



TODAY'S CALL TOPIC

Effective Outreach for Commercial and Residential Energy Efficiency Retrofit Programs

Speakers:



Chase Jones
Grants Administrator
 City/County of Missoula, Montana



We're all business.

Scott Veldhuis
Senior Project Manager
 Detroit Economic Growth Corporation

June 23, 2011

For more information: www.climatecommunities.us



Upcoming Webinars

June 30: HUD Sustainable Communities Regional Planning Grant

July 7: Toledo, OH Port Authority on Establishing an Effective RLF

July 14: St. Louis, MO on utilizing QECBs for Residential Retrofits

July 21: Enabling Feed-in Tariffs in Your Community

July 28: Fort Worth, TX on Utilizing Performance Contracting to Reduce Energy Consumption and Save Money



Summit Recap

- More than 100 attendees from 25 states
- Held nearly 100 meetings on Capitol Hill
 - EECBG
 - Electric Vehicle Legislation
 - 1603 Grant Extension
 - Climate Showcase Communities
 - Sustainable Communities Initiative
 - Livability and Transit Funding



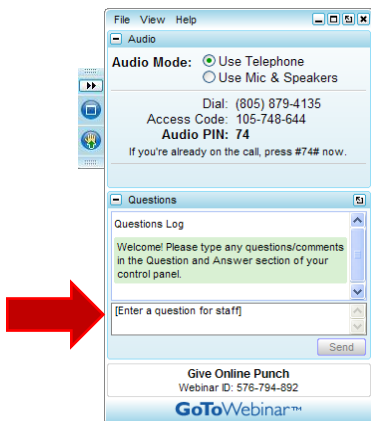
Summit Recap

- Shared best practices from local communities
- Learned about upcoming & current funding opportunities from:
 - DOE
 - EPA
 - HUD
 - DOT
 - EDA





Asking questions



At any point during the presentation, you can type your question into the question text box and click send. All questions will be read aloud and answered at the end of the presentations, as long as time permits.

Green Blocks Residential Energy Efficiency Pilot Project



Green Blocks History

- ❑ Idea came from pilot in Hood River, OR
- ❑ Brought to Mayor's Advisory Committee on Climate Change and Sustainability in 2008
- ❑ Original Pilot in 2008 (90 homes)
- ❑ 2010 Pilot included in Project Activity mix as part of City of Missoula EECBG strategy with expanded scope

Green Blocks Pilot Project 2010

- ❑ Residential Energy Conservation Pilot Project
- ❑ Partnership with Local Utilities: Northwestern Energy and Mountain Water Co.
- ❑ Components: Green Blocks Core and Conservation Side Orders



2010 Green Blocks Objectives

- ❑ Demonstrate home energy savings and bring significant energy-saving home improvements to residents in 300 Missoula homes free of charge to participating homeowners
- ❑ Bring neighbors together and build community
- ❑ Encourage the green economy and create jobs



Overview



- ❑ Participants organize in two-block areas
- ❑ Block captains enlist 90% of homeowners in two-block areas
- ❑ Block captains act as City and neighbor point-of-contact
- ❑ Homes built pre-1990
- ❑ Must be within City limits

Green Blocks Core



- ❑ Comprehensive home energy audit
- ❑ Installation of energy-saving measures identified by audits
- ❑ Insulation upgrades to homes that qualify
- ❑ Water-wise home audit

All free of charge

Conservation Side Orders



- ❑ Companion program to Green Blocks Core
- ❑ Organized into Side Orders menu
- ❑ Each "menu item" is partnership with local business or agency
- ❑ Serves as "one-stop sustainability shop"

Conservation Side Orders Menu

- ❑ Clawson Windows - local, energy efficient window replacement
- ❑ Sustainable Building Systems - Solar Site Assessment
- ❑ Precycling/Recycling starter kit
- ❑ Missoula In Motion Transportation Options
- ❑ Native and Waterwise Landscape Consult
- ❑ 1000 New Gardens Urban Ag garden install
- ❑ First Interstate Bank Finance Assistance



Recruitment and Outreach

- ❑ City Website
- ❑ News Media
- ❑ Office of Neighborhoods – Community Forum
- ❑ Conservation Side Order Partners
- ❑ Participant Yard Signs
- ❑ Open Houses
- ❑ Block Captains



Green Blocks Core Results

- ❑ 16 Two-block areas enrolled
- ❑ 298 household audits completed
- ❑ 220-250 homes qualified for free insulation
- ❑ 88,833 Square Feet insulation installed - \$122,808 value
- ❑ 132 Programmable thermostats installed
- ❑ Average investment in home \$1500
- ❑ Northwestern Energy contracted with consultant to accurately calculate metrics



Green Blocks Conservation Side Orders Results

- ❑ Energy efficient window replacement – 120 households contacted, 56 visits, 5-10 installations
- ❑ 180 solar site assessments completed, 4 installations
- ❑ 106 custom transportation options trip plans completed, \$250 in free Mountain Line passes
- ❑ 8 Native and Waterwise consults completed or scheduled
- ❑ 27 Urban agriculture gardens installed
- ❑ 180 Precycle/Recycle kits

Contact Information

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SmartBuildings Detroit

Background

- ▶ Economic Development Corporation of the City of Detroit (EDC) is using a \$10 million U.S. Department of Energy Grant to implement the SmartBuildings Detroit Program. EDC must leverage grant overall at a 5:1 ratio and achieve 15% energy savings for projects.
- ▶ \$6.1 million in funding is allocated for public and institutional buildings.
- ▶ \$3.9 million in funding is allocated for private owners of commercial properties, and EDC Program administration including: professional services, marketing and outreach, energy assessments, data-collection, quality assurance consulting, and post retro-fit assistance.



Overview

- ▶ A \$1.9 million grant fund and \$1 million loan fund for privately owned buildings in greater downtown.
- ▶ Privately owned commercial buildings may apply for grants and loans up to \$100,000 for eligible projects.
- ▶ Grant funds for privately owned buildings must be leveraged at 3:1 ratio with Green Fund loans limited to 40% of project total. 3:1 is possible because other institutional and public projects have exceeded 5:1 leverage threshold.
- ▶ EDC Program is leveraging funding with other incentive programs such as the DTE Your Energy Savings Program.
- ▶ EDC is tracking energy savings for all completed projects and reporting results to US DOE.



Possible Projects

- ▶ **Building Enclosures**
 - ▶ Insulation and weatherization
 - ▶ Glass replacement
- ▶ **Building Systems**
 - ▶ Interior and exterior lighting and electrical
 - ▶ HVAC
 - ▶ Low-flow water and plumbing
- ▶ **Alternative Energy Generation**
 - ▶ Solar panels
 - ▶ Geothermal
 - ▶ Wind and water systems



Financial Assistance

- ▶ **SmartBuildings Grant**
 - ▶ For privately owned buildings , grants must be leveraged at a 3:1 ratio up to the maximum assistance of \$100,000 per project.
 - ▶ Example: A project totaling \$60,000 would be eligible for a \$15,000 grant.
- ▶ **Green Fund Loan**
 - ▶ Loan to cover 40% of eligible project costs
 - ▶ Example: A project totaling \$60,000 would be eligible for a \$24,000 loan
 - ▶ Borrower must have a minimum 10% equity
 - ▶ Remaining 50% can be senior debt or borrower's equity.
 - ▶ Interest rate and loan terms will be negotiated on a case-by-case basis.



Frequently Asked Questions

- ▶ **What is the goal of the program?**
 - ▶ To help demonstrate how energy efficiency improvements can make a wide range of older properties economically viable.
- ▶ **Who is eligible to apply?**
 - ▶ Property owners of commercial buildings within the Program area, including owners of mixed use projects and residential projects with 5 or more units.
 - ▶ Energy improvements to vacant buildings are also eligible – with energy savings modeled by owner and approved.
- ▶ **What information will I need to apply?**
 - ▶ Information about the building and the improvements including: building size & type, energy usage and measures being installed.



How the process works

1. Submit a completed application including supporting documentation.
2. Schedule an energy assessment – done at Program expense to prioritize energy improvements needed.
3. Assist owner to determine financing required and energy improvements to be implemented.
4. Upon approval of project from EDC Board and execution of funding agreement begin energy upgrades.
5. Submit required verification to the EDC for your completed project.
6. Enjoy your energy savings!



Marketing and Outreach for Program

- ▶ Web site(s), printed materials & placement of articles in local publications, i.e., Crain's Detroit Business, Metro Times
 - ▶ Informational workshops coordinated with Detroit based organizations: Midtown Detroit Inc., & Eastern Market Corporation. Presenters include DTE (Your Energy Savings Program), WARM (Energy Assessments), as well as energy consultants.
 - ▶ Issue press releases as projects are approved by EDC Board
 - ▶ Segment large geographic area to reach smaller owner groups: Restaurants, apartment buildings, vacant buildings.
 - ▶ Leverage relationships & contacts from undertaking previous programs and initiatives, i.e., façade improvement program.
 - ▶ Meet with any group, individual at any time.
 - ▶ Pay attention to individual requests for information – screening
 - ▶ Provide neutral information on energy programs and improvements as well as convey appearance of seamless approval process.
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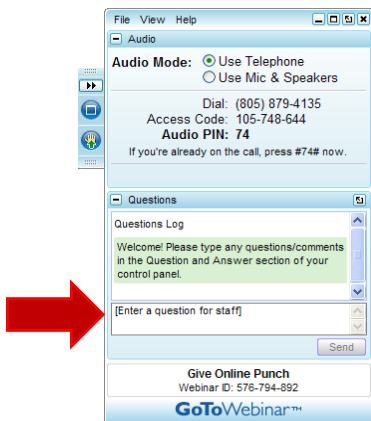
For More Information

- ▶ Visit the DEGC website
 - ▶ www.degc.org
 - ▶ Contact Project Manager
 - ▶ Scott Veldhuis
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500 Griswold, Ste. 2200, Detroit, MI 48226
 - ▶ 313.237.4601
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Questions?