



Finance Program Briefing for  
Health, Safety, Education, and  
Services Committee

# What is the Denver Energy Challenge?

- ARRA funded Energy Efficiency Program
  - Energy Advisor services
  - Additional rebates for upgrades
  - Workforce education
  - Financing options



# Goals & Benefits

- Energy & financial savings for the consumer
- GHG reduction and resource conservation
- Market transformation & workforce development
- Broader Sustainability
  - Make homes more affordable/comfortable
  - Business recruitment & retention

# Program Accomplishments

[www.denverenergy.org](http://www.denverenergy.org)

- 650 Business Participants
  - 7 Million kWh saved
  - \$700,000 in annual energy cost savings
  - \$450,000 in project rebates
- 2800 Residential Participants
  - 4 Million kWh saved
  - \$354,500 in annual energy cost savings



ENVIRONMENTAL HEALTH  
*Promoting Healthy Communities*



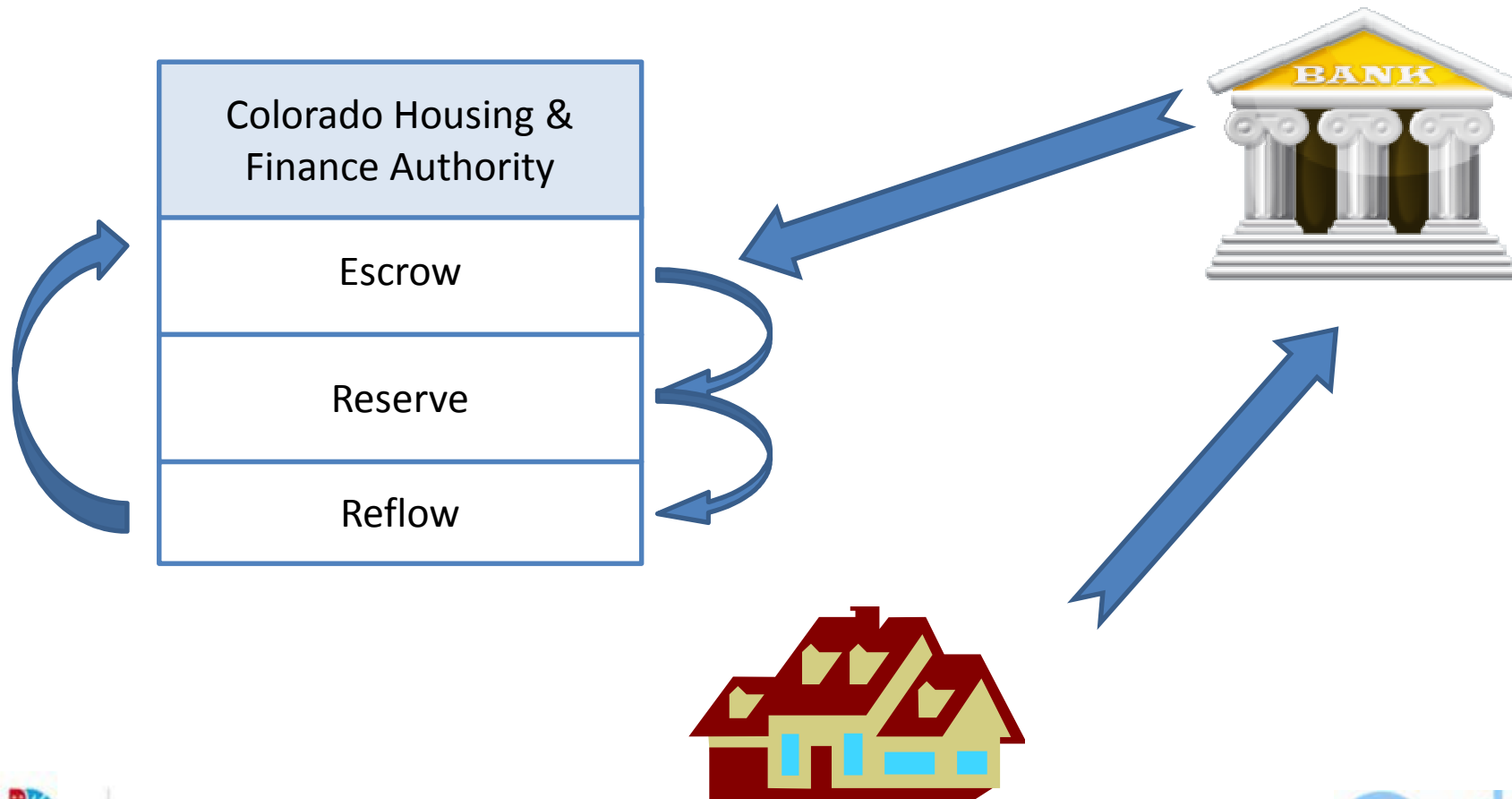
# Finance Program Overview

## *How we arrived here*

- Based on a re-scoping of our original award:
  - Had to devise a novel approach to financing within respective municipalities that did not require an undue administrative burden
  - Received final approval from DOE, however, we are under a deadline of Feb 29<sup>th</sup> to obligate funds.

# Finance Program Overview

## *How it works*



# Finance Program Overview

## *Who is Eligible*

- Denver Residents & Business Owners
  - ARRA restricts some participants e.g. zoos, pools, golf courses, medical marijuana facilities
  - Requires Denver Energy Challenge participation
  - Applicant must meet lending requirements and program requirements



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# Finance Program Overview

## *What is Eligible*

- Generally Eligible Measures
  - Insulation & Air Sealing
  - Space Heating & Cooling
  - Water Heating
  - Windows, Doors, Skylights
  - EnergyStar Appliances
- Specially Eligible Measures
  - Solar PV Installations (after demonstrated 15% energy savings)
  - Health & Safety Measures (25% of Total Cost)



# Finance Program Overview

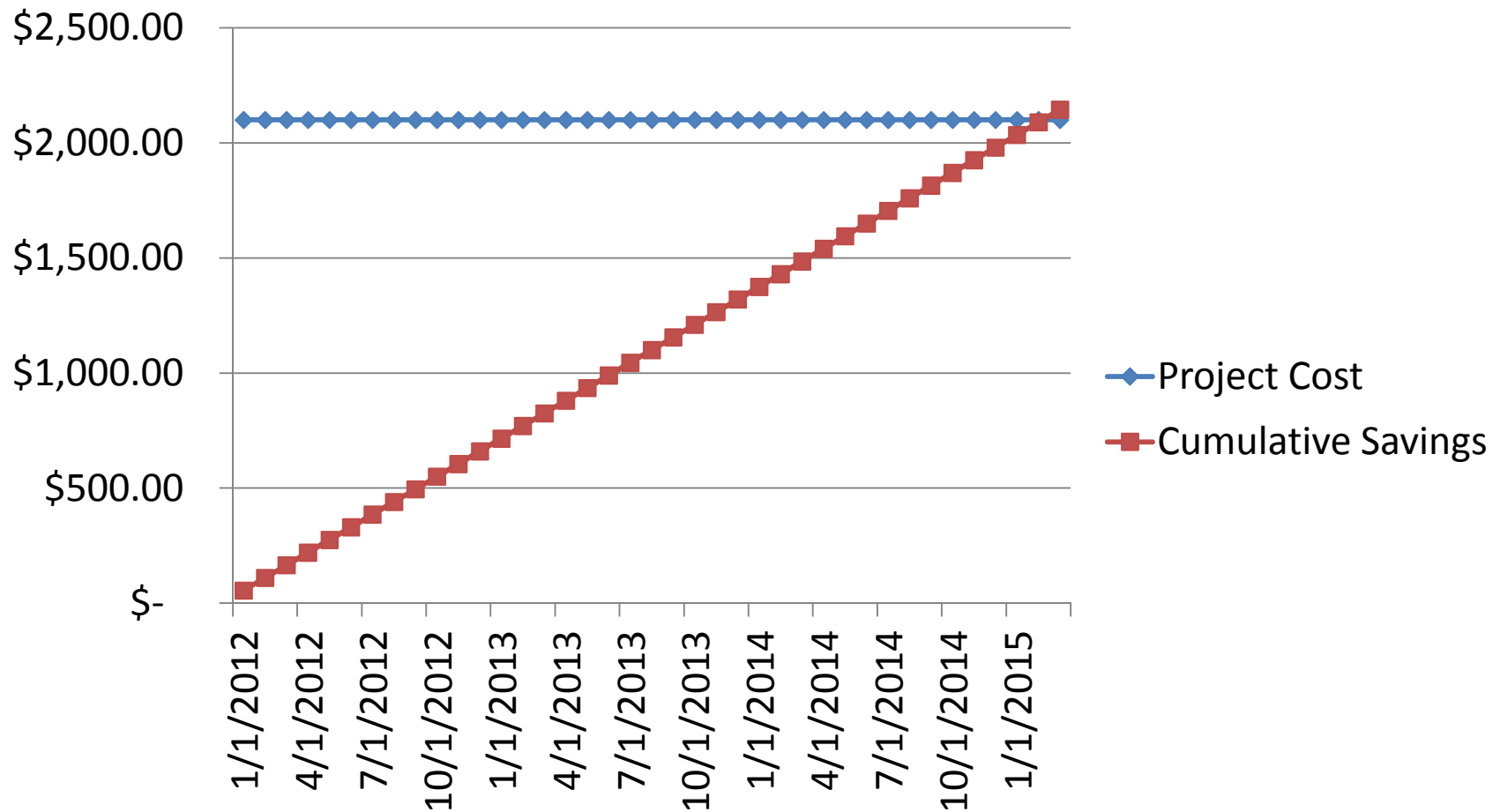
## *Example*

<b>Improvement</b>	<b>Cost</b>	<b>Rebates</b>	<b>Financed Costs</b>
Furnace	\$1,500.00	\$250.00	\$1,250.00
Air Sealing & Insulation	\$1,500.00	\$650.00	\$850.00
Behavior Change	\$0.00	\$0.00	\$0.00
Total	\$3,000.00	\$900.00	\$2,100.00

<b>Monthly Loan Payment</b>	<b>Monthly Energy Cost Savings</b>
\$61.19	\$55.00

# Finance Program Overview

## *Example*



# Finance Program

## *Moving Forward*

- Finalize details of lending process
- Marketing of Finance Program
- Develop further case studies/evaluations
  
- Check [www.denverenergy.org](http://www.denverenergy.org) for updates

# Participating Businesses

