

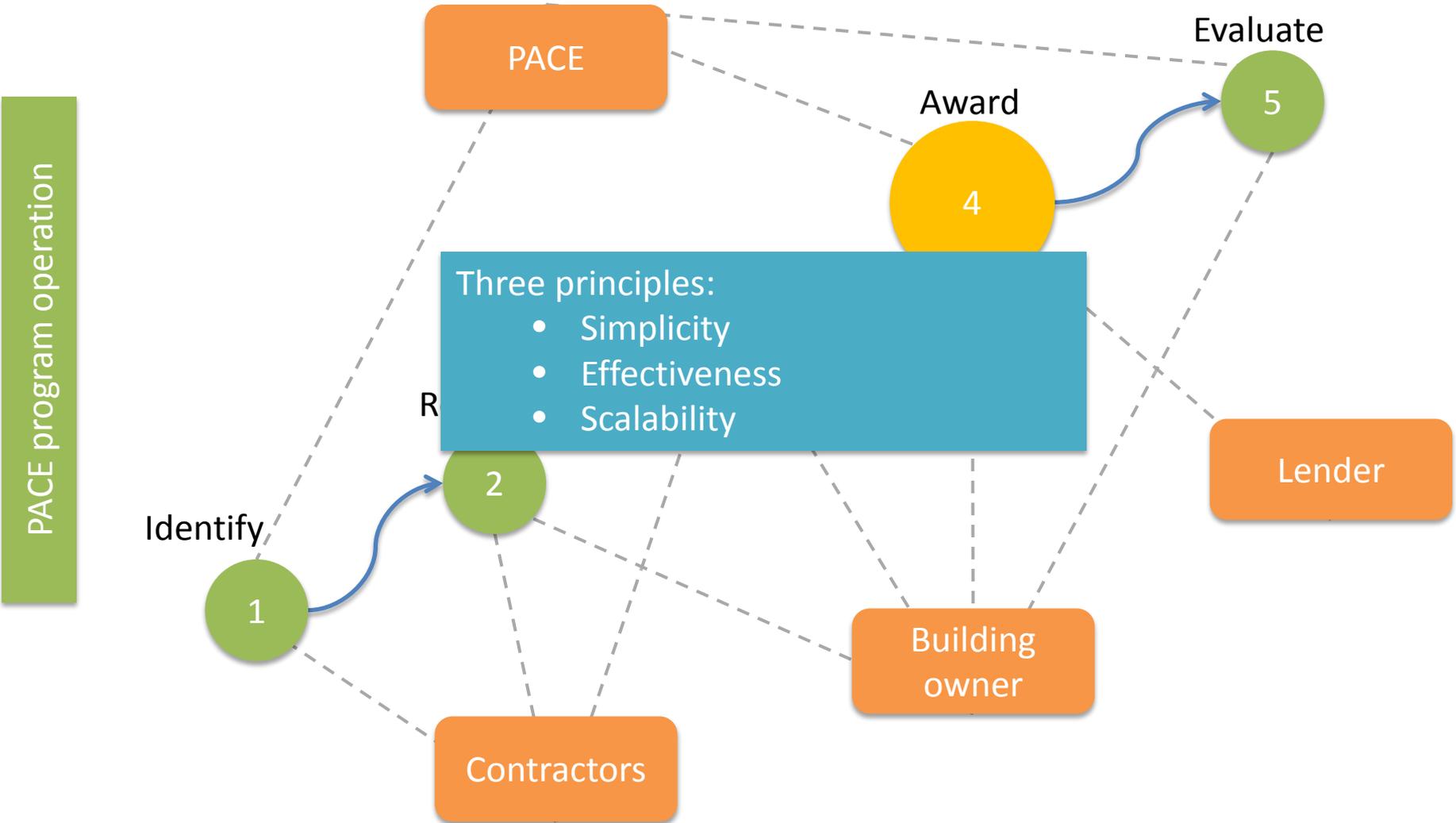
Picking up the PACE: Expanding PACE financing programs for Commercially Owned Buildings

Team Everpower

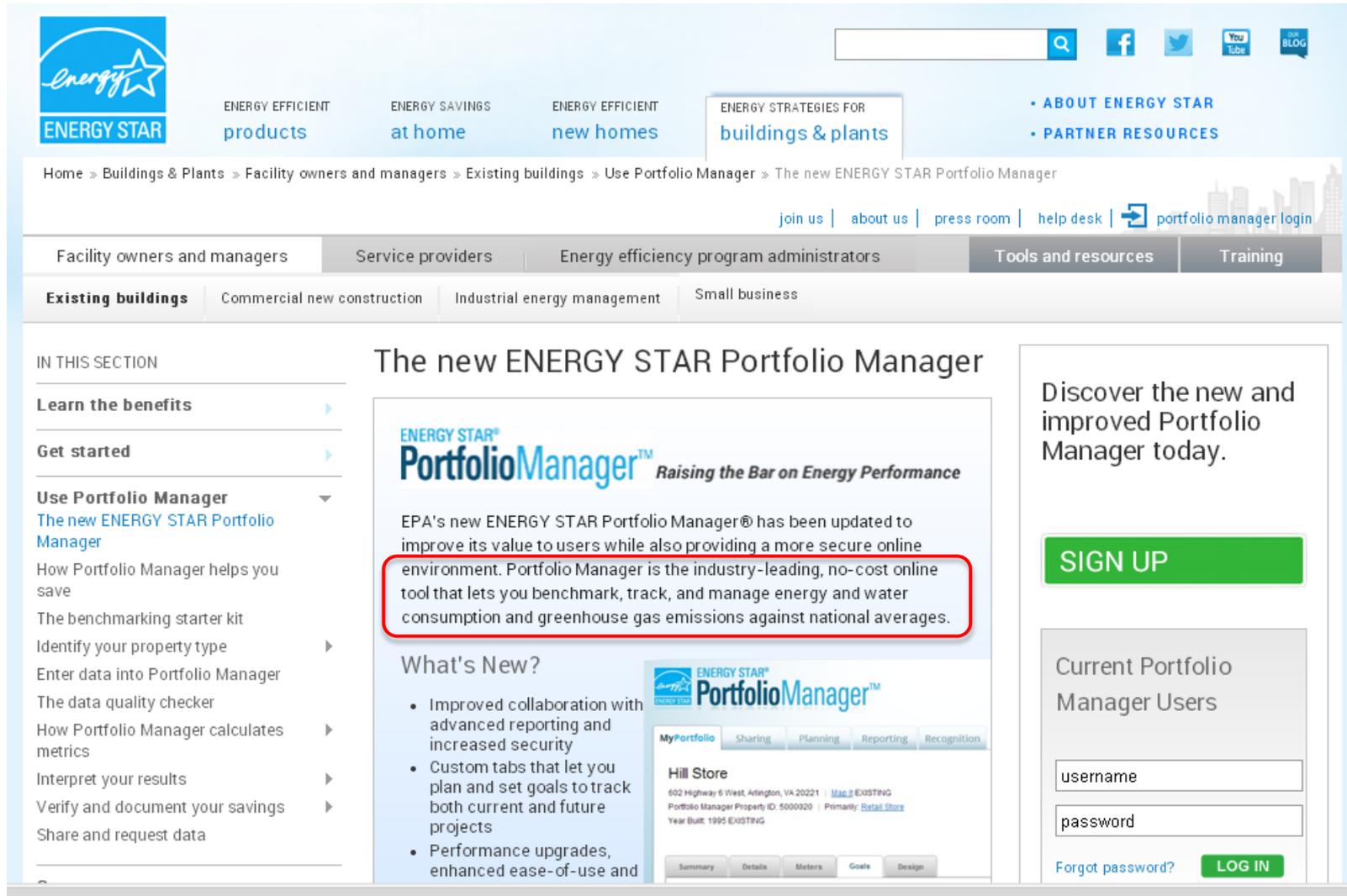
Presenter: Casey Canfield

March 14, 2014

Strategy Overview

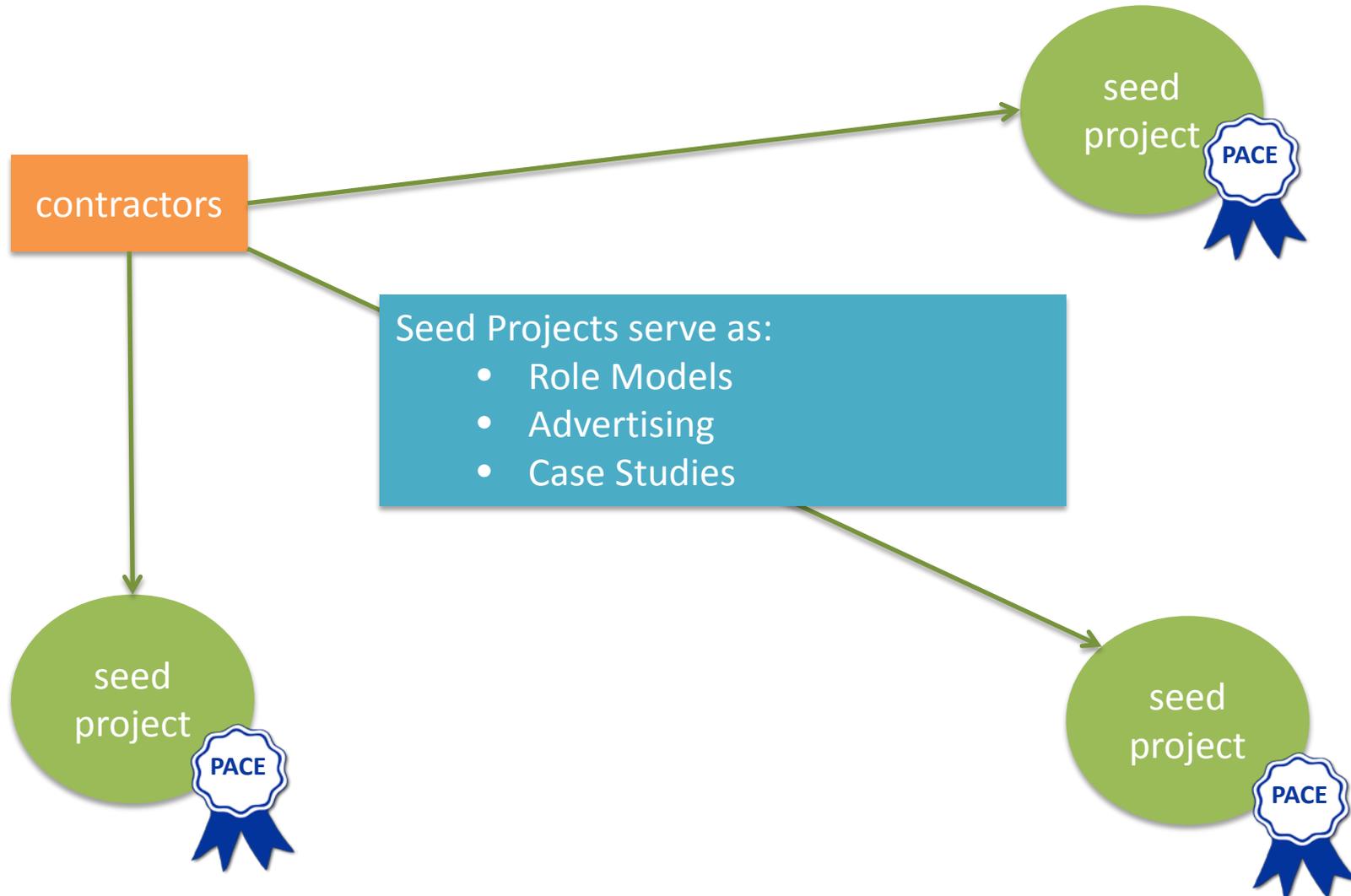


Step 1. Identify



The screenshot shows the ENERGY STAR Portfolio Manager website. The top navigation bar includes the ENERGY STAR logo, a search bar, and social media icons. Below the navigation bar, there are several menu items: "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", "ENERGY STRATEGIES FOR buildings & plants", "ABOUT ENERGY STAR", and "PARTNER RESOURCES". The main content area features a breadcrumb trail: "Home » Buildings & Plants » Facility owners and managers » Existing buildings » Use Portfolio Manager » The new ENERGY STAR Portfolio Manager". A secondary navigation bar includes "Facility owners and managers", "Service providers", "Energy efficiency program administrators", "Tools and resources", and "Training". Below this, there are tabs for "Existing buildings", "Commercial new construction", "Industrial energy management", and "Small business". The main content area is titled "The new ENERGY STAR Portfolio Manager" and features a large heading "The new ENERGY STAR Portfolio Manager" and a sub-heading "ENERGY STAR® PortfolioManager™ Raising the Bar on Energy Performance". The text below the heading states: "EPA's new ENERGY STAR Portfolio Manager® has been updated to improve its value to users while also providing a more secure online environment. Portfolio Manager is the industry-leading, no-cost online tool that lets you benchmark, track, and manage energy and water consumption and greenhouse gas emissions against national averages." This text is highlighted with a red box. Below this text, there is a "What's New?" section with a list of updates: "Improved collaboration with advanced reporting and increased security", "Custom tabs that let you plan and set goals to track both current and future projects", and "Performance upgrades, enhanced ease-of-use and". To the right of the text, there is a small image of the Portfolio Manager interface showing a "Hill Store" profile. On the far right, there is a "Discover the new and improved Portfolio Manager today." section with a "SIGN UP" button and a "Current Portfolio Manager Users" section with "username" and "password" input fields and a "LOG IN" button.

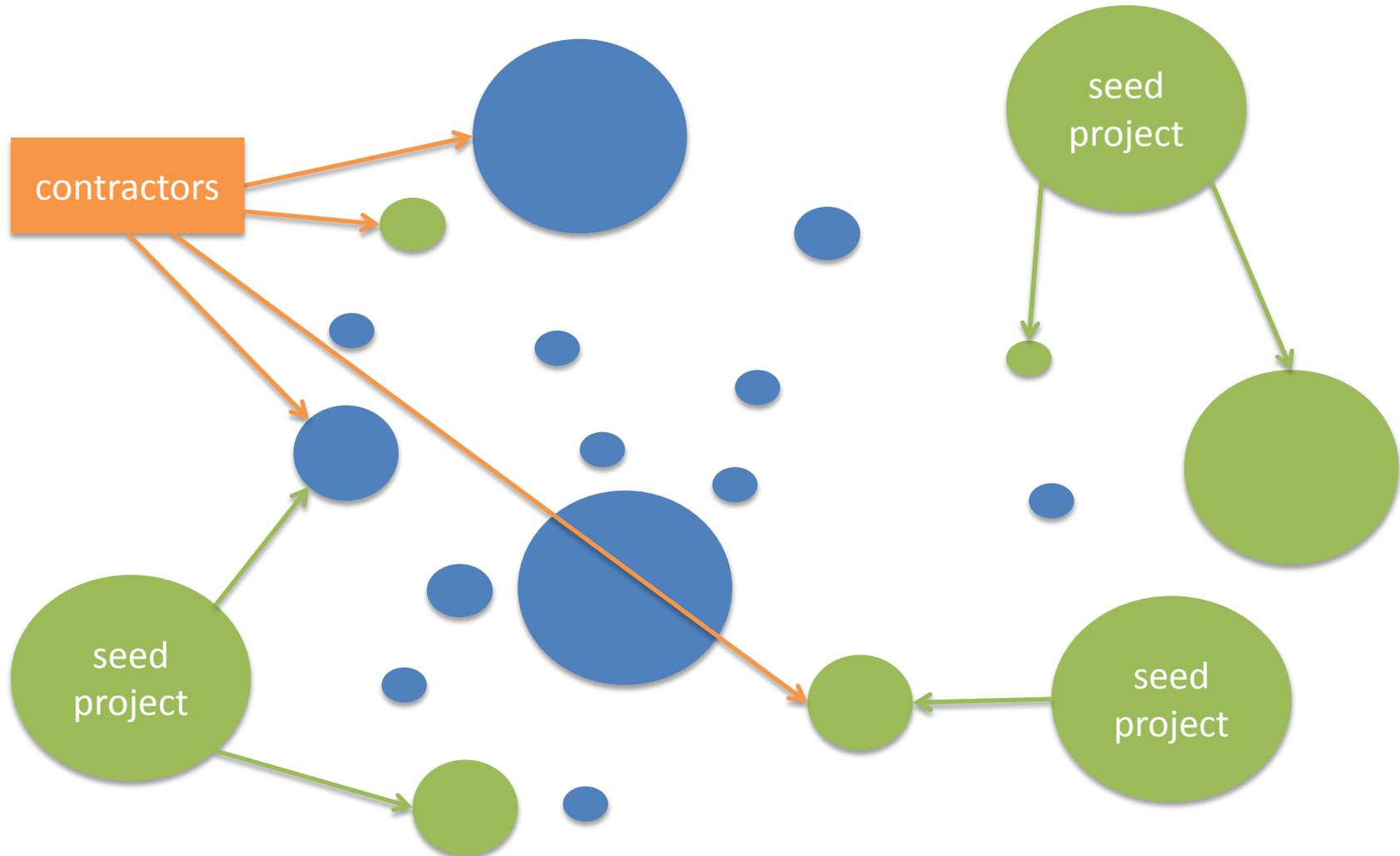
Step 2. Recruit



Note: Size indicates size of project.

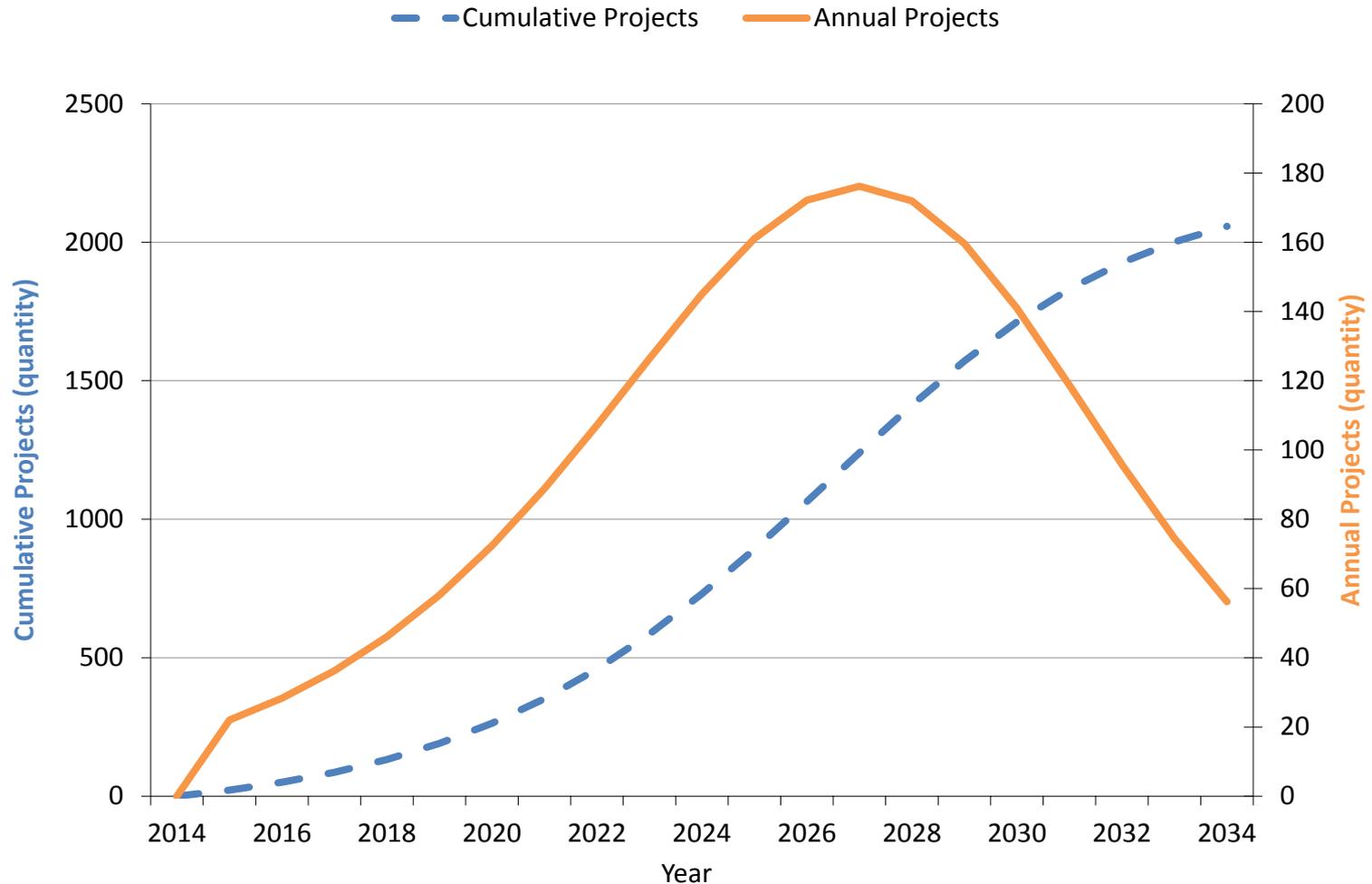
Step 2. Recruit

Building owners learn about PACE from advertising and word-of-mouth.



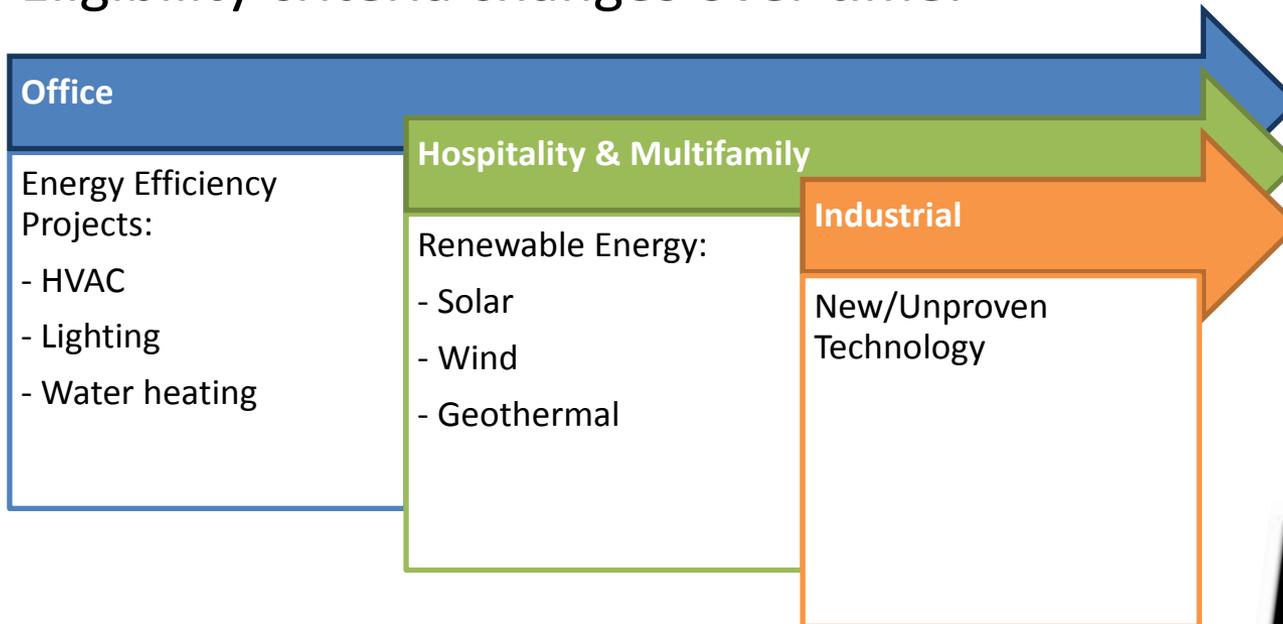
Step 2. Recruit

Participation can be modeled as diffusion of innovation.

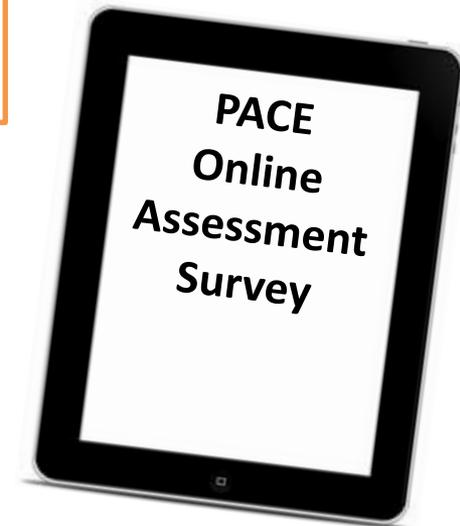


Step 3. Apply

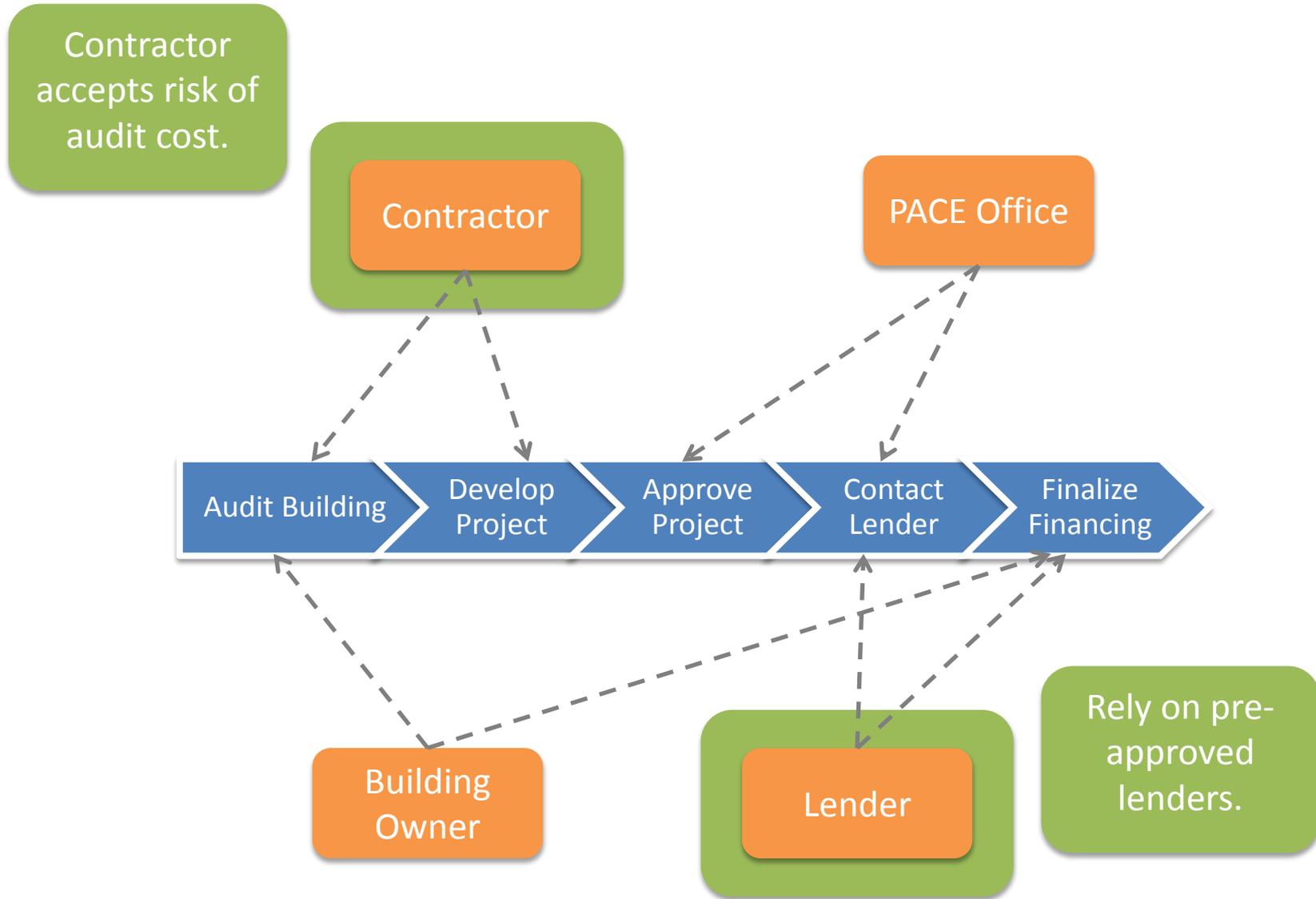
Eligibility criteria changes over time:



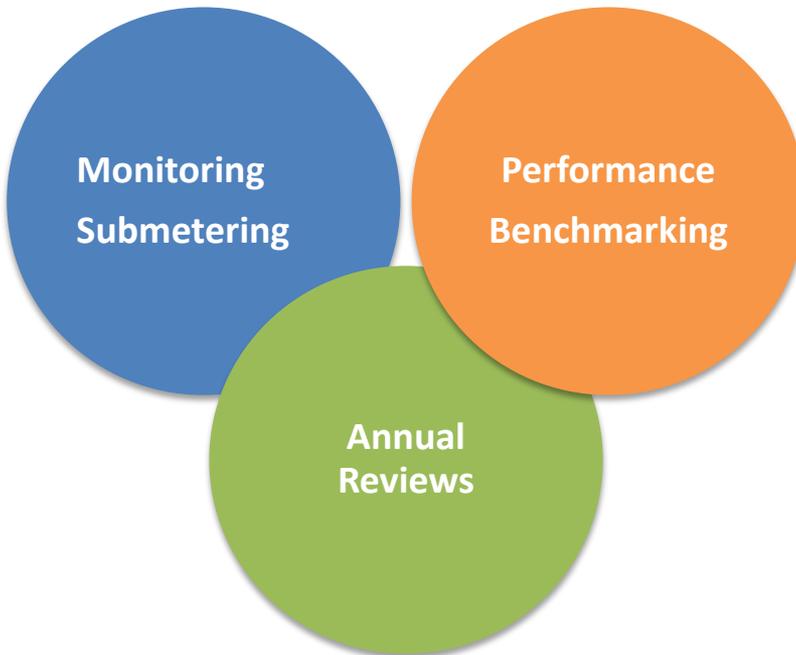
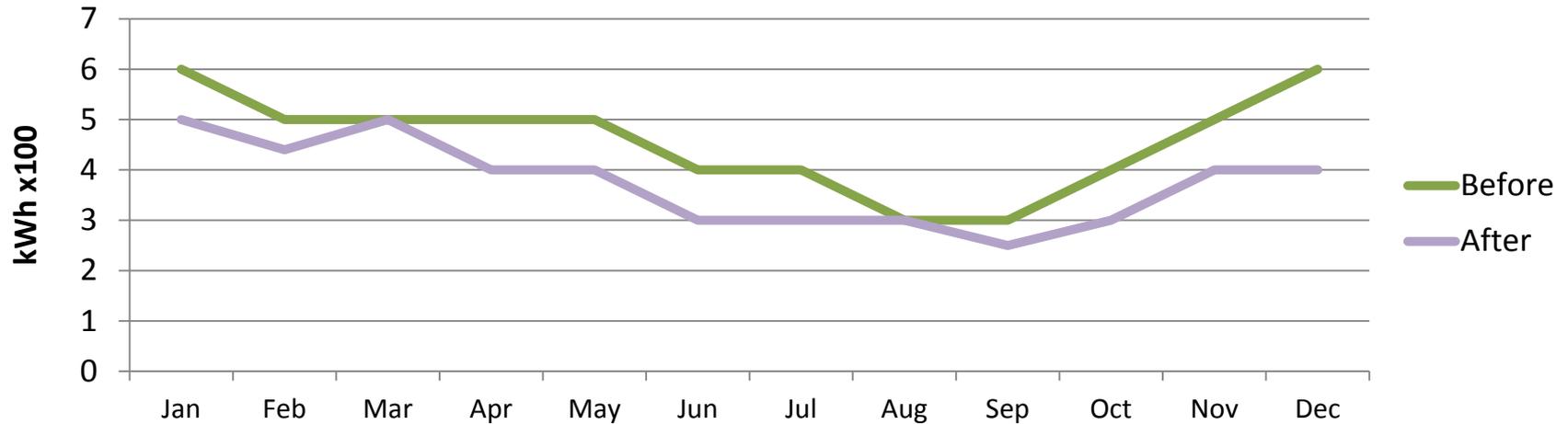
- Evaluate eligibility via:
 - Annual reviews
 - Participation rates



Step 4. Award



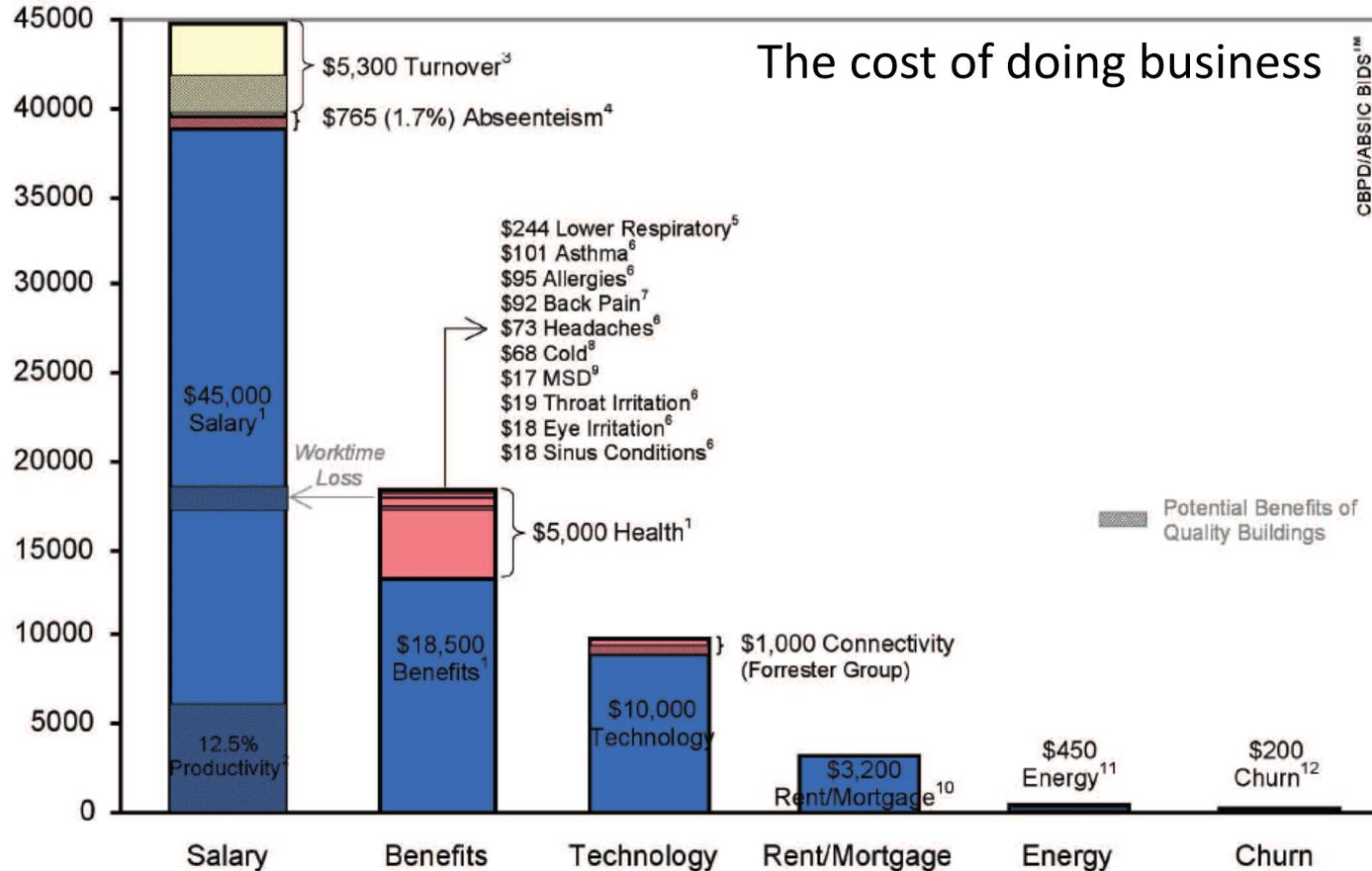
Step 5. Evaluate



Indicators for Project Success:

- Debt to income ratio
- Savings
- Savings to investment ratio
- Energy audit & modeling

Marketing and Outreach



Organization and Staff

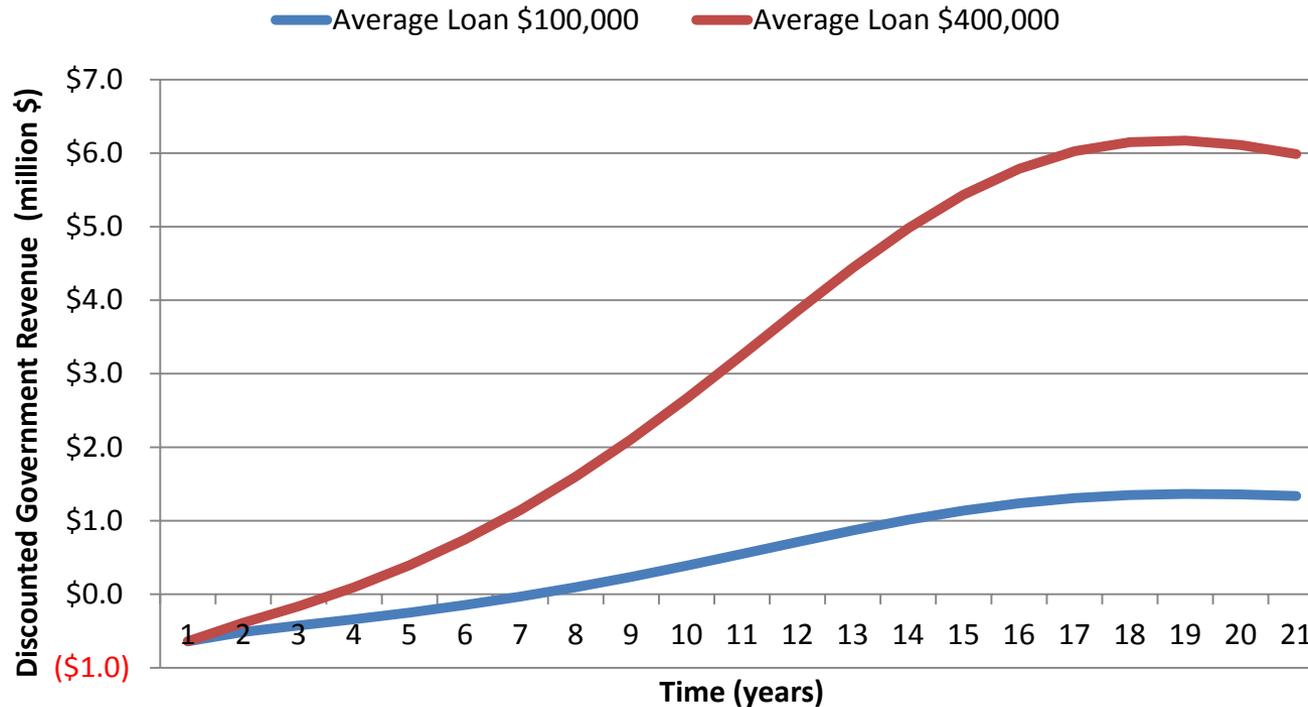
PACE Office Staff

- General Manager
- Legal
- Finance
- Marketing
- Building Performance
- Customer Service

External Advisors

- Energy Service Companies (ESCO)
- City Administration
- Finance Consultants

Business Plan



Assumptions:

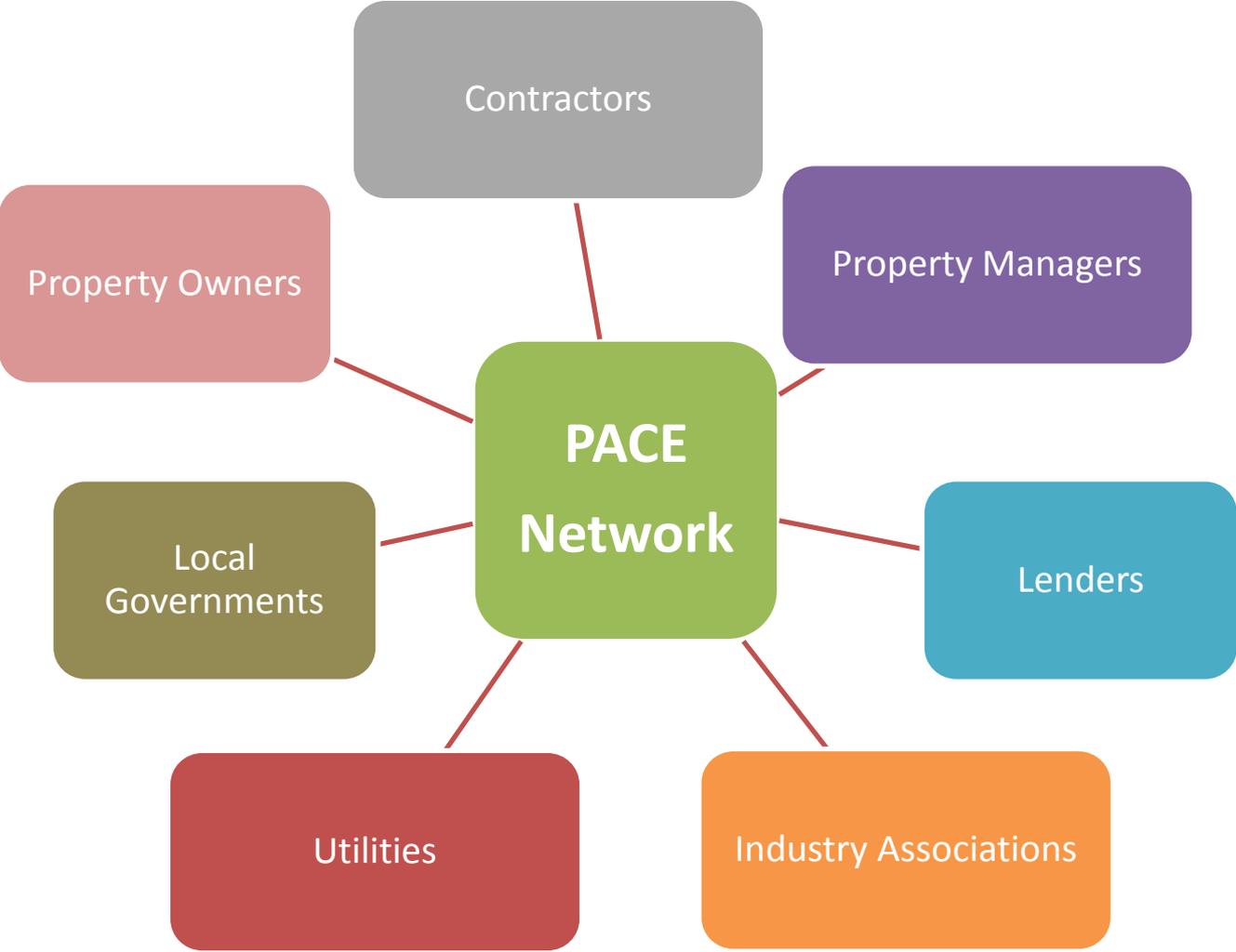
Application Fee: \$350

Program fee: 2% annually

Fixed program costs: \$50,000 annually

Salaries: \$540,000 annually

Ongoing Operations



Questions?