

# **Putting It All Together**

Webcast 1 + 2 + 3 =

Lay Groundwork + Find Funding + Add Financing =

Your Own Successful Funding Strategy

## Putting It All Together



### **Planning**

#### **Engage Stakeholders**

Internal

**Utilities** 

**Businesses & Employers** 

Non-Profits

Community

**Economic Development** 

Lenders, Fed & State, etc.

#### **Evaluate Resources**

City Staff and Funding

Political, Contractors, etc.

#### **Program Needs**

Revenue generation

Ability to start small

Financial projections, etc.

### **Funding**

#### **Self-Funding**

**Behavioral** 

EE and RE

**Performance Contracting** 

**PPAs** 

Fees and Sponsorships

#### **Internal Funding**

**Budget allocations** 

Internal Loan or Fund

**Public Benefit Fee** 

#### **External Funding**

Utility rebates/ incentives

Grants, contributions

Tax incentives

Emission fees, violations

### **Financing**

#### **Key Elements**

**Target Markets** 

**Capital Sources** 

Security

Credit Enhancement, etc.

#### **Programs**

Rebates

Revolving loans

**PACE** 

Credit-enhanced loans

**HUD PowerSaver** 

On-Bill Repayment

**Energy Efficient Mortgage** 

Performance Contracting

PPAs and Solar Leasing

## Putting It All Together... continued



## If the planning process does not open doors to funding and identify an obvious choice of programs, consider this strategy as an alternative or in addition

- Focus first on your public sector, where you have more control over program success and can recycle the energy savings to grow your efforts and impacts
- Start with the lowest cost programs, such as behavioral and operational changes, and recycle the savings to start a fund
- Then target projects that are low-cost and quick payback, and defer the budget savings for a time to grow your fund
- Then target higher cost, longer payback projects, and keep growing the fund
- With a larger fund, expand programs to the private sector