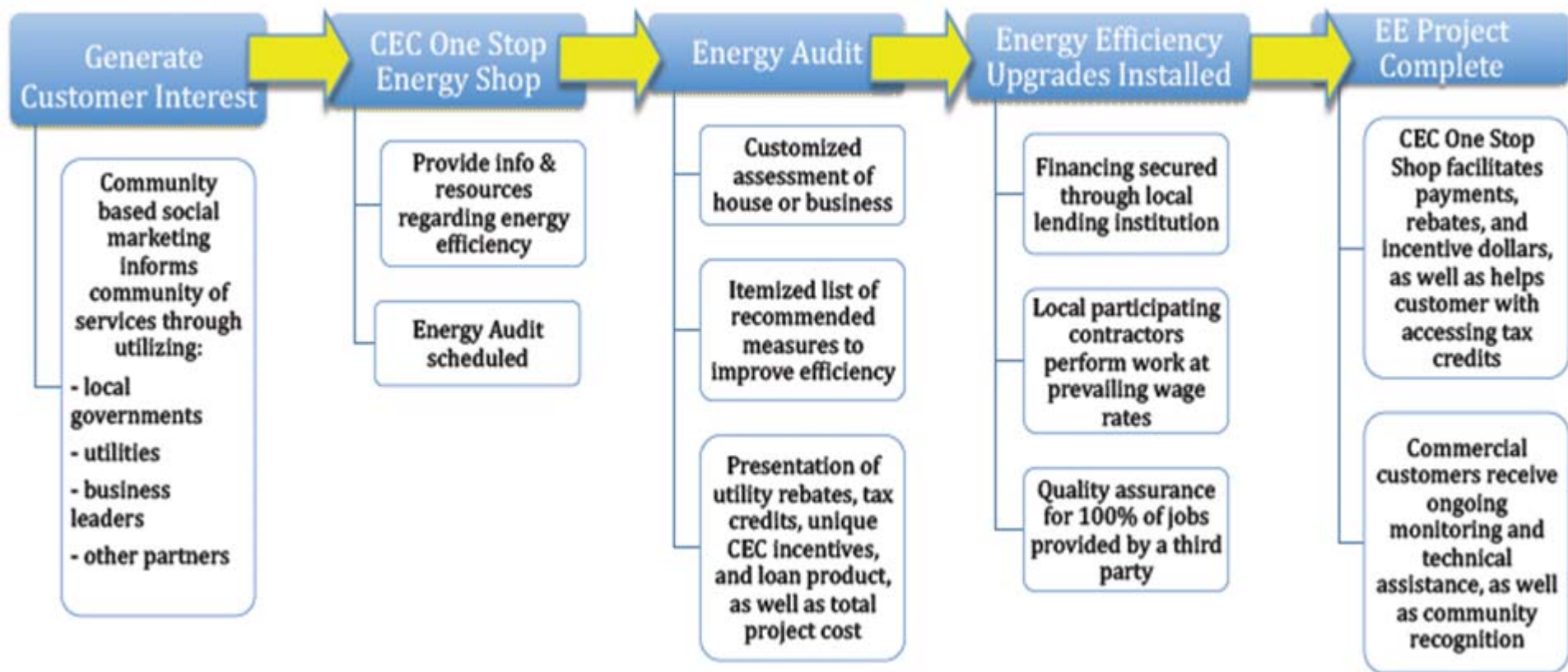
## Barriers:

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





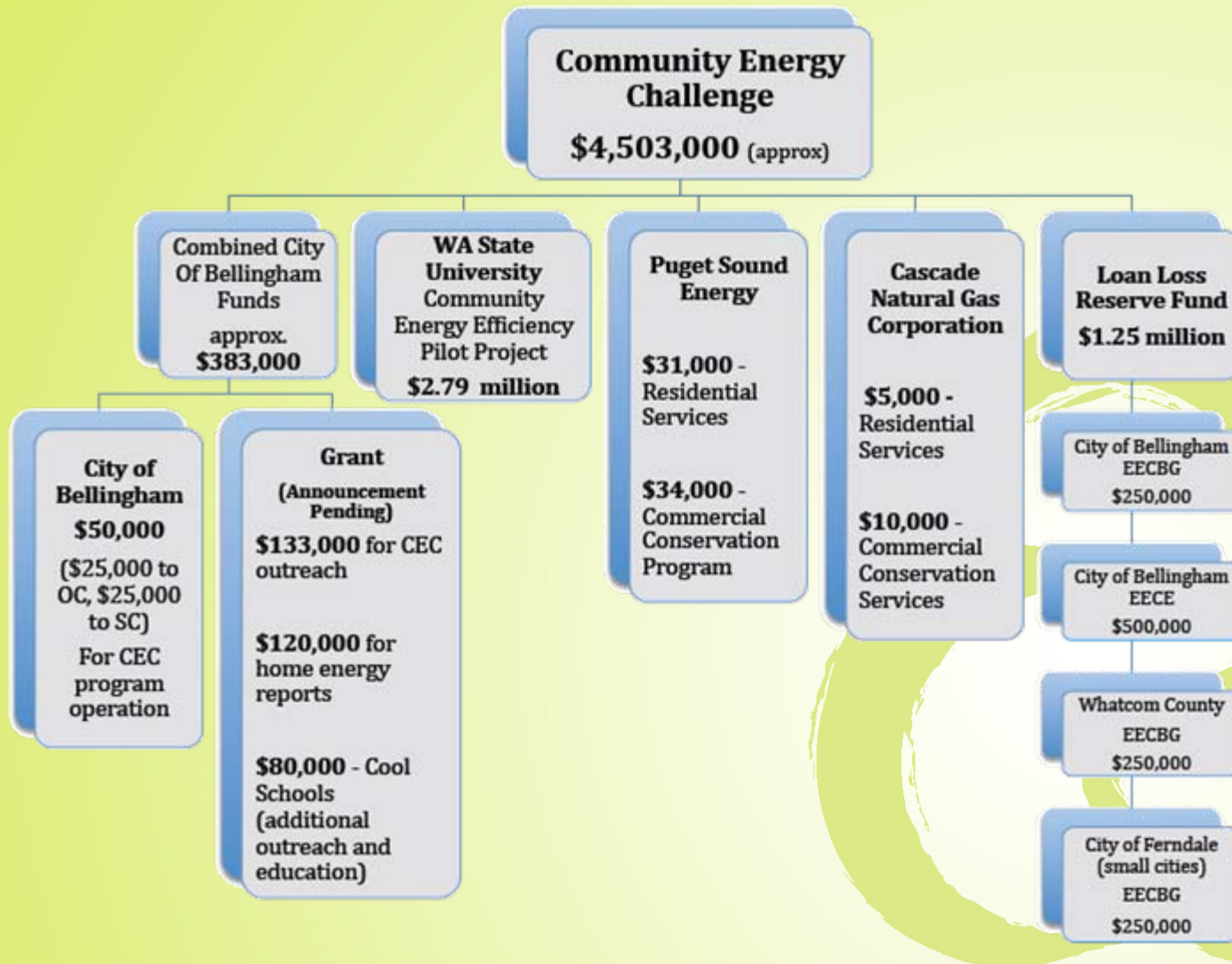
# Program Overview



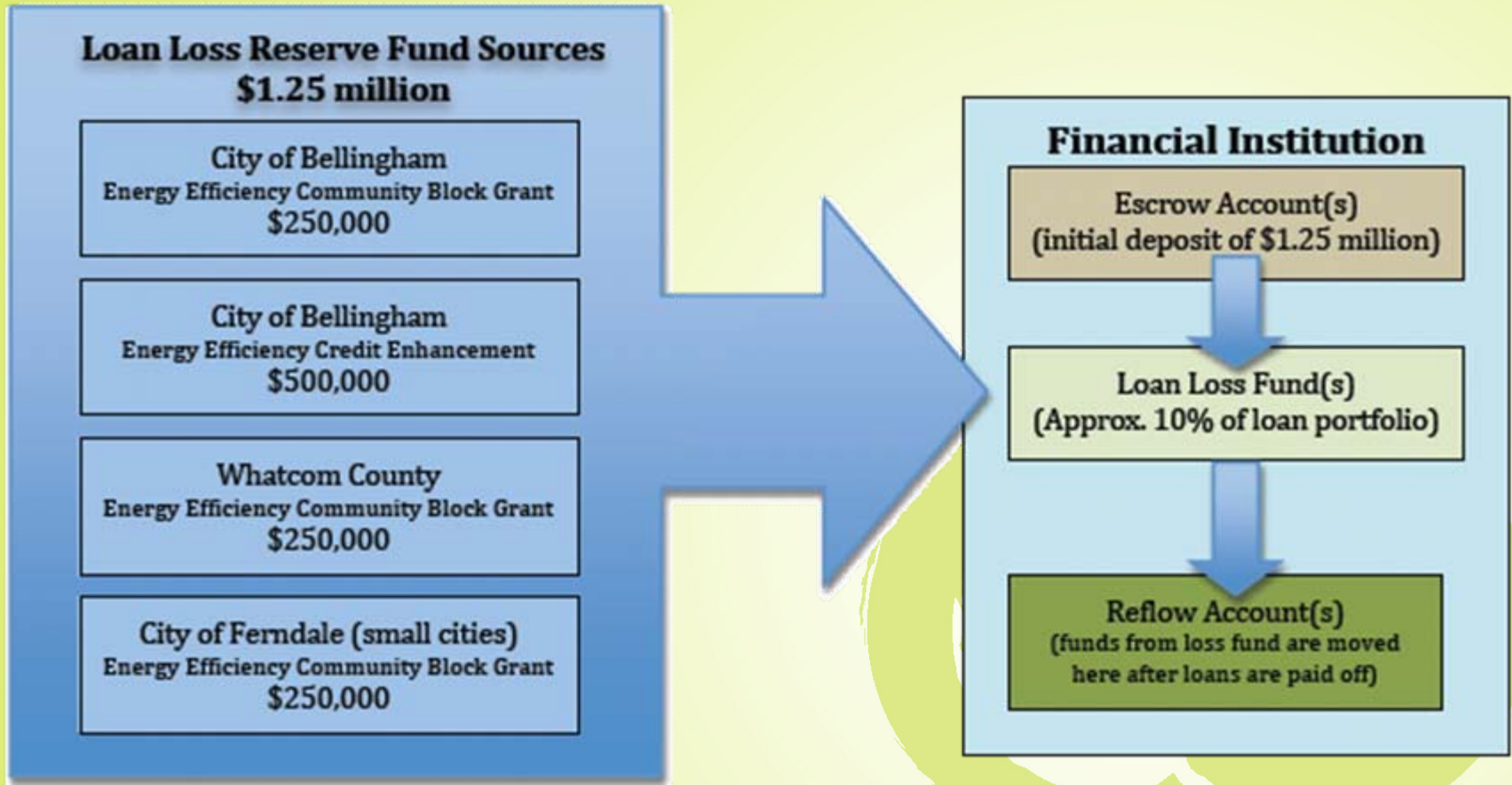




# Funding Overview



# Loan Program





# 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





# Key Partners' Perspectives: Puget Sound Energy

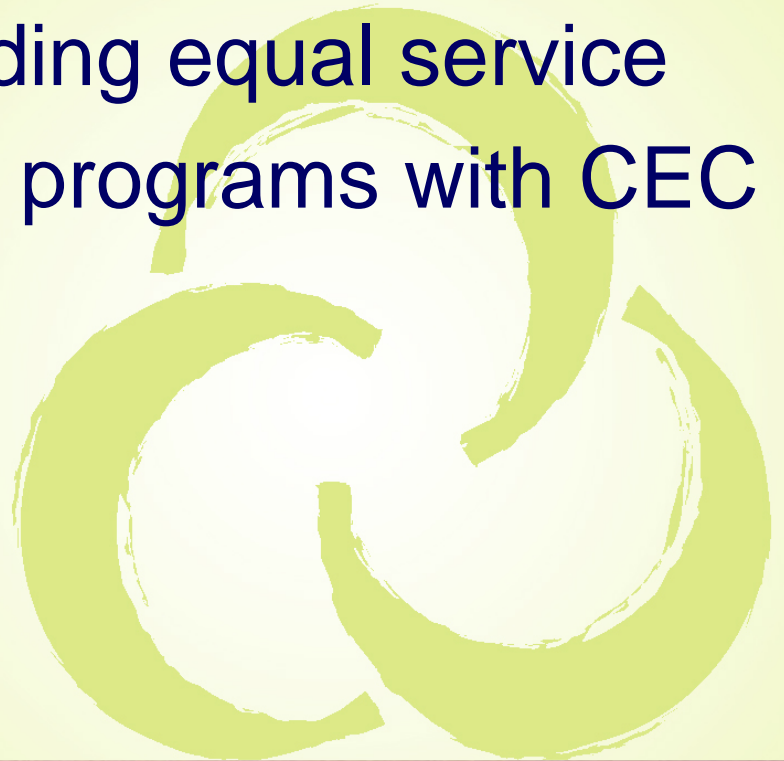
- Investor owned utility
- Established conservation program
- Green communities program





# 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





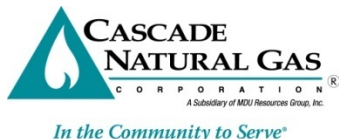


# THANK YOU!



## 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](mailto: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**