

Instructions for the SF-424A

Public Reporting Burden for this collection of information is estimated to average 3.0 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Please do not return your completed form to the Office of Management and Budget; send it to the address provided by the sponsoring agency.

General Instructions

This form is designed so that application can be made for funds from one or more grant programs. In preparing the budget, adhere to any existing Federal grantor agency guidelines which prescribe how and whether budgeted amounts should be separately shown for different functions or activities within the program. For some programs, grantor agencies may require budgets to be separately shown by function or activity. For other programs, grantor agencies may require a breakdown by function or activity. Sections A, B, C, and D should include budget estimates for the whole project except when applying for assistance which requires Federal authorization in annual or other funding period increments. In the later case, Sections A, B, C, and D should provide the budget for the first budget period (usually a year) and Section E should present the need for Federal assistance in the subsequent budget periods. All applications should contain a breakdown by the object class categories shown in Lines a-k of Section B.

Section A. Budget Summary Lines 1-4 Columns (a) and (b)

For applications pertaining to a single Federal grant program (Federal Domestic Assistance Catalog number) and not requiring a functional or activity breakdown, enter on Line 1 under Column (a) the catalog program title and the catalog number in Column (b).

For applications pertaining to a single program requiring budget amounts by multiple functions or activities, enter the name of each activity or function on each line in Column (a), and enter the catalog number in Column (b). For applications pertaining to multiple programs where none of the programs require a breakdown by function or activity, enter the catalog program title on each line in Column (a) and the respective catalog number on each line in Column (b).

For applications pertaining to multiple programs where one or more programs require a breakdown by function or activity, prepare a separate sheet for each program requiring the breakdown. Additional sheets should be used when one form does not provide adequate space for all breakdown of data required. However, when more than one sheet is used, the first page should provide the summary totals by programs.

Lines 1-4, Columns (c) through (g)

For new applications, leave Columns (c) and (d) blank. For each line entry in Columns (a) and (b), enter in Columns (e), (f), and (g) the appropriate amounts of funds needed to support the project for the first funding period (usually a year).

For continuing grant program applications, submit these forms before the end of each funding period as required by the grantor agency. Enter in Columns (c) and (d) the estimated amounts of funds which will remain unobligated at the end of the grant funding period only if the Federal grantor agency instructions provide for this. Otherwise, leave these columns blank. Enter in columns (e) and (f) the amounts of funds needed for the upcoming period. The amount(s) in Column (g) should be the sum of amounts in Columns (e) and (f).

For supplemental grants and changes to existing grants, do not use Columns (c) and (d). Enter in Column (e) the amount of the increase or decrease of Federal funds and enter in Column (f) the amount of the increase or decrease of non-Federal funds. In Column (g) enter the new total budgeted amount (Federal and non-Federal) which includes the total previous authorized budgeted amounts plus or minus, as appropriate, the amounts shown in Columns (e) and (f). The amount(s) in Column (g) should not equal the sum of amounts in Columns (e) and (f).

Line 5—Show the totals for all columns used.

Section B. Budget Categories

In the column headings (a) through (4), enter the titles of the same programs, functions, and activities shown on Lines 1-4, Column (a), Section A. When additional sheets are prepared for Section A, provide similar column headings on each sheet. For each program, function or activity, fill in the total requirements for funds (both Federal and non-Federal) by object class categories.

Lines 6a-i—Show the totals of Lines 6a to 6h in each column.

Line 6j—Show the amount of indirect cost.

Line 6k—Enter the total of amounts on Lines 6i and 6j. For all applications for new grants and continuation grants the total amount in column (5), Line 6k, should be the same as the total amount shown in Section A, Column (g), Line 5. For supplemental grants and changes to grants, the total amount of the increase or decrease as shown in Columns (1)-(4), Line 6k should be the same as the sum of the amounts in Section A, Columns (e) and (f) on Line 5.

Line 7—Enter the estimated amount of income, if any, expected to be generated from this project. Do not add or subtract this amount from the total project amount. Show under the program narrative statement the nature and source of income. The estimated amount of program income may be considered by the federal grantor agency in determining the total amount of the grant.

Section C. Non-Federal Resources

Lines 8-11—Enter amounts of non-Federal resources that will be used on the grant. If in-kind contributions are included, provide a brief explanation on a separate sheet.

Column (a)—Enter the program titles identical to Column (a), Section A. A breakdown by function or activity is not necessary.

Column (b)—Enter the contribution to be made by the applicant.

Column (c)—Enter the amount of the State's cash and in-kind contribution if the applicant is not a State or State agency. Applicants which are a State or State agencies should leave this column blank.

Column (d)—Enter the amount of cash and in-kind contributions to be made from all other sources.

Column (e)—Enter totals of Columns (b), (c), and (d).

Line 12—Enter the total for each of Columns (b)-(e). The amount in Column (e) should be equal to the amount on Line 5, Column (f) Section A.

Section D. Forecasted Cash Needs

Line 13—Enter the amount of cash needed by quarter from the grantor agency during the first year.

Line 14—Enter the amount of cash from all other sources needed by quarter during the first year.

Line 15—Enter the totals of amounts on Lines 13 and 14.

Section E. Budget Estimates of Federal Funds Needed for Balance of the Project

Lines 16-19—Enter in Column (a) the same grant program titles shown in Column

(a), Section A. A breakdown by function or activity is not necessary. For new applications and continuation grant applications, enter in the proper columns amounts of Federal funds which will be needed to complete the program or project over the succeeding funding periods (usually in years). This section need not be completed for revisions (amendments, changes, or supplements) to funds for the current year of existing grants.

If more than four lines are needed to list the program titles, submit additional schedules as necessary.

Line 20—Enter the total for each of the Columns (b)-(e). When additional schedules are prepared for this Section, annotate accordingly and show the overall totals on this line.

Section F. Other Budget Information

Line 21—Use this space to explain amounts for individual direct object-class cost categories that may appear to be out of the ordinary or to explain the details as required by the Federal grantor agency.

Line 22—Enter the type of indirect rate (provisional, predetermined, final or fixed) that will be in effect during the funding period, the estimated amount of the base to which the rate is applied, and the total indirect expense.

Line 23—Provide any other explanations or comments deemed necessary.

Applicant Name: Alliance to Save Energy

Award Number:

Budget Information - Non Construction Programs

OMB Approval No. 0348-0044

Section A - Budget Summary		Estimated Unobligated Funds			New or Revised Budget		Total (g)
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)		
Alliance	DE-FOA-0000148			\$467,737	\$0	\$467,737	
1. Communications for SEEA						\$0	
2.						\$0	
3.						\$0	
4.						\$0	
5. Totals		\$0	\$0	\$467,737	\$0	\$467,737	
Section B - Budget Categories		Grant Program, Function or Activity					
6. Object Class Categories	Alliance Communications for SEEA	(2)	(3)	(4)	Total (5)		
a. Personnel	\$177,934					\$177,934	
b. Fringe Benefits	\$74,754					\$74,754	
c. Travel	\$7,000					\$7,000	
d. Equipment						\$0	
e. Supplies						\$0	
f. Contractual						\$0	
g. Construction						\$0	
h. Other	\$1,410					\$1,410	
i. Total Direct Charges (sum of 6a-6h)	\$261,099	\$0	\$0	\$0	\$0	\$261,099	
j. Indirect Charges	\$206,638					\$206,638	
k. Totals (sum of 6i-6j)	\$467,737	\$0	\$0	\$0	\$0	\$467,737	
7. Program Income						\$0	

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Section C - Non-Federal Resources						
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) Totals		
8. Alliance Communications for SEEA	\$0	\$0	\$0	\$0	\$0	\$0
9.						\$0
10.						\$0
11.						\$0
12. Total (sum of lines 8 - 11)	\$0	\$0	\$0	\$0	\$0	\$0
Section D - Forecasted Cash Needs						
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	
13. Federal	\$296,918	\$74,230	\$74,230	\$74,230	\$74,230	
14. Non-Federal	\$0					
15. Total (sum of lines 13 and 14)	\$296,918	\$74,230	\$74,230	\$74,230	\$74,230	
Section E - Budget Estimates of Federal Funds Needed for Balance of the Project						
(a) Grant Program	(b) First	(c) Second	(d) Third	(e) Fourth		
16. Alliance Communications for SEEA	\$137,520	\$33,299				
17.						
18.						
19.						
20. Total (sum of lines 16-19)	\$137,520	\$33,299				\$0
Section F - Other Budget Information						
21. Direct Charges	Other refers to Postage and Shipping					
22. Indirect Charges						
23. Remarks						

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Section A. Budget Summary Lines 1-4 Columns (a) and (b)

For applications pertaining to a single Federal grant program (Federal Domestic Assistance Catalog number) and not requiring a functional or activity breakdown, enter on Line 1 under Column (a) the catalog program title and the catalog number in Column (b).

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For applications pertaining to multiple programs where one or more programs require a breakdown by function or activity, prepare a separate sheet for each program requiring the breakdown. Additional sheets should be used when one form does not provide adequate space for all breakdown of data required. However, when more than one sheet is used, the first page should provide the summary totals by programs.

Lines 1-4, Columns (c) through (g)

For new applications, leave Columns (c) and (d) blank. For each line entry in Columns (a) and (b), enter in Columns (e), (f), and (g) the appropriate amounts of funds needed to support the project for the first funding period (usually a year).

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For continuing grant program applications, submit these forms before the end of each funding period as required by the grantor agency. Enter in Columns (c) and (d) the estimated amounts of funds which will remain unobligated at the end of the grant funding period only if the Federal grantor agency instructions provide for this. Otherwise, leave these columns blank. Enter in columns (e) and (f) the amounts of funds needed for the upcoming period. The amount(s) in Column (g) should be the sum of amounts in Columns (e) and (f).

For supplemental grants and changes to existing grants, do not use Columns (c) and (d). Enter in Column (e) the amount of the increase or decrease of Federal funds and enter in Column (f) the amount of the increase or decrease of non-Federal funds. In Column (g) enter the new total budgeted amount (Federal and non-Federal) which includes the total previous authorized budgeted amounts plus or minus, as appropriate, the amounts shown in Columns (e) and (f). The amount(s) in Column (g) should not equal the sum of amounts in Columns (e) and (f).

Line 5—Show the totals for all columns used.

Section B. Budget Categories

In the column headings (a) through (4), enter the titles of the same programs, functions, and activities shown on Lines 1-4, Column (a), Section A. When additional sheets are prepared for Section A, provide similar column headings on each sheet. For each program, function or activity, fill in the total requirements for funds (both Federal and non-Federal) by object class categories.

Lines 6a-i—Show the totals of Lines 6a to 6h in each column.

Line 6j—Show the amount of indirect cost.

Line 6k—Enter the total of amounts on Lines 6i and 6j. For all applications for new grants and continuation grants the total amount in column (5), Line 6k, should be the same as the total amount shown in Section A, Column (g), Line 5. For supplemental grants and changes to grants, the total amount of the increase or decrease as shown in Columns (1)-(4), Line 6k should be the same as the sum of the amounts in Section A, Columns (e) and (f) on Line 5.

Line 7—Enter the estimated amount of income, if any, expected to be generated from this project. Do not add or subtract this amount from the total project amount. Show under the program narrative statement the nature and source of income. The estimated amount of program income may be generated by the federal grantor agency in determining the total amount of the grant.

Section C. Non-Federal Resources

Lines 8-11—Enter amounts of non-Federal resources that will be used on the grant. If in-kind contributions are included, provide a brief explanation on a separate sheet.

Column (a)—Enter the program titles identical to Column (a), Section A. A breakdown by function or activity is not necessary.

Column (b)—Enter the contribution to be made by the applicant.

Column (c)—Enter the amount of the State's cash and in-kind contribution if the applicant is not a State or State agency. Applicants which are a State or State agencies should leave this column blank.

Column (d)—Enter the amount of cash and in-kind contributions to be made from all other sources.

Column (e)—Enter totals of Columns (b), (c), and (d).

Line 12—Enter the total for each of Columns (b)-(e). The amount in Column (e) should be equal to the amount on Line 5, Column (f) Section A.

Section D. Forecasted Cash Needs

Line 13—Enter the amount of cash needed by quarter from the grantor agency during the first year.

Line 14—Enter the amount of cash from all other sources needed by quarter during the first year.

Line 15—Enter the totals of amounts on Lines 13 and 14.

Section E. Budget Estimates of Federal Funds Needed for Balance of the Project

Lines 16-19—Enter in Column (a) the same grant program titles shown in Column

(a), Section A. A breakdown by function or activity is not necessary. For new applications and continuation grant applications, enter in the proper columns amounts of Federal funds which will be needed to complete the program or project over the succeeding funding periods (usually in years). This section need not be completed for revisions (amendments, changes, or supplements) to funds for the current year of existing grants.

If more than four lines are needed to list the program titles, submit additional schedules as necessary.

Line 20—Enter the total for each of the Columns (b)-(e). When additional schedules are prepared for this Section, annotate accordingly and show the overall totals on this line.

Section F. Other Budget Information

Line 21—Use this space to explain amounts for individual direct object-class cost categories that may appear to be out of the ordinary or to explain the details as required by the Federal grantor agency.

Line 22—Enter the type of indirect rate (provisional, predetermined, final or fixed) that will be in effect during the funding period, the estimated amount of the base to which the rate is applied, and the total indirect expense.

Line 23—Provide any other explanations or comments deemed necessary.

Peregrine Energy Group Budget

Task	Year 1	Year 2	Year 3
1. Database design. Design database capable of storing energy use, savings, investments and other data associated with energy efficiency projects implemented by multiple vendors in multiple cities and building types	20,000		
2. Data import. Develop and provide on-line tool for multiple program partners and implementation companies to import project data into the central database	36,000	18,000	18,000
3. Data reporting. Develop and provide on-line tool to report all program metrics, including energy saved, jobs created, and emissions avoided. Data will be reported by project, by provider, by city, and for the program as a whole.	36,000	18,000	18,000
4. Data analysis. Analyze data; calculate results	33,000	26,500	26,500
TOTAL	125,000	62,500	62,500

Applicant Name: University of Central Florida

Award Number: _____

OMB Approval No. 0348-0044

Budget Information - Non Construction Programs

Section A - Budget Summary		Estimated Unobligated Funds			New or Revised Budget		Total (g)
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)		
1.	81.128			\$500,000		\$500,000	
2.						\$0	
3.						\$0	
4.						\$0	
5.	Totals	\$0	\$0	\$500,000	\$0	\$500,000	
Section B - Budget Categories							
6. Object Class Categories	Grant Program, Function or Activity						
	YEAR ONE	YEAR TWO	YEAR THREE	Total (5)			
a. Personnel	\$109,906	\$70,272	\$67,335	\$247,513			
b. Fringe Benefits	\$23,577	\$15,820	\$15,061	\$54,458			
c. Travel	\$16,338	\$12,910	\$7,016	\$36,264			
d. Equipment				\$0			
e. Supplies	\$4,739	\$1,000	\$0	\$5,739			
f. Contractual				\$0			
g. Construction				\$0			
h. Other	\$500	\$354	\$0	\$854			
i. Total Direct Charges (sum of 6a-6h)	\$155,060	\$100,356	\$89,412	\$344,828			
j. Indirect Charges	\$69,777	\$45,160	\$40,235	\$155,172			
k. Totals (sum of 6i-6j)	\$224,837	\$145,516	\$129,647	\$500,000			
7. Program Income				\$0			

Section C - Non-Federal Resources						
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) Totals		
8.	\$0	\$0	\$0	\$0	\$0	\$0
9.						\$0
10.						\$0
11.						\$0
12. Total (sum of lines 8 - 11)	\$0	\$0	\$0	\$0	\$0	\$0
Section D - Forecasted Cash Needs						
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	
13. Federal	\$224,837	\$56,210	\$56,210	\$56,210	\$56,207	
14. Non-Federal	\$0					
15. Total (sum of lines 13 and 14)	\$224,837	\$56,210	\$56,210	\$56,210	\$56,207	
Section E - Budget Estimates of Federal Funds Needed for Balance of the Project						
(a) Grant Program	Future Funding Periods (Years)					
	(b) First	(c) Second	(d) Third	(e) Fourth		
16.	\$224,837	\$145,516	\$129,647			
17.						
18.						
19.						
20. Total (sum of lines 16-19)	\$224,837	\$145,516	\$129,647	\$0		
Section F - Other Budget Information						
21. Direct Charges						
22. Indirect Charges						
Predetermined indirect rate of \$155,172; Base - \$344,828						
23. Remarks						

Shaw Environmental & Infrastructure

Task Number	Task Name	Labor	Other Costs	Total
1	Program oversight and implementation	\$ 45,880.00	\$ 5,487.88	\$ 51,367.88
2	Develop goals and objectives	\$ 33,510.00	\$ -	\$ 33,510.00
3	Measurement and verification	\$ 33,510.00	\$ -	\$ 33,510.00
4	Meetings	\$ 28,388.00	\$ 3,225.00	\$ 31,613.00
5	NEPA Compliance*	\$ -	\$ 7,500.00	\$ 7,500.00
6	* For Shaw's Scope of Work Only	\$ -	\$ -	\$ -
7	0	\$ -	\$ -	\$ -
8	0	\$ -	\$ -	\$ -
9	0	\$ -	\$ -	\$ -
10	0	\$ -	\$ -	\$ -
Total		\$ 141,288.00	\$ 16,212.88	\$ 157,500.88

Budget Detail

	2010	2011	2012
One time Setup Fees			
Insight engine and reporting engine Includes: Data Integration, Customer Service Portal, Home Energy Report design customization, Selection of report customers, 3rd party data, Hosting (hardware, software, network)	\$ 50,000		
Online environment Includes online reporting, data display, secure sign-on, rapid audit, user generated content, special tip content, look & feel customization, Hosting (hardware, software, network)	\$ 25,000		
Marketing Costs Welcome inserts (12 cents each) included in each of the first two reports that customers receive. Additional Marketing of the OPOWER program is not required because customers do not need to be acquired as they would in an opt-in program.	\$ 12,000		
Variable costs (annual \$ per customer)			
Insight Engine & Home Energy Reporting System Back-end analytic and data system Segmentation & targeting, integration of efficiency content Energy Insider Website Access Report generation, annual M&V report ¹	\$ / customer \$ 5.50	\$ / customer \$ 5.50	\$ / customer \$ 5.50
Print and Mail Average of 6 mailings / house / 12 months	\$ 5.00	\$ 5.00	\$ 5.00
Other Costs Annual travel costs	\$ 3,500	\$ 2,000	\$ 2,000
Proposal Pricing			
Total Customers # Residential Customers receiving reports	50,000 50,000	50,000 50,000	50,000 50,000
One time setup Fees	\$ 87,000	\$ -	\$ -
Annual Service and License	\$ 275,000	\$ 275,000	\$ 275,000
Printing and Mailing	\$ 250,000	\$ 250,000	\$ 250,000
Other Costs	\$ 3,500	\$ 2,000	\$ 2,000
Total for Calendar Year	\$ 615,500	\$ 527,000	\$ 527,000
Paid by Utility	\$ 415,500	\$ 327,000	\$ 327,000
Paid by DOE grant	\$ 200,000	\$ 200,000	\$ 200,000
Grand Total for SEEA 2010-2012, includes 36 Months of Program	\$ 1,669,500		

¹ **E, M&V:** Because OPOWER's program design employs experimental design and a randomly selected test vs. control group, independent M&V can be easily conducted using statistical analysis. There is no need for additional surveys, audits or focus groups to measure or verify savings or free ridership. Experimental design eliminates free-ridership and spillover effect.

² **Printing and Mailing:** Fee Calculation is based upon delivery to each Designated Customer of an average of six (6) one-page double-sided 8.5" by 11" Home Energy Reports per 12-months via USPS standard mail at current freight and postage prices. Positive Energy may increase the fees by not more than an amount equal to the percentage increase of the USPS rate for Standard Mail Regular - Letters AADC Local entry rate, as defined in the USPS Domestic Mail Manual (currently \$0.244).



To: Ben Taube, Executive Director, Southeast Energy Efficiency Alliance
From: David Burd, Vice President for Business Development, Earth Aid Enterprises LLC
Date: Thursday, December 3, 2009
Re: Earth Aid Proposal for Southeast Energy Efficiency Alliance's Retrofit Ramp-Up Proposal

Earth Aid (www.earthaid.net), a Washington, DC-based energy start-up, has developed a cutting edge new service that, for the first time, enables local and state governments to measure the actual environmental and financial impact of energy efficiency programs, at scale, without any cost or hardware required on the part of the consumer, or any partnerships necessary with area utilities. Earth Aid's service also employs a new approach to residential engagement that, as early results show, has achieved unprecedented levels of engagement (nearly 70% of users return to our web site within 90 days of signing up).

Earth Aid is excited to be partnering with a growing number of municipal governments to perform our tracking and engagement services, and given our unique offerings, there has been particular interest among cities in working with us vis-à-vis their applications for funding via the DOE Retrofit Ramp-Up program. Below, find a description of the services we can provide towards this end. We would be very interested in speaking with cities across the Southeast about providing these services to them.

Background on Earth Aid

Earth Aid (www.earthaid.net), founded in 2007, has developed the first free service that enables individuals to track their electric, gas, and water usage in one place online, receive customized tips to save, and earn rewards for saving—discounts and offers at local businesses. Households sign up online at www.earthaid.net and link their utility accounts to Earth Aid's platform. Earth Aid's patent-pending software then gathers households' consumption data on their behalf from their utility companies and presents that information together on the user's personalized dashboard. Earth Aid provides customized tips to help households save and enables them to compare their usage to that of their friends and family. Members earn points by reducing their utility usage (and inviting and encouraging their friends to do the same); these points can be redeemed for discounts from local businesses.

Measuring the Environmental Impact and Proving the Financial Value of Retrofits: Earth Aid can track and verify the actual environmental impact and financial savings generated by the Retrofit Ramp-Up program for specific municipalities, as well as across the entire Southeast. Our patent-pending technology makes us the only independent player able to deliver a cross-utility, cross-service area data solution and provide this service across the Southeast today, without requiring any cost or hardware on the part of the consumer, or any partnerships with the utilities themselves.

- **Providing Aggregate and Sub-Aggregate Energy and Financial Savings Data (Free):** We can provide municipalities with the actual aggregate and sub-aggregate energy and financial savings achieved from the Retrofit Ramp-Up program, in a given municipality as a whole, as well as community by community—based on the request of the municipal partner. We can do this for no charge. This can prove the environmental impact and financial value of investments made in this program both to the government involved as well as to individual residents.

- **Providing Individual-Level Energy and Financial Savings Data (\$2-\$5 per person, per year, plus \$1,000 set-up fee):** Earth Aid can also provide anonymized individual-level savings data for every household participating in the Retrofit Ramp-Up program in a given community. We can do this at our government/non-profit rate of \$2-\$5 per year for each household tracked (the per-household cost will fall within that range based on the scale of the specific program and any customized analysis requested). This is in addition to a \$1,000 one-time setup fee. This enables governments to parse the consumption and savings data more closely.

Serving as the Community Engagement Partner for the Retrofit Ramp-Up Program. Earth Aid's unique engagement platform—using actual rather than estimated data, pushing out information to residents rather than requiring their ongoing proactive effort, and providing a growing menu of useful and social networking-based features—also can serve as an important residential engagement component of the Retrofit Ramp-Up program.

- **Enabling Residents to see the Environmental and Financial Savings Created by Their Retrofit (Free).** Earth Aid's platform can show households how much energy and money they save because of the retrofit performed on their homes. This makes them more likely to take other energy-efficient actions in the future, and it creates a positive feedback loop that can encourage other residents to arrange retrofits of their homes—through this program or otherwise. We also can feature the logo of the municipality or Retrofit program on each user's personalized Earth Aid dashboard, constantly reminding them of who brought them those savings. We can do this for no charge.
- **Developing a More Customized Platform to Display Savings (Variable Cost).** In addition, we can also customize the Earth Aid platform presenting the consumption and savings information to feature specific programs or have a specified look and feel that our governmental partners seek. We can do that for a fee, based on the amount of specification desired.
- **Other Interactive Functionality.** In addition, we also can provide a variety of other interactive functionality for residents:
 - **Building our Rewards Network in Your Municipality (Variable Cost).** Our platform awards points to households when they save energy and water at home, and through our Rewards Network, we partner with businesses to give discounts and offers for which households can redeem those points. This serves as additional incentive to save. We can work with our governmental partners to build this Rewards Network in their municipalities for no charge or a nominal fee, depending upon the commitment of our municipal partners in assisting with recruiting Rewards Partners. This serves as part of businesses' advertising efforts, though there is no charge for them to participate.
 - **Organizing Energy Savings Competitions (Free):** We also can set up energy savings competitions where communities (or any other geographic sub-divisions) compete against one another to save the most energy and/or money, and we can post a leader board showing the highest-saving communities. We can do this for free as well assuming our municipal partners actively promote it.

Providing Additional Tools Built to Your Specification. Earth Aid's platform is extremely versatile, and we are able to provide additional services relating to the Retrofit Ramp-Up (or any other energy efficiency) program built to the specification of our municipal partners.

Template for ARRA Budgets

ACEEE Proposed Budget for Southeast States Retrofit Proposal

Person	# days	Daily Rate	Amount
Nadel	5	1671	\$8,355
Elliott	2.5	1202	\$3,005
York	5	\$753	\$3,765
Amann	2.5	\$735	\$1,838
Laitner	2	929	\$1,860
Langer	1	888	\$1,776
Murray	1.5	1056	\$1,584
Watson	17	1087	\$18,479
Furrey	15	601	\$9,015
Black	15	481	\$7,215
Sciotino	15	381	\$5,715
Nida	1.5	506	\$759
New midlevel	30	601	\$18,030
New junior	38	381	\$14,478

	# trips	\$/trip	
Travel	3	\$700	\$2,100
Consultants			\$25,000
Misc.			\$1,500
Total			\$124,474

Note: Rates are fully loaded and are estimated rates for 2010-2011 assuming 4%/year salary adjustments. Some staff may receive promotions during this period and their rates would need to be revised accordingly.

Applicant Name: Reznick Group

Award Number: _____

Budget Information - Non Construction Programs

OMB Approval No. 0348-0044

Section A - Budget Summary		Estimated Unobligated Funds		New or Revised Budget		Total (g)
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	
1. Consulting services	81.128	\$200,000				\$200,000
2.						\$0
3.						\$0
4.						\$0
Totals		\$200,000	\$0	\$0	\$0	\$200,000
Section B - Budget Categories						
6. Object Class Categories						
		(1)	(2)	(3)	(4)	Total (5)
a. Personnel		\$170,000				\$170,000
b. Fringe Benefits						\$0
c. Travel		\$15,000				\$15,000
d. Equipment		\$15,000				\$15,000
e. Supplies						\$0
f. Contractual						\$0
g. Construction						\$0
h. Other						\$0
i. Total Direct Charges (sum of 6a-6h)		\$200,000	\$0	\$0	\$0	\$200,000
j. Indirect Charges						\$0
k. Totals (sum of 6i-6j)		\$200,000	\$0	\$0	\$0	\$200,000
7. Program Income						\$0

Section C - Non-Federal Resources						
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) Totals		
8.						\$0
9.						\$0
10.						\$0
11.						\$0
12. Total (sum of lines 8 - 11)	\$0	\$0	\$0			\$0
Section D - Forecasted Cash Needs						
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	
13. Federal	\$67,000	\$16,750	\$16,750	\$16,750	\$16,750	
14. Non-Federal	\$0					
15. Total (sum of lines 13 and 14)	\$67,000	\$16,750	\$16,750	\$16,750	\$16,750	
Section E - Budget Estimates of Federal Funds Needed for Balance of the Project						
(a) Grant Program	Future Funding Periods (Years)					
	(b) First	(c) Second	(d) Third	(e) Fourth		
16. Energy Efficiency and Conservation Block Grant Program (EECGB)	\$67,000	\$67,000	\$67,000			
17.						
18.						
19.						
20. Total (sum of lines 16-19)	\$67,000	\$67,000	\$67,000	\$0		
Section F - Other Budget Information						
21. Direct Charges						
22. Indirect Charges						
23. Remarks						

Instructions for the SF-424A

Public Reporting Burden for this collection of information is estimated to average 3.0 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Please do not return your completed form to the Office of Management and Budget; send it to the address provided by the sponsoring agency.

General Instructions

This form is designed so that application can be made for funds from one or more grant programs. In preparing the budget, adhere to any existing Federal grantor agency guidelines which prescribe how and whether budgeted amounts should be separately shown for different functions or activities within the program. For some programs, grantor agencies may require budgets to be separately shown by function or activity. For other programs, grantor agencies may require a breakdown by function or activity. Sections A, B, C, and D should include budget estimates for the whole project except when applying for assistance which requires Federal authorization in annual or other funding period increments. In the later case, Sections A, B, C, and D should provide the budget for the first budget period (usually a year) and Section E should present the need for Federal assistance in the subsequent budget periods. All applications should contain a breakdown by the object class categories shown in Lines a-k of Section B.

Section A. Budget Summary Lines 1-4 Columns (a) and (b)

For applications pertaining to a single Federal grant program (Federal Domestic Assistance Catalog number) and not requiring a functional or activity breakdown, enter on Line 1 under Column (a) the catalog program title and the catalog number in Column (b).

For applications pertaining to a single program requiring budget amounts by multiple functions or activities, enter the name of each activity or function on each line in Column (a), and enter the catalog number in Column (b). For applications pertaining to multiple programs where none of the programs require a breakdown by function or activity, enter the catalog program title on each line in Column (a) and the respective catalog number on each line in Column (b).

For applications pertaining to multiple programs where one or more programs require a breakdown by function or activity, prepare a separate sheet for each program requiring the breakdown. Additional sheets should be used when one form does not provide adequate space for all breakdown of data required. However, when more than one sheet is used, the first page should provide the summary totals by programs.

Lines 1-4, Columns (c) through (g)

For new applications, leave Columns (c) and (d) blank. For each line entry in Columns (a) and (b), enter in Columns (e), (f), and (g) the appropriate amounts of funds needed to support the project for the first funding period (usually a year).

For continuing grant program applications, submit these forms before the end of each funding period as required by the grantor agency. Enter in Columns (c) and (d) the estimated amounts of funds which will remain unobligated at the end of the grant funding period only if the Federal grantor agency instructions provide for this. Otherwise, leave these columns blank. Enter in columns (e) and (f) the amounts of funds needed for the upcoming period. The amount(s) in Column (g) should be the sum of amounts in Columns (e) and (f).

For supplemental grants and changes to existing grants, do not use Columns (c) and (d). Enter in Column (e) the amount of the increase or decrease of Federal funds and enter in Column (f) the amount of the increase or decrease of non-Federal funds. In Column (g) enter the new total budgeted amount (Federal and non-Federal) which includes the total previous authorized budgeted amounts plus or minus, as appropriate, the amounts shown in Columns (e) and (f). The amount(s) in Column (g) should not equal the sum of amounts in Columns (e) and (f).

Line 5—Show the totals for all columns used.

Section B. Budget Categories

In the column headings (a) through (4), enter the titles of the same programs, functions, and activities shown on Lines 1-4, Column (a), Section A. When additional sheets are prepared for Section A, provide similar column headings on each sheet. For each program, function or activity, fill in the total requirements for funds (both Federal and non-Federal) by object class categories.

Lines 6a-i—Show the totals of Lines 6a to 6h in each column.

Line 6j—Show the amount of indirect cost.

Line 6k—Enter the total of amounts on Lines 6i and 6j. For all applications for new grants and continuation grants the total amount in column (5), Line 6k, should be the same as the total amount shown in Section A, Column (g), Line 5. For supplemental grants and changes to grants, the total amount of the increase or decrease as shown in Columns (1)-(4), Line 6k should be the same as the sum of the amounts in Section A, Columns (e) and (f) on Line 5.

Line 7—Enter the estimated amount of income, if any, expected to be generated from this project. Do not add or subtract this amount from the total project amount. Show under the program narrative statement the nature and source of income. The estimated amount of program income may be considered by the federal grantor agency in determining the total amount of the grant.

Section C. Non-Federal Resources

Lines 8-11—Enter amounts of non-Federal resources that will be used on the grant. If in-kind contributions are included, provide a brief explanation on a separate sheet.

Column (a)—Enter the program titles identical to Column (a), Section A. A breakdown by function or activity is not necessary.

Column (b)—Enter the contribution to be made by the applicant.

Column (c)—Enter the amount of the State's cash and in-kind contribution if the applicant is not a State or State agency. Applicants which are a State or State agencies should leave this column blank.

Column (d)—Enter the amount of cash and in-kind contributions to be made from all other sources.

Column (e)—Enter totals of Columns (b), (c), and (d).

Line 12—Enter the total for each of Columns (b)-(e). The amount in Column (e) should be equal to the amount on Line 5, Column (f) Section A.

Section D. Forecasted Cash Needs

Line 13—Enter the amount of cash needed by quarter from the grantor agency during the first year.

Line 14—Enter the amount of cash from all other sources needed by quarter during the first year.

Line 15—Enter the totals of amounts on Lines 13 and 14.

Section E. Budget Estimates of Federal Funds Needed for Balance of the Project

Lines 16-19—Enter in Column (a) the same grant program titles shown in Column

(a), Section A. A breakdown by function or activity is not necessary. For new applications and continuation grant applications, enter in the proper columns amounts of Federal funds which will be needed to complete the program or project over the succeeding funding periods (usually in years). This section need not be completed for revisions (amendments, changes, or supplements) to funds for the current year of existing grants.

If more than four lines are needed to list the program titles, submit additional schedules as necessary.

Line 20—Enter the total for each of the Columns (b)-(e). When additional schedules are prepared for this Section, annotate accordingly and show the overall totals on this line.

Section F. Other Budget Information

Line 21—Use this space to explain amounts for individual direct object-class cost categories that may appear to be out of the ordinary or to explain the details as required by the Federal grantor agency.

Line 22—Enter the type of indirect rate (provisional, predetermined, final or fixed) that will be in effect during the funding period, the estimated amount of the base to which the rate is applied, and the total indirect expense.

Line 23—Provide any other explanations or comments deemed necessary.

Appendix H – Letters of Community Commitment

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

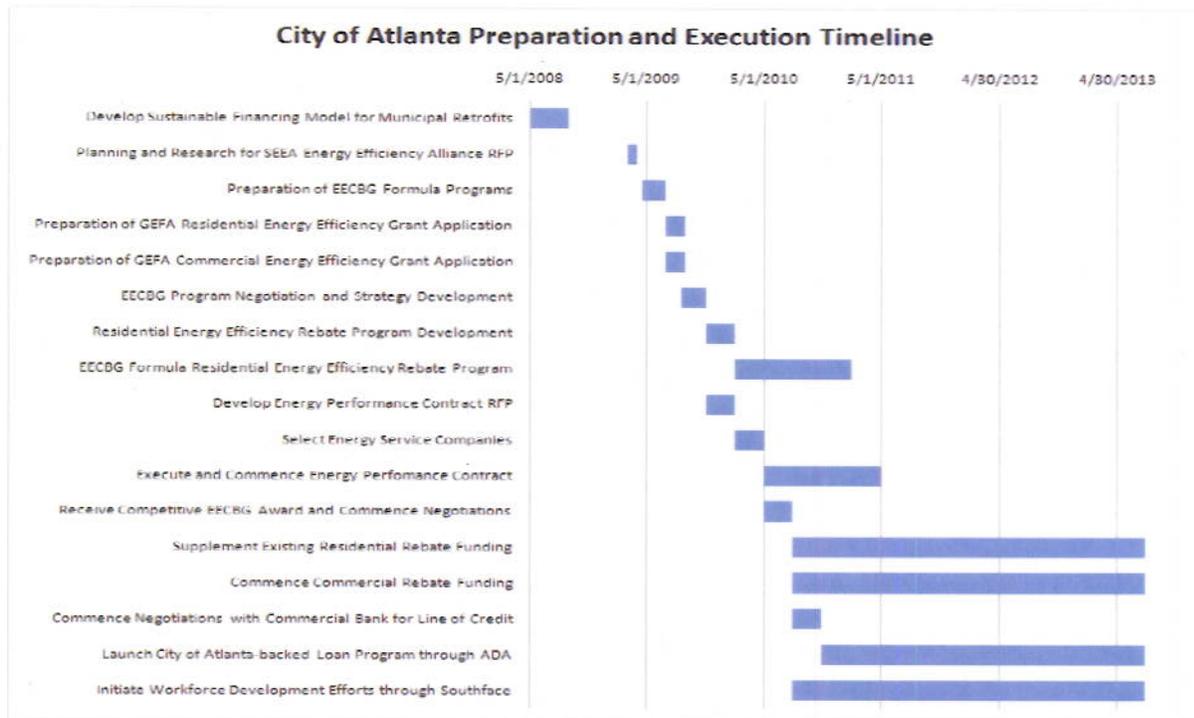
has been overcome as the Atlanta proposal has the support of the necessary utility, banking, government, and NGO partners.

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 ft² 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

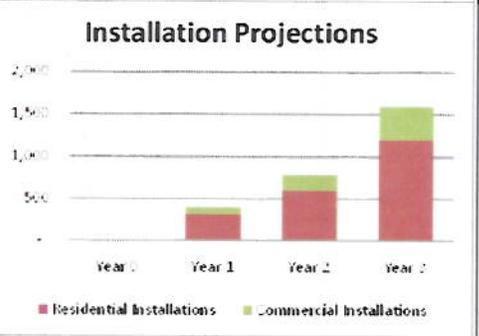
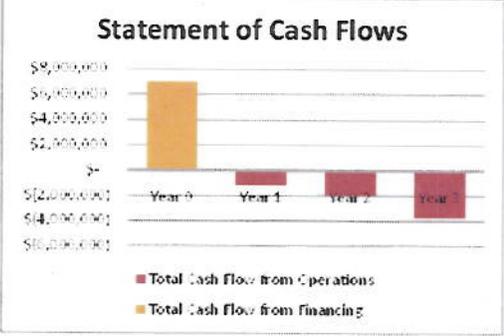
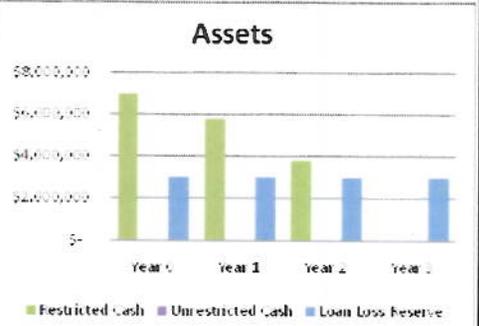
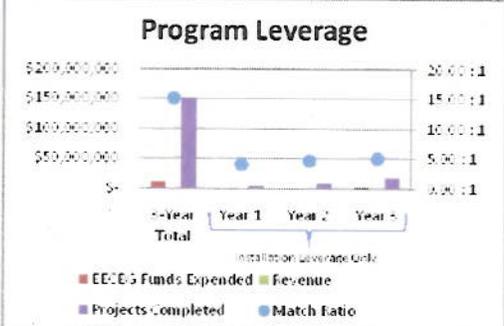


FUNDING REQUEST AND PROGRAM OBJECTIVES

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%	Project Only Effectiveness		Project Only Effectiveness	
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%	Effectiveness with Governor's Energy Challenge*		Effectiveness with Governor's Energy Challenge**	
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				
Year 1 Commercial Installs	100				
SG&A Proportion of Award	2.19%				
Workforce Development Funding	1.00%				
% Residential Installs Financed	50.00%				
% Commercial Installs Financed	75.00%				
Residential Install CAGR (Yrs. 1-3)	100.00%				
Residential Install CAGR (Yrs. 4-10)	3.00%				
Commercial Install CAGR (Yrs. 1-3)	100.00%				
Commercial Install CAGR (Yrs. 4-10)	3.00%				
Leverage					
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 E. Casey Foundation	\$ 2,000,000				
BellLine 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 15% by 2020.
 ** Residential market is based on improvements are expected to achieve greater than 15% total reduction.
 *** Job Creation based on 1 FTE per \$32,000 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

- Annie E. Casey Foundation: Job training, job placement, buying homes and renovating in NPU V (\$2,000,000)
- BeltLine Affordable Housing Trust Fund: Multi-family workforce housing redevelopment with minimum EarthCraft green building standards (\$8,800,000)
- Neighborhood Stabilization Funds: Single and multi-family home purchases and renovations that require minimum green building standards (\$16,200,000)
- Home Depot Foundation: Collaborating with NSP to fund incremental energy efficiency improvements (\$600,000)
- Southface Energy Institute: Lead partner on workforce development plan and providing training and curriculum development (\$5,450,000)

The overall program performance is expected to unfold as illustrated below. The financials focus strictly on EECBG-supported installations. Residential and commercial installation growth rates are expected to grow at 100% year-over-year through the three-year grant period with a capital buy-down of 17% and the line of credit financing 50% and 75% of residential and commercial installations respectively. Admin costs rise proportionately with the number of installations and projects financed.

Installation, Incentive, and Financing Schedule

Installation Forecast	Year 0	Year 1	Year 2	Year 3
Residential Installations		300	600	1,200
Commercial Installations		100	200	400
Residential Incentives Paid		\$ 408,000	\$ 816,000	\$ 1,632,000
Commercial Incentives Paid		\$ 395,250	\$ 790,500	\$ 1,581,000
Residential Rate Buy-Downs		\$ -	\$ -	\$ -
Commercial Rate Buy Downs		\$ -	\$ -	\$ -
Admin Costs (Security & Service)		\$ 53,513	\$ 107,025	\$ 214,050
Total Incentives Paid		\$ 856,763	\$ 1,713,525	\$ 3,427,050
Remaining Incentives Available	\$ 7,000,000	\$ 5,820,433	\$ 3,775,541	\$ 0
Residential Installs Completed		\$ 2,400,000	\$ 4,800,000	\$ 9,600,000
Commercial Installs Completed		\$ 2,325,000	\$ 4,650,000	\$ 9,300,000
Residential Installs Financed		\$ 792,000	\$ 1,584,000	\$ 3,168,000
Commercial Installs Financed		\$ 1,348,500	\$ 2,697,000	\$ 5,394,000

Financing Terms	Year 0	Year 1	Year 2	Year 3
Line of Credit Utilization	\$ -	\$ 2,140,500	\$ 6,421,500	\$ 14,983,500
Line of Credit Availability	\$ 30,000,000	\$ 27,859,500	\$ 23,578,500	\$ 15,016,500
Loan Loss Reserve Outlay	\$ 3,000,000	\$ -	\$ -	\$ -
Total Value of Loans Issued	\$ -	\$ 2,140,500	\$ 6,421,500	\$ 14,983,500
New Issue	FALSE	FALSE	FALSE	FALSE

Program Leverage	3-Year Total	Year 1	Year 2	Year 3
EECBG Funds Expended	10,000,000	\$ 1,179,567	\$ 2,044,892	\$ 3,775,541
Revenue	-	\$ -	\$ -	\$ -
Projects Completed	151,223,503	\$ 4,725,000	\$ 9,450,000	\$ 18,900,000

Commercial and residential applications will be accepted from anywhere within City limits. However, our promotional efforts will be targeted to specific areas that we believe will have the highest likelihood of generating the demand that we've projected.

The commercial sector appears to be a very lucrative opportunity, especially with a focus on lighting retrofits. In combining the available incentives and leveraging an average project with 50% debt

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.

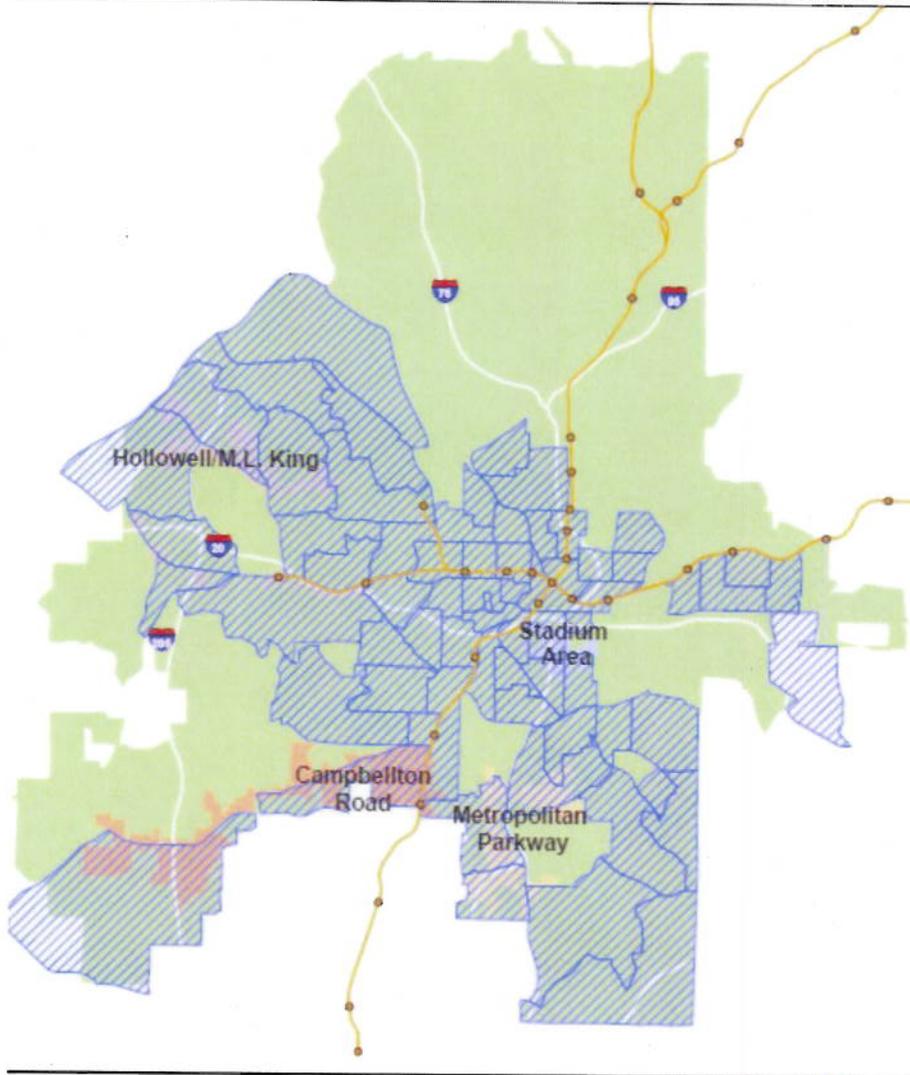
Sample 15-Year Commercial Lighting Project Financials

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					
Property Owner Income Statement	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
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	\$31,452					
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)

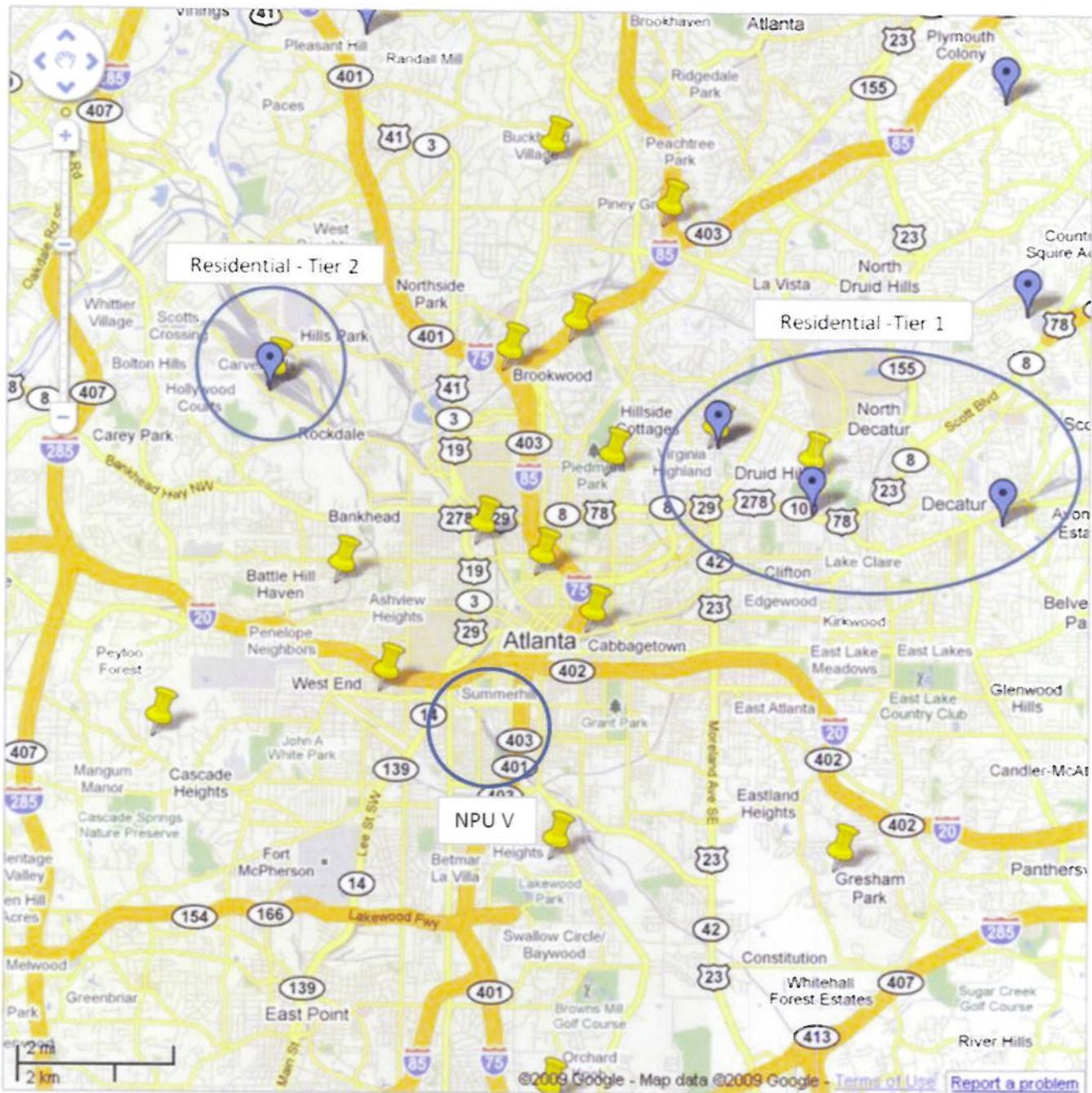


The residential sector is more challenging due to the lack of economies of scale in the project size and fewer rebates as compared to the commercial sector. The inability to depreciate the investments also weighs on the expected homeowner returns. With the incentive level that we have proposed, we expect 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					
Property Owner Income Statement	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
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	878	2	4	880	0.455%	50.00%
Grand Total	61741	12	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.

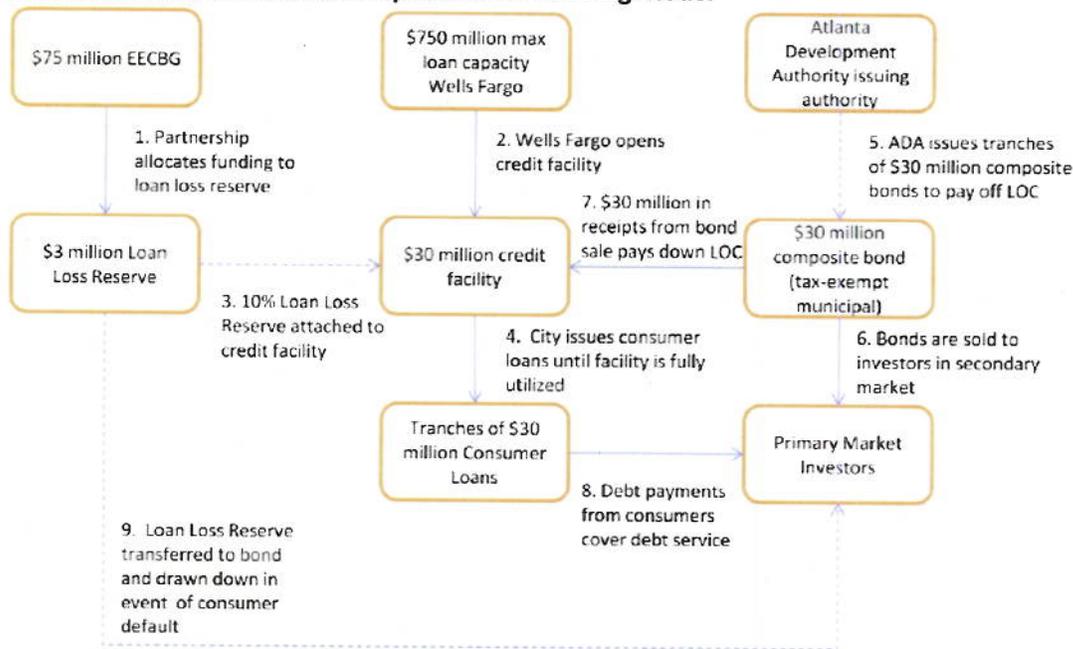
Our program is proud of its commitment to energy performance contracting for all public buildings within its jurisdiction and seeks to serve as a model program for neighboring jurisdictions and other states.

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:

<u>Funding Source</u>	<u>Funding Allocation</u>	<u>Homes to be weatherized</u>
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.

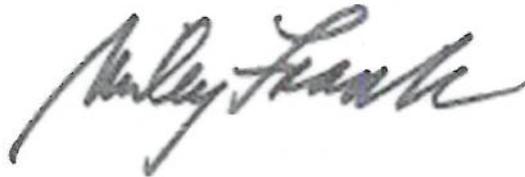
ROLE OF SEEA

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 dark ink, appearing to read "Shirley Franklin". The signature is written in a cursive, flowing style with a large initial "S".

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 2nd 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 2nd 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 2nd 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

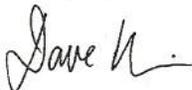
programs with lower interest rates. We intend to use a portion of the DOE Retrofit Ramp-up grant money as a loan loss reserve credit enhancement in our partnership with banks such as the University of Virginia Credit Union. As the state leader in developing a community-based energy efficiency program, 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 4th 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**
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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

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include Duke Energy, Piedmont Electric, and Public Service of NC (gas). Partnerships with these organizations will be central to the success of this initiative.

Chapel Hill and Carrboro are Primed for an Energy Alliance

Chapel Hill and Carrboro have already begun to pursue this path through various initiatives. Since 2001 and in cooperation with Orange County, Chapel Hill and Carrboro have become members of ICLEI-Local Governments for Sustainability, made a commitment to the five milestones of the US Cities for Climate Protection program, and signed on to the Mayor's Climate Protection Agreement. In recognition of our commitment to energy efficiency, all traffic lights in Carrboro have been converted to LED lighting and Chapel Hill is scheduled to complete the same task within the fiscal year. Carrboro also worked with Triangle J's Waste Reduction Partners to complete energy audits of all municipal buildings in 2008, and Chapel Hill has conducted audits of various facilities since 2005.

A new fire station is currently being built to LEED silver standards in Carrboro, and Chapel Hill's Fire Station #1 is equipped with a multitude of energy efficiency upgrades, including both solar thermal and photovoltaic arrays. Additionally, Chapel Hill has established a revolving "Energy Bank" for energy efficiency projects on Town buildings, and in 2009, both Towns were recognized by the NC League of Municipalities for "Advanced" status under the League's Green Challenge for a variety of sustainability practices, including supporting NC Green Power. Carrboro is currently working with Duke Energy to use municipal property for photovoltaic installation, and the Town of Chapel Hill is nearly nine months into a pilot project with Duke Energy to explore LED streetlighting along the 100 block of Franklin St.

The Towns are recognized leaders in addressing energy use in transportation via a highly innovative fare free Transit system; progressive land use planning; aggressive pursuit of bicycle and pedestrian infrastructure, including on road facilities, sidewalks, and greenways; and use of alternative fuels. Chapel Hill has also established a Green Fleets program, which requires municipal vehicles to meet energy efficiency standards when purchased and while operating. Carrboro's fleet includes a number of hybrid and alternatively fueled vehicles as well.

Our local water and sewer utility, Orange Water and Sewer Authority, in cooperation with the University of North Carolina, has created arguably the State's best water conservation program, including an innovative reuse component. In a similar vein, Orange County has arguably the most successful recycling program in the State and along with UNC is in the process of developing a methane gas recovery program. UNC, located

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in downtown Chapel Hill, has committed to being climate neutral by 2050. Our location within a triangle community that is committed to a new energy future provides many opportunities for successful collaboration.

Chapel Hill has been allotted an EECBG formula grant of \$554,900. The Town has retained consultants to assist with development of an energy strategy, which is being designed—in part—to support the Town's interest in the Retrofit Ramp-up program. Specifically, Chapel Hill plans to implement a number of activities that would provide the foundation for an energy alliance, such as: an on-bill utility feedback mechanisms to spur voluntary energy conservation; an on-bill financing program with the water utility which may expand to electricity and gas; social marketing for energy efficiency to increase voluntary conservation and competition among neighborhoods; and neighborhood canvassing in residential areas to offer audits and low-cost solutions.

With a population just under 20,000, Carrboro has been preparing for imminent release of State competitive EECBG funds for non-formula jurisdictions. While the details of this submittal and potential award are pending, Carrboro is prepared to commit a significant portion of these funds to the establishment of an energy alliance. Carrboro has applied for technical assistance through the State Energy Office in consideration of these EECBG funds, and intends to use this assistance to complete detailed assessments of Town buildings and pursue recommended retrofits. Carrboro is also prepared to use local matching funds to support additional staffing with a primary responsibility of establishing the alliance and pursuing retrofits. Our intention is to pursue this immediately to allow us to be as well positioned as possible to participate in Phase 1 of your effort, assuming your bid is successful.

One of the most important immediate activities for the Towns to pursue is to work with our other utility providers, Duke Energy, Piedmont Electric, and PSNC to define their participation in an alliance. These providers all currently offer various energy assessment and efficiency programs to customers, so our coordination efforts will focus on their capacity to help with additional and coordinated efforts.

Financing

The means for financing will be an important determinant of an energy alliance's success. We agree with the three goals established in Charlottesville/Albemarle County, and "strawman" tiers of service:

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1. We want customers to implement the most sensible energy improvements that save both energy and money. We intend to provide the information, delivery system, financing and risk management to make it safe to invest, make sure it works and make sure it pays for itself.
2. We want contractors and trade partners to get certified, to guarantee their work, and in return, we will bring motivated customers that have prearranged financing.
3. We want lenders and financial partners to enjoy a solid, risk-free return.

Tier One (encouraged for virtually every homeowner)

A basic weatherization and energy efficiency loan, for improvement measures up to \$8,000, a seven year term, at 5% interest. Monthly payments are under \$100. This will permit substantially effective energy efficiency gains in most homes, in most cases with a two - three year payback or less.

Tier Two (for more extensive retrofits)

A robust energy improvement loan, permitting substantial improvements (for example, Tier one, plus HVAC upgrade, appliance upgrade, possibly solar hot water; or if Tier was previously completed, HVAC or a renewable generation application such as solar or ground source) up to \$25,000, a 15 year term, at 5% interest. Monthly payment is under \$200.

Tier Three (for major retrofits)

A loan program for major retrofits, with a loan amount (large enough to encourage solar, ground source or other appropriate renewable application) up to \$50,000 over 25 years and 5% interest. Monthly payment is under \$300.

We intend to look into a portfolio of financing mechanisms. We will work closely with SEEA, the State, and our local partners to capitalize the alliance and pursue financing in a means that will create deep and sustaining market penetration. It is premature to specify these details, pending full review and buy-in from all stakeholders. However, several initial points are worth mentioning. In order to achieve DOE's leveraging goals, we will need support by other utility and public incentives. The North Carolina General Assembly has recently passed legislation that will allow the Towns to explore PACE/special district financing as well as a revolving loan fund. In 2008 and 2009, the NC General Assembly passed S.L. 2008-165 (H1770), S.L. 2009-522 (H 1389), and S.L. 2009-525 (S97) that we are actively exploring to determine the details of the authority

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provided to us to fund and assess energy improvements on private property. We are excited by the potential impact of this innovation and exploring ordinances for local implementation.

The NC Utilities Commission has established renewable portfolio standards that support opportunities for renewable retrofits. On bill financing will be an important avenue of exploration, and we are open to power purchase agreements and third party financing. We intend to engage local banks and credit unions to provide loan making and servicing capability using the capital pool. So instead of being limited to one option, such as on bill financing with a few utilities, we would like to consider all potential financing options that offer attractive rates. Determining the best solution or combination of options will be an important initial milestone.

Program Funding

Our funding strategy is to develop a pool of capital from diverse sources and use it to finance the alliance's start up and customers' energy projects. Initially we will capitalize the program with federal Stimulus funds including energy block grant distributions and, we hope, SEEA grant support. Chapel Hill and Carrboro have AAA and A+ bond ratings, respectively, but we are cautious about adding to debt load in the near term. However, we intend to consider all reasonable bonding arrangements. In a similar fashion, we will work with our local banks to consider their partnership in both loan making and loan servicing. Revenue sources besides stimulus funds will need to be diverse, and could include: funds offered by local governments, private donors, grants and foundation support, and Clean Renewable Energy Bonds and Qualified Energy Conservation Bonds.

In terms of sources of operating income for a local alliance, we envision operations to be supported by:

- project fees
- membership revenue
- website advertising
- fees from special programs, seminars, conferences
- potentially, subscription data sales from a database

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Energy Rating, Audits, and Retrofits

Home and commercial energy audits will obviously be a central component of a local energy alliance. It is premature at this point to identify specific parties to pursue these audits, but our recommended process can be outlined. We believe that a successful auditing approach will build on Home Performance with Energy Star (HPwES). HPwES is a comprehensive energy efficiency program for existing residential building stock with clear requirements and standards for participation. It incorporates building science best practices such as:

- an in depth energy audit (called a Comprehensive Home Energy Audit)
- Building Performance Institute standards and certifications
- testing in and out procedures
- third party quality assurance and conflict resolution procedures (Carrboro has 3 Class III building inspectors that can help meet third party quality assurance)
- programmatic reporting requirements

From census data, Chapel Hill and Carrboro have about 27,500 and 8,000 households, respectively, and have established a preliminary goal of spending \$1M and \$325k of federal funds, respectively serving 7-8% of this market over the 3-year course of this project (average of \$3k investment per residence). These households reside in about 4,500 buildings, in Carrboro and 11,100 in Chapel Hill. One of the ideas Chapel Hill and Carrboro would like to explore through this initiative is neighborhood scale efficiencies especially in "Tier 1" audits. Much of Chapel Hill and Carrboro's residential building stock has substantial redundancy within neighborhoods based on when and by whom residences were built. The area closer to downtown is older, with most buildings being older than the suggested 15 year age threshold for HPwES candidates. Carrboro has 537 non residential buildings, and Chapel Hill has close to 4M square feet of commercial space. The majority of these establishments are office space and small businesses. Chapel Hill and Carrboro have established a preliminary goal of spending \$225k and \$70k of federal funds and serving 6% and 14%, respectively, of these over the course of this project (average of \$6k per establishment in Carrboro and \$3/sq ft in Chapel Hill). Carrboro's commercial sector is characterized by small businesses in a tightly knit community, many in a small downtown. Much of the commercial building stock is older and may warrant larger investments to realize substantial efficiency gains. Given this profile, some of the approaches recommended in DOE's Rapid Deployment Energy Efficiency Toolkit such as non-residential rebates and retrocommissioning, and commercial food service incentives warrant consideration. Chapel Hill's

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commercial sector is more dispersed, with older building stock located in the downtown area and newer commercial businesses situated along major transportation corridors leading out of town.

Organizations such as the downtown business associations, Carrboro's Economic Sustainability Commission and Local Living Economy Task Force and the Foundation for a Sustainable Community provide a fertile environment for pursuing commercial retrofits. The Towns and county maintain fairly detailed data about various building characteristics and construction that can support neighborhood scale education and outreach efforts, potentially promoting more rapid and comprehensive retrofits with fewer up front resources. We recognize that this possibility needs to be tempered with a need for rigorous quality assurance and monitoring and verification.

Workforce Development

The local area has a strong workforce, with the energy professional's database maintained by NCSU Solar Center database showing 205 energy analysts serving Orange County, with 46 of these having professional experience as energy raters. North Carolina has 50 RESNET certified raters or rating providers, with about 20% of these operating in or within half an hour of Chapel Hill and Carrboro. This capacity in relatively small towns provides ample workforce to "hit the ground running." North Carolina's strong Community College system, including a campus of Durham Technical Institute in Orange County less than 10 miles from Chapel Hill and Carrboro, is well equipped for workforce training. NC State University and NC A&T, both within 30 miles, provide ample additional education and training support.

Marketing

Chapel Hill and Carrboro's approach to marketing and promotion will be to utilize a spectrum of distribution channels appropriate to our engaged and accessible community. These will include both electronic and print media (e.g., community access TV and radio, internet, community based newspaper) as well as person to person/door to door campaigns. As a small, community oriented, educated, progressive, and creative Towns, marketing will present a minor hurdle. We intend to develop a more complete marketing plan in the near future after addressing organizational and financial details. Clear cornerstones of the marketing strategy will be transparency and comprehensive delivery of service to customers.

The Towns appreciate the opportunity to work with SEEA, and will certainly benefit from the experience and technical assistance of SEEA. Examples of where SEEA can likely support this initiative include: PACE

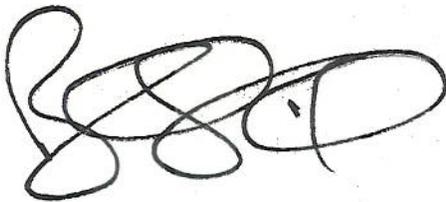
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bill structuring and implementation; development of a marketing strategy; integration with utility incentive programs; monitoring and evaluation; and recommendations for workforce training.

Sincerely yours,



Steven Stewart, Carrboro Town Manager



Roger L. Stancil, Chapel Hill Town Manager

SS/rd

Cc: Department Heads, Carrboro Board of Aldermen, Chapel Hill Town Council, Orange County, OWASA

Celebration Community Development District

610 Sycamore Street, Suite 140, Celebration, FL 34747
407-566-1935; FAX 407-566-4128

December 7, 2009

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

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

Dear Mr. Taube:

It is our pleasure to submit this commitment letter to the Southeast Energy Efficiency Alliance (SEEA) in support of Celebration Community Development District's participation 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. We also give SEEA the authority to submit the regional application which will include our Community Development District as a partner through the attached Executive Summary to establish the Florida Energy Alliance. This regional application will seek the maximum award of \$75 million.

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,

/s/ Cliff Akey, Chairman

Cliff Akey, Chairman
Board of Supervisors
Celebration Community Development District

FLORIDA ENERGY ALLIANCE

Proposal to the DOE "Retrofit Ramp-Up and General Innovation Fund Programs"
Under DE-FOA-0000148



The Celebration Community Development District
is creating the **Florida Energy Alliance** in conjunction with the **Southeast Energy
Efficiency Alliance** to serve its citizens
and replicate our successful model
to other cities and communities across Florida.

Our Mission:

*"Helping Floridians achieve substantial energy cost savings through investments
in energy efficiency and renewable resources for our homes and businesses
resulting in a cleaner greener planet."*

1. EXECUTIVE SUMMARY

Project Title: Celebration Community Development District: Creating the "Florida Energy Alliance"

The first Florida Energy Alliance is a community-wide sponsorship creating a new solution to the challenges of environmental stress, energy consumption, and job creation, completely supporting Goal 1 "Clean Air and Global Climate Change" of EPA's Strategic Plan. The Florida Energy Alliance will have a dramatic impact to cost-effectively reduce greenhouse gas (GHG) emissions and provide healthier air in Celebration, Florida and will replicate our unique program design and energy savings potential to other cities and communities across Florida. This community-based method of broadly increasing adoption by aggregating consumer demand, providing trusted action-based responses to significantly improve energy efficiency in homes and businesses and harness renewable resources will translate into quantifiable improvements in air quality, energy performance, and employment in green-technology.

The Florida Energy Alliance is being created to serve the community of Celebration and our mission is "Helping Floridians achieve substantial energy cost savings through investments in energy efficiency and renewable resources for our homes and businesses resulting in a cleaner, greener planet." We have assembled a broad coalition of stakeholders to serve on our Board of Directors, including members of the Celebration Community Development District, Progress Energy, Celebration Non-Residential Owner's Association, Florida Solar Energy Industries Association, and the Celebration Foundation.

Applicant: Celebration Community Development District (EIN: 65-0479329; DUNS: 80-784-7715)
Contact: Shailesh Adhav SA@SixthFuel.com
Address: 1416 Craftsman Avenue W, Celebration, FL 34747
Phone: 407-704-9518; Fax: (801) 740-8216

Funding Requested: \$516,800 of federal funding under the General Innovation Fund Programs – Topic Area 2

Total Project Cost: The \$1,418,800 total project cost is composed of \$516,800 (36%) federal funding and \$902,000 (64%) in non-federal cost share/in-kind funds.

Project Period: Spanning three years through 2012.

Reductions and Outputs Summary: As referenced in this table, the summary results from our analysis of recommended policies eliminates 13,463 metric tons of CO₂, 6.5 metric tons of SO₂, and 4.1 metric tons of NO_x through the end 2012 as our program drives savings outputs of 21,900 GWh through 2012 across residential and commercial buildings which includes Utility Savings Targets, Public Awareness Incentives, Appliance Standards and On-Site Renewable (Solar) programs. Due to the ongoing benefits of our savings programs, 3,664 metric tons of CO₂ in annual GHG reductions will continue at these rates.

With energy savings projected at 21% across the community and market penetration averaging 30%, the Florida Energy Alliance is confident the program model and Application meets the criteria of our mission. Further, we estimate these energy savings to approximate \$1.8 million and provide over \$10 million in economic impacts providing 144 new jobs in our local economy.

Category of Pollutant Savings (metric tons)	Savings Achieved through 2012
CO ₂ Savings	13,463.5
NO _x Savings	6.5
SO ₂ Savings	4.1
Buildings Retrofitted	2,318
Attendance at Workshops & Outreach Events	25,800
Energy Efficiency Policies (GWh)	
<i>Utility Savings Targets</i>	15,254
<i>Public Awareness Incentives</i>	4,827
<i>Appliance Standards</i>	411
<i>On-Site Renewables</i>	1,426
Total GWh Savings	21,919
% Savings	21%
Community Wide Adoption	30%
Financial Benefits	
\$ Savings	\$ 1,812,743
Economic Impacts	\$ 10,524,000
Jobs Created	144



City of Charleston
Joseph P. Riley Jr.
Mayor

December 3, 2009

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

Dear Mr. Taube:

The City of Charleston is committed to making energy efficiency improvements an everyday, every building, citywide, business proposition. To that end, the City is leveraging over \$250,000 towards the creation of a new nonprofit entity, called the Charleston Energy Efficiency Partnership (CHEEP). The purpose of CHEEP is to administer an energy efficiency market transformation program. While the program will target all buildings across the city initially, ultimately, we intend to reach every building in the Charleston Metropolitan Region. The time frame from creation and startup to a full suite of energy efficiency service offerings administered through CHEEP, including reprogramming of utility bills, is estimated at eight months.

The City has analyzed numerous program components and recommends that the best vehicle for this program is via a nonprofit or separate business entity relying on the Charleston Water System for its on-bill repayment mechanism. Combined with an ongoing partnership through our local electric and gas utility, new loan products and incentives will lower the barriers to adoption of energy efficiency improvements for every property owner. Other program partners, such as the Sustainability Institute of South Carolina and Trident Technical College, add value in the form of workforce training and development, third party verification and brand recognition. Still more program partners, including Johnson Controls and the Coastal Conservation League will offer energy efficiency solutions as well as regulatory landscape improvements that speed the delivery and variety of program offerings.



P.O. Box 652, Charleston South Carolina, 29402
Telephone: 843-577-6970 Fax: 843-720-3827



City of Charleston

*Joseph P. Riley Jr.
Mayor*

CHEEP is a key recommendation of our climate action plan, known locally as the Charleston Green Plan. The City of Charleston has long demonstrated leadership in sustainability and energy efficiency, most recently through the completion of multiple phases of an energy performance contract with Johnson Controls.

The basic mechanics of the program are as follows: conforming loan products are taken out by members of the financing district and are estimated to average approximately \$5000 per residential dwelling unit. Following a building audit, construction and third party verification, a monthly surcharge is then added to the property owners' water utility bill for a period of up to twenty years. Realized energy cost savings offset the utility surcharge thus allowing for the partnership and participant to ensure timely, accurate and regular repayment. Finally, bundled loans are sold into secondary capital markets, expanding the pool of financial resources available to the program.

Building audits will initially be performed through the Sustainability Institute. Over time and with the support of Trident Technical College, the pool of program certified contractors will grow and the Sustainability Institute will transition into the role of a third party verifier. Comprehensive energy audits performed by the Sustainability Institute take approximately 3 hours and cost between \$0.18-\$0.24/sq foot at an average cost of \$600 per building. These costs, along with the costs of energy efficiency improvements and those of program administration, are all built into the loan product. Marketing distribution channels include but are not limited to coordinated large scale media buys via SouthEast Energy Efficiency Alliance (SEEA), email blasts, event promotions, social media, and other channels such as direct mail. Setup and re-tooling of the existing utility billing system is estimated to take eight months at a cost of approximately \$100,000.

CHEEP is projected to serve a total of approximately 4,045 residential customers and approximately 500,000 sq ft of commercial/industrial customers over the initial 3 year period of the program. Equated to dollars, the residential sector, at an average investment of \$5000 per



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City of Charleston

*Joseph P. Riley Jr.
Mayor*

customer, will deliver in excess of \$20 million dollars in energy efficiency improvements. On the commercial/industrial side, based on an average investment of \$5 per square foot per customer, the projected energy improvements will be in excess of \$1.7 million dollars over 3 years. The overwhelming majority of improvements will address weatherization, electricity and water efficiency, with natural gas efficiency improvements included as well. With a total initial program delivery scale of approximately \$25 million, CHEEP requests access to \$5 million in operating capital through SEEA and the US Department of Energy.

Lastly, CHEEP includes an existing partnership between the South Carolina Energy Office (SCEO) and the City of Charleston. Together, we are working to build a statewide network of programs, similar to CHEEP. SCEO has already been instrumental in the pursuit of PACE enabling legislation, to further develop the suite of options for energy efficiency improvements available to all Carolinians. A second area of focus involves working with the SCEO and our local utility partners to increase the size and variety of incentives offered to its customers. Equally important to CHEEP, the City of Charleston, and the State of South Carolina is SCEO's workforce development efforts that boost the availability and quantity of a qualified workforce. We are also beginning to work with SCEO to adapt and alter state building codes to incorporate advanced energy efficiency improvement standards.

SEEA has provided strong and high quality support throughout the application process and over the course of the development of CHEEP. Moving forward, SEEA will benefit the City of Charleston, CHEEP and its customers through the development of a unified marketing strategy, provision of a robust information technology network that supports the exchange of ideas among all program partners, development of incentive programs, and assistance with the creation of an administrative model and revolving loan structure for CHEEP. The City of Charleston feels our proposal to develop CHEEP and facilitate a market transformation is strong and we remain committed to bringing about significant change in energy use throughout the city, region and state.



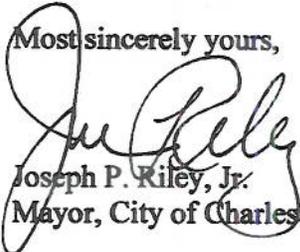
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Telephone: 843-577-6970 Fax: 843-720-3827*



City of Charleston

*Joseph P. Riley Jr.
Mayor*

For all of these reasons, I am pleased to submit our proposal and letter of intent to participate in SEEA's network of energy efficiency programs as well as the application to the US Department of Energy supporting development of this network. We look forward to continuing to work with you as well as the other program partners. Please feel free to contact our Director of Sustainability, Mr. Brian P. Sheehan at (843) 973-7228 with any questions regarding this proposal or our energy efficiency partnership.

Most sincerely yours,

Joseph P. Riley, Jr.
Mayor, City of Charleston



P.O. Box 652, Charleston South Carolina, 29402
Telephone: 843-577-6970 Fax: 843-720-3827



December 10, 2009

Mr. Ben Taube
Southeast Energy Efficiency Alliance
Post Office Box 13909
Atlanta, Georgia 30324

Dear Mr. Taube:

It is my pleasure to submit this letter of commitment in support of the Southeast Energy Efficiency Alliance's retrofit ramp-up application to the U.S. Department of Energy (DOE). The City of Charlotte (City) supports the regional approach of this effort, which will bring together a regional market strategy for local governments to effectively deliver energy efficiency deployment.

Having just recently submitted our Energy Efficiency and Conservation Strategy (EECS) to DOE on December 3, 2009, Charlotte intends to participate in this effort as a Tier II city. This approach will allow Charlotte to successfully develop and begin to implement three community-based energy efficiency programs contained in our EECS: 1) the Commercial Retrofit Program (EECBG amount of \$1.2 million); 2) the Residential Energy Efficiency Improvement Program (EECBG amount of \$600,000); and 3) the Neighborhood Energy Challenge (EECBG amount of \$650,000). It is these three programs that would form the basis of Charlotte's retrofit ramp-up program. Having the extra time to develop and implement these programs will allow Charlotte to fully take advantage of additional retrofit ramp-up funds and technical expertise if they become available.

Commercial Retrofit Program

The intent of the Commercial Retrofit Program is to assist commercial building and apartment complex owners with assessing and implementing energy retrofit projects. Focused on the City's business corridor revitalization geography, the commercial building component will incentivize the renovation of older commercial structures and the location of new businesses and jobs in the City's priority corridors and business areas. The apartment component, also focused on the City's business corridor revitalization geography, will promote the reinvestment and revitalization of older and distressed rental apartment complexes.

Residential Energy Efficiency Improvement Program

Under the second program, the City's goal is to reduce energy consumption, reduce energy costs, and provide healthy indoor air quality in homes where the residents cannot afford to perform these tasks on their own. This program will complement the City's existing housing

Mr. Taube
Page Two

rehabilitation programs by providing energy efficiency and weatherization improvements and targets homeowners who apply to the City for housing rehabilitation assistance.

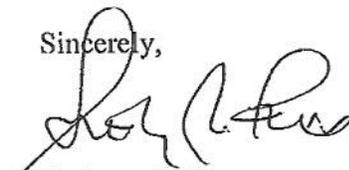
Neighborhood Energy Challenge

Building on recent studies that indicate that neighborhood programs are one of the most effective ways to overcome the barriers of voluntary participation in energy efficiency improvements, the Neighborhood Energy Challenge will encourage neighborhood-level involvement in planning and implementing energy solutions. Any neighborhood in Charlotte can apply for the Neighborhood Energy Challenge; five neighborhoods will be selected based on factors such as community participation, plan impacts, and geographic diversity. Selected neighborhoods will be eligible to receive grants to implement their energy action plan, which could include home energy audits, energy improvements, recycling participation programs, and transit ridership access and participation initiatives.

These community programs will be overseen by Charlotte's Neighborhood Business Services department and will involve the efforts of our Energy Partners, which helped the City develop its EECS and will be integral in its implementation: Duke Energy; Piedmont Natural Gas (PNG); UNC-Charlotte; Central Piedmont Community College; Bank of America; Wells Fargo; Mecklenburg County; and Charlotte Center City Partners. In particular, the City will leverage the energy and technical expertise of these entities as well as potential financial resources. For example, the City intends to take advantage of energy audit and retrofit programs currently deployed by Duke Energy and PNG. In addition, the City is working closely with Duke Energy and Bank of America to explore the establishment of an energy efficiency loan program using on-bill financing to recover the loans. Also available to the City to finance energy efficient retrofit programs is recently passed state legislation that will allow Charlotte to explore alternative financing mechanisms as well as revolving loan funds. Charlotte, with the assistance of UNC Chapel Hill's School of Government, has been exploring the possibilities presented by this new legislation.

With the additional resources that may be available to Charlotte through the Southeastern Energy Efficiency Alliance's regional collaboration and the retrofit ramp-up program, Charlotte believes that it can take its three community programs to the next level and become one of the leading energy efficient communities in the Southeast. We look forward to the partnerships and opportunities that this program affords its participants.

Sincerely,



Anthony R. Foxx
Mayor

cc: City Council
Curt Walton, City Manager



City Manager's Office
509 North McDonough Street
PO Box 220
Decatur, GA 30031
404-370-4102 – Fax 678-553-6518
info@decaturga.com – www.decaturga.com

December 10, 2009

The Honorable Secretary Steven Chu
U.S. Department of Energy
1000 Independence Avenue, SW
Washington, D.C. 20585

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

Dear Secretary Chu:

It is our pleasure to submit this letter of commitment to the U.S. Department of Energy regarding the Southeast Energy Efficiency Alliance (SEEA) application to the EECBG grant program. The City of Decatur supports this regional approach and sees value in working with the City of Atlanta to leverage strategic planning and deployment of energy efficiency education and financial support. We would like to take this opportunity to illustrate the City of Decatur's commitment to creating a successful residential and commercial retrofit program, and highlight the ways in which we intend to collaborate with City of Atlanta to accomplish our goals.

The City of Decatur is the second oldest incorporated community in the Atlanta region. Located six miles east of downtown Atlanta, Georgia, Decatur is a highly urbanized small city of about 18,000 residents. The City of Decatur covers 4.2 square miles of area and is one of the most densely populated cities in Georgia. The active downtown district maintains its small town character while supporting over 200 restaurants and shops. The City of Decatur is committed to sustainability, and recently received bronze level certification from the Atlanta Regional Commission's Green Communities Program. Several years ago, the city became a signatory to the Mayors' Climate Protection Agreement and we have also taken the Governor's Energy Challenge to reduce our emissions by 15 percent below FY 2007 levels by 2020. Among other efforts, we have completed four energy audits in order to promote energy efficiency upgrades to municipally owned facilities. To finance the improvements recommended in the audits, the City of Decatur partnered with two small cities in an application to the Georgia Environmental Facilities Authority's Energy Efficiency and Conservation Block Grant program in November 2009. Funding approval is still pending.

It is important to note that although the City of Decatur and the City of Atlanta have developed separate budgets and letters of commitment, the program should be viewed as a partnership.

PROGRAM OVERVIEW

The City of Decatur began the planning process for this program in a May 2009 bid to SEEA to launch a community energy alliance. Although our bid was not selected, it gave us the opportunity to begin identifying partners and strategies to further develop effective city programs. Since October, we have been collaborating with SEEA and the City of Atlanta to develop a partnership that would accomplish our goal of helping property owners to invest in energy efficiency upgrades. Based on the outcome of these meetings, the City of Decatur plans to task an existing non-profit organization with marketing and monitoring responsibilities for participants within our jurisdiction. The City of Atlanta will handle the application review and the vetting of contractors and auditors for participants residing in both jurisdictions. This will allow the City of Decatur to maintain close contact with our participants while minimizing the ramp-up costs that would traditionally be involved with this type of program.

The level of collaboration on this project has been impressive, both from organizations willing to contribute financially, as well as to contribute staff time and other resources. Atlanta Gas Light (AGL) and Georgia Power, both major utility companies serving Atlanta and Decatur, have committed to working with our participants. Many of the leverage opportunities outlined in the City of Atlanta's Letter of Commitment are applicable to the City of Decatur as well. The City of Decatur is also collaborating with local organizations including Decatur First Bank, the Decatur Preservation Alliance and the City's volunteer Environmental Sustainability Board, to administer the program.

As with the City of Atlanta's program, capital buy-downs have been included in order to improve project economics to the degree that property owners are excited to undertake improvements. To further enhance the value and integration of this proposal, a portion of the capital buy-downs may be subject to property-owner agreement to sign onto the Governor's Energy Challenge, in which they pledge to reduce their energy efficiency by 15 percent over their 2007 baseline levels per square foot. In addition to these incentives, our project will provide participants with streamlined access to existing incentives provided by the federal and state government, as well as from AGL and Georgia Power. Using these financing sources as well as private investment from participants and other organizations, the Decatur program is estimated to achieve a 7:1 leverage ratio for EECEBG funding, and create 41 jobs.

Additionally, Decatur First Bank has committed to exploring options to make low interest loans available to participants to finance the remaining cost of the upgrades. They have worked on similar projects in the past and are supportive of promoting energy efficiency in our community. Currently, they have expressed interest in direct financial support of loans to participants either through direct payment or the creation of a loan loss reserve fund. This could result in an interest rate around 6-7 percent. As future financing mechanisms become available, we will work with Decatur First Bank and other partners to incorporate them into our program. These may include but are not limited to standardized loans, revolving loan funds, and the PACE model.

FUNDING REQUEST AND PROGRAM OBJECTIVES

The City of Decatur is requesting \$536,330 of the total SEEA allocation. The "Pro Forma Dashboard", included at the end of this letter, outlines the expected outcomes. Our models, which are based on electricity and natural gas consumption reductions, estimate that our program could annually save between 580-980 million BTUs of energy production 35-65 tons of CO2 emissions.

Our installation goals are shown in the table below. We believe that these are achievable based on data provided by AGL regarding their energy efficient appliance rebate program. The City of Decatur was among the top zip codes to capitalize on this program over the past 3 years. As seen in the City of Atlanta's Letter of Commitment, of the total rebates in the metro-Atlanta area, 6.34 percent were in Decatur. Additionally, Decatur residents have shown a high level of interest in environmental issues, and as such, we believe that demand for energy efficiency retrofits can be spurred by this program.

Residential and commercial installation growth rates are expected to grow at 41 percent year-over-year through the three-year grant period with an incentive of 13.5 percent. Municipal installations will be determined based on funding approval for our application to the Georgia Environmental Facilities Authority EECBG program.

Installation, Incentive, and Financing Schedule- City of Decatur

	Year 0	Year 1	Year 2	Year 3
Installation Forecast				
Residential Installations		50	71	100
Commercial Installations		5	9	15
Municipal Installations		TBD	TBD	TBD
Residential Incentives Paid		\$54,000	\$76,680	\$108,000
Commercial Incentives Paid		\$15,694	\$28,249	\$47,081
Total Incentives Paid		\$69,694	\$104,929	\$155,081
Remaining Incentives Available	\$329,704	\$260,010	\$155,081	\$0
Value of Residential Installs		\$400,000	\$568,000	\$800,000
Value of Commercial Installs		\$116,250	\$209,250	\$348,750
Financing Terms				
Loan Loss Reserve Outlay	\$65,000	-	-	-
Residential Installs Financed		\$146,000	\$207,320	\$292,000
Commercial Installs Financed		\$71,494	\$128,689	\$214,481
Total Value of Loans Issued		\$217,494	\$553,503	\$1,059,984
Program Leverage	3-Year Total			
EECBG Funds Expended	\$536,331	\$183,692	\$151,001	\$201,638
Value of All Projects Completed	\$2,442,250	\$516,250	\$777,250	\$1,148,750
Other Leveraged Funds	\$1,325,000	-	-	-
Leverage Ratio				
* Installation Leverage Only	4.5:1	3:1	5:1	6:1
Leverage Ratio				
* All Sources	7:1	-	-	-

There are approximately 6,978 residential properties, 411 commercial properties and 246 institutional/government properties within the City of Decatur. The residential properties are largely single-family detached houses; however there are about 15 mid rise developments and 20 townhouse type developments containing multiple dwelling units. The majority of the housing stock is historic and was constructed before 1950. The commercial properties are characterized by 3-4 three story or greater office buildings and a variety of 1-2 story stand alone commercial buildings. The majority of the commercial building stock is historic and was constructed before 1950. If this program meets its goals, we will provide energy efficiency upgrades to 3.2 percent and 7.1 percent of residential and commercial properties respectively in the initial 3 years.

The goals of our program include helping Decatur residents and businesses to:

- Understand their environmental impact;
- Learn about methods and products that use energy more efficiently or that use alternative sources of energy;
- Understand the supply chain impact of energy efficient technologies in terms of fuel and water consumption, total CO2 equivalent impact, criteria emissions, and transmission losses; and
- Provide streamlined access to audit capabilities, financial incentives and support to make energy efficiency upgrades possible.

One of the challenges that residents and business face is the quantity and complexity of energy efficiency information. Our program will be a "one-stop" source for information on efficiency, rebates, tax incentives, project financing, costs, and benefits. Our goal is to simplify the process to encourage residents and businesses to take action.

A potential source of residential participants is the City's annual Martin Luther King Jr. Service Project. The City of Decatur, along with several other private and non-profit partners, provides an annual home repair and upkeep program to assist seniors stay in their homes safely and in an economically affordable manner. This project, which typically provides services to between 15-25 Decatur homes per year, could be expanded to include weatherization, retrofits, or other energy efficiency efforts to reduce utility bills and increase comfort and safety of the homeowners. In 2009, Decatur's Martin Luther King Jr. Service Project attracted almost 1,000 volunteers who participated in the three day event. Many of the homes in the 2009 project received moderate insulation replacement and the replacement of several incandescent bulbs with compact fluorescent lights.

MARKETING ACTIVITIES

The Decatur Preservation Alliance (DPA), a non-profit organization, will provide administrative support for Decatur's program. The role of the DPA will be to market this opportunity to Decatur residents and guide interested participants through the process. The Southeast Energy Efficiency Alliance (SEEA) will be responsible for developing marketing materials and a customer recognition program, and the DPA will customize and distribute these materials as necessary to attract participants. Other duties will include, but are not limited to, answering questions, sending applications to City of Atlanta for review, monitoring payments to contractors, administering customer satisfaction surveys, and compiling reports for City of Decatur staff.

The Decatur Preservation Alliance is committed to making this program a success, and will use grant funds effectively and efficiently. They will work in close collaboration with the City's Resource Conservation Coordinator to monitor the program and to secure new sources of funding that may become available in the future.

The City of Decatur also has several existing and successful marketing channels that will be used to advertise this program to Decatur residents. These include:

- Decatur Focus Newsletter
- City Website which receives over 10,000 hits per day
- City events/programs
- Public meetings
- Tax bill stuffers
- City blog 'The Decatur Minute'
- City Facebook and Twitter accounts

Decatur First Bank has agreed to advertise to their existing customers, and Georgia Environmental Facilities Authority will publicize the program through their website and press releases. AGL and Georgia Power, our local utility partners, will provide both financial and marketing assistance for this program. Specifically, 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. Georgia Power will promote its existing energy efficiency appliance rebates and 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, billboards, to its existing client base.

WORKFORCE DEVELOPMENT

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. However, we recognize that the existing workforce will need to be expanded to complete the planned retrofits in the City of Atlanta and the City of Decatur. In order to provide the necessary training for this program, a workforce development program will be developed under the coordination of Southface Energy Institute and City of Atlanta. The City of Decatur supports this effort and has budgeted funding to contribute to the program.

As a part of the City of Decatur's grant request, \$16,000 has been designated annually for the creation of a "green" internship program. Each year, 3 students will be hired for 6-8 week, part-time internships. They will receive training on providing home energy audits through the workforce development program, outlined in the City of Atlanta's Workforce Development Plan. Audits will then be made available to Decatur residents at low or no cost. Additionally, they will spend a portion

of their time conducting retrofits on municipal facilities. These internships will provide students with career building opportunities and hands-on green training.

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 allocation of State Energy Program, Weatherization Assistance Program, and EECGB funds. GEFA supports Atlanta and Decatur by providing state and federal funding, technical assistance for program development and implementation, and workforce development.

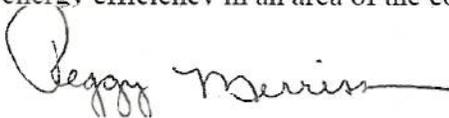
Our program will promote the Governor's Energy Challenge, in which Governor Perdue directed individuals, businesses, and local/state agencies to reduce energy consumption 15 percent below 2007 levels. Programs like this and the other programs GEFA administers provide support for our efforts at the local level.

Through this program, we will work in partnership with the City of Atlanta to seek assistance from various state agencies to address gaps and hurdles that prevent further and quicker progress on energy efficiency, including creating a statewide PACE or a special district financing option, that would allow the City of Decatur to provide a low interest financing for energy efficiency upgrades. We will also seek 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. Specific support may include 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.

We thank you for the opportunity to submit this grant proposal and look forward to a successful partnership between the City of Decatur and the City of Atlanta. 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.

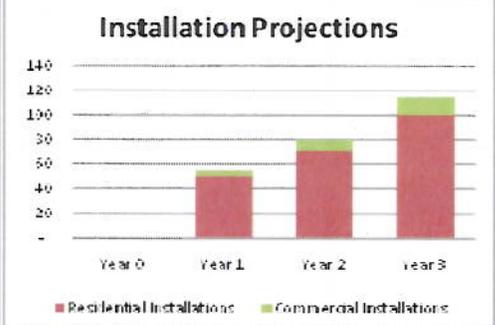
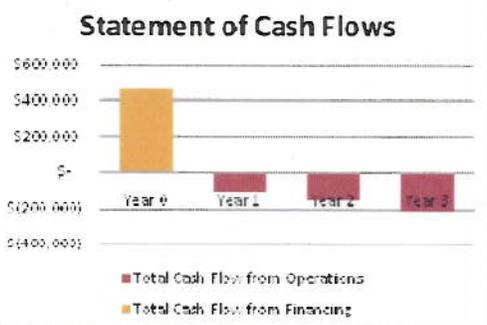
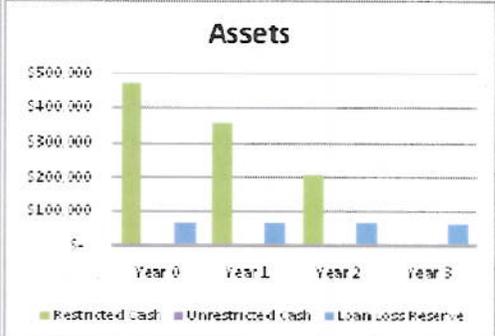
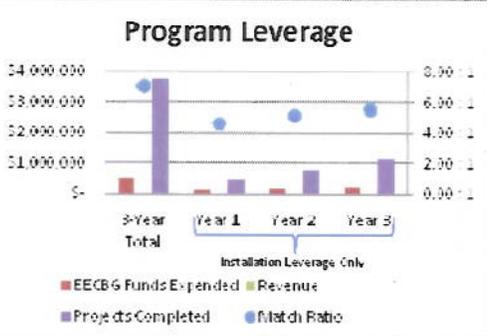


Peggy Merriss
City Manager

CITY OF DECATUR EECBG PROGRAM - PRO FORMA DASHBOARD

Assumptions	
EECBG Funds Awarded	\$ 536,330
Target "Dealer Cash" Incentive	13.5%
Cash & Credit Combined Offer	TRUE
Line of Credit	\$ 65,000
Residential Rate Buy-Down Cost	\$ -
Commercial Rate Buy-Down Cost	\$ -
Avg. Residential Installation	\$ 8,000
Avg. Commercial Installation	\$ 23,250
Year 1 Residential Installs	50
Year 1 Commercial Installs	5
Admin Costs	5.70%
Workforce Development Funding	0.90%
% Residential Installs Financed	50.00%
% Commercial Installs Financed	75.00%
Residential Install CAGR (Yrs. 1-3)	41.00%
Residential Install CAGR (Yrs. 4-10)	3.00%
Commercial Install CAGR (Yrs. 1-3)	70.00%
Residential Install CAGR (Yrs. 4-10)	3.00%
Leverage	
AGL Resources	\$ 300,000
Georgia Power HPWES Promotion	\$ 300,000
Atlanta Development Authority	\$ -
Emerald Cities	\$ 10,000
GEFA EECBG****	\$ 150,000
City of Decatur	\$ 70,000
Annie E. Casey Foundation	\$ -
BeltLine Affordable Housing Trust	\$ -
Neighborhood Stabilization Funds	\$ -
Home Depot	\$ -
Southface Energy Institute	\$ 545,000
Enterprise Foundation	\$ -

Program Key Metrics (3 Years)			
Program Leverage (All Sources)	7.02 : 1	Job Creation / Retention***	41 FTE Jobs
Commercial Entities		Residential (Personal)	
Average Project Size	25,000 sq ft	Average Project Size	2,813 sq ft
Improvement Life	15 years	Improvement Life	10 years
Average Project IRR @ 50% Debt	75.26%	Average Project IRR @ 70% Debt	23.57%
Project Only Effectiveness		Project Only Effectiveness	
Annual Source BTU Reduction	523,200,000 btu	Annual Source BTU Reduction	58,870,464 btu
Annual Source BTU per Federal Dollar	198,746 btu / \$	Annual Source BTU per Federal Dollar	58,144 btu / \$
Total Annual Emissions Savings	33.5 t CO2	Total Annual Emissions Savings	3.8 t CO2
Total Project Life Emissions Savings	503.1 t CO2	Total Project Life Emissions Savings	37.7 t CO2
Cost per Lifetime kWh Avoided	\$ 0.0037 / kWh	Cost per Lifetime kWh Avoided	\$ 0.0187 / kWh
Effectiveness with Governor's Energy Challenge*		Effectiveness with Governor's Energy Challenge**	
Annual Source BTU Reduction	941,325,000 btu	Annual Source BTU Reduction	45,683,120 btu
Annual Source BTU per Federal Dollar	357,578 btu / \$	Annual Source BTU per Federal Dollar	45,119 btu / \$
Total Annual Emissions Savings	60.3 t CO2	Total Annual Emissions Savings	2.9 t CO2
Total Project Life Emissions Savings	905.1 t CO2	Total Project Life Emissions Savings	29.3 t CO2
Cost per Lifetime kWh Avoided	\$ 0.0020 / kWh	Cost per Lifetime kWh Avoided	\$ 0.0242 / kWh



* Governor's Energy Challenge seeks commitments to reduce energy consumption by 15% by 2020.
 ** Residential and commercial improvements are expected to provide greater than 15% total reduction.
 *** Job Creation based on 4 FTE per \$92,000 leveraged scope.
 **** Funding pending GEFA EECBG program approval.

R-09-XX
A RESOLUTION
SUPPORTING AN
ENERGY EFFICIENCY CONSERVATION BLOCK GRANT APPLICATION

WHEREAS, the City of Decatur has an ongoing commitment to creating a sustainable community; and,

WHEREAS, environmental sustainability requires a strong commitment from the city government, residents and businesses to reduce waste, improve energy efficiency, preserve greenspaces, use nonpolluting transportation alternatives where possible, and participate in other measures to help reduce pollution and keep our environment healthy for future generations; and,

WHEREAS, helping citizens to overcome the educational and financial barriers to energy efficiency improvements is a priority for the City of Decatur; and,

WHEREAS, a regional approach to an energy efficiency improvement financing program will better leverage the resources of peer cities across the Southeast Region; and,

WHEREAS, the United States Department of Energy has established a competitive grant program to distribute Energy Efficiency and Conservation Block Grant funding; and,

WHEREAS, this grant requires a no in-kind or cash match; and,

WHEREAS, the Southeast Energy Efficiency Alliance is responsible for preparing a comprehensive grant application seeking \$75,000,000 in funding through this program and has identified potential partners.

NOW THEREFORE, IT IS HEREBY RESOLVED, that the City Commission of the City of Decatur, Georgia, does hereby support the Southeast Energy Efficiency Alliance (SEEA) in developing an application to the U.S. Department of Energy for the competitive Energy Efficiency and Conservation Block Grant funds.

This 16th day of November, 2009.

ATTEST: Peggy Merritt
City Clerk
Acting

William F. Fyfe
Mayor