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

<table>
<thead>
<tr>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum kWh/Corridor</td>
</tr>
<tr>
<td>BL Therm</td>
</tr>
<tr>
<td>Year Built</td>
</tr>
<tr>
<td>Low Income</td>
</tr>
<tr>
<td>Program Participation</td>
</tr>
<tr>
<td>Annual Avg. kWh</td>
</tr>
<tr>
<td>Owner Occupied</td>
</tr>
</tbody>
</table>
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 -

<table>
<thead>
<tr>
<th>977 projects submitted -</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 477 ESAP (SDG&amp;E leveraged)</td>
</tr>
<tr>
<td>• 80 MIDI (SDG&amp;E leveraged)</td>
</tr>
<tr>
<td>• 35 EUC (matching incentive)</td>
</tr>
<tr>
<td>• 411 Direct Install</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Units</th>
<th>Project Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>Application</td>
</tr>
<tr>
<td>270</td>
<td>Assessment</td>
</tr>
<tr>
<td>500</td>
<td>Assessment Review</td>
</tr>
<tr>
<td>13</td>
<td>Notice to Proceed</td>
</tr>
<tr>
<td>145</td>
<td>Verification</td>
</tr>
<tr>
<td>200</td>
<td>Incentive Request</td>
</tr>
</tbody>
</table>
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

Linda Giannelli Pratt
Chief Program Manager,
City of San Diego
858.492.5088
Lpratt@sandiego.gov
www.SDClimateMAP.org