

Pay As You Save[®]

Tariffed On-Bill Financing System

4th Annual Statewide Energy Efficiency Best Practices
Forum

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Windsor PAYS[®]



WINDSOR
EFFICIENCY PAYS[®]

Why Pay As You Save[®]?

- Rapidly increase customer participation
- Serve all types of customers (single and multi-family, owners and renters)
- Increase program effectiveness to meet or exceed program goals
- Free-up existing rebate funds for more strategic purposes



How PAYS[®] works



PAYS allows customers to pay for upgrades over time through a utility bill surcharge.

How much does it cost?

What if I move?

PAYS eliminates barriers that typically keep customers from purchasing energy and water efficiency measures.

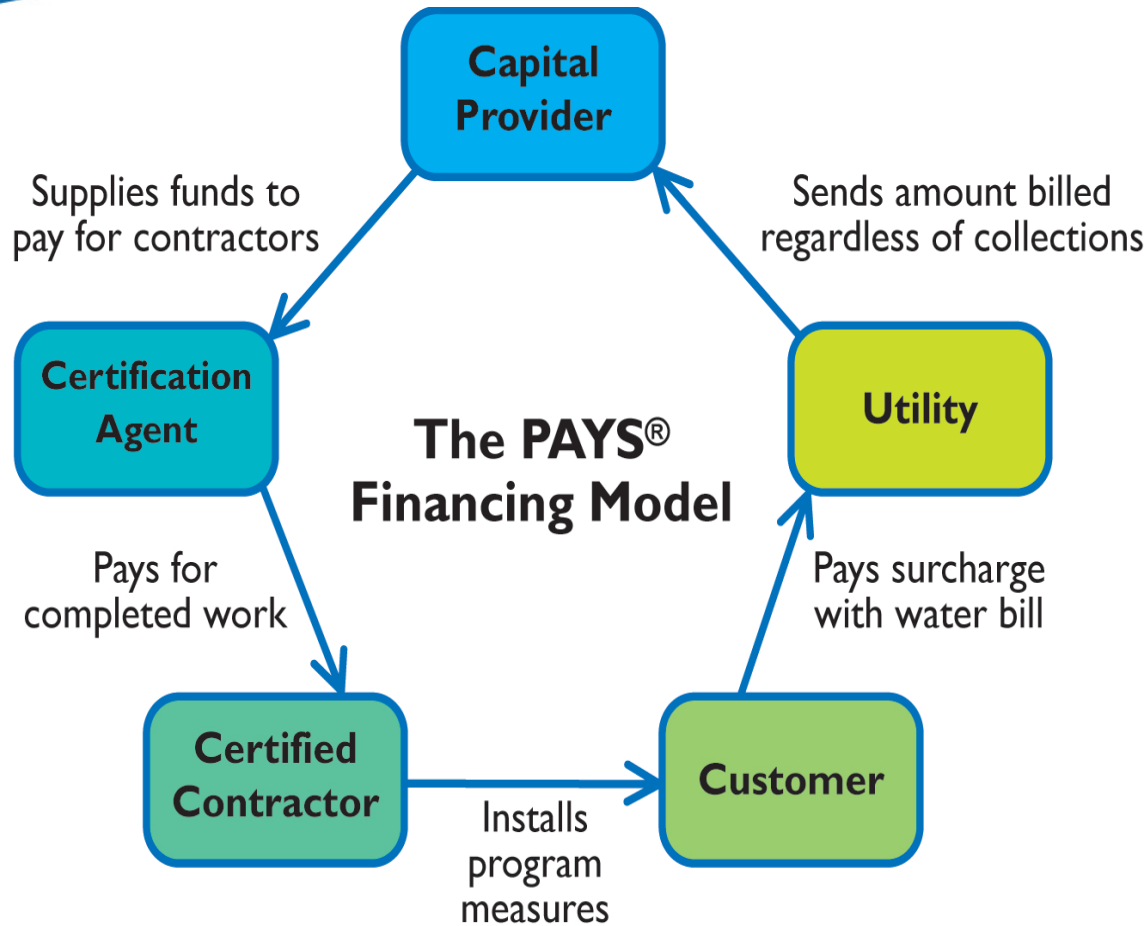
Will it save me money?

How PAYS® removes barriers

Enables participants to purchase measures with:

- No upfront payments, credit checks, liens, or debt obligations
- The assurance that surcharge is lower than estimated savings
- A guarantee that they will pay only while they remain at the location
- The promise that failed measures will be repaired or payment obligation will end

How PAYS[®] works



Windsor Program measures



BASIC

High efficiency toilets, showerheads, aerators

BASIC PLUS

CFLs, high-efficiency clothes washer, **standard dry-summer, drought-tolerant landscaping**

CO-PAY (requires upfront cost):

On-demand hot water recirculation pumps, **enhanced landscaping**, luxury clothes washers, matching dryers, high efficiency refrigerators



Windsor PAYS® Results

- In 7 months of field-operations has served 4% of all residential units
- Average savings of:
 - 10% of energy use
 - 20% of indoor water use
 - \$15 per month in net utility costs

WINDSOR WATER SAVERS

Town's program offers green upgrades, guarantees utility savings

By CLARK MASON
THE PRESS DEMOCRAT

An innovative water conservation program in Windsor is off to a promising start, drawing attention for saving millions of gallons while creating an immediate drop in residents' utility bills.

More than 300 residential customers have enrolled in the fledgling program, which is being touted as a model that could take off in other communities.


It allows residents to install devices such as low-flow toilets and showerheads, or to replace their water-guzzling lawns with drought-resistant plants, with no upfront costs or taking on debt.

Financed by the town, homeowners and renters pay for the upgrades over five to 15 years with a small surcharge on their utility bill.

The town guarantees the savings on the water bill will exceed monthly surcharges.

"The results are good. People are actually reducing usage and seeing savings," said Paul Piazza, Windsor's water

TURN TO WINDSOR, PAGE B3



Omar Morales, left, and Carlos Ramirez rip out part of a lawn to place drought-tolerant plants. The Windsor program installs water- and energy-saving measures and lets customers pay off the improvements with a utility bill surcharge.



Windsor PAYS[®] Lessons

- Design created high offer acceptance rate
- Self-financing allowed for lost revenue amelioration
- Rate and billing modifications made for easier program roll out
- Rebate budget now pays for more advanced measures
- Contractors play important role in marketing

BayREN PAYS®

- Bay Area Regional Energy Network (BayREN)
- In scoping conversations with four municipal water utilities:
 - City of Hayward
 - East Bay Municipal Utility District
 - San Francisco Public Utilities Commission
 - Town of Windsor

More Information

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