



# Home Energy Affordability Loan (HEAL)



# Stakeholders



CLINTON  
**CLIMATE**  
INITIATIVE

 **ARKANSAS**  
Economic Development Commission  
**ENERGY OFFICE**

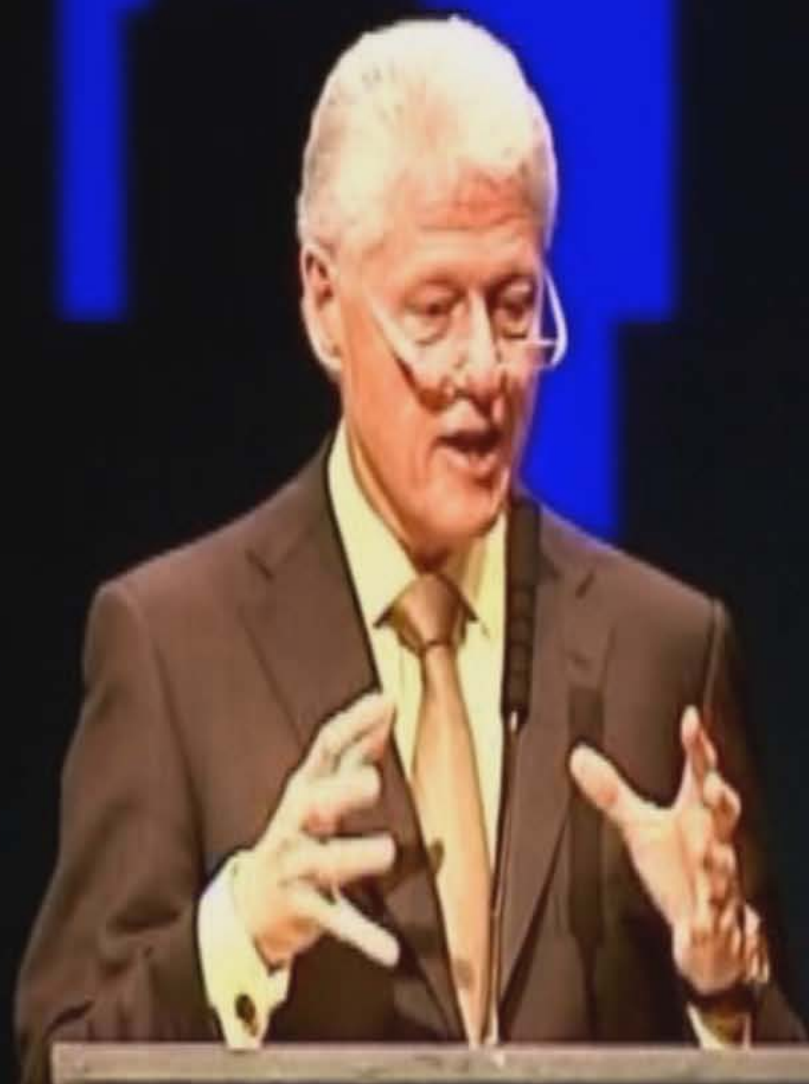


U.S. DEPARTMENT OF  
**ENERGY**



  
**HEAL AR**  
HOME ENERGY AFFORDABILITY LOAN





President Bill Clinton



**0% INTEREST,  
UP TO  
\$325,000**

# HEAL AR: How It Works



- 1. Four businesses (one in each Arkansas congressional district)**
  - Free commercial energy audit with access to a zero-interest Revolving Loan Fund to assist in financing cost-effective energy efficiency measures (EEM's)
  - Create a zero-interest Employee Loan Fund (ELF) with energy savings
- 2. 100 free residential energy audits on employee homes per site (400 total) Audits provided by trained VISTA volunteers**
  - Employer provided in-house energy auditor w/ testing equipment
  - Employees finance EEM's both by leveraging existing energy efficiency programs (e.g. Utility Rebate Programs) and receiving access to the employer's ELF
- 3. Provide pre-qualified contractors and/or AmeriCorps and Job Quality Control**

Low to moderate income eligible homes will have access to AmeriCorps green collar job trainees for EEM implementation to further leverage the ELF.
- 4. Employee borrows/retires debt through a weekly payroll deduction (24-36 mo option)**
  - Payback extended to create immediate positive cash flow for employee due to reduced utility bill



# Key Feature: Leveraging the Workplace

## Employer Model Provides

- Scale and Reach
- Marketing Opportunities
- Credibility
- Financing (Phase 1)





# Key Feature: Facilitating Retrofit Financing



	Phase 1: Employer RLF	Phase 2: Credit Union	Phase 2: Credit Union w/ LLR	Phase 3: Carbon Quantification
Loan Fund Interest Rate	<b>0%</b>	<b>5.75%</b>	<b>3.75%</b>	<b>?</b>
Payroll Deduction	<b>24-36 Months</b>	<b>Cashflow Positive</b>	<b>Cashflow Positive</b>	
Loan Fund Limits	<b>\$2,000 to \$3,000</b>	<b>Up to 30% Reduction</b>	<b>Up to 30% Reduction</b>	
Eligibility				



# Industry Component Comparison

	L'Oréal	Friendship
Audit Eligibility	<b>All</b>	<b>Seniority Based</b>
Loan Fund Eligibility	<b>All</b>	<b>Seniority Based</b>
Loan Fund Interest Rate	<b>0%</b>	<b>.46%</b>
Loan Fund Limits	<b>\$2,000</b>	<b>\$2000 (w/AC Labor) \$3000 (w/o Labor)</b>
Payment Grace Period	<b>90 days*</b>	<b>60 days</b>
Repayment Period	<b>2 Years</b>	<b>2 Years (\$2,000) 3 Years (\$3,000)</b>





# How do they feel about their employer for offering the program?







U.S. DEPARTMENT OF  
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**ARKANSAS**  
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**ENERGY OFFICE**



**MaineHousing**

Maine State Housing Authority

**THANK YOU**

Martha Jane Murray

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