



CityFIRST

Financing Initiative for Renewable and
Solar Technology

ECN * May 26, 2009

Our Secret Weapon



“Almost 40 percent of abatement [targets for 2030] could be achieved at negative marginal costs.... Unlocking the negative cost options would require overcoming persistent barriers to market efficiency, such as... consumer desire for rapid payback when incremental upfront cost is required.”

-- McKinsey Report

Current Policy Tools



- Easy, Cheap Permits
- Education, Social Marketing
- Step-by-Step Assistance
- Green Building Codes
- Rebates and Incentives
- **Upfront Cost Remains**

What's the Hold Up?



- Utility bills:
Simple monthly service



- Solar, Energy Efficiency:
Large upfront cost

CityFIRST

City Financing Initiative for Energy Efficiency, Renewable and Solar Technology


Voluntary Program allows property owners to install solar and energy efficiency projects with little or no upfront cost. Costs repaid on property tax bills over 20 years.




CityFIRST: How it Works




City or county creates type of land-secured financing district



Property owners voluntarily sign-up for financing and install energy projects



Proceeds from Clean Energy Bond provided to property owner to pay for energy project



Property owner repays bond through property tax bill over ~20 years

Benefits to Property Owner



CityFIRST removes many of the financial hurdles to installing solar systems and energy efficiency upgrades

- No upfront cost to the property owner
- Payments fixed for 20 years
- Customer chooses contractor/installer
- Property tax transfers to the new owner when the property is sold
- Utility bills decrease due to energy savings
- No credit scores required

Benefits to Cities and Counties



CityFIRST is a low risk financing tool for cities and counties

- Helps cities and counties meet their climate and energy goals
- Program costs can be paid out of the financing
- No liability or other exposure to a city's general fund
- Financing mechanism well known to local governments and bond market
- Promotes the “green” economy

Real World Experience

- Berkeley
 - \$1.5 Million Pilot
- Palm Desert
 - \$7.5 Million Approved Projects
- Boulder, CO
 - \$9.5 Million in Applications
- Sonoma County, CA
 - \$3 Million in Approved Projects
- Babylon, NY

CityFIRST Goes National



Programs Launched

Palm Desert, CA
Berkeley, CA
Sonoma County, CA
Boulder, CO
Babylon, NY

Programs Announced

San Diego, CA
San Francisco, CA
Solana Beach, CA
California Statewide
Annapolis, MD

State Legislation

California (Passed)
Colorado (Passed)
New Mexico (Passed)
Maryland (Passed)
Virginia (Gov. Desk)
Nevada (committee)
Oregon (committee)
Vermont (committee)
Arizona (committee)
New York (committee)
Texas (committee)



RENEWABLE  FUNDING

Cisco DeVries

510.451.7902

cisco@renewfund.com

www.renewfund.com