

## **Sustainable Fresno Retrofit Program Overview**

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### **Current Challenges We Face**

- Second worst air quality region in the nation.
- Water resources over-subscribed and at risk from changing climate.
- High levels of poverty and unemployment.
- Record levels of government and private debt.
- High costs for energy; over \$750 Million spent on energy in 2007 by Fresno citizens!



## Over the next 50 to 60 years . . .

- Fresno's population will grow to **1 million**
- Fresno/Clovis Metro Area will grow to **1.5 million**
- Fresno County will grow to **2 million**
- The four County Region will grow to **4 Million**



- The Future Pace of Economic Growth is Contingent on Adequate Supplies and Reasonable Prices of Energy and Water
- Efficiency, Conservation, and Innovation Programs Can Increase Supply, Moderate Relative Price, and Allow Adequate Resource Budgets for Continued Economic Growth







- Large Scale Resource Efficiency, Conservation, Innovation and Financing Programs Can Motivate Substantial Job Creation, Local Sales, and Even New Manufacturing:
- A Truly Sustainable Fresno will be a Very Attractive Place for Investment, Work, and for Living:



A Truly Green Fresno

With its nearly 200,000 dwelling units and buildings with landscapes . . .

Can become a very competitive and sustainable enterprise!

## Sustainable Fresno is Designed to Get Us There Through Programs That Will Achieve:

1. 30% improvement in energy efficiency in all new development and within the existing built environment by 2025;
2. 30% proportion of energy demand and usage from renewable energy sources in all new development and within the existing built environment by 2025;
3. 50% improvement in water use efficiency in all new development and within the existing built environment by 2025;

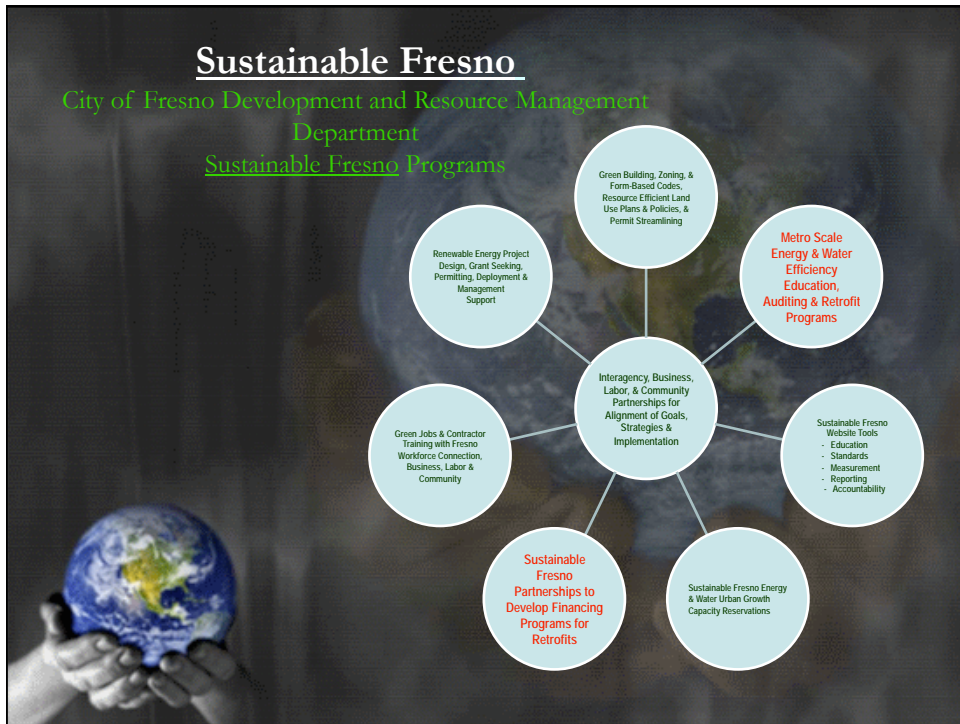


## And Programs That Have Measurable Benefits for City Operations by 2025

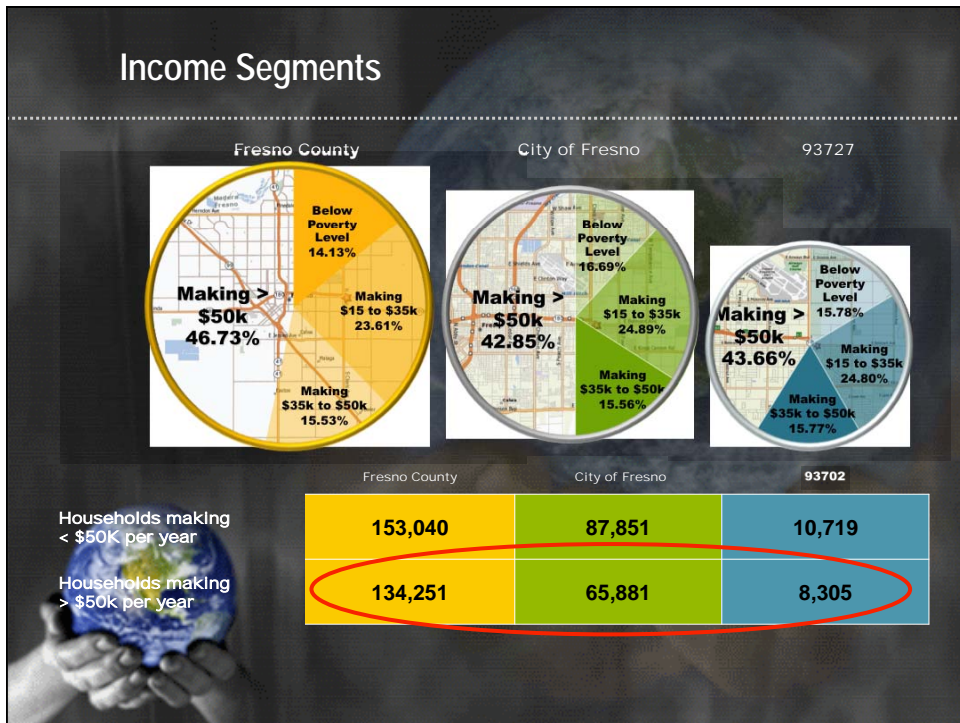
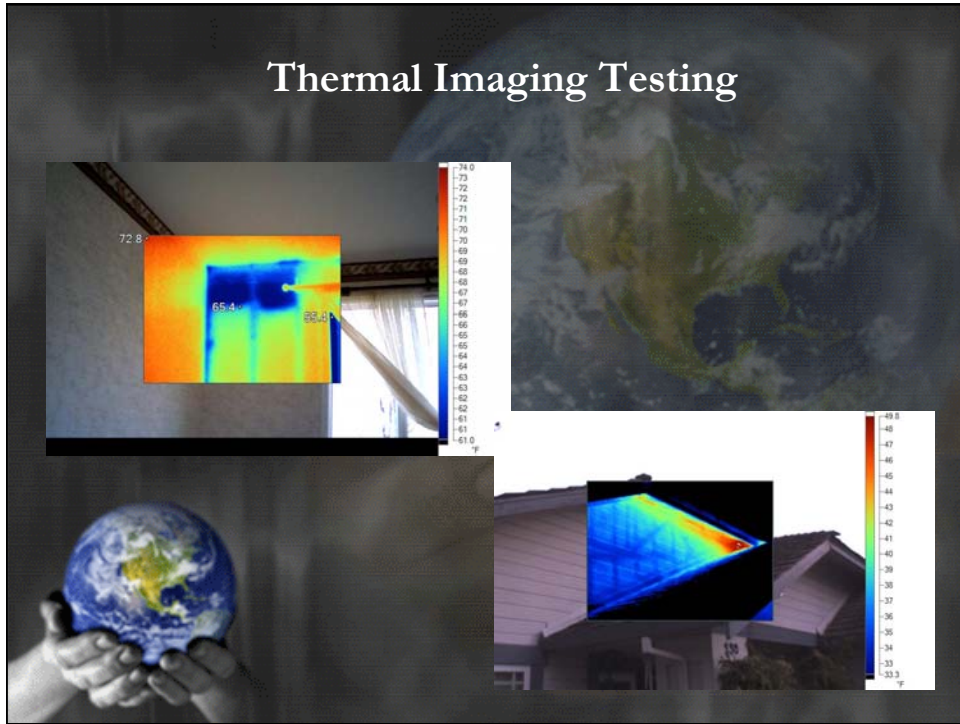
4. 30% reduction of peak energy usage by City of Fresno operations through energy efficiency upgrades, load shifting, and conservation measures by 2025;
5. 50% of energy usage by City of Fresno operations from renewable sources by 2025; and
6. 50% reduction in water demand and usage in all City of Fresno operations by 2025.



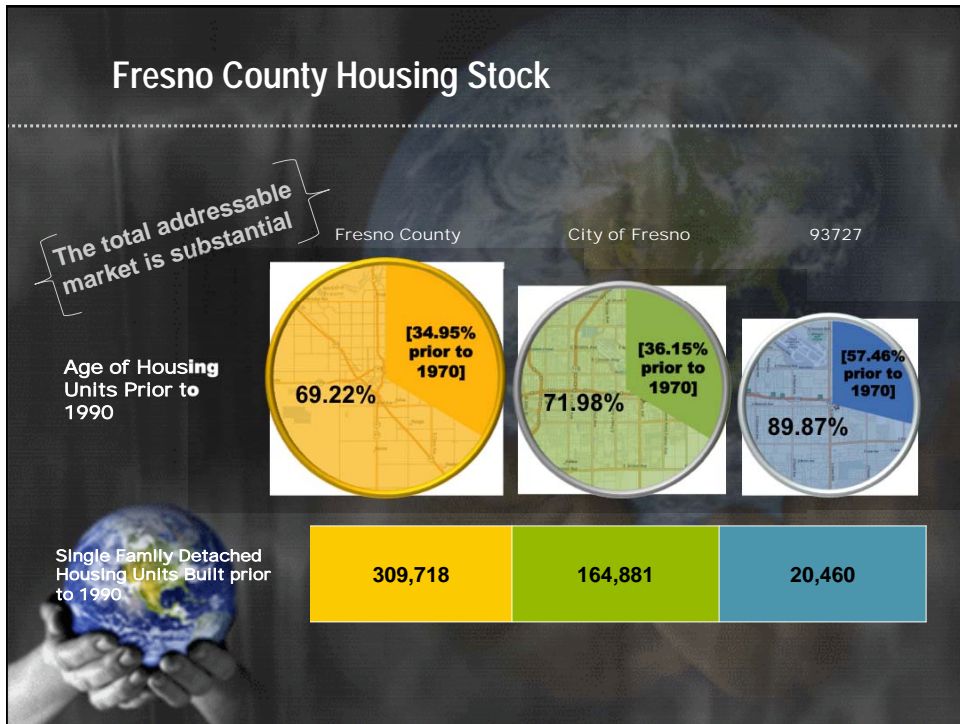




- ### Sustainable Fresno First Steps: Free Residential Energy Surveys
- Program started July 2009
  - Analysis includes thermal imaging profile, cost/benefit calculations, and rebate information
  - Over 1,000 residential surveys completed to date with a 95+% satisfaction level for the service.
  - Program is designed to educate the public and create demand for energy efficiency contractor services.
  - Community outreach has identified lack of financing as a primary barrier to large scale energy efficiency improvement of residential properties.







### What Do Homeowners Need to Invest in Energy Efficiency?

- Accurate and independent information about how efficient their homes are.
- Money, in the form of new financing programs with terms where homeowners can be cash-flow positive month 1.
- Rebates, but not “stand-alone” outside of the financing.

—A recent poll of homeowners that received energy surveys indicated 55% preferred loans vs. 34% preferred rebates.

## Sustainable Fresno is Meeting Those Needs by:

- Continuing to offer free Energy Surveys for City of Fresno residents.
- Offering a new free Residential Home Energy Audit program in both Fresno and Kern County.
- Offering training opportunities for local contractors to get Building Performance Institute certification.



## Development of Financing Programs for Energy Efficiency

- Sustainable Fresno worked with Fresno County to implement a PACE financing program, but the residential effort has been put on hold due to Federal issues with PACE financing.
- Sustainable Fresno has worked with the CEC to develop programs that will coordinate with the new Energy Upgrade California Financing Program.
- Sustainable Fresno is evaluating other options for commercial property owners including off-bill financing through PG&E and an independent commercial PACE program.





