

Today's Presenters

- Misty Mersich, Climate Protection Program Analyst
 - Sonoma County Regional Climate Protection Authority
 - Initiated Better Building Program pilot in Windsor
 - Leading BayREN PAYS development efforts
- Chris Bradt, Senior Program Consultant
 - BKi
 - Lead Consultant on Windsor and BayREN Pilots

Presentation Topics

- Overview of the PAYS[®] System
- Windsor Efficiency PAYS[®]
- Bay Area PAYS Pilots

Overview of the PAYS[®] System

What is Efficiency PAYS?

A customer-funded on bill program



Customers get immediate savings

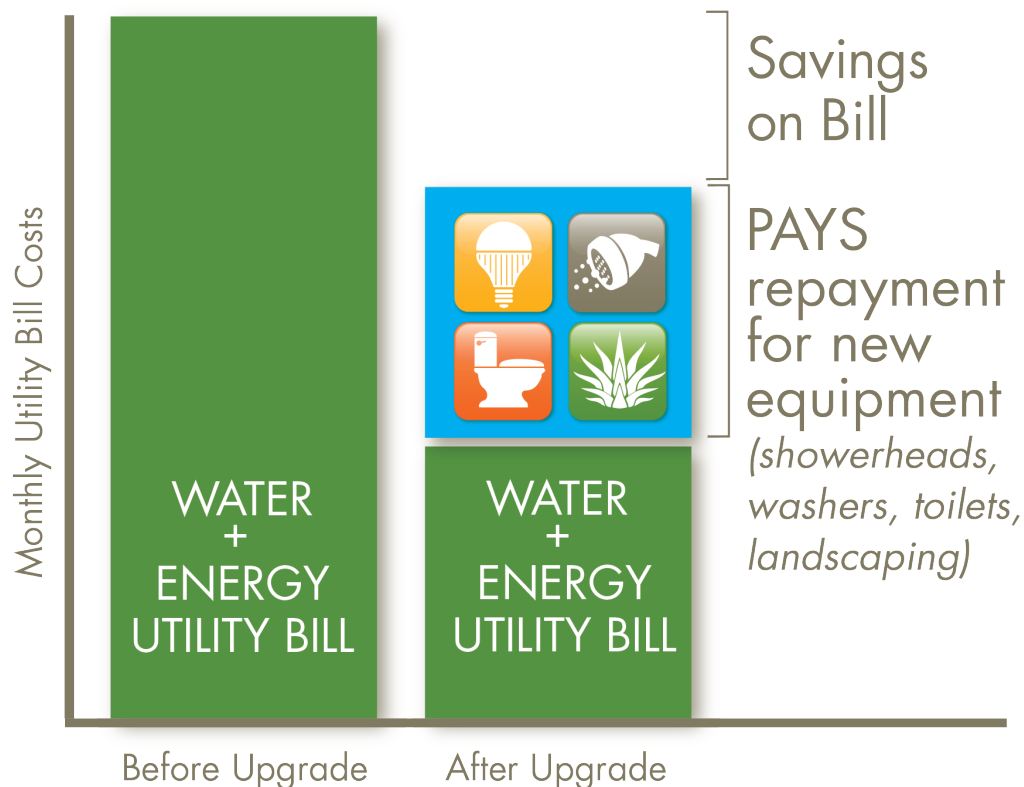


Efficiency with no up-front cost and no new debt

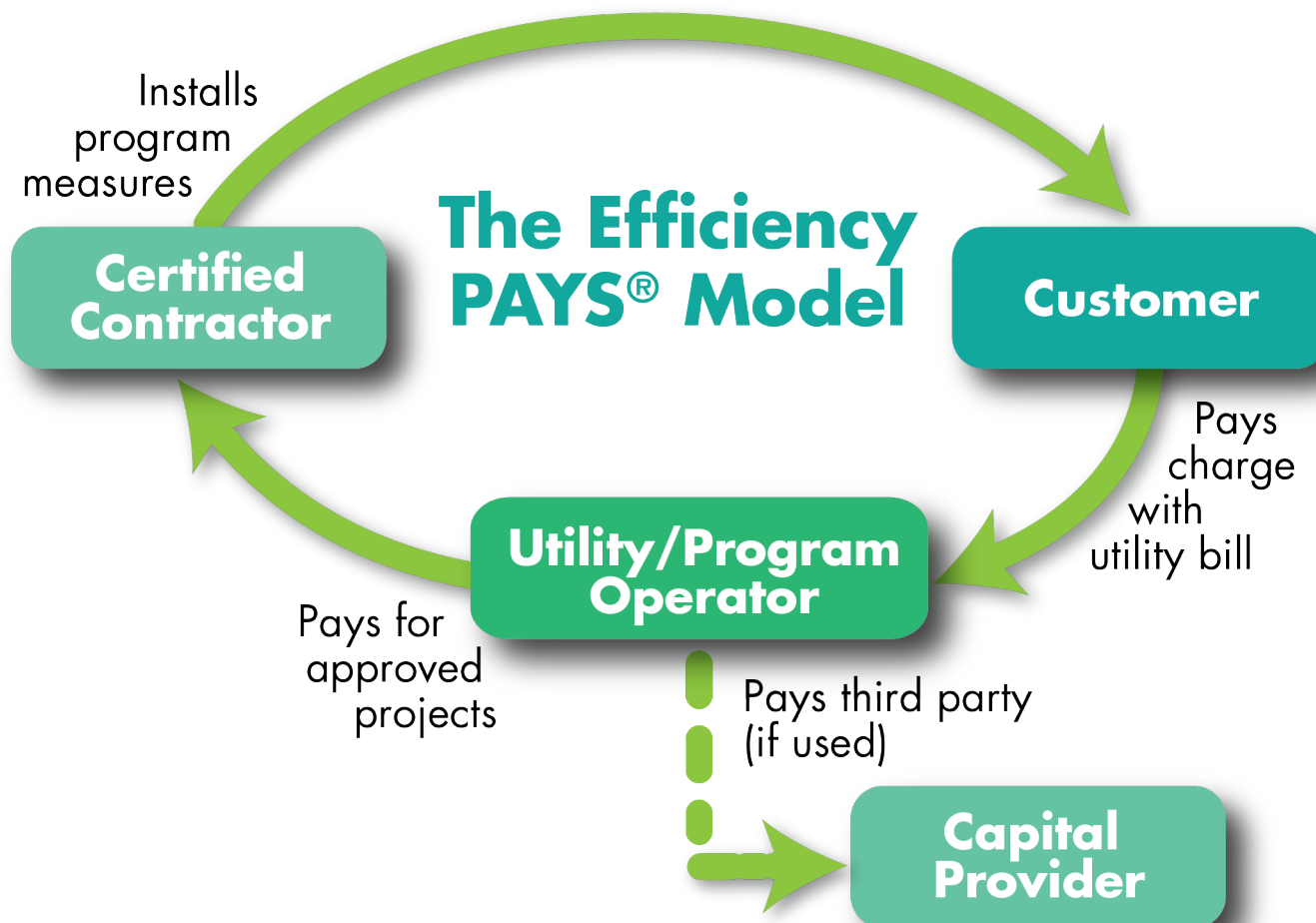


An “Offer that Works”...

With PAYS, customers enjoy lower utility bills and new equipment.



How the “Offer” is Delivered



Windsor Efficiency PAYS®

Windsor Efficiency PAYS®

- RCPA's objectives for BBP Pilot:
 - Remove first cost barriers to efficiency upgrades
 - Provide financing related to savings on the customer's utility bill
- Windsor's objectives:
 - Help meet 2020 water conservation goals
 - Help meet Climate Action Plan GHG goals
- Program launched in August 2012
 - Town shifted rebates from Toilets/Washers to Landscape
 - Increased participation in Conservation Program



Windsor Efficiency PAYS®

- ~5% of all residential units
- Average single family savings of:
 - 10% of energy use
 - 20% of indoor water use
 - \$15 per month in net utility costs
- Reached over 50% of multifamily properties
 - 30% indoor water savings



Project Case Studies

2-person single family home

Installed Measures

- Two 0.8 gpf toilets
 - Replaced toilets tested at 2.7 gpf
- Two 1.5 gpm showerheads
 - Replaced showerheads tested at 2.7 gpm
- Four bathroom + one kitchen aerators

Water Savings (indoor)

- Pre-project: 4,000 gallons/month
- Post-project: 1,800 gallons/month
- **55% Savings**

41-unit multifamily building

Installed Measures

- 63 0.8 gpf toilets
 - Replaced toilets tested at 2.1 gpf
- 63 1.5 gpm showerheads
 - Replaced showerheads tested at 3.0 gpm
- 63 bathroom + 41 kitchen aerators

Water Savings (indoor)

- Pre-project: 167,000 gallons/month
- Post-project: 108,000 gallons/month
- **35% Savings**

Bay Area PAYS Pilots



Bay Area PAYS Initiatives



Windsor – Residential, Commercial Landscaping

Hayward – Multifamily Residential

EBMUD – Food Services, Multifamily, Landscaping

SFPUC – Multifamily Residential



Green Hayward PAYS®

- To focus on Multifamily properties with water, water & energy, and energy saving measures
- Hayward program goal: 2,000 residential units
 - Research started in June 2013
 - City Council briefed in October 2013 on Program Concept
 - RFPs for implementer services in December 2013
 - City Council approval in February 2014

Green Hayward PAYS®

Sample project scope: 40 unit building

- Program measures in each unit:
 - 1 toilet; 1 showerhead; 1 bathroom aerator; 1 kitchen aerator
- Total estimated project cost: \$18,400
 - Estimated bi-monthly charge: \$400
- Estimated bi-monthly savings: \$590
 - Estimated NET bi-monthly savings: \$190

ESTIMATED NET ANNUAL SAVINGS: \$1,140

More Information

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- BayREN PAYS Program Information

- www.bayren.org/pays

Additional Slides

The PAYS Tool Kit

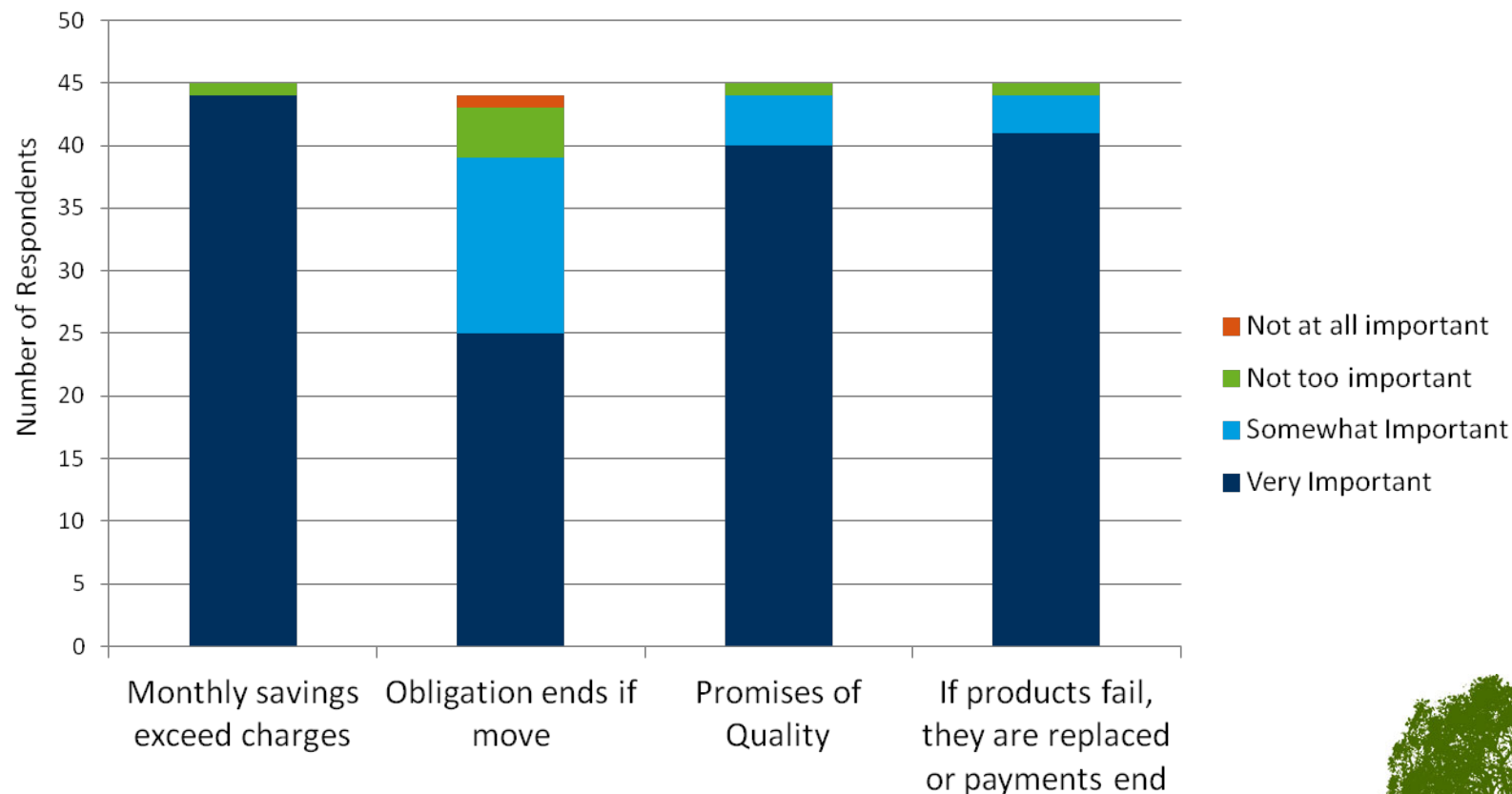
Resources developed through 12 PAYS Programs in 5 states

- Contracts: establish program implementer responsibilities
 - Contractor & Vendor Agreements
 - Customer Purchase Agreement
- Customer forms: address critical on-bill issues
 - Customer Acknowledgement & Work Acceptance Form
 - New Customer Disclosure Form
- Calculators: integrate new measures/rates
 - Measure cost effectiveness and project qualification
 - Project reporting and billing summaries

Opportunities for New Programs

- Turnkey Approach: Leverage existing PAYS Components
 - Cost-effectively tailored to local rates/conditions
 - Energy and water measures or water measures only
 - Self-financing or third party financing
 - Straight-to-market
- Phased Approach: Develop customized on-bill services
 - Program Discovery
 - Program Design
 - Program Implementation
- Possible funding: grants, existing rebate funds, spread interest rates, and reallocated capital project costs

Evidence the “Offer” Works



From Cadmus's BBP Pilot Process Evaluation