Sustainable Fresno Retrofit
Program Overview

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Sustainability Manager

Current Challenges We Face

• Second worst air quality region in the nation.
• Water resources over-subscribed and at risk from changing climate.
• High levels of poverty and unemployment.
• Record levels of government and private debt.
• High costs for energy; over $750 Million spent on energy in 2007 by Fresno citizens!
Over the next 50 to 60 years . . .

- Fresno’s population will grow to 1 million
- Fresno/Clovis Metro Area will grow to 1.5 million
- Fresno County will grow to 2 million
- The four County Region will grow to 4 Million

The Future Pace of Economic Growth is Contingent on Adequate Supplies and Reasonable Prices of Energy and Water

- Efficiency, Conservation, and Innovation Programs Can Increase Supply, Moderate Relative Price, and Allow Adequate Resource Budgets for Continued Economic Growth
Large Scale Resource Efficiency, Conservation, Innovation and Financing Programs Can Motivate Substantial Job Creation, Local Sales, and Even New Manufacturing:

A Truly Sustainable Fresno will be a Very Attractive Place for Investment, Work, and for Living:

A Truly Green Fresno

With its nearly 200,000 dwelling units and buildings with landscapes . . .

Can become a very competitive and sustainable enterprise!
Sustainable Fresno is Designed to Get Us There Through Programs That Will Achieve:

1. 30% improvement in energy efficiency in all new development and within the existing built environment by 2025;

2. 30% proportion of energy demand and usage from renewable energy sources in all new development and within the existing built environment by 2025;

3. 50% improvement in water use efficiency in all new development and within the existing built environment by 2025;

And Programs That Have Measurable Benefits for City Operations by 2025

4. 30% reduction of peak energy usage by City of Fresno operations through energy efficiency upgrades, load shifting, and conservation measures by 2025;

5. 50% of energy usage by City of Fresno operations from renewable sources by 2025; and

6. 50% reduction in water demand and usage in all City of Fresno operations by 2025.
Sustainable Fresno First Steps: Free Residential Energy Surveys

- Program started July 2009
- Analysis includes thermal imaging profile, cost/benefit calculations, and rebate information
- Over 1,000 residential surveys completed to date with a 95+% satisfaction level for the service.
- Program is designed to educate the public and create demand for energy efficiency contractor services.
- Community outreach has identified lack of financing as a primary barrier to large scale energy efficiency improvement of residential properties.
Thermal Imaging Testing

Income Segments

Fresno County  City of Fresno  93727

Households making < $50k per year

Households making > $50k per year

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<th>Fresno County</th>
<th>City of Fresno</th>
<th>93727</th>
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<tr>
<td>Making &lt; $25k</td>
<td>153,040</td>
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<td>Making &gt; $100k</td>
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Fresno County Housing Stock

The total addressable market is substantial

Age of Housing Units Prior to 1990

- Fresno County: 69.22% [34.95% prior to 1970]
- City of Fresno: 71.98% [36.15% prior to 1970]
- 93727: 89.87% [57.46% prior to 1970]

Single Family Detached Housing Units Built prior to 1990:

- Fresno County: 309,718
- City of Fresno: 164,881
- 93727: 20,460

What Do Homeowners Need to Invest in Energy Efficiency?

- Accurate and independent information about how efficient their homes are.
- Money, in the form of new financing programs with terms where homeowners can be cash-flow positive month 1.
- Rebates, but not “stand-alone” outside of the financing.
  - A recent poll of homeowners that received energy surveys indicated 55% preferred loans vs. 34% preferred rebates.
Sustainable Fresno is Meeting Those Needs by:

- Continuing to offer free Energy Surveys for City of Fresno residents.
- Offering a new free Residential Home Energy Audit program in both Fresno and Kern County.
- Offering training opportunities for local contractors to get Building Performance Institute certification.

Development of Financing Programs for Energy Efficiency

- Sustainable Fresno worked with Fresno County to implement a PACE financing program, but the residential effort has been put on hold due to Federal issues with PACE financing.
- Sustainable Fresno has worked with the CEC to develop programs that will coordinate with the new Energy Upgrade California Financing Program.
- Sustainable Fresno is evaluating other options for commercial property owners including off-bill financing through PG&E and an independent commercial PACE program.
Questions?