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?

1. Program provides finance companies with credit enhancement
2. Finance companies offer better terms and approve a wider group of customers
3. Contractors present GoGreen Financing options to their customers
4. Attractive financing allows customers to complete larger projects

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**

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

**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:


## Measures

<table>
<thead>
<tr>
<th>Category</th>
<th>Measure Name</th>
<th>Description &amp; Specification</th>
<th>Quantity</th>
<th>New or Replacement</th>
<th>Fuel Switch</th>
<th>Fuel Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting</td>
<td>LED Linear Ambient Fixture or Retrofit Kit</td>
<td>4ft 26W LED Wrap</td>
<td>8</td>
<td>Replacement</td>
<td>Yes</td>
<td>Electric</td>
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<tr>
<td>HVAC</td>
<td>Rooftop Units or Packaged HVAC System</td>
<td>5-ton RTU</td>
<td>4</td>
<td>Replacement</td>
<td>Yes</td>
<td>Both</td>
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<tr>
<td>Agriculture</td>
<td>VFD on Booster or Well Pump Motor</td>
<td>Well Pump VFDs</td>
<td>14</td>
<td>Replacement</td>
<td>Yes</td>
<td>Electric</td>
</tr>
</tbody>
</table>
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

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

**Office Building, SDG&E**
- $872,000
- Chiller, Evaporative Cooling Tower, Condensing Hot Water Boiler
- Lease
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


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

Questions? Get in touch.

888-987-3443  gogreen@egia.org