

Changing the Market for Energy Efficiency in Whatcom County, Washington



Shawn Collins

Opportunity Council
shawn_collins@oppco.org



Alex Ramel

Sustainable Connections
Alex@sconnect.org



Community Energy Challenge

Program Background

- goals
- partners
- process

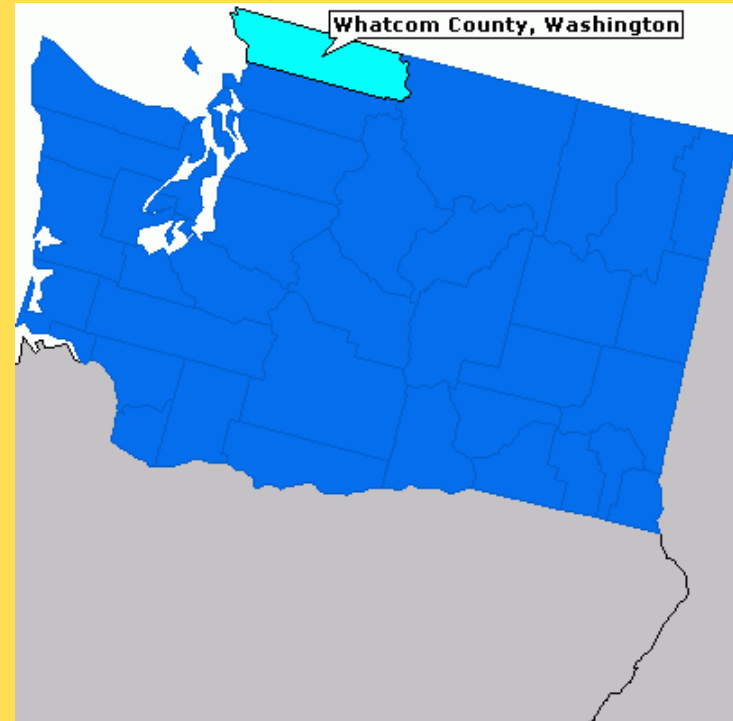
Outcomes

- energy efficiency
- economic impact

Evaluation

- Lessons Learned

Q&A



Community Energy Challenge



Making energy efficiency, **accessible, affordable, and attractive** by creating a One Stop Shop for Energy Efficiency in Whatcom County, Washington



Program Goals



- Create and support local living wages jobs in the construction industry
- Reduce energy consumption in residential and commercial buildings in Whatcom County

Community Action Plan

Bellingham Community Greenhouse Gas Emissions

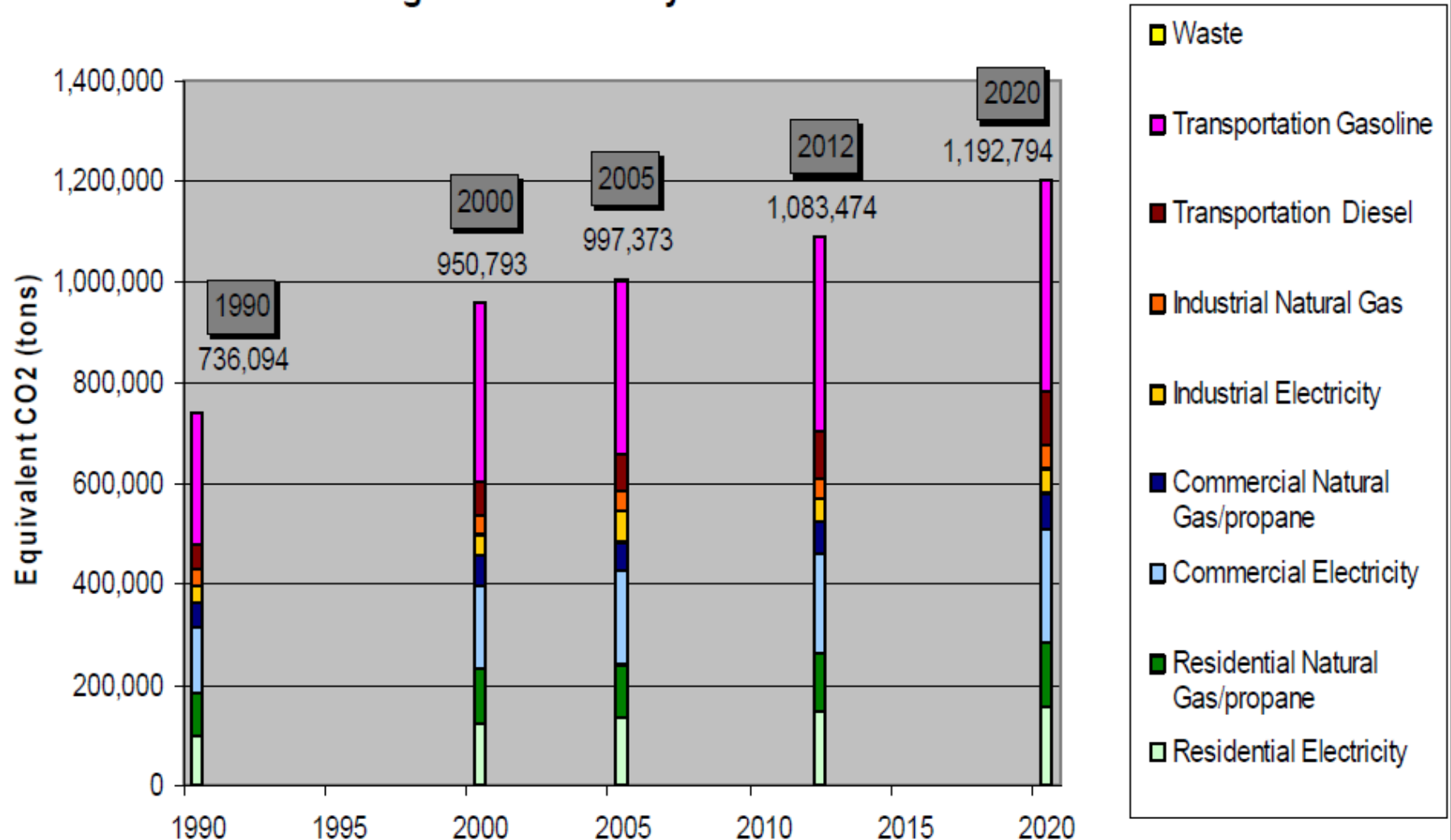


Figure 26: Community greenhouse gas emissions 1990-2020

Source CACP Model Output

Partners

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- non-profit community action agency
- 25 years weatherization experience

Residential Program

Contractor Training

Start to Finish Project Coordination

Fiscal Coordination

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- non-profit network of local independently-owned businesses
- led successful 2007 Green Power Challenge

Commercial Program

Marketing & Outreach

Partnerships & Community Engagement



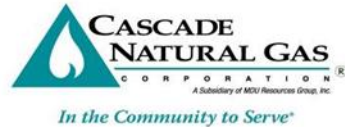
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Partnerships

Utility Companies



Local Governments



Non-profits & Educational Institutions



BELLINGHAM
WHATCOM COUNTY
HOUSING AUTHORITIES



WESTERN
WASHINGTON UNIVERSITY



PeaceHealth Whatcom Region

Dedicated to Exceptional Medicine and Compassionate Care

Financial Institutions



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Overview the CEC process



So Far...

As of March 2012

- Residential assessments: 655
- Residential projects: 455 (in 346 homes)
 - Average \$450/year savings (~30%)
- Commercial assessments: 120
- Commercial projects: 48 (at 32 businesses)



Economic Impact

As of March 2012

- Last quarter: 84 positions supported (28 FTEs)
- Total economic activity: \$6,048,075
- Dollars of private investment per public dollar: \$1.17
- Estimated annual energy savings: \$229,117
- 122 projects used loans



Program Continuity

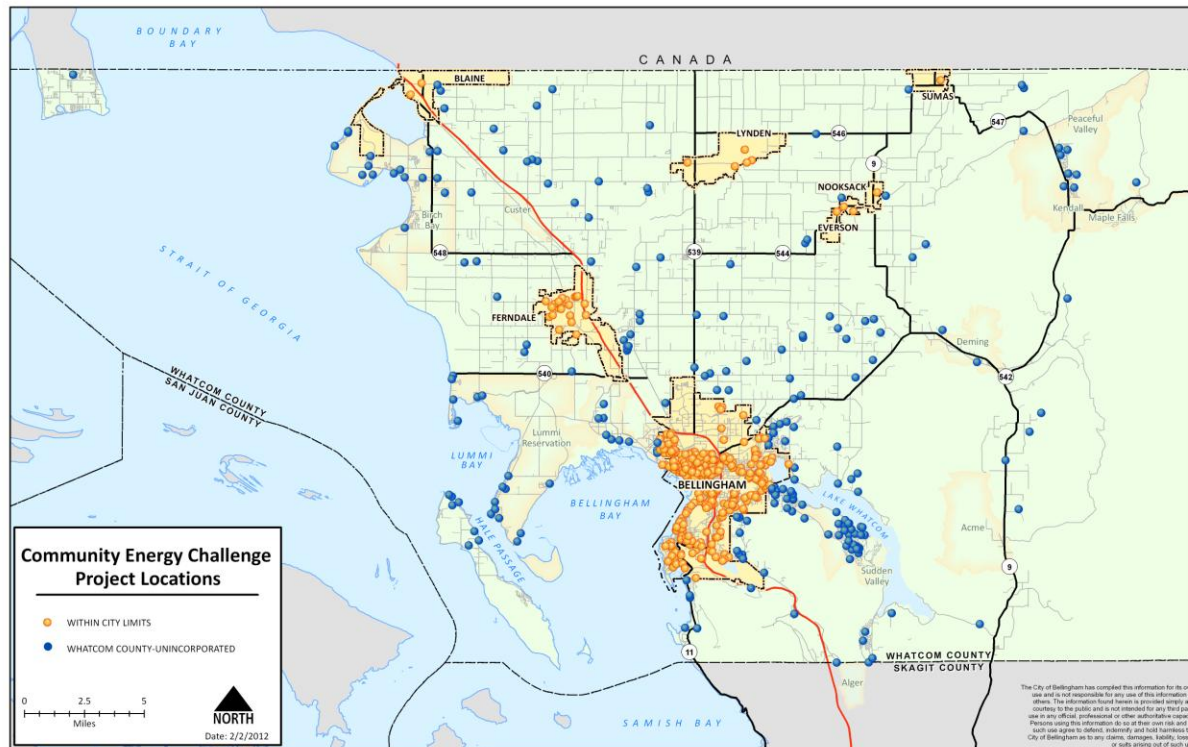
Beyond the Recovery Act:

- Funded through mid-2013
- Possibility for continued support from Washington State to continue to provide funds to CEEP projects
- Income generated through customer fees and project coordination/customer acquisition fees from contractors
- Program will be scaled according to operational funds/fees structure adjusted as needed



Lessons Learned

- There is ample market demand for this type of EE work, and significant savings opportunity



Lessons Learned

- Importance of identifying non-profits to partner with:
 - This can have a direct influence on funding a program
 - Provide program administration role
 - Great if local government does not have the staff or capability
 - Provide expertise
 - Provide Grant writing expertise



Lessons Learned

- The critical role funding plays in developing a program
 - Planning improves the chance of obtaining funding for a program
 - Know how much funding you need for your program
 - Begin to identify quality funding sources
 - Flexibility to apply for grants when they become available
 - ARRA Better Buildings grant as an example



Lessons Learned

- Importance of reaching out to utilities
 - Understand what utilities gain from energy efficiency
 - Recognize their constraints – improvements must meet specific cost effectiveness criteria



Lessons Learned

- Recommendations for communities on a shoestring budget
 - **Pilot program can be a low-cost path to success**
 - Can expand the program
 - Success can show proof of concept and lead to greater funding
 - **Focus first on the information barrier**

Questions





www.CommunityEnergyChallenge.org

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