

<b>Opportunity Title:</b>	Recovery Act: Energy Efficiency and Conservation Block
<b>Offering Agency:</b>	Environmental Management Consolidated Business Cen
<b>CFDA Number:</b>	81.128
<b>CFDA Description:</b>	Energy Efficiency & Conservation Block Grant Program
<b>Opportunity Number:</b>	DE-FOA-0000148
<b>Competition ID:</b>	
<b>Opportunity Open Date:</b>	10/19/2009
<b>Opportunity Close Date:</b>	12/14/2009
<b>Agency Contact:</b>	Karen Bahan Grants Officer

This electronic grants application is intended to be used to apply for the specific Federal funding opportunity referenced here.

If the Federal funding opportunity listed is not the opportunity for which you want to apply, close this application package by clicking on the "Cancel" button at the top of this screen. You will then need to locate the correct Federal funding opportunity, download its application and then apply.

This opportunity is only open to organizations, applicants who are submitting grant applications on behalf of a company, state, local or tribal government, academia, or other type of organization.

\* Application Filing Name: Southeast Energy Efficiency Alliance

### Mandatory Documents

Move Form to Complete

Move Form to Delete

### Mandatory Documents for Submission

Application for Federal Assistance (SF-424)

Other Attachments Form

Project/Performance Site Location(s)

### Optional Documents

Move Form to Submission List

Move Form to Delete

### Optional Documents for Submission

Disclosure of Lobbying Activities (SF-LLL)

## Instructions

- 1** Enter a name for the application in the Application Filing Name field.
  - This application can be completed in its entirety offline; however, you will need to login to the Grants.gov website during the submission process.
  - You can save your application at any time by clicking the "Save" button at the top of your screen.
  - The "Save & Submit" button will not be functional until all required data fields in the application are completed and you clicked on the "Check Package for Errors" button and confirmed all data required data fields are completed.
  
- 2** Open and complete all of the documents listed in the "Mandatory Documents" box. Complete the SF-424 form first.
  - It is recommended that the SF-424 form be the first form completed for the application package. Data entered on the SF-424 will populate data fields in other mandatory and optional forms and the user cannot enter data in these fields.
  - The forms listed in the "Mandatory Documents" box and "Optional Documents" may be predefined forms, such as SF-424, forms where a document needs to be attached, such as the Project Narrative or a combination of both. "Mandatory Documents" are required for this application. "Optional Documents" can be used to provide additional support for this application or may be required for specific types of grant activity. Reference the application package instructions for more information regarding "Optional Documents".
  - To open and complete a form, simply click on the form's name to select the item and then click on the => button. This will move the document to the appropriate "Documents for Submission" box and the form will be automatically added to your application package. To view the form, scroll down the screen or select the form name and click on the "Open Form" button to begin completing the required data fields. To remove a form/document from the "Documents for Submission" box, click the document name to select it, and then click the <= button. This will return the form/document to the "Mandatory Documents" or "Optional Documents" box.
  - All documents listed in the "Mandatory Documents" box must be moved to the "Mandatory Documents for Submission" box. When you open a required form, the fields which must be completed are highlighted in yellow with a red border. Optional fields and completed fields are displayed in white. If you enter invalid or incomplete information in a field, you will receive an error message.
  
- 3** Click the "Save & Submit" button to submit your application to Grants.gov.
  - Once you have properly completed all required documents and attached any required or optional documentation, save the completed application by clicking on the "Save" button.
  - Click on the "Check Package for Errors" button to ensure that you have completed all required data fields. Correct any errors or if none are found, save the application package.
  - The "Save & Submit" button will become active; click on the "Save & Submit" button to begin the application submission process.
  - You will be taken to the applicant login page to enter your Grants.gov username and password. Follow all onscreen instructions for submission.

**Application for Federal Assistance SF-424**

Version 02

<b>* 1. Type of Submission:</b> <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	<b>* 2. Type of Application:</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	<b>* If Revision, select appropriate letter(s):</b> _____ <b>* Other (Specify)</b> _____
---	---	---

<b>* 3. Date Received:</b> Completed by Grants.gov upon submission.	<b>4. Applicant Identifier:</b> _____
--	--

<b>5a. Federal Entity Identifier:</b> _____	<b>* 5b. Federal Award Identifier:</b> _____
--	---

**State Use Only:**

<b>6. Date Received by State:</b> _____	<b>7. State Application Identifier:</b> _____
---	---

**8. APPLICANT INFORMATION:**

**\* a. Legal Name:** Southeast Energy Efficiency Alliance

<b>* b. Employer/Taxpayer Identification Number (EIN/TIN):</b> 20-4949501	<b>* c. Organizational DUNS:</b> 806501263
--	---

**d. Address:**

<b>* Street1:</b>	P.O. Box 13909
<b>Street2:</b>	_____
<b>* City:</b>	Atlanta
<b>County:</b>	Fulton
<b>* State:</b>	GA: Georgia
<b>Province:</b>	_____
<b>* Country:</b>	USA: UNITED STATES
<b>* Zip / Postal Code:</b>	30324

**e. Organizational Unit:**

<b>Department Name:</b> Southeast Energy Efficiency Al	<b>Division Name:</b> SEEA
---	-------------------------------

**f. Name and contact information of person to be contacted on matters involving this application:**

<b>Prefix:</b> Mr.	<b>* First Name:</b> Benjamin
<b>Middle Name:</b>	_____
<b>* Last Name:</b> Taube	_____
<b>Suffix:</b>	_____

**Title:** Executive Director

**Organizational Affiliation:**  
\_\_\_\_\_

<b>* Telephone Number:</b> 404-931-1518	<b>Fax Number:</b> _____
---	--------------------------

**\* Email:** ben@seealliance.org

**Application for Federal Assistance SF-424**

Version 02

**9. Type of Applicant 1: Select Applicant Type:**

M: Nonprofit with 501C3 IRS Status (Other than Institution of Higher Education)

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

\* Other (specify):

**\* 10. Name of Federal Agency:**

Environmental Management Consolidated Business Cen

**11. Catalog of Federal Domestic Assistance Number:**

81.128

CFDA Title:

Energy Efficiency & Conservation Block Grant Program

**\* 12. Funding Opportunity Number:**

DE-FOA-0000148

\* Title:

Recovery Act: Energy Efficiency and Conservation Block Grants: Competitive Solicitation: Retrofit Ramp-up and General Innovation Fund Programs

**13. Competition Identification Number:**

Title:

**14. Areas Affected by Project (Cities, Counties, States, etc.):**

Alabama, Georgia, Florida, North Carolina, South Carolina, Tennessee, Virginia, Louisiana, and the U.S. Virgin Islands

**\* 15. Descriptive Title of Applicant's Project:**

Southeast Community Retrofit Ramp-up Consortium

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

**Application for Federal Assistance SF-424**

Version 02

**16. Congressional Districts Of:**

\* a. Applicant

\* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

**17. Proposed Project:**

\* a. Start Date:

\* b. End Date:

**18. Estimated Funding (\$):**

* a. Federal	<input type="text" value="62,414,743.00"/>
* b. Applicant	<input type="text" value="403,000,000.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="0.00"/>
* f. Program Income	<input type="text" value="0.00"/>
* g. TOTAL	<input type="text" value="465,414,743.00"/>

**\* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- a. This application was made available to the State under the Executive Order 12372 Process for review on
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372.

**\* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes", provide explanation.)**

Yes  No

**21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

\*\* I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**Authorized Representative:**

Prefix:  \* First Name:

Middle Name:

\* Last Name:

Suffix:

\* Title:

\* Telephone Number:  Fax Number:

\* Email:

\* Signature of Authorized Representative:  \* Date Signed:

**Application for Federal Assistance SF-424**

Version 02

**\* Applicant Federal Debt Delinquency Explanation**

The following field should contain an explanation if the Applicant organization is delinquent on any Federal Debt. Maximum number of characters that can be entered is 4,000. Try and avoid extra spaces and carriage returns to maximize the availability of space.

## Other Attachment File(s)

---

\* Mandatory Other Attachment Filename:

---

To add more "Other Attachment" attachments, please use the attachment buttons below.

### Project/Performance Site Location(s)

**Project/Performance Site Primary Location**  I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

**Project/Performance Site Location 1**  I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

**Project/Performance Site Location 2**  I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

### Project/Performance Site Location(s)

#### Project/Performance Site Location 3

I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

#### Project/Performance Site Location 4

I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

#### Project/Performance Site Location 5

I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

### Project/Performance Site Location(s)

**Project/Performance Site Location 6**

I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

**Project/Performance Site Location 7**

I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

# DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C.1352

Approved by OMB  
0348-0046

<b>1. * Type of Federal Action:</b> <input type="checkbox"/> a. contract <input checked="" type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	<b>2. * Status of Federal Action:</b> <input type="checkbox"/> a. bid/offer/application <input checked="" type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	<b>3. * Report Type:</b> <input checked="" type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change
--	--	--

**4. Name and Address of Reporting Entity:**

Prime     SubAwardee

\* Name:

\* Street 1:     Street 2:

\* City:     State:     Zip:

Congressional District, if known:

**5. If Reporting Entity in No.4 is Subawardee, Enter Name and Address of Prime:**

<b>6. * Federal Department/Agency:</b> <input type="text" value="DOE"/>	<b>7. * Federal Program Name/Description:</b> <input type="text" value="Energy Efficiency &amp; Conservation Block Grant Program"/>  CFDA Number, if applicable: <input type="text" value="81.128"/>
--	---

<b>8. Federal Action Number, if known:</b> <input type="text" value="RFP-DE-FOA-0000148"/>	<b>9. Award Amount, if known:</b> \$ <input type="text"/>
---	--

**10. a. Name and Address of Lobbying Registrant:**

Prefix  \* First Name  Middle Name

\* Last Name  Suffix

\* Street 1:     Street 2:

\* City:     State:     Zip:

**b. Individual Performing Services** (including address if different from No. 10a)

Prefix  \* First Name  Middle Name

\* Last Name  Suffix

\* Street 1:     Street 2:

\* City:     State:     Zip:

**11.** Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when the transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

\* Signature:

\* Name: Prefix  \* First Name  Middle Name

\* Last Name  Suffix

Title:     Telephone No.:     Date:



**City Manager's Office**  
509 North McDonough Street  
P.O. Box 220  
Decatur, Georgia 30031  
404-370-4102 ■ Fax 678-553-6518  
info@decaturga.com ■ www.decaturga.com

January 7, 2010

The Honorable Steven Chu, Secretary  
U.S. Department of Energy  
1000 Independence Ave, SW  
Washington DC 20585

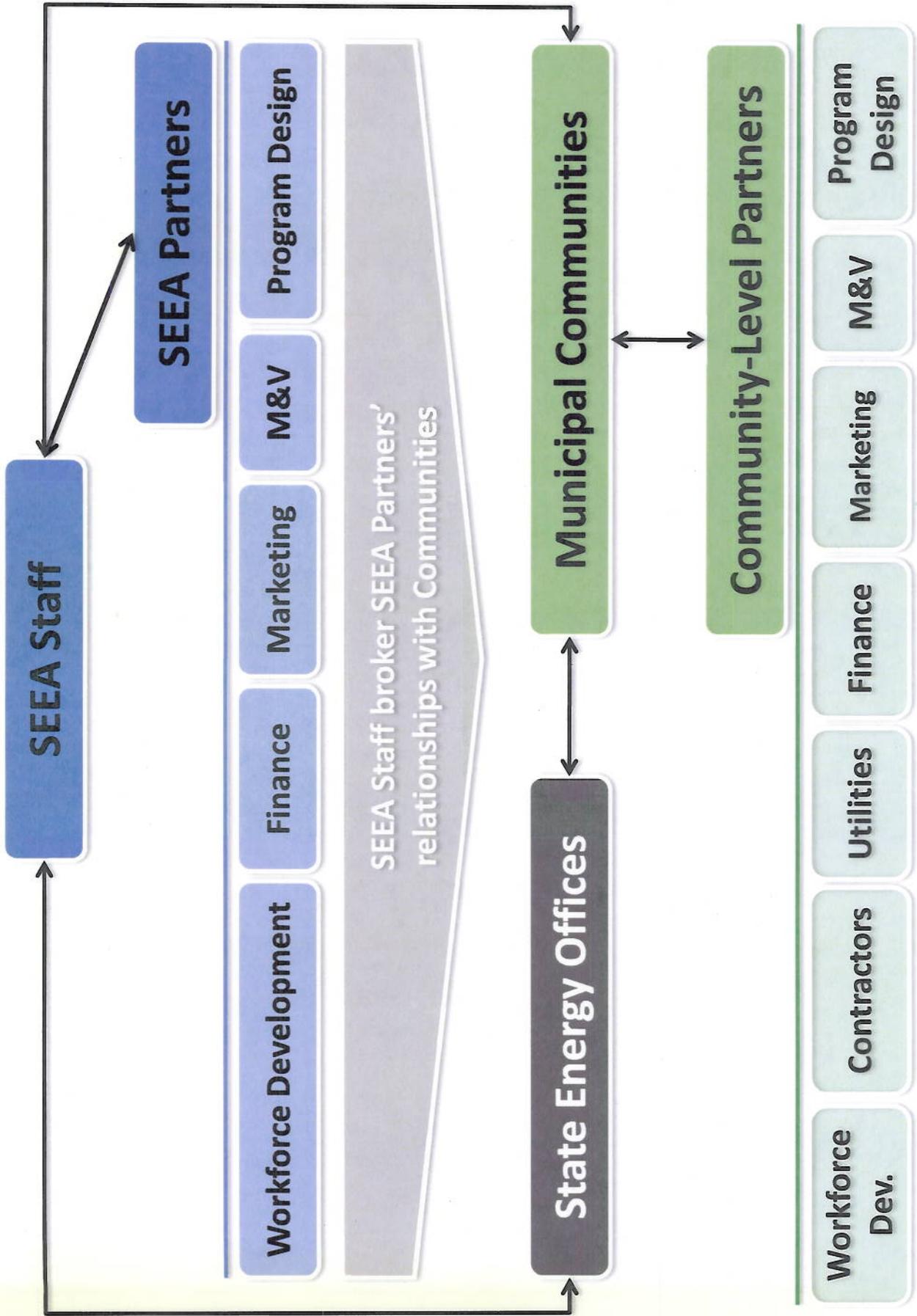
Dear Secretary Chu:

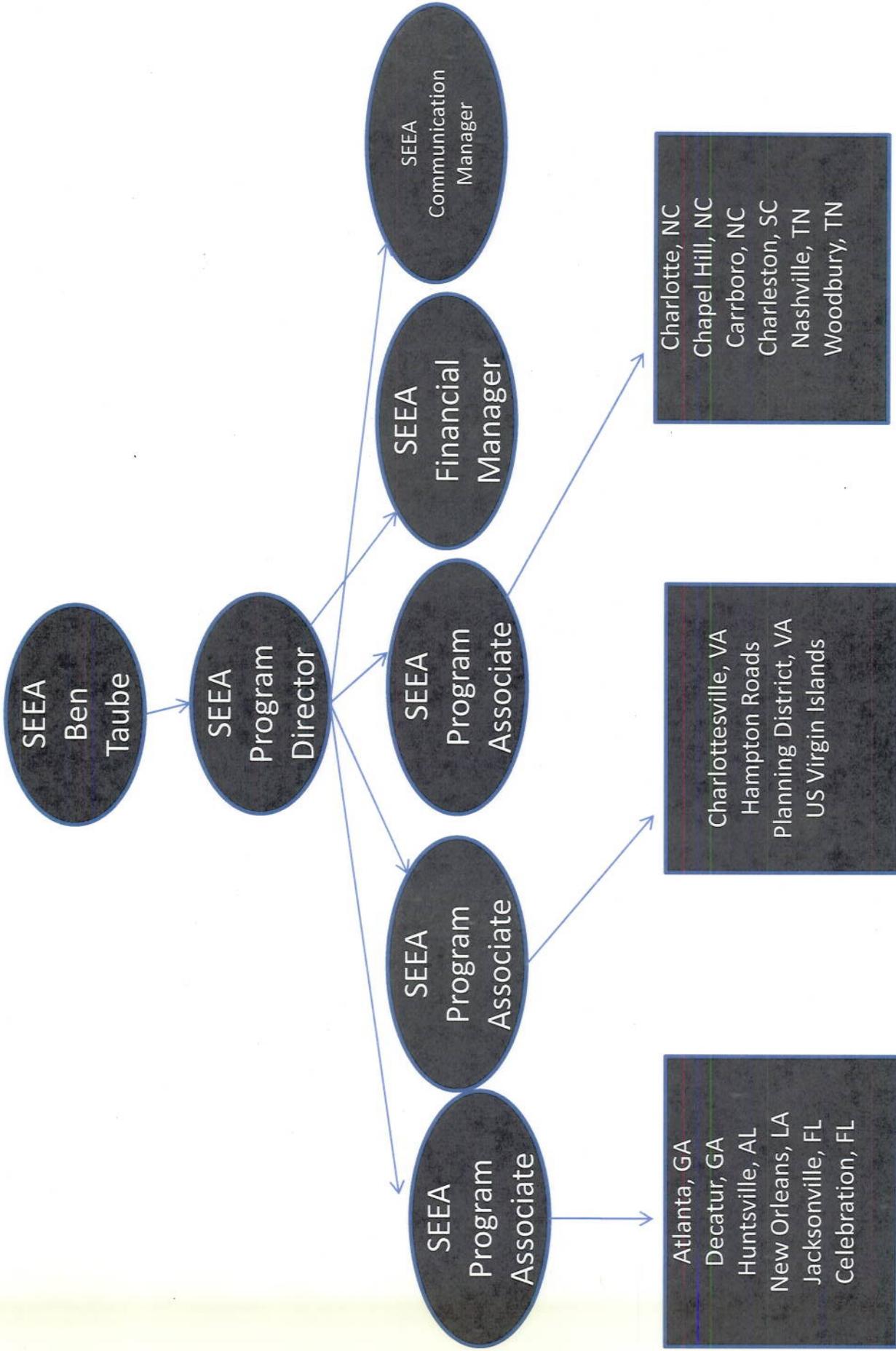
By this letter, the City of Decatur authorizes the Southeast Energy Efficiency Alliance (SEEA) to apply for, receive funds, and administer an award on its behalf under the Retrofit Ramp-up Program (U.S. Department of Energy Funding Opportunity Announcement DE-FOA-0000148, Topic 1).

Sincerely,

A handwritten signature in cursive script that reads "Peggy Merriss". The signature is written in black ink and is positioned above the printed name and title.

Peggy Merriss  
City Manager





# COMMONWEALTH OF VIRGINIA

## *Department of Mines, Minerals and Energy*

Washington Building / 8<sup>th</sup> Floor  
1100 Bank Street  
Richmond, Virginia 23219-3638  
(804) 692-3200 FAX (804) 692-3237  
[www.dmme.virginia.gov](http://www.dmme.virginia.gov)

November 25, 2009

Ben Taube, Executive Director  
Southeast Energy Efficiency Alliance  
P.O. Box 13909  
Atlanta, GA 30324

Re: Letter of Support for SEEA Application to the DOE for EECBG Funds (DE-FOA-0000148)

Dear Mr. Taube:

It is our pleasure to submit this letter of support to the Southeast Energy Efficiency Alliance (SEEA) to form a regional collaboration of local government as is proposed in a Southeast Regional application to DOE for the competitive EECBG funds. We support the regional approach and see value in the leveraging of peer cities through strategic planning and deployment of energy efficiency.

The Department of Mines, Minerals and Energy, which serves as Virginia's State Energy Office, has made strong commitments to energy efficiency and renewable energy programs through our State Energy Program. We are supporting our local communities as closely as we can with financial and technical assistance. We look forward to working with you and the partner cities within our state on the regional solution for clean energy deployment.

The success of local communities depends significantly on the actions and statutes of state energy offices, public utility commissions, and legislatures. We will work to build our incentive programs, enact strong building codes, on-bill financing programs, benchmarking, and other initiatives to facilitate the wide penetration of efficiency and renewable technologies. We will work with our cities and counties to share the best practices of your participating localities with other communities across the state.

This is a unique opportunity to significantly bring energy efficiency to scale in our region. Thank you for your leadership in helping bring these services to communities across the Southeast.

Sincerely,



Stephen A. Walz  
Director



Sonny Perdue  
Governor

GEORGIA ENVIRONMENTAL FACILITIES AUTHORITY

Phil Foil  
Executive Director

December 3, 2009

Southeast Energy Efficiency Alliance  
c/o Mr. Ben Taube, Executive Director  
P.O. Box 13909  
Atlanta, GA 30324

Re: Letter of Support for SEEA Application to the DOE for EECBG Funds (DE-FOA-0000148)

Dear Mr. Taube:

The Georgia Environmental Facilities Authority (GEFA), Division of Energy Resources (State Energy Office) is pleased to submit this letter of support to the Southeast Energy Efficiency Alliance (SEEA) in support of regional collaboration of local government participating in a Southeast Regional application to DOE for the competitive EECBG funds. We support the regional approach and see value in the leveraging of peer cities through strategic planning and deployment of energy efficiency. Georgia's Energy Office has made strong commitments to energy efficiency and renewable energy programs through our SEP, WAP, EECGB and Appliance Rebate funds allocated to us through ARRA 2009. Our intention is to support our local communities as closely as we can with financial and technical assistance. We look forward to working with you and the partner cities within our state on the regional solution for clean energy deployment.

We understand that local community energy programs can be greatly enhanced by state energy offices, public utility commissions, and legislatures. ARRA has provided us a greater opportunity to build our utility incentive programs, enact strong building codes, on-bill financing programs, benchmarking, and other initiatives to facilitate the participation of customers and the penetration of efficiency and renewable technologies. Through EECBG, we will help facilitate cities annually to share the best practices of your participating cities with other communities across the state.

Please feel free to contact me with any questions.

Sincerely,

David Gipson, Energy Division Director



**North Carolina  
Department of Commerce**

Beverly Eaves Perdue, Governor

J. Keith Crisco, Secretary

November 30, 2009

Southeast Energy Efficiency Alliance  
c/o Mr. Ben Taube, Executive Director  
P.O. Box 13909  
Atlanta, GA 30324

Re: Letter of Support for SEEA Application to the DOE for EECBG Funds (DE-FOA-0000148)

Dear Mr. Taube,

It is our pleasure to submit this letter of support to the Southeast Energy Efficiency Alliance (SEEA) in support of regional collaboration of local governments participating in a Southeast Regional application to DOE for the competitive EECBG funds. We support the regional approach and see value in the leveraging of peer cities through strategic planning and deployment of energy efficiency. The Energy Division of the North Carolina Department of Commerce has made strong commitments to energy efficiency and renewable energy programs through our SEP, WAP and EECBG funds allocated to us through ARRA 2009. Our intention is to support our local communities as closely as we can with financial and technical assistance. We look forward to working with you and the partner cities within our state on the regional solution for clean energy deployment.

We understand that the success of local communities depends significantly on the actions and statutes of state energy offices, public utility commissions and legislatures. We are working with many organizations to build our incentive programs and enact building codes, financing programs, benchmarking and other initiatives to facilitate the participation of customers and the penetration of efficiency and renewable technologies. We will consider convening cities annually to share the best practices of your participating cities with other communities across the state.

Please feel free to contact me with any questions. We see this as a unique opportunity to progress energy efficiency in an area of the country where it is needed.

Sincerely,

A handwritten signature in black ink, appearing to read "Ward Lenz".

Ward Lenz  
Director, State Energy Office

**Mailing Address:**  
1340 Mail Service Center  
Raleigh, NC 27699-1340

**Telephone (919) 733-2230**  
Fax (919) 733-2953  
www.energync.net

An Equal Opportunity/Affirmative Action Employer



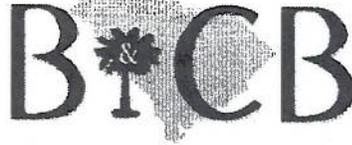
Printed on Recycled Paper

**Location:**  
1830A Tillery Place  
Raleigh, North Carolina 27604

MARK SANFORD, CHAIRMAN  
GOVERNOR

CONVERSE A. CHELLIS, III, CPA  
STATE TREASURER

RICHARD ECKSTROM, CPA  
COMPTROLLER GENERAL



SC BUDGET AND CONTROL BOARD

SC Energy Office  
John Clark  
DIRECTOR

(803) 737-8030  
(803) 737-9846

HUGH K. LEATHERMAN, SR.  
CHAIRMAN, SENATE FINANCE  
COMMITTEE

DANIEL T. COOPER  
CHAIRMAN, HOUSE WAYS AND MEANS  
COMMITTEE

FRANK W. FUSCO  
EXECUTIVE DIRECTOR

December 3, 2009

Southeast Energy Efficiency Alliance  
c/o Mr. Ben Taube, Executive Director  
P.O. Box 13909  
Atlanta, GA 30324

Dear Mr. Taube:

It is our pleasure to submit this letter to the Southeast Energy Efficiency Alliance (SEEA) in support of the City of Charleston's participation in a Southeast Regional application to the U.S. Department of Energy (DOE) for the competitive Energy Efficiency and Conservation Block Grant funds.

Through this combined application, Charleston's development of a municipal energy efficiency program will help promote good stewardship of energy efficiency dollars, while protecting our environmental, economic, and national security interests. Moreover, should SEEA be awarded this funding, the SC Energy Office will work with Charleston and any other peer cities to implement this project.

Please feel free to contact me with any questions. We see this as a unique opportunity to progress energy efficiency in an area of the country where it is needed.

Sincerely,

John F. Clark  
Director

OFFICE OF THE GOVERNOR

**BOB RILEY**  
GOVERNOR



**State of Alabama**

ALABAMA DEPARTMENT OF ECONOMIC  
AND COMMUNITY AFFAIRS

**DONI M. INGRAM**  
DIRECTOR

December 3, 2009

Southeast Energy Efficiency Alliance  
c/o Mr. Ben Taube, Executive Director  
P.O. Box 13909  
Atlanta, GA 30324

Dear Mr. Taube:

Re: Letter of Support for SEEA Application to the U. S. Department of Energy for  
Energy Efficiency and Conservation Block Grant Competitive Funds (DE-FOA-0000148)

It is our pleasure to submit this letter of support to the Southeast Energy Efficiency Alliance (SEEA) in support of a southeast regional collaboration of local governments participating in an application to DOE for the competitive EECBG funds. We support the regional approach and see value in the leveraging of peer cities through strategic planning and deployment of energy efficiency. The Energy Division of the Alabama Department of Economic and Community Affairs (ADECA) has made strong commitments to energy efficiency and renewable energy programs through the State Energy Program (SEP) and EECBG funds allocated to us through ARRA.

We understand that the success of local communities depends significantly on the actions and support of state energy offices, public utility commissions, and legislatures. To facilitate the participation of customers and the penetration of efficiency and renewable technologies ADECA will support this project by assisting Alabama's partner city with adopting and enforcing more stringent energy codes and providing training on high-efficiency building practices.

We see this as a unique opportunity to progress energy efficiency in an area of the country where it is needed. We look forward to working with you and the partner city within our state on the regional solution for clean energy deployment.

Sincerely,

Handwritten signature of Doni M. Ingram in cursive.

Doni M. Ingram  
Director

DMI/ay



**State of Tennessee**  
**Department of Economic and Community Development**  
**Energy Policy Office**

Wm. R. Snodgrass TN Tower, 10<sup>th</sup> Floor  
312 Rosa L. Parks Avenue  
Nashville, Tennessee 37243-1102  
615-741-2994

In-State: 1-800-342-1340 / Facsimile: 615-741-5070

December 11, 2009

Mr. Ben Taube, Executive Director  
Southeast Energy Efficiency Alliance  
P.O. Box 13909  
Atlanta, GA 30324

Re: Letter of Support for SEEA Application to the DOE for EECBG Funds (DE-FOA-0000148)

Dear Mr. Taube:

It is our pleasure to submit this letter of support to the Southeast Energy Efficiency Alliance (SEEA) in support of regional collaboration of local government participating in a Southeast Regional application to DOE for the competitive EECBG funds. We support SEEA's regional approach and see value in the leveraging of peer cities through strategic planning and deployment of energy efficiency. The Tennessee Economic and Community Development, Energy Policy Office has made strong commitments to energy efficiency and renewable energy programs through our SEP and EECBG funds allocated to us through ARRA 2009. Our intention is to support our local communities as closely as we can with financial and technical assistance. We look forward to working with you and the partner cities within our state on the regional solution for clean energy deployment.

We are committed to building upon the successes of Governor Bredesen's Task Force on Energy Policy and the Tennessee Clean Energy Future Act of 2009 as we work to improve energy efficiency in Tennessee. In addition to our ongoing activities, we will plan to convene cities annually to share the best practices of your participating cities with other communities across the state.

Please feel free to contact me with any questions. We see this as a unique opportunity to progress energy efficiency in an area of the country where it is needed.

Sincerely,

A handwritten signature in black ink, appearing to read "Ryan Gooch".

Ryan Gooch

RG: tmj



CHARLIE CRIST  
GOVERNOR

STATE OF FLORIDA

# Office of the Governor

THE CAPITOL  
TALLAHASSEE, FLORIDA 32399-0001

[www.flgov.com](http://www.flgov.com)  
850-488-7146  
850-487-0801 fax

December 11, 2009

Southeast Energy Efficiency Alliance  
C/o Mr. Ben Taube, Executive Director  
P.O. Box 13909  
Atlanta, GA 30324

Dear Mr. Taube:

I am writing in support of an application from the Southeast Energy Efficiency Alliance (SEEA) for funding in response to the United States Department of Energy's Energy Efficiency and Conservation Block Grant - Retrofit Ramp-up and General Innovation Fund Program - Topic 1.

The Retrofit Ramp-up and General Innovation Fund Program will help to enable clean energy development and the reduction of greenhouse gas emissions, create economic opportunities for businesses and new jobs, enable informed participation and energy efficiency by consumers, and ultimately lower energy costs to consumers. With federal assistance, the proposed SEEA project will work to encompass these objectives.

The Governor's Energy Office is dedicated to working with SEEA and their partners to address the goals and objectives of the Energy Efficiency and Conservation Block Grant. The Energy Office will provide technical assistance as needed and will offer opportunities to leverage the Retrofit Ramp-up and General Innovation Program funds.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Vickers", with a long horizontal flourish extending to the right.

Robert Vickers, Interim Executive Director  
Governor's Energy Office

Community	Leverage
Atlanta	\$118,000,000.00
Charlottesville	\$82,000,000.00
Carborro	\$1,900,000.00
Celebration	\$1,400,000.00
Chapel Hill	\$5,500,000.00
Charleston	\$23,600,000.00
Decatur	\$965,000.00
Hampton Roads	\$60,500,000.00
Huntsville	\$13,000,000.00
JEA	\$59,500,000.00
New Orleans	\$25,000,000.00
VI	\$12,400,000.00
<b>Total</b>	<b>\$403,765,000.00</b>

<b>Source</b>	<b>Value (\$)</b>
AGL Resources	700,000
Atlanta Development Authority	858,977
Georgia Power HPwES Promotion	3,000,000
Emerald Cities	100,000
GEFA EECBG	16,939,526
City of Atlanta	63,500,000
Annie E Casey Foundation	2,000,000
BeltLine Affordable Housing Trust	8,800,000
Neighborhood Stabilization Funds	16,200,000
Home Depot Foundation	600,000
Southface Energy Institute	5,450,000
<b>Total:</b>	<b>118,148,503</b>

<b>Source</b>	<b>Value (\$)</b>
DOE - EECBG Formula Grant City	195,000
DOE - EECBG Formula Grant County	60,000
DOE - EECBG Formula Grant County In Kind	41,500
Dominion Power	20,000,000
Customer Cost Share	57,304,000
Customer Cost Share	5,210,000
City Home Energy Savings Grant	125,000
City In Kind	41,500
<b>Total:</b>	<b>82,977,000</b>

## **Notes**

---

City Formula EECBG Dollars

County Formula EECBG Dollars loan buy downs

County Formula EECBG Dollars in kind staff

Dedicated Incentive Dollars, Smart-Meter installation, marketing pilots

14,326 home retrofits at \$4,000 per home

?? Commercial retrofits

Pro-bono branding support from local firm

Staff help

<b>Source</b>	<b>Value (\$)</b>
DOE - Non-entitlement EECBG	75,000
Utility (Duke, PSNC, Piedmont)	200,000
Customer Cost Share	1,548,000
Town Staff	10,000
State Energy Program or other Grant	50,000
OWASA Match	25,000
Pro-bono Support from Local Firms	27,000
DOE Request	387,000
Match Requirement	1,935,000
Leveraged Funds Outlined Above	1,935,000

**Notes**

---

Non-entitlement Community EECBG Dollars

Dedicated Incentive Dollars

4:1 cost share, via private financing, on-bill options, performance contracts, etc

Staff already funded but dedicated to project

Relevant opportunities yet to be identified

Match for on-bill financing program

Local PR, marketing, media/entertainment firms

<b>Source</b>	<b>Value (\$)</b>
DOE - EECBG Formula Grant	138,725
Utility	625,000
Customer Cost Share	4,400,000
Town Staff	10,000
State Energy Program Grant	110,000
OWASA Match	110,000
Pro-bono Support from Local Firms	106,275
DOE Request	1,100,000
Match Requirement	5,500,000
Leveraged Funds Outlined Above	5,500,000

## **Notes**

---

City Formula EECBG Dollars

Dedicated Incentive Dollars

4:1 cost share, via private financing, on-bill options, performance contracts, etc

Staff already funded but dedicated to project

Relevant opportunities yet to be identified

Match for on-bill financing program

Local PR, marketing, media/entertainment firms

**City of Charleston leverage table for proposal to :**

Charleston Energy Efficiency Partnership

<b>Source</b>	<b>Value (\$)</b>
DOE - EECBG Formula Grant	305,462
In-kind Contributions	150,000
Other EE Grants	300,000
Program Start-up Contributions	500,000
CWS Customer Cost Share	22,433,158
<b>Total:</b>	<b>23,688,620</b>

# SEEA

## Notes

City Formula EECBG Dollars (\$255,462 for CHEEP + \$50,000 for Energy Conservation Corps.)

Other Local/City Staff Resources Dedicated to CHEEP

Estimated Living Cities CHEEP Grant Award Amount

Estimated CHEEP Request for Proposals Submittal  
4,045 residential customers served in years 1 - 3,  
averaging \$5000 per customer + 588,700 Sq Ft  
Commercial and Industrial at \$3/sq ft.

<b>Source</b>	<b>Value (\$)</b>
DOE - EECBG Formula Grant	2,000,000
City of Atlanta Personnel	100,000
City of Decatur Personnel	19,000
City of Decatur- EECBG Grant Funding from GEFA	150,000
Atlanta Development Authority Personnel	696,000
<b>Residential</b>	
Federal Tax Rebate	\$1,500 max per participant Exceeds \$6 million total (\$1,900 max per participant)
Georgia Power Rebate Program	
Atlanta Gas and Light Appliance Rebate Program	
Atlanta Gas and Light On-Bill Financing Program*	
Home Depot	
Beltline Affordable Housing Trust	\$8.8 million
Emerald Cities	
Federal Housing Authority Title 1 Loans	\$25,000 max per participant
Neighborhood Stabilization Program	
State Weatherization Assistance	
<b>Commercial</b>	
Georgia Sustainable Environmental or Economic Development (SEED)	
Federal tax deduction	Ranging From \$0.60 psf to \$1.80 psf
State Tax Credit	Lesser of 35% or \$0.60 psf for lighting retrofits; \$1.80 psf for other energy efficiency improvements
Tax Increment Financing (TIF) through Tax Allocation Districts (TAD)	Provides up to 5-10% of the capital cost up front through discounted property tax savings
Grants to Green Program	
New Market Tax Credits	

\* Pending funding from Georgia Environmental Facilities Authority

**Notes**

City of Atlanta Formula EECBG Dollars. Current funding levels adequate for 500 to 1,000 homes.

Dedicted staff hours of the City's Sustainability Office staff over 3 years of the program  
Dedicted staff hours of the City's Resource Conservation Coordinator over 3 years of the program

An application was submitted to the Georgia Environmental Facilities Authority in partnership with two other cities to conduct energy efficiency retrofits to municipal facilities. This funding is still pending.

Dedicted staff hours of the Atlanta Development Authority over 3 years of the program

Dedicated incentive dollars available through Georgia Power's Home Performance with Energy Star program

This program ensures home improvement loans for up to 90% provided the participant meets the outlined criteria. Although there are currently no lenders operating in the Atlanta area, we intend to explore this option further.

## Hampton Roads Leveraged Funds

Source	3 Year Value (\$)
Utilities	
Dominion Power	\$450,000
VA Natural Gas	\$300,000
Columbia Gas	\$225,000
Residential Customer Cost Share 75%	\$41,516,250
Retail & Office Customer Cost Share 75%	\$765,000
Industrial Customer Cost Share 75%	\$3,150,000
16 Local Governments	\$4,800,000
16 Partner Business and Trade Associations	\$1,200,000
20 Partner Financial Institutions	\$3,000,000
Media Partners	
Cox Cable	\$300,000
WAVY	\$300,000
WVEC	\$300,000
WTKR	\$300,000
Radio	\$225,000
Virginian Pilot	\$150,000
Daily Press	\$90,000
Marketing Expense Discount Program	\$190,980
Contractor/Vendor Discount Program	\$1,850,084
Workforce Development & Training	\$225,000
New River Center for Energy Training & Research	\$75,000
Grant Advisory Board Time	\$90,000
Columbia School of Broadcasting	\$1,000,000
<b>Total Leveraged Funds</b>	<b>\$60,502,314</b>

**Notes**

---

\$150,000/year

\$100,000/year

\$75,000/year

11,071 home retrofits at \$5,000 per home

34 facilities at \$30,000 per retrofit

42 facilities at \$100,000 per retrofit

Average \$100,000/year/locality of in-kind services

Average \$25,000/year/partner association of in-kind services

Average \$50,000/year/partner association of in-kind services

20% discount program

20% discount program

Monthly meetings and ad hoc meetings

<b>Source</b>	<b>Value (\$)</b>
DOE - EECBG Formula Grant	\$1,000,000
Utility	500,000
Customer Cost Share	11,445,228
Town Staff	50,000
Pro-bono Support from Local Firms	50,000
DOE Request	2,543,384
Match Requirement	12,716,920
Leveraged Funds Outlined Above	13,045,228

**Notes**

---

City Formula EECBG Dollars

Dedicated Incentive Dollars

4.5:1 cost share, via private financing, on-bill options, performance contracts, etc

Staff already funded but dedicated to project

Local PR, marketing, media/entertainment firms

JEA/COJ - Leverage Table  
EECBG (Competitive)

Source	Value (\$)	Notes
DOE - EECBG Formula Grant	\$ 4,073,850	For audits and retrofits
JEA Utility	\$ 27,000,000	Dedicated DSM budget - ~ 50% are Incentive Dollars
Customer Cost Share	\$ 25,000,000	Home and business retrofits with interest rate buy down
City of Jacksonville revolving loans	\$ 250,000	Proposed to be an ongoing program beyond the grant
ESCO services value from non-COJ clients	\$ 750,000	Proposed to be an ongoing program beyond the grant. This amount is likely to be considerably higher, but it is difficult to estimate the amount and timing.
Soft Dollars (See below)	\$ 2,500,000	Pro-bono branding support from local firms
	\$ 59,573,850	NEFCAA weatherization funding - 2010

SOFT DOLLARS		
	Ranges from \$100,000 to \$500,000 per year	Direct and cooperative marketing by participating retailers, vendors, associations - gross estimate, value not yet determined.
NEFCEA marketing and public relations	Ranges from \$10,000 to \$50,000 per year	Direct and cooperative marketing by participating retailers, vendors, associations - gross estimate, value not yet determined.
Marketing value of targeted bill reporting initiative		

<b>Source</b>	<b>Value (\$)</b>
DOE - EECBG Formula Grant	1,500,000
Utility	800,000
Customer Cost Share	22,500,000
City Staff	50,000
Pro-bono Support from Local Firms	200,000
DOE Request	5,000,000
Match Requirement	25,000,000
Leveraged Funds Outlined Above	25,050,000

**Notes**

---

City Formula EECBG Dollars

Dedicated Incentive Dollars

4.5:1 cost share, via private financing, on-bill options, performance contracts, etc

Staff already funded but dedicated to project

Local PR, marketing, media/entertainment firms

<b>Source</b>	<b>Value (\$)</b>
DOE - EECBG Formula Grant	5,000,000
Utility	625,000
Customer Cost Share	6,683,310
Government Staff	10,000
Pro-bono Support from Local Firms	107,500
DOE Request	2,227,770
Match Requirement	11,138,850
Leveraged Funds Outlined Above	12,425,810

**Notes**

---

City Formula EECBG Dollars

Dedicated Incentive Dollars

3:1 cost share, via private financing, on-bill options, performance contracts, etc

Staff already funded but dedicated to project

Local PR, marketing, media/entertainment firms

## **Tier 1 Cities**



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30303-0300  
TEL (404) 330-6100

12/9/2009

The Honorable Secretary Steven Chu  
U.S. Department of Energy  
1000 Independence Ave., SW  
Washington, DC 20585

Re: Letter of Commitment for Application to the DOE for EECBG Funds (DE-FOA-0000148)

Dear Secretary Chu:

It is my pleasure to submit this letter of commitment to the U.S. Department of Energy to demonstrate the City of Atlanta's commitment to the Southeast Energy Efficiency Alliance (SEEA) application for funding under the EECBG grant program. The City has worked extensively on the proposal outlined below, which we believe has the fortitude to address the host of issues that have traditionally held-back investment in energy efficiency in our community.

### PROGRAM OVERVIEW

The City of Atlanta (City) in collaboration with the City of Decatur proposes to utilize its allocation of the competitive EECBG funding to launch a program that will see to the following:

- Supplemental funding for the City's residential energy efficiency retrofit capital buy-down incentive program in partnership with Georgia Power's Home Performance with Energy Star program
- Expand the capital buy-down program to include commercial entities in partnership with AGL Resources, the local natural gas utility
- Market the program in conjunction with the utilities, the Atlanta Development Authority, workforce development NGOs, retail, and media partners
- Launch a \$30 million line of credit in partnership with a commercial bank to provide financing to residential and commercial participants, then subsequently aggregate, securitize, and liquidate the portfolio through a composite bond issue in the primary market to pay down the line
- Coordinate with local NGO's and educational institutions to conduct energy efficiency workforce development

The City of Atlanta's Division of Sustainability will oversee efforts in the Atlanta area in partnership with the Atlanta Development Authority (ADA), Southface Energy Institute, the gas utility AGL Resources, the electric utility Georgia Power, and a range of organizations focused on workforce development.

The City has been involved in planning for energy efficiency deployment since mid-2008 where the Mayor's Office commenced research and development of a sustainable business model to finance municipal energy efficiency retrofits. Earlier this year, legislation was passed that has facilitated the creation of an internal revolving loan fund for municipal retrofits. The City was concurrently planning to pursue the creation of a public-private energy efficiency alliance similar through a grant from the Southeast Energy Efficiency Alliance but struggled to assemble the necessary collaborative. This hurdle

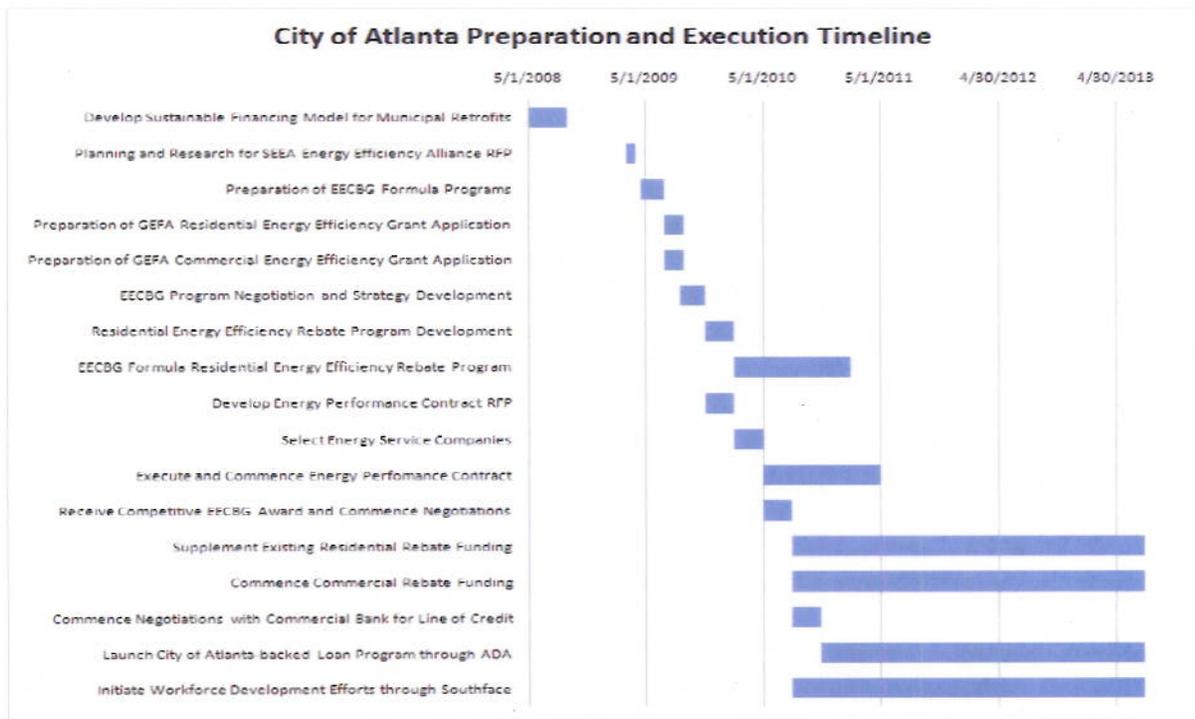
has been overcome as the Atlanta proposal has the support of the necessary utility, banking, government, and NGO partners.

Through the EECBG formula funding, the City has been well-positioned to initiate widespread energy efficiency retrofit work in the government and residential sectors, and support training in for the commercial sector. The City will be engaging in the following activities over the next two years:

- Launching a residential rebate program (\$2.1 million)
- Completing energy audits for 2.5 million ft<sup>2</sup> of municipal building space (\$500,000)
- Executing an energy performance contract (\$58 million)
- Supporting training for Sustainable Building Workforce Development supported by a 1:1 matching grant (\$498,000)
- Supporting energy audits of religious buildings with a sub-grant supplemented by a 1:1 match (\$40,000)
- Providing Building Operator Certification training for City facilities managers (\$50,000)

The table below provides a timeline of major past activities and proposed activities under the scope of this grant.

### City of Atlanta Timeline



### FUNDING REQUEST AND PROGRAM OBJECTIVES

The City is requesting \$10 million of the total SEEA allocation. The following project overview tables summarize the expected outcomes. Our financial models are based on electricity and natural gas consumption reductions. We have set as shown in the *Installation, Incentive, and Financing Schedule* below, however, we believe that these are achievable given the existing workforce and our ability to expand it and that demand can be spurred based on the economic returns in both the commercial and residential markets, as illustrated below.

## CITY OF ATLANTA EECBG PROGRAM - PRO FORMA DASHBOARD

Assumptions		Program Key Metrics (3 Years)			
EECBG Funds Awarded	\$ 10,000,000	Program Leverage (All Sources)	15.12 : 1	Job Creation / Retention***	1,644 FTE Jobs
Target "Dealer Cash" Incentive	17.0%	Commercial Entities		Residential (Personal)	
Cash & Credit Combined Offer	TRUE	Average Project Size	25,000 sq ft	Average Project Size	2,813 sq ft
Composite Bond Issue Amount	\$ 30,000,000	Improvement Life	15 years	Improvement Life	10 years
Composite Bond Issue Year	Year 4	Average Project IRR @ 50% Debt	73.68%	Average Project IRR @ 70% Debt	22.15%
Composite Bond Rate	3.18%	<b>Project Only Effectiveness</b>			
Composite Bond Term	10 Years	Annual Source BTU Reduction	523,200,000 btu	Annual Source BTU Reduction	58,870,464 btu
Line of Credit	\$ 30,000,000	Annual Source BTU per Federal Dollar	157,828 btu / \$	Annual Source BTU per Federal Dollar	46,173 btu / \$
Loan Loss Reserve	10%	Total Annual Emissions Savings	33.5 t CO2	Total Annual Emissions Savings	3.8 t CO2
SHINE Interest Rate	5.00%	Total Project Life Emissions Savings	503.1 t CO2	Total Project Life Emissions Savings	37.7 t CO2
SHINE Term	7 Years	Cost per Lifetime kWh Avoided	\$ 0.0046 / kWh	Cost per Lifetime kWh Avoided	\$ 0.0236 / kWh
Secondary Market Return	5.00%	<b>Effectiveness with Governor's Energy Challenge**</b>			
Residential Rate Buy-Down Cost	-	Annual Source BTU Reduction	941,325,000 btu	Annual Source BTU Reduction	45,683,120 btu
Commercial Rate Buy-Down Cost	-	Annual Source BTU per Federal Dollar	283,959 btu / \$	Annual Source BTU per Federal Dollar	35,830 btu / \$
Default Rate	2.00%	Total Annual Emissions Savings	60.3 t CO2	Total Annual Emissions Savings	2.9 t CO2
Admin Costs (Security & Service)	2.50%	Total Project Life Emissions Savings	905.1 t CO2	Total Project Life Emissions Savings	29.3 t CO2
Avg. Residential Installation	\$ 8,000	Cost per Lifetime kWh Avoided	\$ 0.0026 / kWh	Cost per Lifetime kWh Avoided	\$ 0.0304 / kWh
Avg. Commercial Installation	\$ 23,250				
Year 1 Residential Installs	300	<b>Program Leverage</b>			
Year 1 Commercial Installs	100				
SG&A Proportion of Award	2.19%	<b>Assets</b>			
Workforce Development Funding	1.00%				
% Residential Installs Financed	50.00%	<b>Statement of Cash Flows</b>			
% Commercial Installs Financed	75.00%				
Residential Install CAGR (Yrs. 1-3)	100.00%	<b>Installation Projections</b>			
Residential Install CAGR (Yrs. 4-10)	3.00%				
Commercial Install CAGR (Yrs. 1-3)	100.00%				
Residential Install CAGR (Yrs. 4-10)	3.00%				
<b>Leverage</b>					
AGL Resources	\$ 700,000				
Georgia Power HPWES Promotion	\$ 3,000,000				
Atlanta Development Authority	\$ 858,977				
Emerald Cities	\$ 100,000				
GEFA EECBG	\$ 16,939,526				
City of Atlanta	\$ 63,500,000				
Annie F. Casey Foundation	\$ 2,000,000				
BeltLine Affordable Housing Trust	\$ 8,800,000				
Neighborhood Stabilization Funds	\$ 16,200,000				
Home Depot Foundation	\$ 600,000				
Southface Energy Institute	\$ 5,450,000				

\*\* Governor's Energy Challenge seeks commitments to reduce energy consumption for 15% by 2020.

\*\*\* Residential Impact to lower air temperatures are expected to achieve greater than 10% total reduction.

\*\*\* Job Creation based on 1 FTE per \$25,000 leveraged scope.

We will be providing additional funding for existing energy efficiency programs. Major leverage opportunities include:

- **AGL Resources:** Energy efficient appliance incentive programs, staff promoting the GA SEED program (\$700,000)
- **Georgia Power:** Home Performance with Energy Star program promotion assuming 50/50 split of \$6 million budget between incentives and marketing (\$3,000,000)
- **Atlanta Development Authority:** Commercial TAD redevelopment group (\$858,977)
- **Emerald Cities:** In-kind technical assistance for program development (\$100,000)
- **GEFA EECBG / WAP:** Formula EECBG (additional details under "State Role" - \$16,939,526)
- **City of Atlanta:** Formula EECBG (audits, retrofits, residential incentive program, training, subgrants), energy performance contract

financing, the project has an IRR in excess of 70% where the entity has an adequate tax liability to fully utilize available tax credits and deductions. The financials below illustrate the expected performance of a 15-year commercial lighting project in Atlanta.

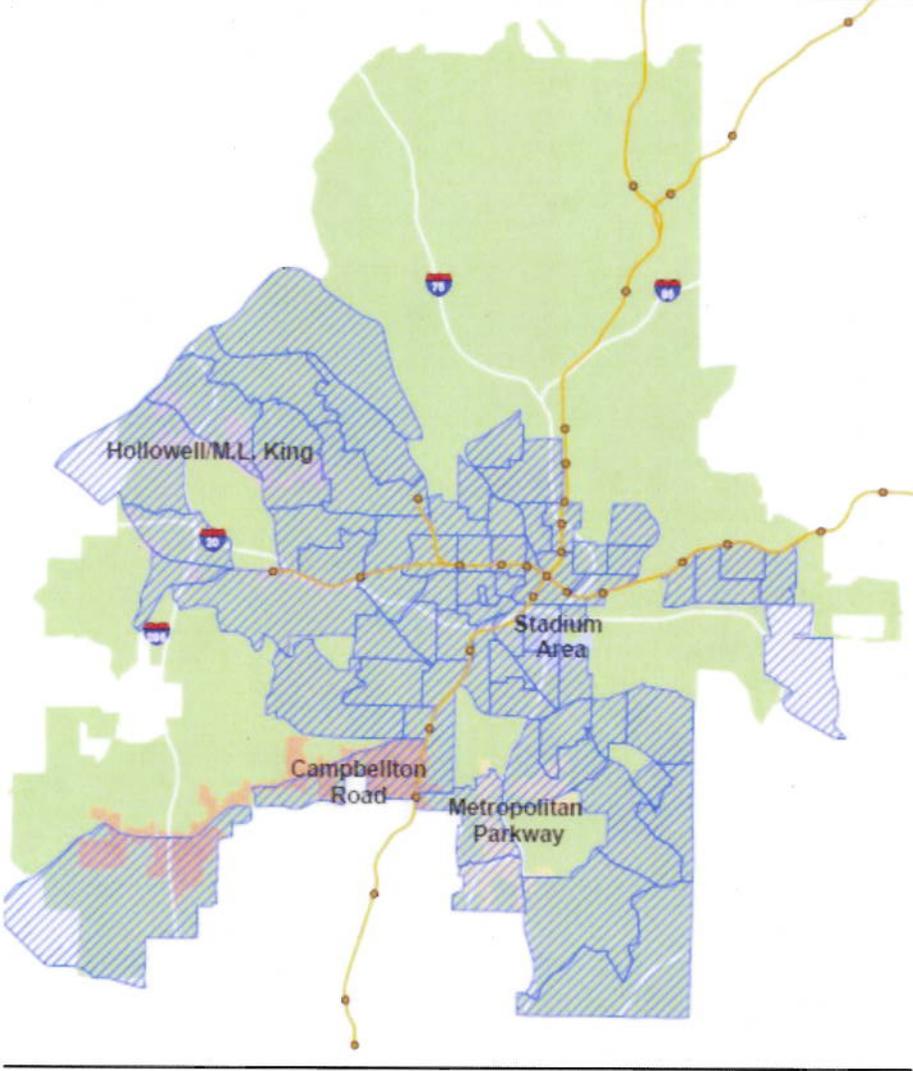
### Sample 15-Year Commercial Lighting Project Financials

Contracted Costs	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Audit Cost	\$ 3,750					
Improvements	\$ 19,500					
Basis for Depreciation	\$ 19,500					
Incentives						
Utility Rebates	\$ -					
State Tax Credit - Lighting	\$ 6,825					
State Tax Credit - Building	\$ -					
Federal Tax Deduction - Lighting	\$ 15,000					
Federal Tax Deduction - HVAC / Water	\$ -					
Federal Tax Deduction - Envelope	\$ -					
TAD Capital Reduction	\$ 1,365					
City of Atlanta Capital Buy-Down	\$ 2,340					
Governor's Energy Challenge Rebate	\$ 975					
City of Atlanta Rate Buy-Down	\$ -					
Total Incentives	\$ 26,505					
Total Cap Cost	\$ 15,795					
Debt Financed	\$ 7,898					
Equity Financed	\$ 7,898					
<b>Property Owner Income Statement</b>	<b>Year 0</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Revenue						
Energy Savings		\$ 3,840	\$ 4,147	\$ 4,479	\$ 4,837	\$ 5,224
Operating Savings		\$ 1,250	\$ 1,190	\$ 1,127	\$ 1,061	\$ 992
EBITDA		\$ 5,090	\$ 5,337	\$ 5,606	\$ 5,899	\$ 6,217
Savings Audit	\$ 3,750					
Depreciation Expense		\$ 1,300	\$ 1,300	\$ 1,300	\$ 1,300	\$ 1,300
EBIT		\$ 3,790	\$ 4,037	\$ 4,306	\$ 4,599	\$ 4,917
Interest		\$ 553	\$ 531	\$ 507	\$ 482	\$ 455
EBT		\$ 3,237	\$ 3,506	\$ 3,799	\$ 4,116	\$ 4,461
Federal Tax Deduction		\$ 15,000				
State Tax Credit		\$ 6,825				
Tax Expense		\$ (11,530)	\$ 1,403	\$ 1,520	\$ 1,647	\$ 1,785
Net Income		\$ 14,767	\$ 2,104	\$ 2,279	\$ 2,470	\$ 2,677
Debt Principle Payments		\$ 314	\$ 336	\$ 360	\$ 385	\$ 412
Cash Flow to Equity	\$ (11,648)	\$ 15,753	\$ 3,068	\$ 3,219	\$ 3,385	\$ 3,565
Net Present Value	\$ 531,452					
Internal Rate of Return	73.68%					

Our commercial energy efficiency retrofits will be focused on the Tax Allocation Districts (TADs) including Hollowell/M.L. King, Stadium Area, Campbellton Road, and Metropolitan Parkway as shown with solid colors in the map below. The reason for this stems from our partnership with the Atlanta Development Authority. First of all, these districts are eligible for tax increment financing that can reduce the capital costs of a retrofit project from 5 to 10%. Second of all, the ADA has personnel dedicated to servicing these districts who will form our sales force in promoting the program to

commercial entities in these districts. Thirdly, these districts are in the most need of rehabilitation and as such present the greatest opportunity for energy efficiency, and they have high rates of unemployment in the City. Thus we believe that focusing promotional efforts on these areas will best serve the goals of the grant program and the American Reinvestment and Recovery Act.

**Commercial Tax Allocation Districts (TAD) and Eligible New Market Tax Credit Districts (NMTC)**

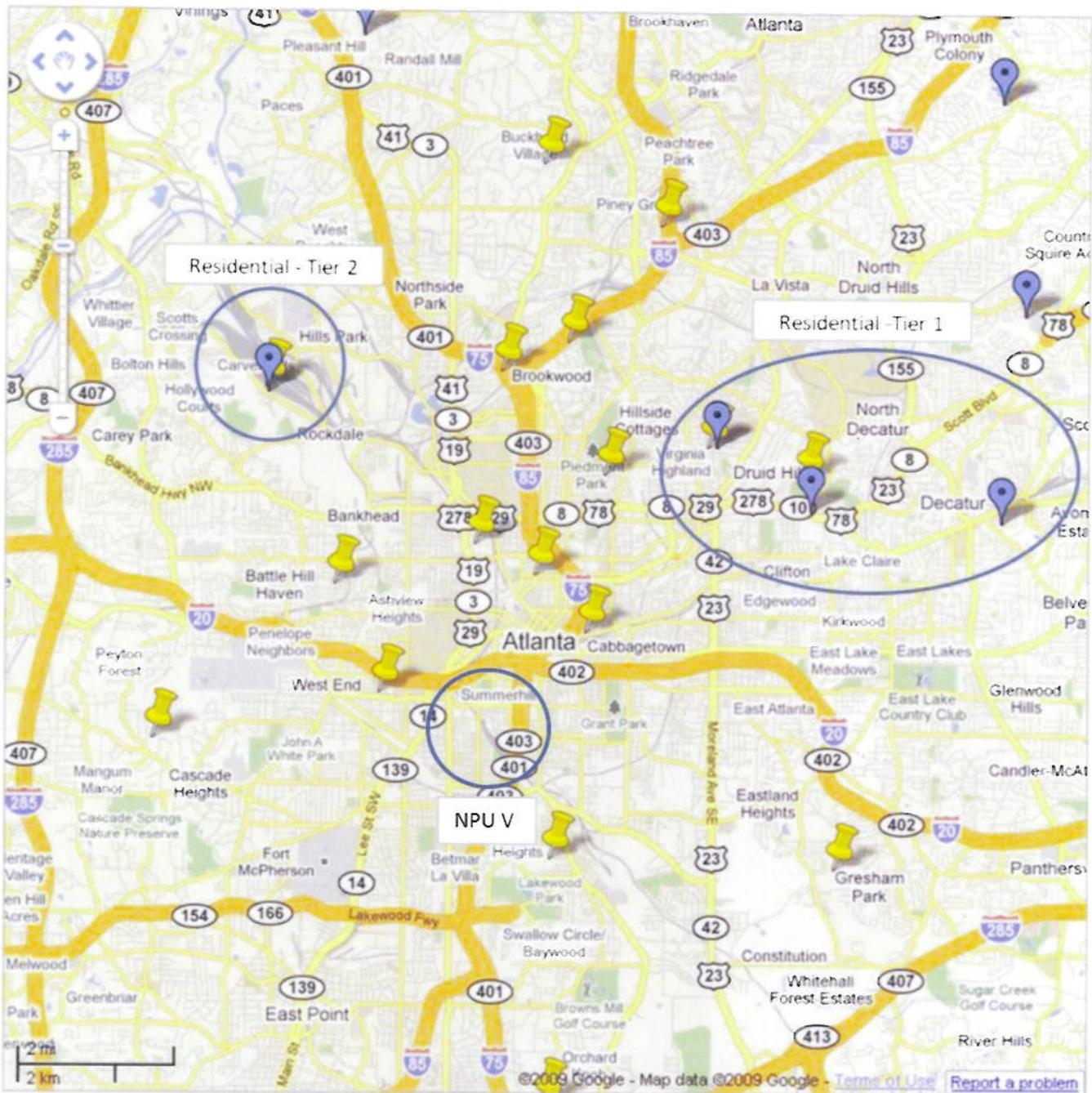


The residential sector is more challenging due to the lack of economies of scale in the project size and fewer rebates as compared to the commercial sector. The inability to depreciate the investments also weighs on the expected homeowner returns. With the incentive level that we have proposed, we expect homeowners to be able to achieve a 22% IRR in taking advantage of all available incentives. This should be sufficient to stimulate demand.

### Sample 10-Year Residential Building Envelope Project Financials

Contracted Costs	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Audit Cost	\$ 500					
Improvements	\$ 7,500					
Basis for Depreciation	\$ 7,500					
Incentives						
Utility Rebates	\$ 1,700					
State Tax Credit - Lighting	\$ -					
State Tax Credit - Building	\$ -					
Federal Tax Credit - Lighting	\$ 1,500					
Federal Tax Credit - HVAC / Water	\$ -					
Federal Tax Credit - Envelope	\$ -					
TAD Capital Reduction	\$ -					
City of Atlanta Capital Buy-Down	\$ 900					
Governor's Energy Challenge	\$ 375					
City of Atlanta Rate Buy-Down	\$ -					
Total Incentives	\$ 4,475					
Total Cap Cost	\$ 4,900					
Debt Financed	\$ 3,430					
Equity Financed	\$ 1,470					
<b>Property Owner Income Statement</b>	<b>Year 0</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Revenue						
Energy Savings (Tax Exempt)		\$ 540	\$ 583	\$ 630	\$ 680	\$ 735
Operating Savings (Tax Exempt)		\$ -	\$ -	\$ -	\$ -	\$ -
EBITDA		\$ -	\$ -	\$ -	\$ -	\$ -
Savings Audit	\$ 500					
Depreciation Expense (Non-Deductible)		\$ 750	\$ 750	\$ 750	\$ 750	\$ 750
EBIT		\$ -	\$ -	\$ -	\$ -	\$ -
Interest		\$ 240	\$ 212	\$ 183	\$ 151	\$ 117
EBT		\$ (240)	\$ (212)	\$ (183)	\$ (151)	\$ (117)
Federal Tax Credit		\$ 1,500				
State Tax Credit		\$ -				
Tax Expense		\$ (1,584)	\$ (74)	\$ (64)	\$ (53)	\$ (41)
Net Income		\$ 1,344	\$ (138)	\$ (119)	\$ (98)	\$ (76)
Principle Repayment		\$ 396	\$ 424	\$ 454	\$ 486	\$ 520
Cash Flow to Homeowner	\$ (1,970)	\$ 1,488	\$ 21	\$ 57	\$ 97	\$ 139
Net Present Value	\$1,458					
Internal Rate of Return	22.15%					

Our residential promotional efforts will be primarily focused in the 30306 and 30307 zip codes as illustrated in the map below as the Residential – Tier 1 geography and NPU V.



**Tier 1**

The zip codes are contiguous to each other and the City of Decatur and were among the top zip codes to capitalize on AGL Resources' energy efficient appliance rebate programs over the past 3 years as seen in the table below. The income mix was also found to have more variation than other parts of the City with high take rates. These zip codes were also top performers within the Georgia Power Home Performance with Energy Star Program. However, take rates have been so low to date (~50 audits out of over 60,000 solicitations) that efforts to build forecasting models proved futile with explanations of variance of under 1% given the independent variables available.

**AGL Energy Efficient Appliance Rebates (2007 – 2009)**

Target Zip / Income	Rebates Paid	% of Metro Rebates Paid
30306	164	7.08%
Lower to Mid	6	0.26%
Midscale	37	1.60%
Upper to Mid	18	0.78%
Upscale	53	2.29%
Wealthy	50	2.16%
30307	100	4.32%
Midscale	29	1.25%
Upper to Mid	11	0.47%
Upscale	17	0.73%
Wealthy	43	1.86%
30030	147	6.34%
Downscale	7	0.30%
Lower to Mid	5	0.22%
Midscale	32	1.38%
Upper to Mid	63	2.72%
Wealthy	40	1.73%

**Georgia Power Home Performance with Energy Star Audit and Improvement Take Rates**

Count of Improvements	Audit		Improvements		TRUE Total	Grand Total	Audit Close Ratio	Audit - Improvement Close Ratio
	FALSE	TRUE	FALSE	TRUE				
Zip	FALSE	TRUE	FALSE Total	TRUE				
30030	1606	4	1606	4	4	1610	0.248%	0.00%
30306	1410	1	1410	1	2	1412	0.142%	50.00%
30307	876	2	876	2	4	880	0.455%	50.00%
Grand Total	61741	37	61741	12	49	61790	0.079%	24.49%

**NPU-V**

Neighborhood Planning Unit V (NPU-V) is composed of six neighborhoods immediately southwest of downtown Atlanta. NPU V comprises a once-thriving African-American community that has experienced a great deal of property disinvestment, population decrease, and general economic decline over the past 30 years. To be a catalyst to strengthen families in these neighborhoods, the City of Atlanta, foundations and other organizations have been working to promote neighborhood-scale programs, policies, and activities that contribute to strong, family supporting neighborhoods. Our goal is to make it the "greenest neighborhood revitalization in the nation."

To drive the revitalization, we have secured \$2 million in federal Neighborhood Stabilization Program funding and \$2 million of project related investment funding from the Casey Foundation. This funding will be invested over the next two years in 90-100 homes. Second, we are working to create the workforce from within the neighborhood to perform the renovations on these homes through a program called the "Green & Healthy Homes Initiative." This initiative is funded through the state weatherization program and the Georgia Department of Human Resources. It provides subsidies and stipends for workforce development training and for housing renovation. The people trained are from within NPU-V. We are working with local non-profits, including Southface and The Center for Working Families, and the Atlanta Technical College to conduct the training program.

We will be able to highly leverage our existing private and public funds with the EECBG program. EECBG funding will (1) fund for energy efficiency upgrades in the homes we are purchasing and (2) support our workforce development training program. Furthermore, we will be able to use the existing marketing, administration, and training systems in place to quickly and efficiently harness the funding.

#### Tier 2

The Residential – Tier 2 geography was another top zip code that over-lapped with one of the Commercial TADs and was noted as an area that the Atlanta Development Authority could also focus its promotional efforts.

### MARKETING ACTIVITIES

#### Target Markets

The SHINE program will provide both residential and commercial entities within the City of Atlanta and City of Decatur low-interest loans for energy efficient retrofitting and weatherization projects.

#### Residential

Residential applicants will utilize Home Performance and Energy Star qualified contractors to perform the following services:

- Weather-stripping
- Caulking
- Wall and attic insulation
- Duct sealing
- Energy-efficient lighting, HVAC and water heating equipment upgrades
- Other qualified improvements

Through our program, applicants will have the opportunity to become pre-qualified for assistance through our preferred financial institutions. These institutions range from community banks to large banks and will provide financial servicing to both individuals and business at a reduced rate.

#### Commercial

Commercial applicants will work with AGL Resources-approved commercial contractors or Home Performance with Energy Star contractors where appropriate to undertake building envelope, HVAC, and lighting improvements.

#### Local Utility Role

AGL Resources and Georgia Power, our local utility partners, will provide both financial and marketing assistance for this program. More specifically:

- AGL will promote its existing energy efficiency appliance rebates in conjunction with SHINE. These include rebates for the installation of a qualifying high efficiency natural gas furnaces and high-efficiency tank-less water heaters.
- Georgia Power will promote its Home Performance with Energy Star program as a compliment to SHINE, which provides up to \$1,900 in rebates for residential projects, through direct mail and billboards, to its existing client base.
- AGL will promote the program through multiple mediums including, but not limited to personal selling, direct mail, marketing collateral, and e-mail. Our program incentives will be incorporated into their sales process by which AGL recommends energy efficiency and its own natural gas opportunities to new and existing customers.

- AGL will continue to promote its Sustainable Environmental and Economic Development program that provides “on-bill” financing to commercial customers.

#### **Audit Providers**

- Georgia Power’s Home Performance with Energy Star Program will complement our efforts with its home energy audit program. HPwES contractors in addition to AGL will deploy qualified auditors to provide comprehensive audit support for SHINE.

#### **Promotion Strategy**

To ensure a broad impact that penetrates not only our target areas for commitment, but the entire Atlanta area, we will employ a comprehensive, multi-touch point strategy that incorporates the following communication mediums:

- **Internet** -comprehensive web presence that will serve as an external information clearinghouse for all related program materials including applications and FAQ’s to points of contact.
- **Print** -one-pagers and mailers
- **Video** – Digital video depicting a typical experience and what each potential customer can expect for a project based on value. This video will also depict a potential savings experience for residents and include testimonials. This medium will be supported via our website and produced locally.
- **E-mail** – Comprehensive e-mail campaign deployed to the audiences of all included stakeholders. This ranges from residential customers of our utility partners to retail customers of our partnering appliance retail outlets.
- **Internal employee messaging** - Towards contingency of stakeholders consistent with external messaging.
- **Phone** -Pre-recorded comprehensive messaging and FAQ’s for consumers who are not internet capable.
- **Direct Mail** – one pagers/post cards to residents within target zip codes for deployment activity
- **Community outreach (door to door canvassing)** – Organized deployment within Neighborhood Planning Units (NPU), including speaking engagements, and door to door canvassing of neighborhoods within both cities

Simultaneously, we will deploy generous corporate, retail, and community marketing support from key stakeholders

- Home Depot and Cox Enterprises will provide assist in reaching the broader audience with messaging through existing channels.
- Home Depot will support this campaign with customer workshops and trainings on behavior practices, installation advice, and new product demonstrations in stores on a monthly basis, in addition to in featuring in store displays.
- The Atlanta Development Authority will provide marketing support throughout the city’s four Tax Allocation Districts (TAD).

We will justify our marketing efforts with the use of various tracking mechanisms to identify where first exposure to our program was made. This will help us continue to expand our program while having data to support adjustments in messaging and who and how we target residents and business. Through the use of customer satisfaction surveys, we aim to use a continual process improvement model that incorporates real-time feedback from residents and commercial entities.

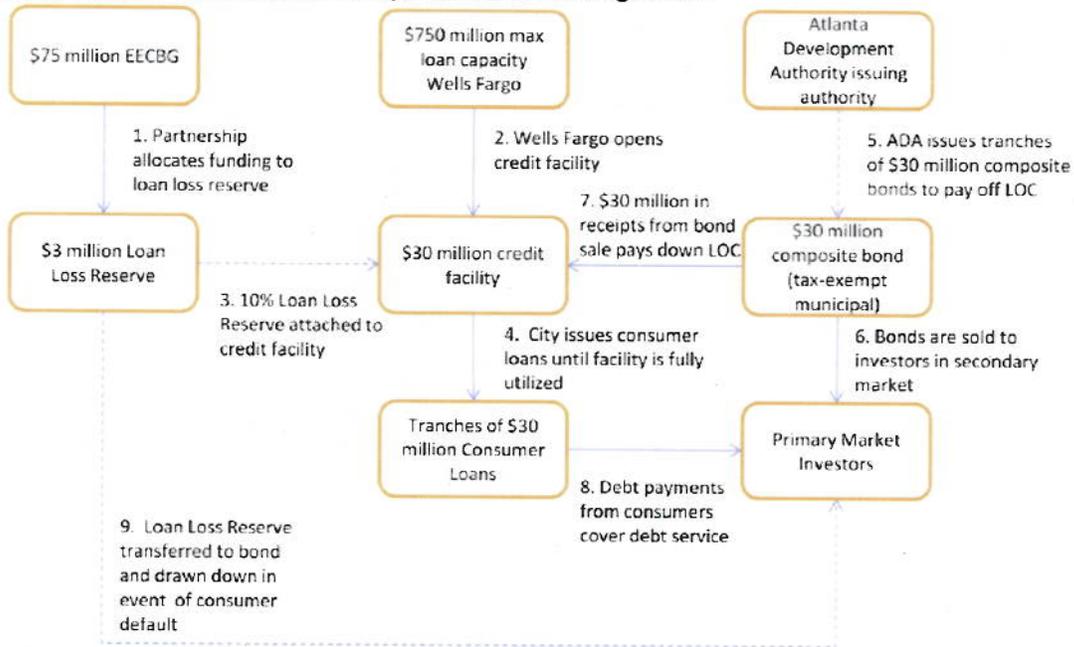
Our program is proud of its commitment to energy performance contracting for all public buildings within its jurisdiction and seeks to serve as a model program for neighboring jurisdictions and other states.

**FINANCING**

**Debt Financing**

The City will work with a commercial lender to establish a revolving credit line collateralized with a 10% loan loss reserve (as shown in the attached letter of support from Wells Fargo). Upon notice of final award, the City is hopeful to have the line in place within 90 days. The underwriting will be managed by the Atlanta Development Authority, who currently manages a number of small business revolving loan funds. Once the line is fully utilized, a non-recourse composite bond will be issued with the cash flow derived from the loan portfolio and the loan loss reserve to back defaults. This overall financing model will function in a manner similar to that depicted below.

**Loan Loss Reserve Collateralized Composite Bond Funding Model**



*\*Anticipated EECBG leverage of 10:1 through this structure*

Other potential financing mechanisms that will be available to my constituents include an on-bill financing program and a revolving loan fund. The on-bill financing program would be offered through AGL Resources for residential energy efficiency upgrades and is proposed to be initially seeded with \$1.3 million. The revolving loan fund would be available to commercial entities through the Georgia Cities Foundation and is proposed to be initially seeded with \$2 million. Both are contingent upon State sub-grants.

### **Capital Buy-Downs**

A major challenge to energy efficiency improvements in the Atlanta-area is the low cost of energy. Low costs of energy adversely impact the financial returns of energy efficiency improvements. As a result, capital buy-downs, particularly in the residential sector, are necessary to improve project economics to the degree that a property owner is excited to undertake the improvements. We have structured our program in such a way that the economics are attractive for our target markets. This will be key in driving initial demand and growing the program over the grant period. Incentive levels will be analyzed constantly to ensure a careful balance between rapid growth and efficient use of federal funds. Over the course of the grant period, efforts will be made to gradually cut the buy-down incentives and focus on the program financing to ensure its sustainability beyond the grant term.

To further enhance the value and integration of this proposal, a portion of the capital buy-downs are subject to property-owner agreement to sign onto the Governor's Energy Challenge.

Existing local programs that administer federal funding, such as HUD's Neighborhood Stabilization Program, and foundation funding for affordable housing renovation and construction must meet certain green building standards that include energy efficiency. The commercial and multifamily components of our program will benefit from these qualified groups.

### **WORKFORCE DEVELOPMENT**

#### **Assessment of the Current Workforce**

Metropolitan Atlanta is a leader in green building design and construction. We are consistently ranked in the top 5 cities having the most LEED certified buildings. Atlanta is also proud to have over 2138 LEED AP and 121 Earthcraft accredited professionals. However, the Atlanta economy is suffering harder than many cities in the economic downturn because of our dependence on the real estate industry. Despite, or perhaps because of, the severe impacts of the recession and foreclosure crisis on the local building industry, metro Atlanta has significant labor capacity within the sector that is ready for deployment on energy efficiency projects.

A portion of the increased demand for work that our program creates will be met through existing certified contractors. For instance, over twenty contractors have been certified by the Building Performance Institute ("BPI") to take part in the Georgia Power Home Performance with Energy Star ("HPwES") program. The purpose of the program is to conduct audits and perform weatherization, energy efficiency, and water efficiency upgrades in single-family homes. Since the program's launch in 2007, 150 audits have been performed but only 50 projects have been undertaken. An economic analysis of a typical residential retrofit project revealed that the project's Internal Rate of Return (IRR) was not sufficient to overcome the barriers stemming from high energy costs and relatively low incentives. Our proposed program would provide much-needed business to this existing pool of experienced certified contractors while meeting the need for top-quality energy efficiency installations.

#### **Expanding the Workforce**

We will require a larger workforce trained in the advanced skills necessary for energy efficiency projects since the current local workforce lacks both the diversity and quantity of skills needed to meet the expected demand. In order to train the additional workers needed, we will use existing training programs and create or amend programs as we identify problems and needs. Atlanta Technical College, Dekalb Technical College, Southface Energy Institute, and the Atlanta Workforce Development Agency are local leaders in providing green job training. They are committed to working with us to support our proposed program. Their training programs include apprenticeships, associate degrees, diplomas, and

technical certificates of credit. We believe that ongoing program assessments and curricula refinement will be critical to the success of the project, and our partners have a strong record in this area. These lead partners, under the coordination of Southface and the City of Atlanta, will work to identify issues and needs as the program expands. This will be done through an existing network of the lead partners and other organizations that have been working together on green jobs. (See list of partner organizations and their roles below). Southface will lead the team to create a green workforce development plan that set goals, identifies gaps, and establishes strategies to coordinate existing efforts and expand the current energy efficiency efforts, green workforce training, and job placement activities underway locally.

#### Lead Partners

The following are the workforce development program lead partners and their roles.

PROJECT PARTNER	PROJECT ROLE
Southface Energy Institute (lead)	Strategic Planning, Training, Curriculum Development.
Atlanta Workforce Development Agency	Curriculum Development, Job Training, Job Placement
Annie E. Casey Foundation's -Atlanta Civic Site	Job Training, Job Placement
Atlanta BeltLine Inc.	Funding, Program Development
Atlanta Development Authority	Program Development
Atlanta Technical College	Curriculum Development, Job Training, Job Placement
The Center for Working Families	Planning, Curriculum Development, Job Training, Job Placement, Support Services
Dekalb Technical College	Curriculum Development, Job Training, Job Placement
Department of Planning and Community Development, City of Atlanta	Training, Program Development to support Neighborhood Stabilization Program, Community Development Block Grant, and other Federal funds
Emerald Cities	Strategic Planning, Training, Curriculum Development
Enterprise Foundation's Enterprise Community Partners, Atlanta Office	Strategic Planning, Training, Curriculum Development
Equity Atlanta	Strategic Planning, Training, Curriculum Development
Georgia Environmental Facilities Authority	Funding, Training
Georgia Stand up (Labor unions)	Strategic Planning, Training, Curriculum Development
Governor's Office of Workforce Development	Strategic Planning, Training, Curriculum Development
Home Depot Foundation	Funding, Planning
Southeast Energy Efficiency Alliance	Strategic Planning, Training, Curriculum Development
Workforce Development Board, Atlanta Regional Commission	Strategic Planning, Training, Curriculum Development

## **STATE ROLE**

The Georgia Environmental Facilities Authority (GEFA) contains the state energy office and many other offices and programs related to energy efficiency, green building, and renewable energy. GEFA has made strong commitments to energy efficiency and renewable energy programs through SEP, WAP, and EECGB funds allocated through the American Reinvestment and Recovery Act. GEFA supports Atlanta and Decatur by providing state and federal funding, technical assistance for program development and implementation, and workforce development.

### **Alternative Financing**

- \$5,494,966 is being allocated to a state-wide on-bill financing program for residential energy efficiency improvements.
- GA Cities Foundation Green Communities Fund: GEFA is allocating \$2,000,000 towards this revolving loan fund. Funds will be used solely for energy efficiency improvements – projects will need to meet third party criteria i.e. Energy STAR, LEED, etc.

### **Estimated Value of Weatherization Services in Atlanta**

There are 22 'community action agencies' in Georgia that administer weatherization services. They operate on a geographic basis. Southeast Energy Assistance administers the weatherization program in Atlanta. They perform home weatherization services for income-eligible homeowners. The threshold has typically been 150% above the poverty line. ARRA funding extended the eligibility to 200% above the poverty line. Their impact is as follows:

<b><u>Funding Source</u></b>	<b><u>Funding Allocation</u></b>	<b><u>Homes to be weatherized</u></b>
DOE annual appropriations	\$726,789 (FY 2009-2011)	81 over two years (extended due to ARRA)
Health & Human Services	\$260,933	62 over one year
DOE ARRA	\$8,196,838 (FY 2010-FY2012)	1,112 over three years
GA Power	\$260,000	Approx. 80 over one year

### **Building Codes (ASHRAE 90.1-2007)**

The current minimum energy code in Georgia is ASHRAE 90.1-2004. Governor Perdue has signed an assurance that the new codes will be adopted in 2010. The State cannot adopt these codes before the legislators come into session in January. However, it is something that they anticipate will pass. Department of Community Affairs will also provide training to local governments to ensure 90% compliance within 8 years.

The State of Georgia is leading by example through the Governor's Energy Challenge. Under the challenge, Governor Perdue directed state agencies to reduce energy consumption 15 percent below 2007 levels. He also encourages local governments, businesses, individuals, not-for-profits, and schools to meet the same goal. Programs like this and the other programs GEFA administers provide support for our efforts at the local level but these existing programs are not sufficient drivers of aggressive change that will be required to meet anticipated federal goals for energy efficiency and greenhouse gas reduction. We need help from the Governor's office, GEFA, the Georgia Public Service Commission, and the state legislature to address gaps and hurdles that prevent further and quicker progress on energy efficiency. We need them to enact state laws (1) to establish a Renewable Energy and Energy Efficiency Portfolio Standard, (2) to create statewide PACE or a special district financing option, (3) to mandate ASHRAE's new building energy labeling program, (4) to adopt IECC 2009, and (5) to allow state facilities to undertake Energy Service Performance Contracts (ESCOs) to provide funding for mandated efficiency

upgrades to state facilities and to enable local governments to procure goods and services through established state contracts. We also need increased funding for renewable energy and energy efficiency incentive programs, additional support and funding for on-bill financing programs, and other initiatives to facilitate the participation of customers and the penetration of efficiency and renewable technologies.

**ROLE OF SEEA**

It is our vision the SEEA will provide our effort with the necessary guidance to make our strategy for the deployment of this program and overall operation, one that will enable it to expand and thrive into the years to come.

We see SEEA marketing strategy support, financing structural support, workforce training guidance, and assistance with PACE bill structuring and implementation as key element to success. As a unique program, with similar ideologies of existing partner programs, we hope that with SEEA's assistance, this program can serve as a model for replication in other neighboring counties and states.

Please feel free to contact me or my staff with any questions. We see this as a unique opportunity to further the goal of achieving greater energy efficiency in an area of the country where it is needed.

Sincerely,

A handwritten signature in black ink, appearing to read "Shirley Franklin". The signature is fluid and cursive, with the first name being more prominent.

Shirley Franklin



Dear Mr. Ben Taube,

December 7, 2009

The Local Energy Alliance Program, Inc. (LEAP) is proud to be a part of SEEA's regional application for DOE's Retrofit Ramp-up Grant. LEAP is a nonprofit energy services organization based in Charlottesville, Virginia. Formed as a community-based, public-private partnership in November of 2009, LEAP's Governance Board includes:

- Mayor of Charlottesville
- Chair of Albemarle County Board of Supervisors
- Executive Director of Southeast Energy Efficiency Alliance
- Vice President of Energy Conservation at Dominion Power
- Energy Director of Virginia Department of Mines, Minerals, and Energy
- Representative from Piedmont Virginia Community College
- Representative from University of Virginia

***LEAP's mission is to enable a sustainable energy future for Central Virginia through the facilitation of energy efficiency and renewable energy measures for all building sectors of the community.***

The development for LEAP and its programs began in January 2009 with the formation of a proposal team to apply for SEEA's \$500,000 competitive grant to establish an energy efficiency program at scale. The City of Charlottesville and County of Albemarle passed resolutions committing to work together to form a plan and apply for these funds. Dubbed the Local Energy Alliance Program or LEAP, the goals outlined in that grant opportunity and to be pursued by LEAP are: 20% – 40% efficiency gain per structure; 30% - 50% market penetration; and a 5 – 7 year implementation timeline.

The City and County were notified in June that they had won the grant and subsequently began a legal review. A transition team of City and County staff was established in July 2009 to move the organization forward from proposal to implementation. The legal review was completed in September, and since then a Governance Board has formed, Articles of Incorporation with the SCC have been filed, and tax exempt status with the IRS is currently being pursued. Reflective of its community-based model, the LEAP Governance Board is supported by established Technical (contractor and vendor), Nonprofit, and Municipal Advisory Committees. These committees and the organizations they represent are assisting in program development and implementation, marketing, and public education and outreach.

As we seek to create a self-sustaining, *market-based* energy efficiency program, LEAP will help grow the industry to deliver clean energy retrofits. LEAP will pre-qualify residential and commercial contractors who work in our programs and require nationally recognized certifications and standards (i.e., BPI and ASHRAE) for the professionals who participate in them. Workforce development began in spring 2009 and has involved our local contracting community, builder's associations, and Piedmont Virginia Community College (PVCC), our area's workforce training center. We have held two BPI Building Analyst training sessions in Charlottesville this past year – one sponsored by our state energy office and one by PVCC. PVCC's training curriculum for Spring 2010 includes classes on using auditing diagnostic tools, basic weatherization, selling and marketing energy efficiency, and solar installation. With over 10 BPI-

certified Building Analysts in our area already and 30 contractors signed up to participate in HPwES, LEAP recently coordinated with DOE, EPA, and ACI to host a contractor seminar on EPA's Home Performance with Energy Star (HPwES) program.

As the HPwES sponsor for our area, LEAP will provide mentoring and quality assurance on a percentage of jobs as part of our workforce development strategy. Our HPwES 15 pilot will take place in January/February 2010 and following its success, LEAP will begin to roll out HPwES in the community. LEAP has also formed a commercial task force to develop a first tier commercial audit and retrofit whose business case includes a short payback and a minimum 20% efficiency gain. LEAP will bundle smaller and medium-sized commercial businesses to create an RFP for bid by larger ESCOs. We are fortunate to have a number of nationally known industry professionals to call on for input, including Steve Morgan from CSE, John Jones from NYSERDA, Larry Zarker from BPI, Brian Henderson from NRDC, Chandler von Schrader from EPA, and Victoria Racine from Bridgetree.

To drive awareness and participation, LEAP will use television via Home Energy Makeover contests, radio and print "Ask the Expert" columns, extensive HOA presentations, public seminars, a strong web presence, and social marketing channels. We are organizing a corps of student and nonprofit volunteers to go door-to-door and work the phones to help us benchmark 90% our community's buildings in 3 years and have initiated discussions with the local Chamber of Commerce to assist in the design and launch of a Business Energy Challenge Contest. We are also collaborating with local nonprofits and government on projects, advertising, and volunteer education and outreach. Lastly, the City of Charlottesville, University of Virginia, and Dominion Power have partnered to complete a deep energy retrofit of an historic district home which will serve as a showcase for energy efficiency and renewable energy in our community. When completed in 2<sup>nd</sup> quarter 2010, this publically accessible building will house LEAP's offices and include a number of interactive educational displays.

Another important marketing strategy is the homeowner energy report. Dominion Power is one of LEAP's Partners, and the utility has agreed to make information about LEAP's programs available as part of its *Opower* direct mail home energy report. Dominion will mail this report out to 50,000 homes in our area beginning in 2<sup>nd</sup> quarter 2010. Dominion has also chosen Charlottesville as its first Smart-grid City and has installed smart-meters on 50,000 buildings in the City and its urban county ring. We look forward to working closely with Dominion on future energy behavior management strategies which will be enabled by these meters. Dominion will be rolling out a suite of residential and commercial DSM programs in 2<sup>nd</sup> quarter 2010 (pending SCC approval), and have agreed to coordinate with LEAP on messaging, delivery, and LEAP's use of these programs for incentives within the whole building science approach LEAP will take with retrofits. All told, it is a \$20M commitment on Dominion's part to assist in energy efficiency efforts in the region. LEAP enjoys a strong working relationship with Charlottesville Gas and Water, the municipally owned natural gas and water utility. Both the gas and water utilities offer incentives LEAP will leverage, and both utilities will participate in conservation programs with LEAP.

With respect to financing the needed retrofits, LEAP is taking a phased approach. Phase 1 includes working with established energy efficiency loan programs offered by the Electric & Gas Industries Association (EGIA) and the Wisconsin Energy Conservation Corporation (WECC). The City of Charlottesville and County of Albemarle have pledged all or a portion of their EECBG money to help support LEAP which may include buying down loans for residents who use these financing programs. The City also has a Home Energy Savings fund of \$125,000 it will consider donating to LEAP to help low income residents buy down loans and pay for audits. This financing option will be available first quarter 2010. Phase 2 financing involves working with local and national banks to craft a compelling loan

programs with lower interest rates. We intend to use a portion of the DOE Retrofit Ramp-up grant money as a loan loss reserve credit enhancement in our partnership with banks such as the University of Virginia Credit Union. As the state leader in developing a community-based energy efficiency program, LEAP has linked up with other Virginia communities (including Hampton, Arlington, Fredericksburg, Richmond, and Roanoke) and intends to leverage our larger state-wide customer base for a loan program RFP. Supported by SEEA and the state energy office, we hope to offer these financing options in 4<sup>th</sup> quarter 2010. Lastly, for Phase 3 financing we look to implementing a PACE program enabled by Virginia SB-1212. As Charlottesville's Mayor and a LEAP Board member, I am excited by the opportunities presented by this bill. It allows local governments to set up loan programs for energy efficiency and renewables whose payback can be attached to the property tax, utility, or other billing mechanism.

LEAP has already created its business plan and pro forma, and believes it has sound strategies for ever-greening grant dollars. Through a combination of a subscription-based membership model, leads, percent of project, and loan origination fees, as well as the monetization of efficiency gains, LEAP will be able to cover its administrative costs to be cash positive by year 4 and continue well beyond the three year grant performance window. In fact, following successful achievement of its market penetration goals, it will generate additional capital for energy efficiency dividends for members, offer greater rebate incentives for customers, and further buy down interest rates. Measurement and verification is thus integral to our business and program models – both to enable our getting to scale and to monetize efficiency gains. We are looking to streamline the data collection process and analytics so as to lower administrative overhead, speed up the audit process, and ensure effectiveness of the retrofit.

LEAP's geographical target market is currently defined as City of Charlottesville and County of Albemarle. The additional money we seek from the DOE Retrofit Ramp-up grant will allow us to extend our program to our entire planning district, thereby tripling the area of potential impacts. Given that Charlottesville is the metropolitan heart of this district and Albemarle and Charlottesville are the only formula recipients of EECBG money, is it appropriate that a program benefiting from funding support from these two localities would seek to extend to our sister communities a program which would benefit them as well. The Thomas Jefferson Planning District shares grant allocations for Affordable Housing, and it oversees the Housing Consortium which addresses residential building issues in the City and five counties. Our local weatherization (WAP) provider which serves this same area, Community Energy Conservation Program, will partner with LEAP on a loan program for additional services.

Our initial market research echoes McKinsey's energy efficiency report. Our progressive community and active citizenry are ready to increase their buildings' comfort and efficiency, but they need a one-stop shop of "who to call, what to do, and how to pay for it" to help them overcome barriers to action. We believe we can successfully reach our aggressive market penetration goals and exemplify the transformational approach DOE would like to enable - we have the municipal commitment, stakeholder buy in, start-up capital, and self-sustaining program plan to do so.

Thank you,



Dave Norris  
Charlottesville Mayor  
LEAP Governance Board Member



**TOWNS OF CHAPEL HILL  
& CARRBORO**  
NORTH CAROLINA  
WWW.TOWNOFCHAPELHILL.ORG  
WWW.TOWNOFCARRBORO.ORG



Mr. Ben Taube  
Southeastern Energy Efficiency Alliance  
PO Box 13909  
Atlanta, GA 30324

Dear Mr. Taube,

We are writing to offer the Towns of Chapel Hill and Carrboro's enthusiastic participation in your response to the federal "retrofit ramp-up" announcement from the Department of Energy. The Towns are prepared to enter into a collaborative effort with SEEA, our neighboring jurisdictions, and other stakeholders and partners in pursuit of the establishment of a local energy alliance. The purpose of this letter is to outline our proposed participation.

We envision a primary outcome of this effort being the establishment of a new alliance of partners. Importantly, we intend to help create a new energy alliance operating organization as a public-private partnership and a market-making/job creation approach to address energy usage in buildings. This partnership will focus on building science, systems, and usage behavior, with an emphasis on improving energy efficiency by 20% - 40% per structure, and a second emphasis on phasing in alternative/renewable generation. We envision this project to unfold over approximately three years, with the partnership and alliance being a long term, sustaining, and visionary pursuit. We are inspired by the work of SEEA in this regard, and appreciate the opportunity to learn perhaps most poignantly from similar efforts in Charlottesville, VA. Charlottesville has created a roadmap of sorts for us, and we look forward to creating a Chapel Hill and Carrboro version of this map; in cooperation with our local partners.

Chapel Hill and Carrboro's land use is predominately residential, with approximately 80-85% of tax revenue coming from the residential sector. As such, Chapel Hill and Carrboro intend to focus on residences for energy retrofits as part of the retrofit ramp-up program. The commercial sector will also be addressed, as will municipal energy use, but any significant improvements in efficiency will by circumstance require an emphasis on residential use. We do not believe that the Towns own any buildings with sufficient energy use to warrant performance contracting, but will explore Chapel Hill's public housing as a potential performance contracting target. Additionally, we will work closely with Orange Water and Sewer Authority (OWASA), which is the largest public sector energy user in Chapel Hill and Carrboro's jurisdiction, to explore performance contracting and retrofit opportunities. The other utility providers in Chapel Hill and Carrboro