

The Case for Energy Efficiency

City Policy Guidelines

Establishing policy around financing, incentives and standards is vital for the Home Performance model to gain mass adoption. A thriving Home Performance Industry will help solve our cities' and our country's energy problem, while providing benefits across the board.

Sample Bay Area City



- Population: 70,000
- Single family homes: 25,000
- Residential EE target: All Existing Homes by 2030
- Retrofits per year: 792
- Retrofits per month: 66
- Avg. house size: 2200 ft²
- Avg. retrofit cost per home: \$11,000

Recommended Action

Incentives

- Performance-Based
- HERS Rating
- Forecasted REEP Incentive
- \$3000 for 20% reduction
- \$150/ 1% additional reduction

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Financing

- Low-interest financing
- Over 20 years
- Tied to property tax

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Standards

- BPI Contractor Accreditation
- RESNET Rater Certified
- Quality Assurance

Bay Area City Outcomes

- # Homes Retrofitted: **23,760**
- Direct Home Performance Jobs created (by 2030): **2,997**
- GHG reduction (by 2030): **1,263,535 Tons**
- Cost/Year **\$2.9 million**
- Total Cost **\$89 million**

Visit www.sustainablespaces.com/citypolicy
to use our calculator to customize these calculations for your city