



emPower Central Coast

COUNTIES OF SANTA BARBARA,
VENTURA AND SAN LUIS OBISPO



Annual Report

September 15, 2015
Board Presentation

Board Item

Purpose: To review program progress and plans

Recommended Action: Receive and file the emPower Central Coast Annual Report



Program Background

Mission:

To empower consumers and professionals to make clean, efficient and effective energy and water decisions by making innovative, voluntary market solutions accessible and economically viable.

Program Background

History:

- Originally launched in November 2011
- Relaunched as Tri County program in July 2014
- Remains fully funded by one-time external sources

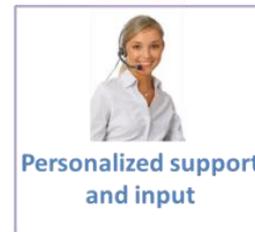
Program Background

emPower provides 12 services to assist homeowners and building professionals:

Homeowner Services



Contractor Services



Program Background

emPower is achieving its 6 program objectives:

Objective 1: Increase Demand for Energy Upgrades

Objective 2: Demonstrate Actual Energy Savings from Home Upgrades

Objective 3: Transform EE Market for Sustained Benefit to Contractors and Economy

Objective 4: Increase Understanding of Residential Efficiency Behavior and Needs

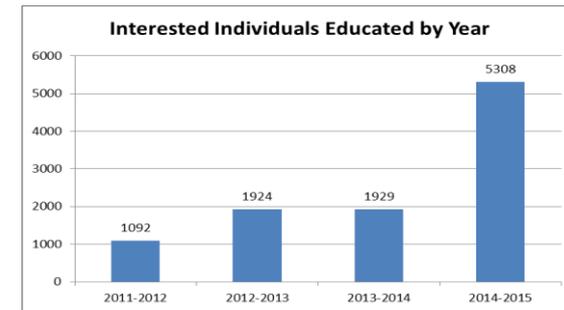
Objective 5: Encourage Lenders to Enter EE Financing Market

Objective 6: Build upon Program Model to Deliver Effective Energy Services

Objective 1: Increase Demand for Energy Upgrades

Outcomes: *Widespread consumer awareness and interest*

- ✓ 1 million residents reached with energy saving messaging
- ✓ 133 outreach events conducted in FY 2014-2015 (+175%)
- ✓ Direct customer engagement with over 10,000 local residents
- ✓ 675 residents have initiated a home energy retrofit
- ✓ Completion of 600 Energy Coach Visits, 350 in 14-15 (41% surveyed initiated efficiency upgrades)



Objective 2: Demonstrate Actual Energy Savings from Home Upgrades

Outcomes: 200,000 kWh & 33,000 therms saved annually

- ✓ 152 completed projects known, 129 by participating contractors
- ✓ Contractors report average annual energy savings of 29% (1,483 kWh and 257 therms)
- ✓ Provided 250 LED lightbulbs to customers in 14-15, saving 6,000 kWh/yr



Objective 3: Transform EE Market for Sustained Benefit to Contractors and Economy

Outcomes: *Growth in contractors performing upgrades*

- ✓ Hosted over 700 attendees at 57 trainings for building professionals
- ✓ Contractors report \$3 million in local project income, translating to roughly \$6 million in economic impact

“Due to emPower, I plan to hire more people into our new home performance division.” – Joe Halsell

- ✓ In FY 2014-2015, enrolled 17 new contractors and mentored 9 contractors

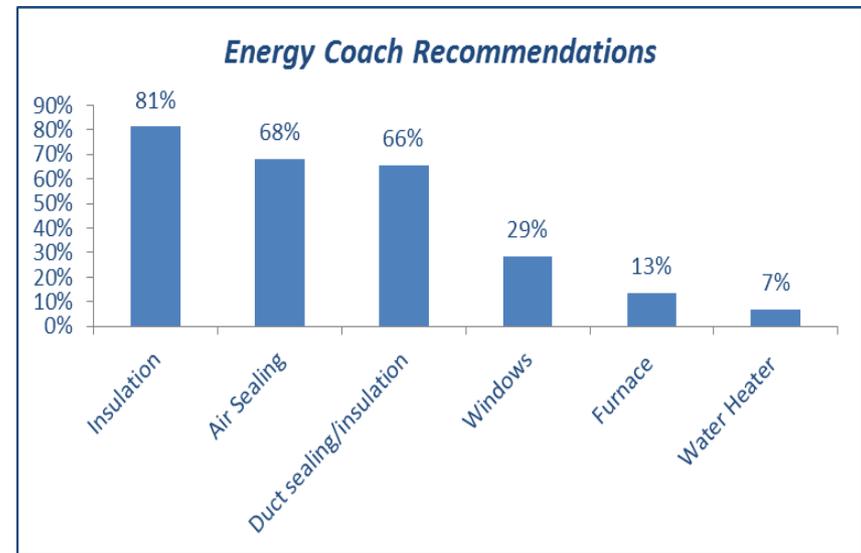
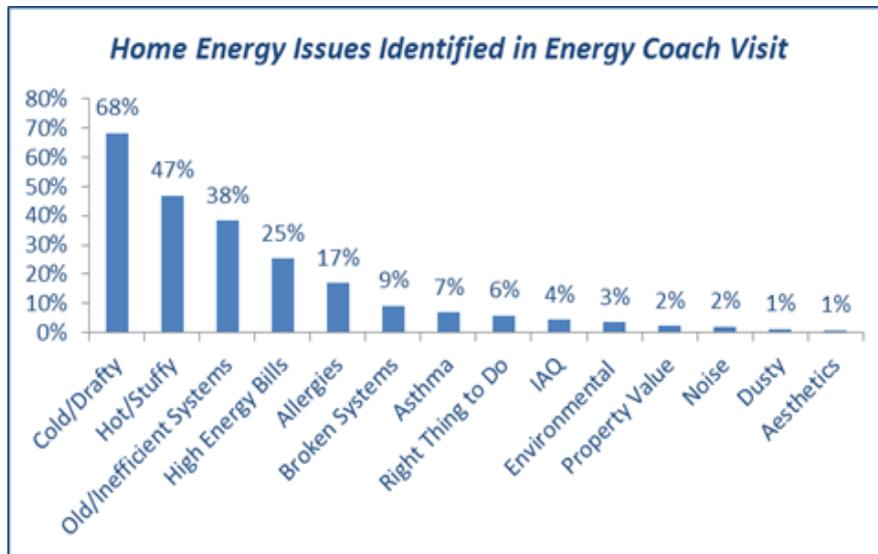


29 Total Contractors		
# Serving each County		
SLO	VEN	SB
13	11	16

Objective 4: Increase Understanding of Residential Efficiency Behavior and Needs

Outcomes: *Better able to address key housing needs*

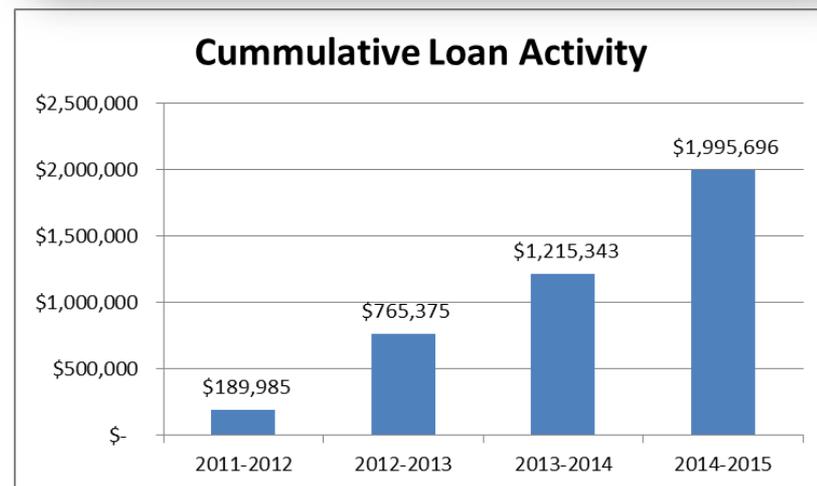
- ✓ Information gathered during 600 Energy Coach visits and subsequent surveys provides insights into local housing stock and homeowner needs



Objective 5: Encourage Lenders to Enter Energy Efficiency Financing Market

Outcomes: *Local lenders investing in energy efficiency*

- ✓ Enabled two local credit unions to create a new, low cost loan product, making tens of millions in private capital accessible for energy improvements
- ✓ \$2 million in loan applications to date
 - No borrower defaults to date
- ✓ Assisting State with strategies to grow energy efficiency financing market



Objective 6: Build Upon Program Model to Deliver Effective Energy Services

Outcomes: *Leverage Robust Program Infrastructure*

- ✓ Program now delivers 12 distinct services to the region
- ✓ Team focuses on continuous improvement and learning
- ✓ Tri-County expansion allowed the program to continue services while leveraging external resources and program infrastructure for greater impact
- ✓ Developed a broader service delivery model and IT systems to expand services to additional sectors

Next Steps

Next Steps: *More Consumers Saving More Energy*

- ✓ Build upon early successes
- ✓ Continue to streamline program processes
- ✓ Meet aggressive goals for FY 2015-2016 and beyond
- ✓ Pursue continued/additional external funding sources
- ✓ Explore expansion of community partnerships and services to other sectors in line with ECAP goals

Thank you



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