Creating Livable Communities through Partnerships
Marketplace Failures

Every year, 1 in 6 homeowners will upgrade or replace a system that affects energy consumption.

• In the United States, that’s 22.5 million homes …

• 3 out of 4 don’t choose the most energy efficient solution …

• That’s nearly 17 million missed opportunities.

Old housing stock needs to be upgraded

Need to build more resilient communities – energy, water, health, etc
Our Shared Value

Our unique public-private partnership aims to add value on multiple fronts and to make our tech-enabled platform a dynamic part of every community in which we do business:

• Moving the needle on residential clean energy
• Modernizing the housing stock and lowering operating costs
• Creating skilled jobs
• Growing small businesses with working capital and marketing tools
• Protecting consumers
• Empowering homeowners to take charge of their energy future.
How HERO Helps: Scale & Reach
Our Impact

- **$2.21 Billion** in Economic Impact
- **+11,100** Jobs Created
- **+3.4 Billion** Gallons of Water Saved
- **8.51B kWh** of Energy Saved
- **$2.6 Billion** in Utility Savings
- **+2.30 Million** Tons of CO₂ Emissions Saved
Case Study: Retrofit Goals in San Diego

City of San Diego (example)

By 2020

- 6,324 units implementing EE
- 3,195 tons/year GHG reductions

2035 Goal: 17,939

Results after 20 Months:

- 2,200+ Retrofits
Strategies for Successful Engagement
CHALLENGE

ACCEPTED
What is Success?

- Market **Penetration**
- **Participation** Rates
- **Availability and Equity** (to Participants)
- **Environmental Impact:**
  - Gross GHG reduction
  - Gallons of water saved
- **Economic Development:**
  - Jobs created
  - Utility bill savings
- **Consumer Protection(s)**