

# **Green Business Incentive Program and Energy Star Portfolio Manager**

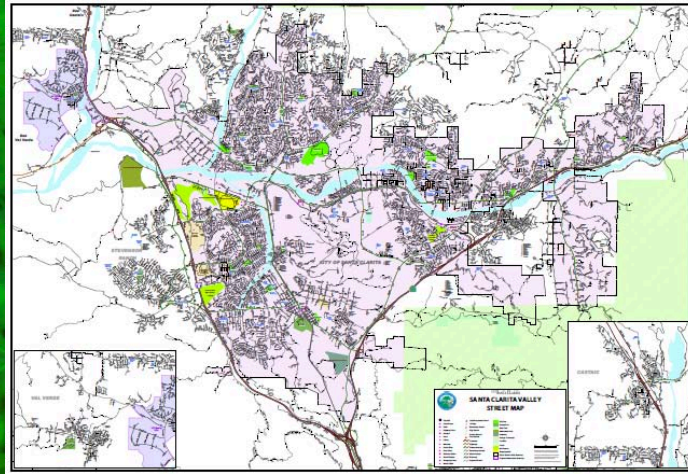
**City of Santa Clarita  
Local Government Commission/  
SEEC**

**October 27, 2011**

## **Stats and Facts**

- **Population 176,000 (4<sup>th</sup> largest in Los Angeles County)**
- **52 square miles**
- **24th largest city in the State of California**
- **On March 12, 1928 St. Francis Dam disaster started on San Francisquito Creek**
- **AMGEN Tour of California**
- **Cowboy Poetry Festival and Walk of the Western Stars**
- **NCIS, Big Love, Deadwood and many other television and movies filmed here**
- **NRDC Smarter City for both energy and recycling**
- **Recently certified as a California Green Community**
- **BEACON award participant**

## City of Santa Clarita



## Response to The Great Recession

- **21 Point Business Plan for Progress**
- **Green Collar/Green Jobs Related**
  - Recycling Market Development Zone
  - Incentive to Purchase Local
  - Utilize the Energy Efficiency and Conservation Block Grants to support local business
  - Old Town Newhall (redevelopment)
  - Regional General Plan



## Energy Efficiency and Conservation Block Grant (EECBG)

- City receive \$1,565,000 which funded three programs
  - Outdoor lighting retrofits to induction
  - Energy efficiency portions of Newhall Library in redevelopment area (LEED Silver or Gold)
  - Green Business Incentive Program

## Green Business Incentive Program

- City provides grants to assist businesses to reduce:
  - Reduce total energy use
  - Reduce greenhouse gas emissions
  - Reduce fossil fuel emissions
  - Improve energy efficiency
  - Incentive programs to reduce commutes by single-occupancy vehicles

## Green Business Incentive Program Application Process

- Attend workshop
- Submit application and include benchmarking report
- Sign contract with City agreement to prevailing wage, City insurance requirements, ARRA reporting requirements and detailing who would be hired
- Obtain permits and perform work
- Obtain labor compliance approval
- Submit required reporting (# jobs, funds, DUNS numbers, etc.)
- Submit post project benchmarking report

## Green Business Incentive Program

- Eligible projects must achieve at least a 10 percent savings in energy efficiency
  - Transportation programs, including the purchase of alternatively fueled vehicles
  - Purchase of Energy Star appliances
  - Source reduction and recycling programs
  - Solar technology installations
  - Water conservation measures
  - Other documented energy savings projects, including lighting upgrades, HVAC retrofits, water control valves, window films, etc.



## **Green Business Incentive Program - Local Incentive**

- Applicant must provide 25 percent of the total cost of eligible activities if the work conducted under this opportunity is completed by using businesses located within City of Santa Clarita limits
- All others had to provide 50 percent of the total cost

## **Green Business Incentive Program - Benchmarking**

- Successful applicants were required to conduct a benchmark analysis of annual energy consumption and
- Provide a report of the final energy savings as a result of the proposed project
- Had to use Energy Star Portfolio Manager

## Why Use Energy Star Portfolio Manager?

- Free
- Provides a standard measuring stick for all businesses
- AB 1103
- Easier to provide a demonstration of energy reduction to the Department of Energy
- Small business owners who may not have technical skills
- SCE and So Cal Gas “auto fill” program

## Community Energy Partnership

- City is involved with The Energy Coalition (non profit partner), SCE, So Cal Gas, and seven other cities
- Provides technical assistance and outreach
- Key element of the Green Business Incentive Program



## Community Energy Partnership

- The Energy Coalition Mission
  - Educate people from all ages and walks of life about energy, its environmental impacts, and what they can do to reduce their consumption
  - Promote energy efficiency (reducing overall usage of electricity and natural gas) and renewable generation
  - Reduce the demand for energy during peak hours (when electricity generation is most costly and environmentally damaging)
  - Establish replicable initiatives which expand the boundaries of traditional energy utility/consumer/community relationships

## Community Energy Partnership

- The Energy Coalition
  - Workshop for potential applicants
  - Training in Energy Star Portfolio Manager
  - Provided support to City staff for technical questions
  - Key to the success of benchmarking

## Green Business Incentive Program Results

- Utilized approximately \$175,000 in EECBG
- 18 businesses awarded contracts
  - 4 Car dealerships
  - 2 Property management companies
  - 4 Retail stores
  - 4 Public storage facilities
  - 3 Offices
  - 1 Professional services
- Types of project
  - 2 solar (highly efficient buildings before the project)
  - 1 CNG fueling station
  - 4 outdoor lighting project
  - 11 indoor lighting projects
- 17 benchmarked with Energy Star Portfolio Manager
- Completed the program in June 2011

## Benchmarking Lessons Learned

- **Successes**
  - Small business community awareness
  - 3 Energy Star applications
  - Compliance with AB 1103
- **Challenges**
  - Small businesses need a lot of support to utilize the system
  - Even with training, many business owners did not understand and needed to hire technically proficient consultants



## What I Would Change

- Dedicated person on contract to consult with the businesses on Energy Star Portfolio Manager
- Monthly Energy Reports
- Several “hands on” training held locally to walk the businesses through the process

## City of Santa Clarita

