## 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

"San Diego Home Energy Upgrade"

3

## 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

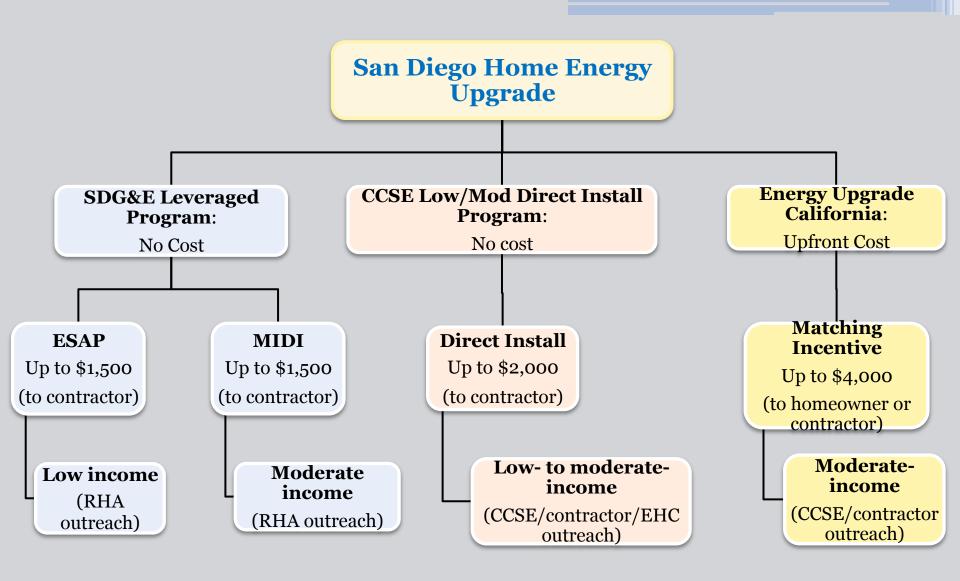
173 projects pending payment (waiting for approval from City of San Diego)

#### 164 projects paid

119 projects withdrawn (Contractors unable to perform work)

## Multi-Family Success Thus Far

Units	Project Status
150	Application
270	Assessment
500	<b>Assessment Review</b>
13	Notice to Proceed
145	Verification
200	Incentive Request



## **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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