

# GoGreen Business Energy Financing

*State-administered, IOU-supported financing  
for energy efficiency projects*

Presented by  
The California State Treasurer's Office



# What is this program?

## GoGreen Business Energy Financing



- ✓ State-administered program
- ✓ Supported by the Investor-Owned Utilities (IOUs)
- ✓ Leverages private capital to offer **attractive rates and terms for energy efficiency retrofits** in the small business sector

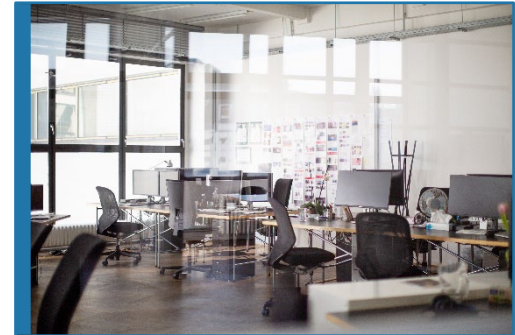
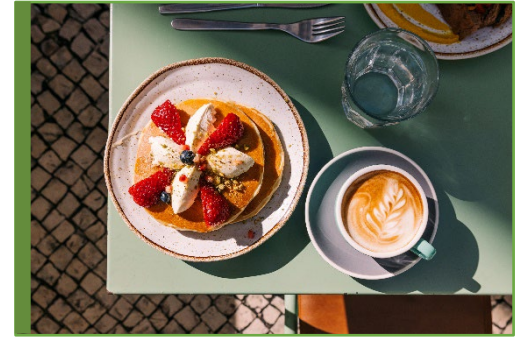
## That means...

*Greater business for you, more energy savings for your customers!*

- ✓ Help your customers save money and energy with no upfront costs
- ✓ Close **larger-value projects** that combine efficiency upgrades with non-energy saving measures

# GoGreen Business offers broad financing parameters to make more projects possible

- Finance projects up to **\$5 million** with up to 30% of financing available for non-energy measures
  - Soft costs, **including labor, permits, and energy audits**, can be bundled into financing
- GoGreen Business **serves a variety of industries:** food service, office space, retail, manufacturing, hospitality, agriculture and more
- **Flexible eligibility criteria** and broad list of qualifying measures, with custom project pathways available
- **Diverse financing products** help make finding the right option for your customer easy



# Benefits for contractors and customers

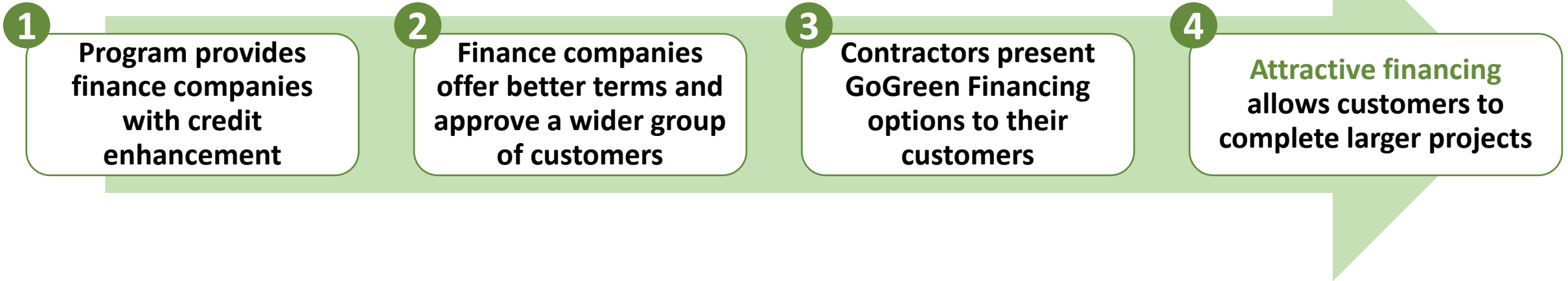
## Contractor Benefits

- ✓ **Pre-funding and progress payments** available
- ✓ No cost to participate
- ✓ Costs of **energy audit** may be bundled with financing
- ✓ Flexible project qualifications including custom installations
- ✓ Energy service agreements with positive cash flow from day one

## Customer Benefits

- ✓ Finance 100% of project costs
- ✓ No property liens
- ✓ **Affordable monthly payments**
- ✓ Up to 30% of financing may be used for **non-energy upgrades**
- ✓ **Fast credit and project approvals** with a variety of financing options to choose from

# How is this private financing better than walking into a bank?



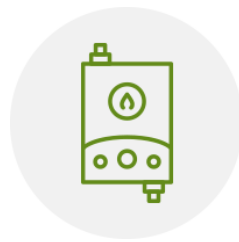
## Finance companies offer customers benefits in exchange for the credit enhancement:

- ✓ Better terms
  - Lower rates
  - Longer tenure/repayment period
  - Larger amounts available
  - Lower contractor reserve requirement
- ✓ Approval of more customers
  - Shorter years in business requirement
  - Shorter years remaining on lease requirement
  - Lower credit score minimums

# What types of projects are eligible?

**Energy Saving Measures (ESMs)**, including Demand Response measures, qualify for financing through the program using any of the following methods:

1. Measures listed on the **Pre-Qualified Energy Saving Measures (ESMs) List**
  - Full list available on [www.GoGreenFinancing.com](http://www.GoGreenFinancing.com)
2. Measures approved for IOU custom program incentives
3. Measures professionally certified as expected to save energy by a CA-licensed **Professional Engineer (PE)** or an Association of Energy Engineers Certified **Energy Manager (CEM)**



# ESM List Measures

RETURN TO PROJECT

SAVE CHANGES

Pre-Approved

IMPORTANT: Check the list specifications to verify that your measures meet program requirements, e.g. Energy Star. For more information and a current list of pre-qualified ESMs visit:

[www.GoGreenFinancing.com/smallbusinesscontractors/energy-saving-measures](http://www.GoGreenFinancing.com/smallbusinesscontractors/energy-saving-measures)

Measures

| Category ?    | Measure Name ?                               | Description & Specification ? | Quantity ? | New or Replacement ?                                                      | Fuel Switch ?                                                    | Fuel Type ? |        |
|---------------|----------------------------------------------|-------------------------------|------------|---------------------------------------------------------------------------|------------------------------------------------------------------|-------------|--------|
| Lighting ▼    | LED Linear Ambient Fixture or Retrofit Kit ▼ | 4ft 26W LED Wrap              | 8          | <input checked="" type="radio"/> Replacement<br><input type="radio"/> New | <input type="radio"/> Yes<br><input checked="" type="radio"/> No | Electric ▼  | DELETE |
| HVAC ▼        | Rooftop Units or Packaged HVAC System ▼      | 5-ton RTU                     | 4          | <input checked="" type="radio"/> Replacement<br><input type="radio"/> New | <input type="radio"/> Yes<br><input checked="" type="radio"/> No | Both ▼      | DELETE |
| Agriculture ▼ | VFD on Booster or Well Pump Motor ▼          | Well Pump VFDs                | 14         | <input checked="" type="radio"/> Replacement<br><input type="radio"/> New | <input type="radio"/> Yes<br><input checked="" type="radio"/> No | Electric ▼  | DELETE |

# GoGreen Business works with utility programs

**GoGreen Business is designed to work together with other utility programs:**

- Rebates
- Custom incentives
- Performance-based incentives
- Turnkey services

Any installations which are part of a program with an Investor-Owned Utility or Regional Energy Network **automatically** qualify for financing with GoGreen Business!



# Which businesses are eligible?

Utility customers who are:

✓ For-profit  
businesses

and/or

✓ Nonprofit  
organizations

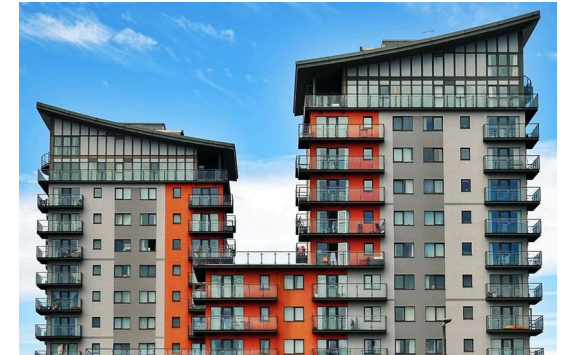
Businesses that own or lease their space are eligible

As long as they meet **one** of the following size requirements:

100 or fewer employees, **or**

Annual revenues of less than \$15 million, **or**

Meet SBA small business size requirements for their industry



# Businesses who have used GoGreen Financing



Corner Market, PG&E

- \$26,000
- LED Linear Replacement Lamps
- Equipment Finance Agreement



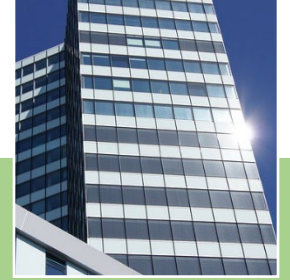
Dairy Farm, PG&E

- \$227,000
- LED Lights, Fixtures, Wraps, VFD Well Pumps
- Lease
- Utilized IOU Rebates

# Businesses who have used GoGreen Financing



- \$145,000
- HVAC Duct Sealing, Diffusers and Dampers, Oven Ventilation Hoods
- Equipment Finance Agreement
- Extensive remodeling included in financing



- \$872,000
- Chiller, Evaporative Cooling Tower, Condensing Hot Water Boiler
- Lease

# Coming Soon: Large Commercial, Government, and On-Bill Repayment

## On-Bill Repayment

- GoGreen Business now has the option for customers to repay through their utility bill
- Available in SDG&E, SoCal Edison and SoCal Gas territories
- This option will soon be available in PG&E territory
- Three participating finance companies offer loans, leases and ESAs between \$25,000 and \$5 million

## Large Commercial/Government

- Coming in Q3, large commercial customers and government customers of any size may apply for financing
- The financing will not be credit enhanced, and will be on-bill only
- This means that all your EE and DR projects can qualify for financing!

# Collaboration with RCEA

**Redwood Coast Energy Authority** can help with project submission and coordination with finance companies

- ✓ The **GoGreen Business Program** has a role for a Project Developer which can work in conjunction with contractors
- ✓ The Project Developer can enter project data on your installations, assemble documentation, etc.
- ✓ If you collaborate with RCEA, **you need only certify your scope of work** in the online platform

# How do you sign up?

Get started at  
[www.GoGreenFinancing.com/SmallBusinessContractors](http://www.GoGreenFinancing.com/SmallBusinessContractors)

Enrollment is easy and takes **less than 90 minutes**:

1. Complete the self-paced online Program training
2. Complete the GoGreen Business Contractor & Project Developer Application
3. Submit your application and proof of insurance to [gogreen@egia.org](mailto:gogreen@egia.org)

Questions? Get in touch.



888-987-3443



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