Fresno Regional Comprehensive Residential Retrofit Program Overview

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Program Partners

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

Energy Challenges with Gas
Economic Impact

- In 2009 Fresno as a community spent over $866 million on electricity and natural gas!
- Roughly 40% of that cost, or $346 million, was spent by residential households.
- Lowering homeowner energy usage by 30% would add approx. $104 million annually to the Fresno economy!!
How Many Are There That Need Help?

Energy Efficiency Opportunity Overview

Your City’s Energy Efficiency Opportunity Scores

NOTE: Opportunity group boundaries are based on all PG&E Service Territory.

BETA VERSION - FOR DEMONSTRATION ONLY

Which Homes? The Ones in Red!

First, select either Usage or Energy Efficiency Opportunity to color code the map.

Then you can select a Zip Code and finally a Zip + 2 for a closer view:

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Target Neighborhoods

Fresno Regional Comprehensive Residential Retrofit (FRCRR) Program Free Energy Surveys

- Program started July 2009 and was enhanced in March 2011 to include HERS II Whole House Rater analysis.
- Analysis includes thermal imaging profile, cost/benefit calculations, and rebate information
- Over 1,350 residential surveys completed to date, with 120 of those being HERS II.
- Program is designed to educate the public and create demand for energy efficiency contractor services.
- Program points homeowners to Energy Upgrade California website and resources.
- Program services all of Fresno and Kern Counties.
Thermal Imaging Testing Continues to Be Popular

What Do Homeowners Need to Invest in Energy Efficiency?

- Accurate and independent information about how efficient their homes are.
- Education about the value of energy efficiency improvements on their economic situation.
- Money, in the form of new financing programs with terms where homeowners can be cash-flow positive month 1.
- Rebates help, but financing options are still essential.
  — Poll of homeowners that received energy surveys indicated 55% preferred loans vs. 34% preferred rebates.
FRCRR Program is Meeting Those Needs by:

- Offering free Energy Surveys for Fresno and Kern county residents.
- Extensive radio and print ad campaign.
- Promoting Energy Upgrade California and all other rebates that are available.
- Promoting the CHF loan program and working with local banks to encourage more financing options.

Next Steps

- Plans are underway to hold Community Engagement meetings at community centers and local schools.
- Hold a Energy Efficiency Financing Workshop in August to educate local banks on how energy efficiency is an economic development and job generation tool.
- Continue efforts to develop a residential PACE financing program.

- Educate, educate, educate!!!
Questions?