

City of San Diego Enhancing Energy Upgrade CA



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City of San Diego Statistics

- **Approximately 1.3 million people; second largest city in California and eighth largest city in the nation;**
- **17 miles of coastline;**
- **More solar energy installations than in any other City in CA;**
- **16 MW of renewable power generated at City facilities; and**
- **Where people in LA go to vacation**

San Diego's Version of EUC

- Co-Funded by EECBG (approx \$2 million) and CPUC-LGP
- Residential EE program began in 2003 (*Rebuild Green San Diego!*)
- Continued community education and outreach through various efforts over the past 8 years (partially funded by CPUC-LGP)
- Enhanced outreach specific to EUC began in 2010, and this is a close partnership between the City and the CA Center for Sustainable Energy (CCSE)

This is the REGIONAL Version of EUC



Three Aspects to San Diego's Program:

1.

- Regional Energy Mapping Project

2.

- Loan Loss Reserve and Collaboration with Real Estate Industry

3.

- “San Diego Home Energy Upgrade”

Regional Energy Mapping Project (REMP)

- 1. COLLABORATION** between many LGP members in the SDG&E service territory with CCSE
- 2. PURPOSE:** to establish a clear understanding of residential energy use, needs, and interest for targeted outreach and education
- 3. DATA SOURCES:** County Assessor Parcel Database; CoreLogic LTV and Property; Characteristic Data; SDG&E Zip Code +4 Monthly Avg. Usage Data; SANDAG 2010 Tract Level Income Estimates and CSI/ERP and CVRP Program Participation Data

Input variables weighted based on segmentation goals

- **Base** – focus on high willingness/ability to pay and value of avoided cost
- **Low Income** – focus on high density of low income and total usage cost, no program participation input
- **Even** – control model with equal weighting of all variables

Variable
LTV
Sum kWh/Corridor
BL Therm
Year Built
Low Income
Program Participation
Annual Avg. kWh
Owner Occupied

Financing Mechanisms

- **Loan Loss Reserve (funded by EECBG)**
 - **State Program may render this ours obsolete**
- **Retrofit Advisory Council (RAC) finance committee coordination**
- **Real estate industry/ home inspectors**
 - **CCSE sponsored 14 events with nearly 950 participants**

San Diego Home Energy Upgrade

- Collaboration with CCSE and SDG&E
- First home was completed in September 2011
- EECBG Goals: 2,000 S F R and 2,000 M F
- EECBG contract extended to July 2013

We are very confident that we will meet and exceed our goals!

Success with Single Family Homes-

977 projects submitted -

- 477 ESAP (SDG&E leveraged)**
- 80 MIDI (SDG&E leveraged)**
- 35 EUC (matching incentive)**
- 411 Direct Install**

226 projects in review

173 projects pending payment

(waiting for approval from City of San Diego)

164 projects paid

119 projects withdrawn

(Contractors unable to perform work)

Multi-Family Success Thus Far

Units	Project Status
150	Application
270	Assessment
500	Assessment Review
13	Notice to Proceed
145	Verification
200	Incentive Request

San Diego Home Energy Upgrade

SDG&E Leveraged Program:

No Cost

ESAP

Up to \$1,500
(to contractor)

Low income
(RHA outreach)

MIDI

Up to \$1,500
(to contractor)

Moderate income
(RHA outreach)

CCSE Low/Mod Direct Install Program:

No cost

Direct Install

Up to \$2,000
(to contractor)

Low- to moderate-income
(CCSE/contractor/EHC outreach)

Energy Upgrade California:

Upfront Cost

Matching Incentive

Up to \$4,000
(to homeowner or contractor)

Moderate-income
(CCSE/contractor outreach)

Behavior Study

- Why do people take advantage of the programs and what can we do to create the **BEHAVIORAL CHANGE** for long-term energy savings?
- **258 eligible projects**
- (Eligible defined as projects originally submitted by ESAP/MIDI contractor)
- Results will be available in October 2012

Collaboration is Key

- **Funding with EECBG and CPUC-LGP**
- **Leveraging costs with other LGP members in the San Diego Region**
- **Shared commitment and goals with CCSE and SDG&E**

Contact Information

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