

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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