



Creating Livable Communities through Partnerships

Marketplace Failures

Every year, 1 in 6 homeowners will upgrade or replace a system that affects energy consumption.

- In the United States, that's 22.5 million homes ...
- 3 out of 4 don't choose the most energy efficient solution ...
- That's nearly 17 million missed opportunities.

Old housing stock needs to be upgraded

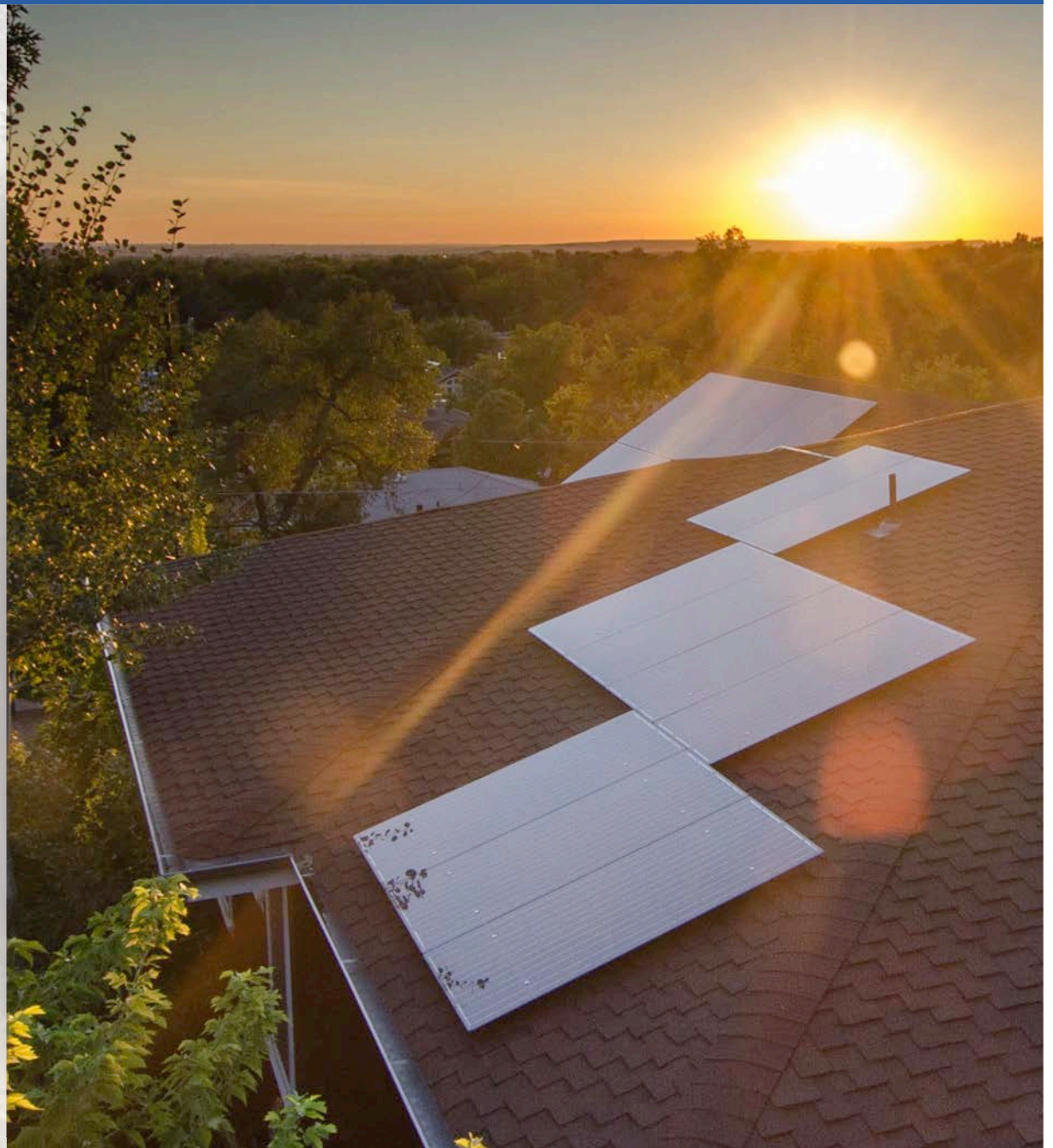
Need to build more resilient communities – energy, water, health, etc

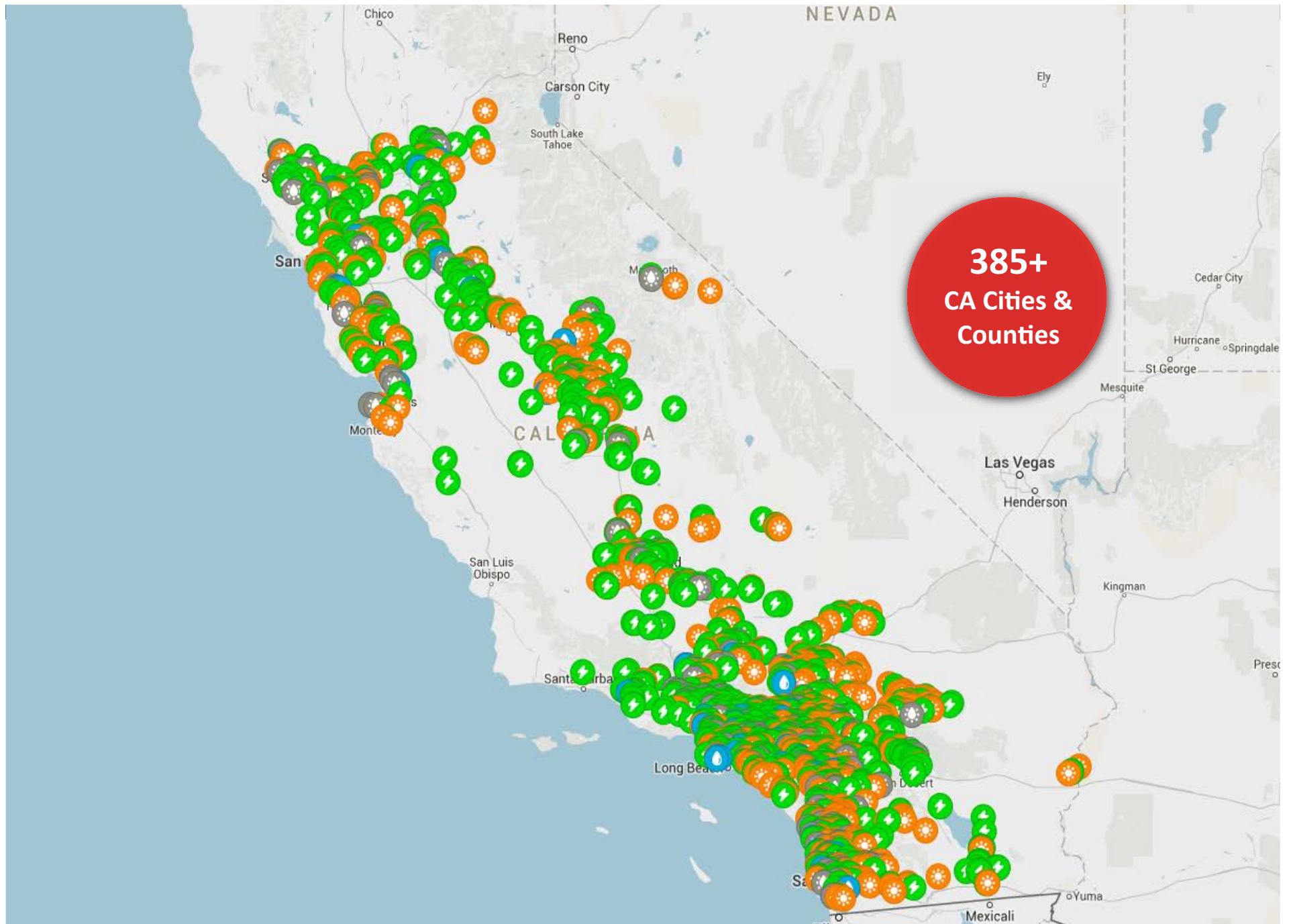
Our Shared Value

Our unique public-private partnership aims to add value on multiple fronts and to make our tech-enabled platform a dynamic part of every community in which we do business:

- Moving the needle on residential clean energy
- Modernizing the housing stock and lowering operating costs
- Creating skilled jobs
- Growing small businesses with working capital and marketing tools
- Protecting consumers
- Empowering homeowners to take charge of their energy future.

How HERO Helps: Scale & Reach





Our Impact



\$2.21 Billion in Economic Impact



+11,100 Jobs Created



+3.4 Billion Gallons of Water Saved



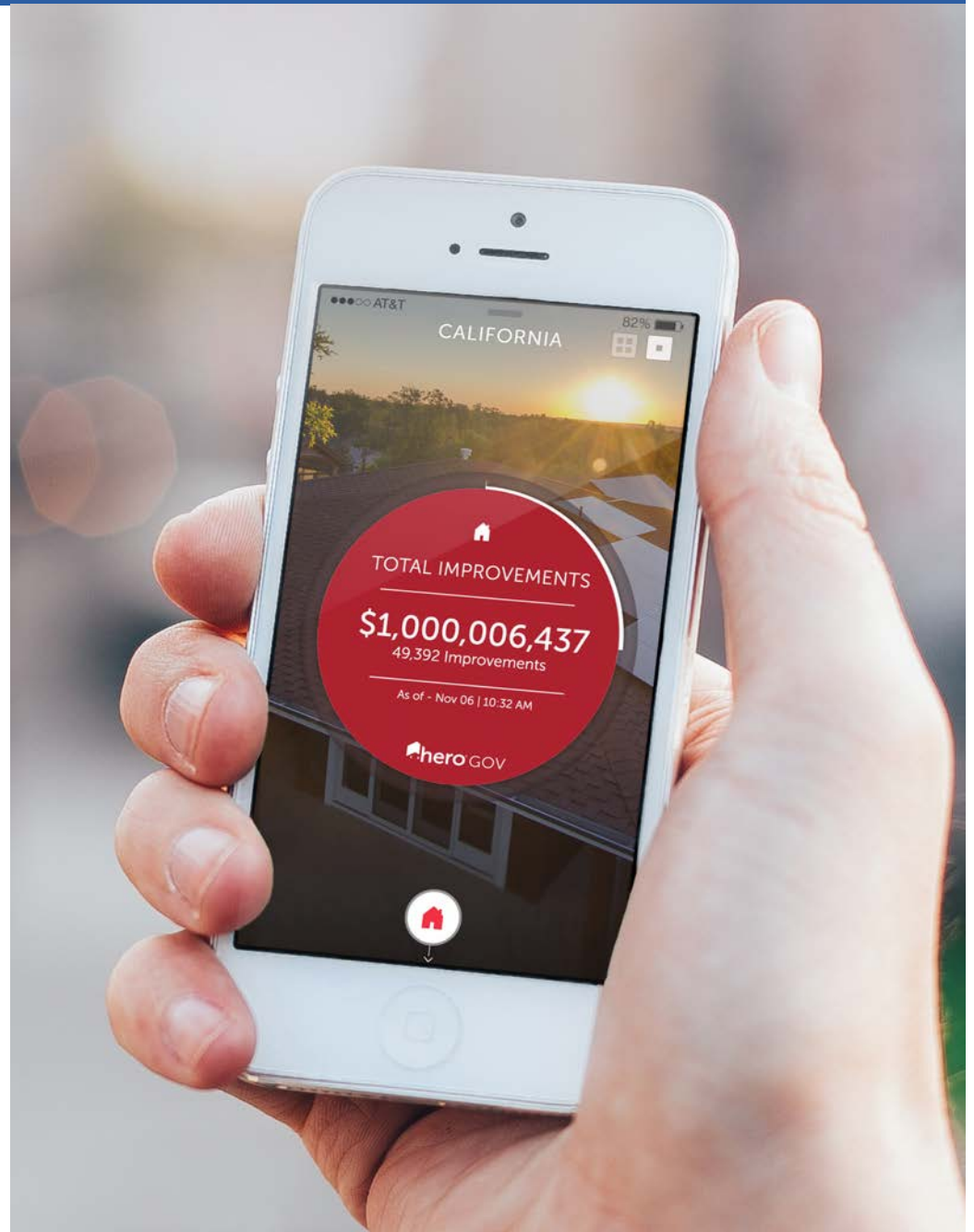
8.51B kWh of Energy Saved



\$2.6 Billion in Utility Savings



+2.30 Million Tons of CO₂ Emissions Saved



Case Study: Retrofit Goals in San Diego

City of San Diego (example)

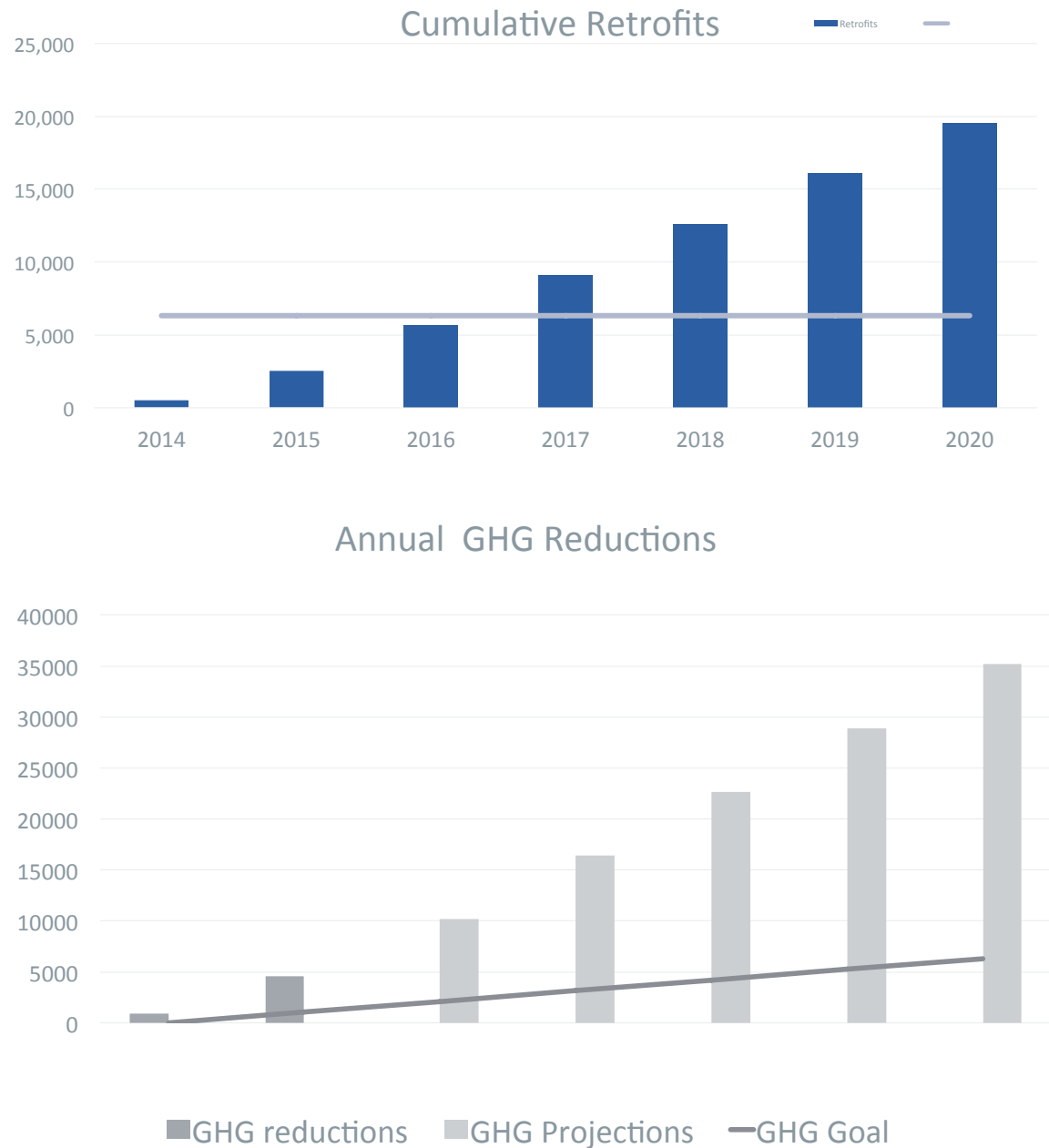
By 2020

- 6,324 units implementing EE
- 3,195 tons/year GHG reductions

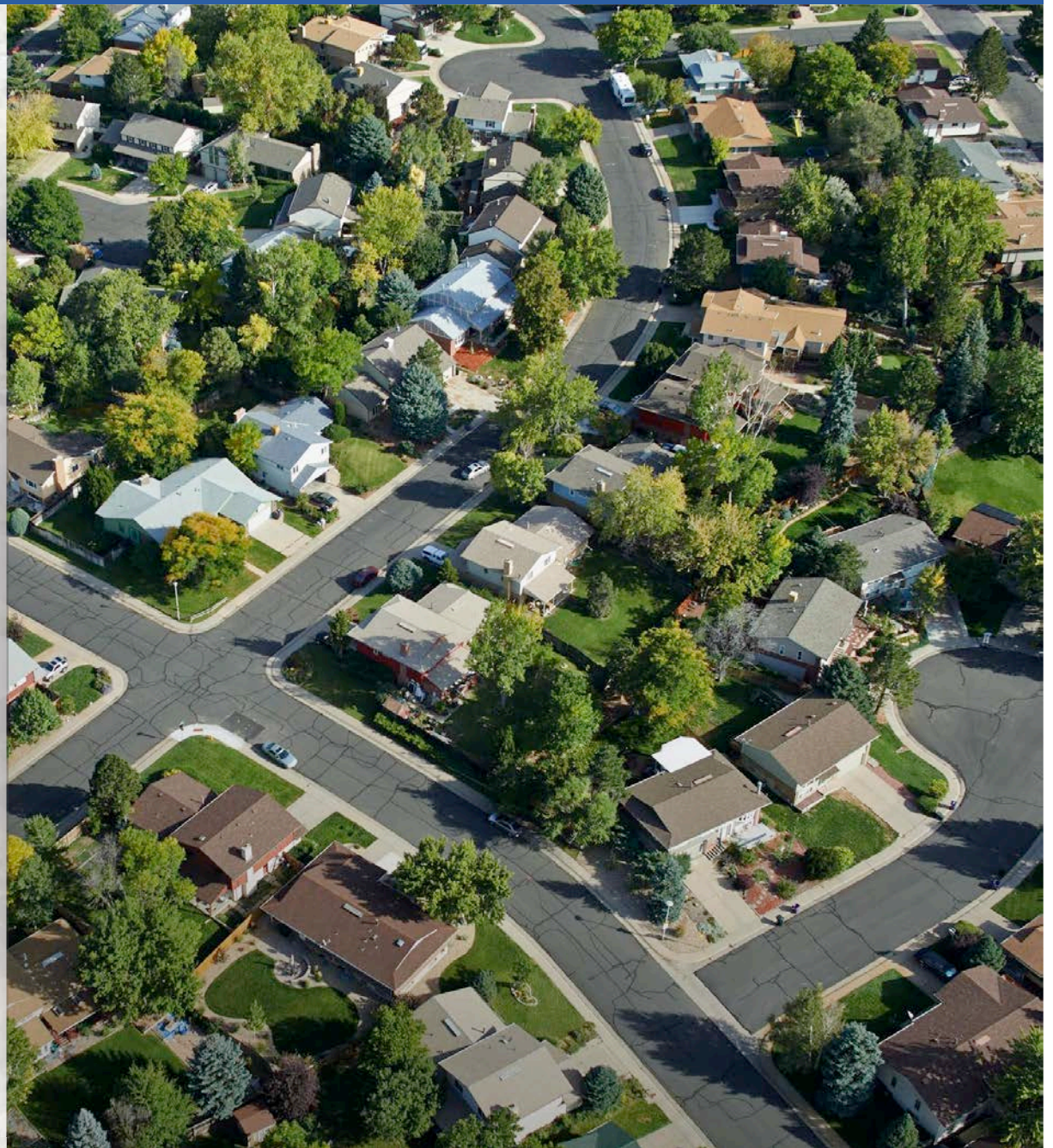
2035 Goal: 17,939

Results after 20 Months:

- 2,200+ Retrofits



Strategies for Successful Engagement





CHALLENGE

ACCEPTED



What is Success?

- **Market Penetration**
- **Participation Rates**
- **Availability and Equity** (to Participants)
- **Environmental Impact:**
 - Gross GHG reduction
 - Gallons of water saved
- **Economic Development:**
 - Jobs created
 - Utility bill savings
- **Consumer Protection(s)**

