



Greater Cincinnati
**Energy
Alliance**

What's Working in Residential Energy Efficiency Upgrade Programs

Andy Holzhauser

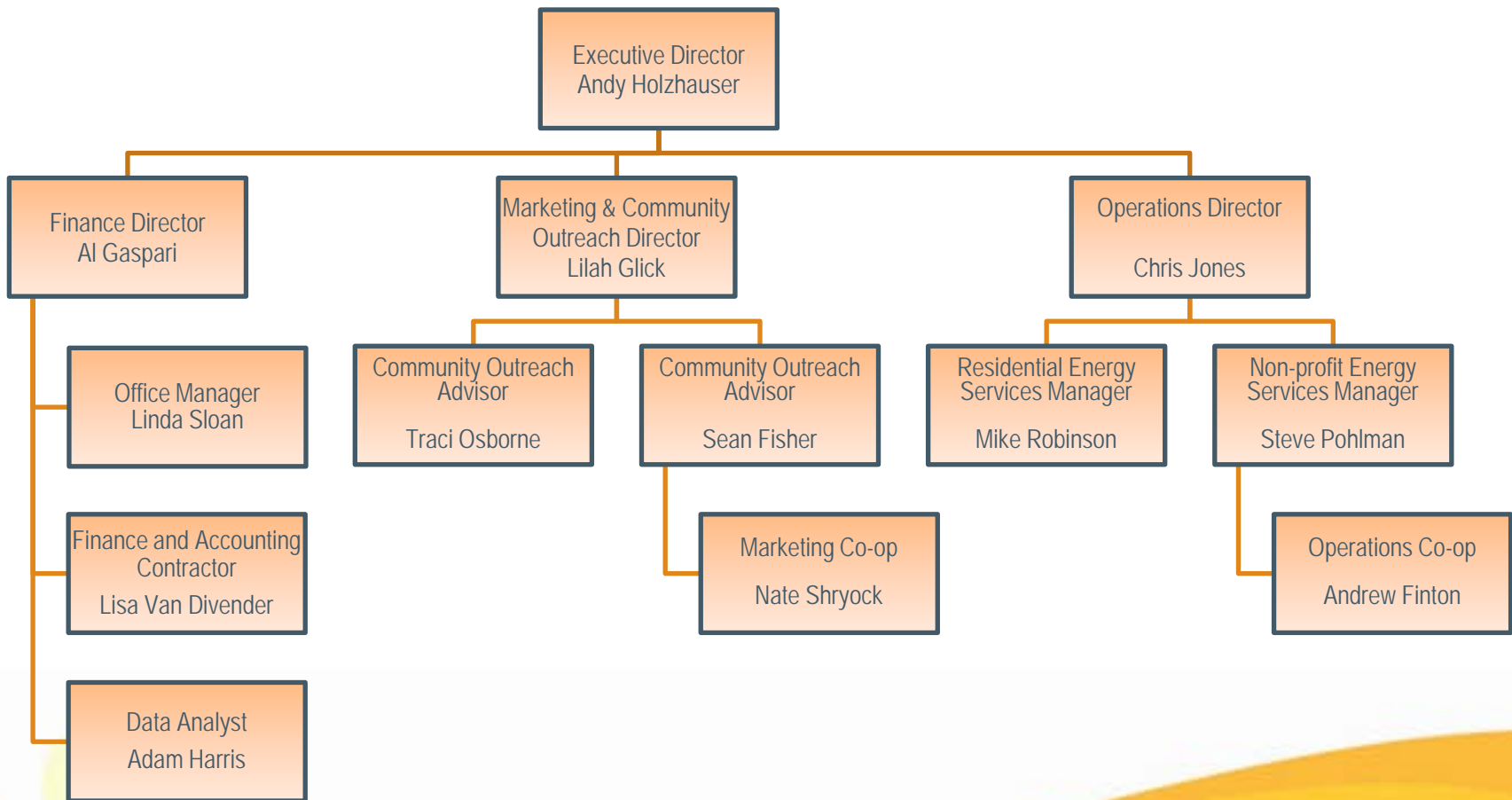
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Who We Are



- Non-profit 501(c)3 organization
- Founded April 2008
- Energy Efficiency/Renewable Energy Services
 - Education & Outreach
 - Project Management
 - Financing
- Market focus
 - Single-family residential
 - Non-profit organizations
 - Performance Contracting

Our Team



Our Role

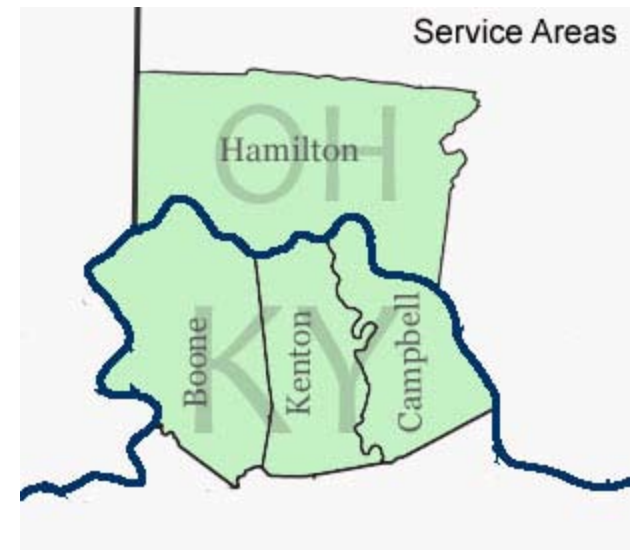


- Marketing & Outreach
 - Branding
 - Neighborhood Canvasses
 - Community Meetings
 - Volunteer Management
- Project Management
 - Oversee energy assessment & upgrade
 - Quality Assurance
- Workforce Development
 - Contractor Recruitment
 - Measure job creation and retention
 - Enhance training capacity
- Financing
 - Reduced cost energy assessments
 - Low-interest lending
 - Public financing
 - Utility on-bill

Funding Sources



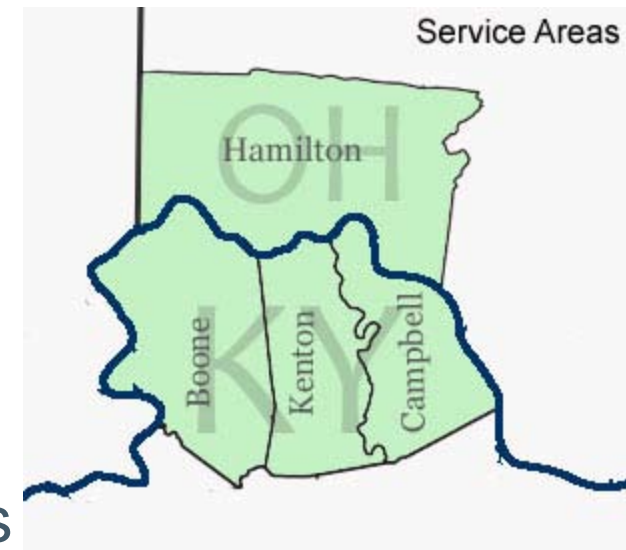
- Greater Cincinnati Foundation
- Formulaic EECBG
 - Cincinnati, OH
 - Hamilton County, OH
 - Covington, KY
 - Florence, KY
 - Kenton County, KY
 - Campbell County, KY
 - Boone County, KY
- Competitive EECBG: Better Buildings
- EPA Climate Communities Showcase
- Utility program management
- Consulting & other earned income streams



Barrier: Gov't Collaboration



- 1 program, 7 local gov'ts
- Opportunities
 - Create economies of scale
 - Serve underserved populations
 - Financing
 - Contractor Base
 - Simplified Marketing Messaging
 - Align w/regional community initiatives
 - Align w/Duke Energy service territory
 - Twice as many advocates
- Challenges
 - Twice as many stakeholders
 - Programmatic differences in OH vs. KY



Path to Financial Sustainability



- Strategic Planning
- Outside investment for project financing
 - Impact investors
 - Public finance
 - Financial Institutions
- Robust contractor infrastructure
 - Equipment lending
 - Training
 - Back office
- Utility-friendly program delivery
- Long-term investments
 - Branding
 - Technology
 - Market Analysis
 - Community-based volunteerism
- OH & KY program development support

Contact Info



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