

MEMO

Submitted by: Gerald Lahr, Energy Programs Manager

Subject: DOE Retrofit Ramp-Up Funding Award

Date: May 6, 2010

Executive Summary

Last December, ABAG coordinated with three other regions in the state (LA County, Sacramento and San Diego) to submit a grant application for the DOE Retrofit Ramp-Up funds. Recently LA County (as the lead applicant) was notified that the proposal had been tentatively awarded \$30 million, pending successful negotiations to reduce the original scope of work to correspond with the approved funding. Using an allocation method similar to the original proposal, the ABAG region expects to receive approximately \$8.7 million.

The ABAG steering committee met on April 27th and 30th to discuss the scope of work and budget priorities, and decided the following:

- The following program elements would be retained from the original scope (pending DOE feedback):
 - Marketing and Outreach Innovations - \$4,170,000
 - On-Water-Bill Financing Pilot - \$665,000
 - Whole Neighborhood Approach - \$2,000,000
 - Multifamily - \$800,000
 - Administration - \$710,000
 - Evaluation, Measurement & Verification - \$363,000
- The goals of all program pilots would be to establish models, templates and tools for use region- and statewide.

Recommended Action

Authorize ABAG to execute all necessary agreements to implement and carry out the purposes of any funds awarded as a result of the DOE Retrofit Ramp-Up funding award.

Next Steps

ABAG negotiate funding agreement with LA County.

Attachments: ARRA Funding for Building Retrofits Memorandum

Item 6.L.

MEMORANDUM

ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area

DT: May 6, 2010

TO: ABAG Executive Board

FM: Gerald Lahr, Energy Programs Manager

RE: ARRA Funding for Building Retrofits
- DOE Retrofit Ramp-up ("Retrofit California")

Last December, ABAG coordinated with three other regions in the state (LA County, Sacramento and San Diego) to submit a grant application for the DOE Retrofit Ramp-Up funds. The proposal requested \$75 million in funding, of which approximately \$22.7 million was allocated to the Bay Area.

Recently LA County (as the lead applicant) was notified that the proposal had been tentatively awarded \$30 million, pending successful negotiations to reduce the original scope of work to correspond with the approved funding. Using an allocation method similar to the original, the ABAG region now expects to receive approximately \$8.7 million.

DOE staff requested the applicants submit a preliminary strategy for revising the proposed activities by Monday, May 3rd. DOE provided the following guidance on how to revise the program.

Retain:

- All partners to the extent practicable
- Residential (particularly tract housing and whole-neighborhood focus)
- Lowes & Ace delivery channels
- Bulk purchasing
- Data (GIS and real estate data)
- Behavior studies
- On-water-bill financing pilot

Reduce/Remove:

- Any duplicative activities for which you or your partners on this grant have received or anticipate receiving funding from other sources, for example State Energy Program funds from CEC
- Commercial
- Free audits
- Rebates
- Software for program admin/management
- New construction
- Multifamily (1-2 Housing Authorities at most)

MEMORANDUM

ASSOCIATION OF BAY AREA GOVERNMENTS

Representing 21st and County Governments of the San Francisco Bay Area

The ABAG steering committee met on April 27th and 30th to discuss the scope of work and budget priorities, and decided the following:

- The following program elements would be retained from the original scope (pending DOE feedback):
 - Marketing and Outreach Innovations - \$4,170,000
 - San Francisco (\$670,000) - Ace channel and community-based social marketing
 - StopWaste.Org (\$3,500,000) - Lowe's retail channel, community-based social marketing and green labeling
 - On-Water-Bill Financing Pilot - \$665,000 (Sonoma)
 - Whole Neighborhood Approach - \$2,000,000
 - San Francisco (\$500,000)
 - San Jose (\$750,000)
 - Sonoma (\$750,000)
 - Multifamily - \$800,000
 - San Francisco (\$500,000)
 - StopWaste.Org (\$300,000)
 - Administration - \$710,000
 - Evaluation, Measurement & Verification - \$363,000
- The goals of all program pilots would be to establish models, templates and tools for use region- and statewide.

Follow-up discussions will be required to clarify the specific agency activities and budgets for the various program elements.

Action: Authorize ABAG to execute all necessary agreements to implement and carry out the purposes of any funds awarded as a result of the DOE Retrofit Ramp-Up funding award.

cc: Henry Gardner, Executive Director

