

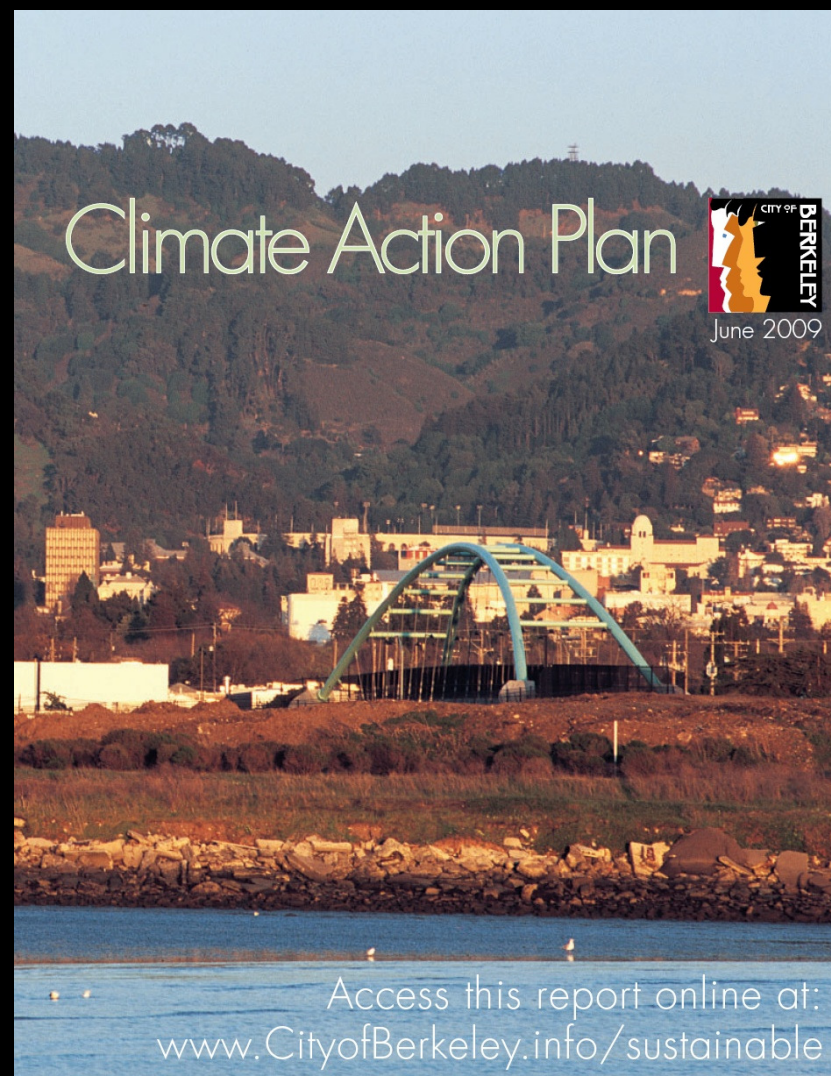
Building Bridges to Clean Energy:
*Opportunities and Challenges from a
Local Government Perspective*

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The Power of the Ballot...

35% Reduction
by 2020

80% Reduction
by 2050



Opportunity: Unprecedented funding & alignment of state and federal energy efficiency programs



Case Study #1: Berkeley

Money for Energy Efficiency (ME2) Program

- Provides cash incentives for comprehensive audits and improvements
- \$520,000 in rebates for Berkeley residents

Single Family & Duplex Rebates

Berkeley ME2

PG&E

Whole-House Performance Testing Rebates (i.e., energy audit)

Incentive

\$200/unit

-

Energy Improvement Rebates

20% Improvement

\$1,200

\$2,000

Each additional 5%
improvement

\$750

\$500

Maximum Rebate

\$5,000

\$3,500

Total Available Funding

\$196,000

NA

Rebate not to exceed 75% of net project cost (gross less PG&E incentive)

Case Study #1: Berkeley ME2 Program

Feds get it

Stimulus included \$90 billion for clean energy

State gets it

CEC deploying standards for building performance; investing in green jobs

CPUC dedicating \$72 million for building performance rebates

Local governments get it too!

www.CityofBerkeley.info/me2

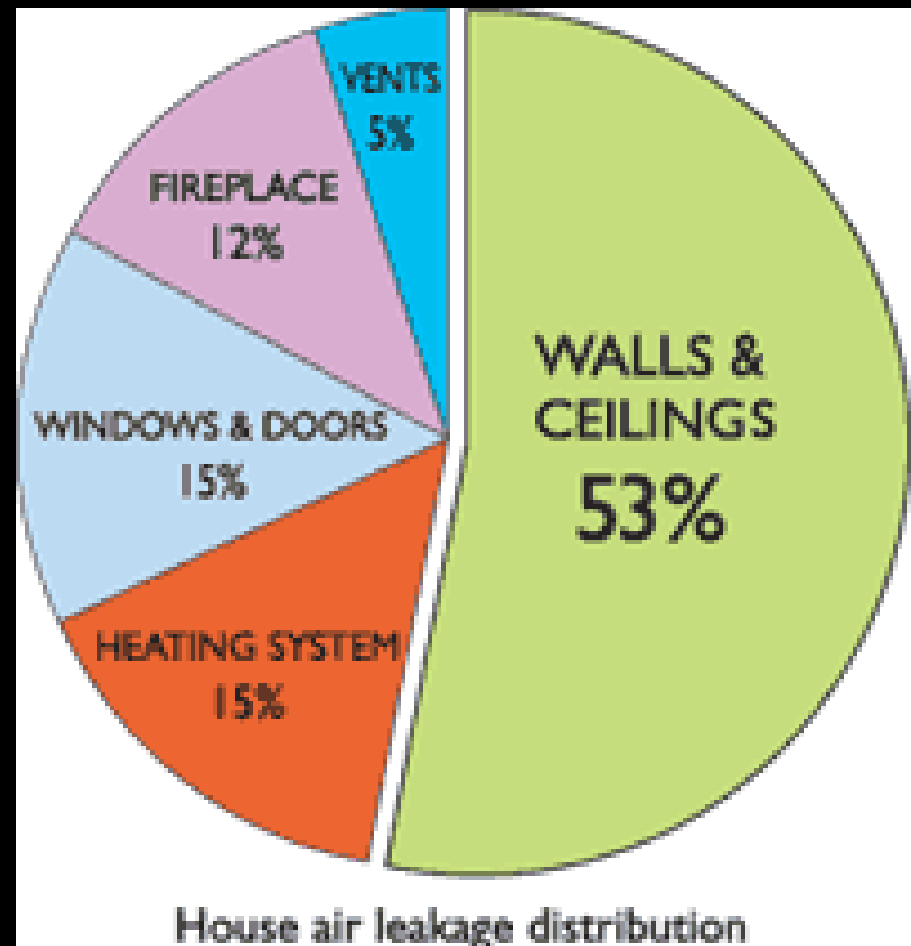
Typical Berkeley Resident



Chronicle / Deanne Fitzmaurice

Case Study #2: Berkeley RECO

- Designed to capture energy and water savings at point-of-sale or remodel
- Moving from prescriptive to performance-based
- Whole-home energy analysis to be required



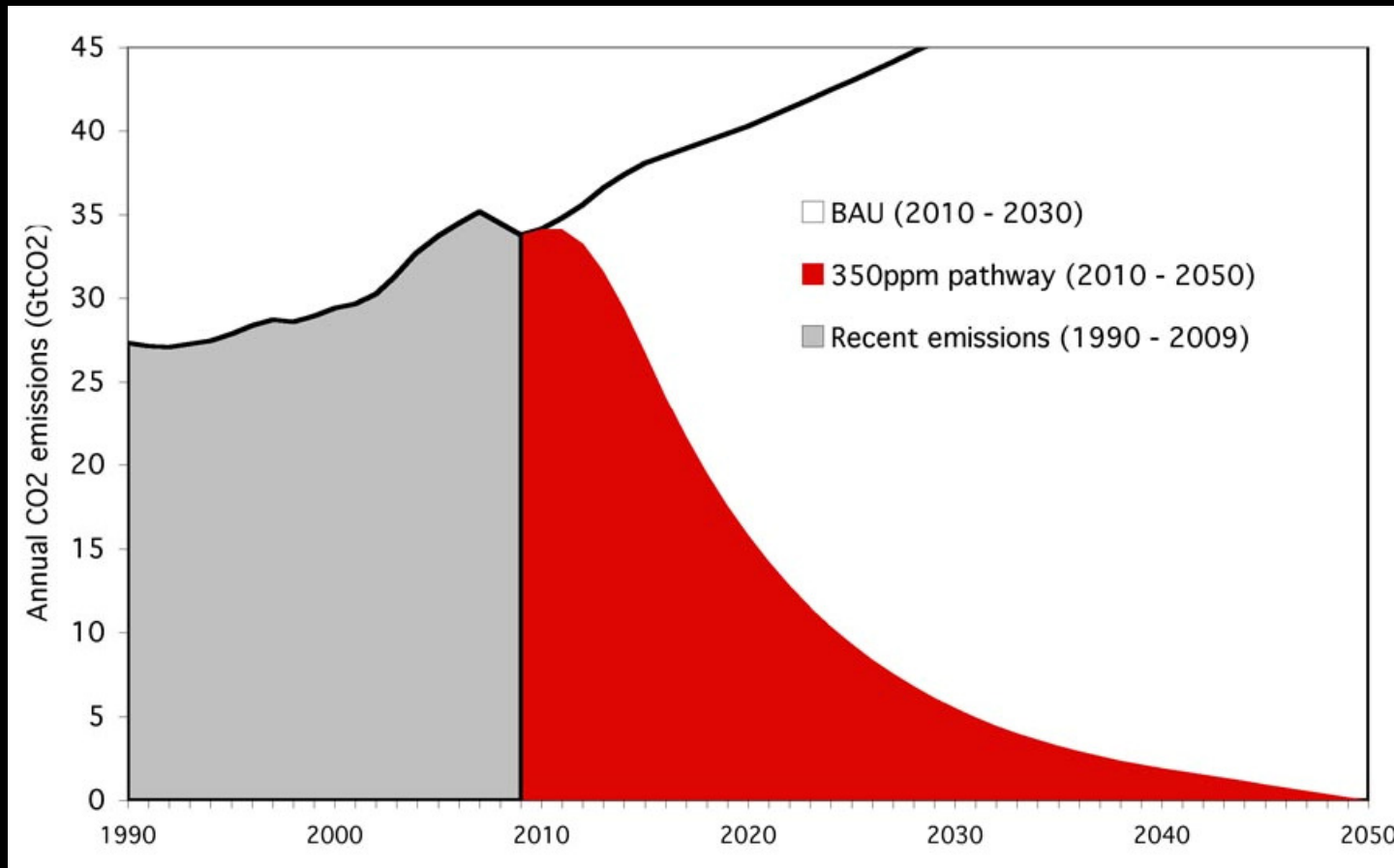
Challenge: Sustaining the stimulus

Again using **Berkeley ME2** as an example...

3 important components of building on one-time stimulus boost:

1. Data: All ME2 participants provide historical and future energy use data
2. Funding: ME2 program dovetails with CPUC-funded PG&E rebate program
3. Training: Contractors market whole-home energy performance

The Ultimate Challenge...



Source: Paul Baer and Tom Athanasiou, "A 350 ppm Emergency Pathway"

To learn more:

www.CityofBerkeley.info/sustainable

www.CityofBerkeley.info/climate

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