

# FUNDING GREEN: How to Attract New Sponsors and Access Existing Funding



Jesse Elton  
BRIDGE Housing Corporation








Habitat for Humanity International  
Green Building Symposium  
April 24, 2009

## IT'S NOT EASY BEING GREEN...?

- What are true additional first costs?
- What measures are cost neutral?
- What measures lower operating expenses and allow owner to borrow more?



# SOURCES FOR GOING GREEN

Residential Program Matrix							
	UTILITY EE RNC	ENERGY STAR®	New Solar Homes	GreenPoint Rated	LEED for Homes	Green Communities	LIHTC-TCAC
<b>Program Type:</b>	EE Incentive	EE Marketing	Solar PV Incentive	Green Certification	Green Certification	Green Grant	Tax Credit Equity
<b>Geography</b>	CA (PG&E, SCE, Sempra)	Nationwide	CA	CA	Nationwide	Nationwide	Nationwide/CA
<b>Administered/ Implemented:</b>	IOU's/ICF/HMG	EPA/DOE/IOUs	CEC/IOUs	Build it Green	USGBC (CA = DEG)	Enterprise	CA TCAC
<b>Project Type:</b>	SF + MF	SF + MF (<3 str)	SF + MF	SF + MF	SF + MF (<3strs, 4-6=LEED-midrise)	MF	MF + SF
<b>Program Cost:</b>	Afford. & Mkt Rate	Afford. & Mkt Rate	Afford. & Mkt Rate	Afford. & Mkt Rate	Afford. & Mkt Rate	Afford. Only	Afford. Only
<b>Plan Review</b>	Free	Free	Free	\$400 application fee	for USGBC Fees go to usgbc.org/leed/homes	Competitive Grant	Competitive Credits
<b>Verification</b>	Free	Free	Free	\$50/u or \$400/proj.	see DEG for fees	NA	NA
<b>Logo use</b>	HERS Rater/EC cost	HERS Rater/EC cost	HERS Rater/EC Cost	GPR Rater Cost	DEG Verification plus HERS/Energy Star Rater Fees	NA	NA
<b>Incentives:</b>	NA	No Cost	NA	\$350/project only if logo used before compl.	No Cost	NA	NA
<b>Baseline:</b>	\$150-500/u; \$60/u HERS; \$50/unit EC	NA	\$2.50/watt (\$3.50 afford)	NA	501c(3) may be eligible for funding through Home Depot	up to \$50k/proj \$5k/charrette	Funding Award
<b>Process (proj phase):</b>	15%>T-24 and/or ESTAR@appl.	15%>T-24 + Duct Test + QII/TBC + AC sizing ENERGY STAR appl.	Tier I: 15%>T-24 + PVreqs+ESTAR® appl. Tier II: 35% > T-24 + 40% red. in cooling	15%>T-24 + Prereqs 50pts min.	15%>T-24 + ESTAR® + Prereqs Cert., Silver, Gold, Platinum/Prereqs+ pts	15%>T-24 + ESTAR® + Green reqs Mandatory provisions + 25 pts + optnl crit.	ESTAR@appl. + Green Communities Pts for 10%>T-24; 5% Basis boost 15%>T-24 or PV
<b>(design) 1</b>	Submit app+plans+T-24	submit MOU	Submit app + supp. docs	Hire GPR*/HERS	Submit app to DEG	Submit grant app	
<b>(cost estimating) 2</b>	Expect to hire HERS*	Expect to hire HERS*	Expect to hire HERS*/PV	Draft checklist w/GPR	Expect to hire HERS/ES*	Expect to hire HERS*	
<b>(Permitting) 3</b>	Undergo/pass plan rev.	Meet reqs.	Undergo/pass utility prog EE plan + solar rev.	GPR submit app	Drft checklist, meet w/DEG/design tm	Receive notice of award	
<b>(Construction) 4</b>	Pass HERS site verif.	Pass HERS site verif.	Pass HERS/PV site verif.	Undergo GPR verif.	Undergo LEED-H verif.	Submit compliace docs	
<b>(Completion) 5</b>	Coord. w/utility on final	NA	Coord. w/utility/CEC	GPR submit final checklist	Submit fnl checklist, Rater meets w/DEG		
<b>6</b>	Request Incentive	Comm. w/EPA	Request Incentive	NA	Rater submit fnl cert. packet		
<b>7</b>	Rec. incentive check	Rec. mktng materials	Rec. incentive check	Rec. certification	Rec. certification	Rec. grant	
<b>Program Website (www):</b>	flexyourpower.com h-m-g.com	energystar.gov	gosolarcalifornia.ca.gov	greenpointrated.org	davisenergy.com	enterprisecommunity.org	treasurer.ca.gov/CTCAC
<b>Program Resources:</b>	h-m-g.com/multifamily/ aheea/ handbook	energystar.gov/ index.cfm?c=new_ homes.hm_index	gosolarcalifornia.ca.gov/docu ments/nshp.html	builditgreen.org/ greenpoint- rated/guidelines	davisenergy.com/projects/lee d-h.php		

KEY: EE = Energy Efficiency SF = single family MF = multifamily IOU = Investor Owned Utility (PG&E/SCE/SCG/SDG&E) u = unit HERS = Home Energy Rating System ES = ENERGY STAR EC = Energy Consultant DEG = Davis Energy Group BIG = Build It Green MOU = Memorandum of Understanding

Find A: HERS www.energy.ca.gov/HERS EC www.cibec.org/ceperoster.php PV www.consumerenergycenter.org/eprebate/database GPR www.builditgreen.org/greenpoint-rated/find-rater LEED-H Rtr thru DEG

This matrix was compiled by Heshong Mahone Group, Inc. w/assistance from the New Solar Homes Partnership, Build It Green, and Davis Energy Group. Last updated 10/14/08

# LOW-INCOME HOUSING TAX CREDITS

- Most BRIDGE rental projects are financed with LIHTC
- Credits are allocated as a percentage of the building's eligible basis
- Some green measures allow for threshold basis limit increase
- Some green measures make applications more competitive



# UTILITY REBATE PROGRAMS: PG&E's CALIFORNIA MULTIFAMILY NEW HOMES

- Administered by HMG
- Performance Incentives
  - Developer Incentives
  - HERS Rater Incentives
  - Energy Consultant Incentives
- Appliance incentives



CALIFORNIA MULTIFAMILY  
NEW HOMES PROGRAM

# SOLAR REBATES: NEW SOLAR HOMES PARTNERSHIP

- Administered by the California Energy Commission
- Affordable housing projects are eligible for higher rebates than the general pool
- Rebate amounts step down over time as rebates are reserved



# ENTERPRISE FOUNDATION GREEN COMMUNITIES

- Projects must comply with Green Communities Criteria for all programs
- Grants
  - Planning and Construction: \$20,000 - \$75,000
  - Charettes \$5,000
  - Competitively allocated
- Predevelopment/Acquisition Loans
- Tax Credit Equity



## OTHER SOURCES

- Local Programs
  - Example: Alameda County Waste Management



- Other Foundations

# QUESTIONS? COMMENTS?



Jesse Elton, Project Manager

BRIDGE Housing Corporation

(415) 989-1111 x 7527

[jelton@bridgehousing.com](mailto:jelton@bridgehousing.com)