



Local Energy Alliance Program (LEAP)



“A Green City”

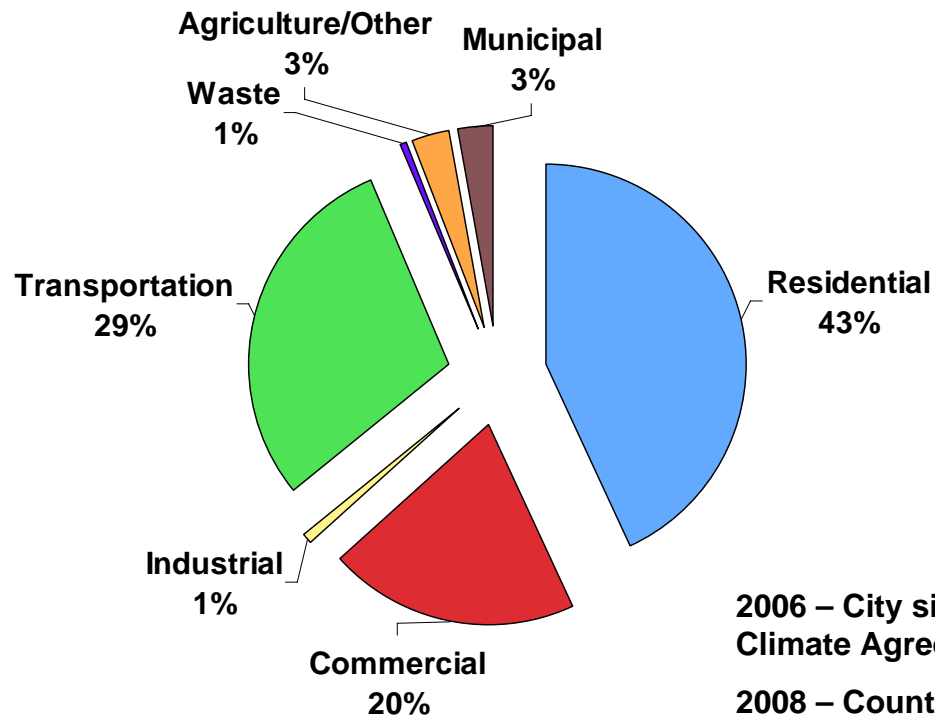


- LEED Standard – New Buildings
- City Curbside Recycling
- Hybrid Vehicles/Alternative Fuel Use
- Public Transportation
- 2009 Urban Forest Management Plan
- Performance Contracting for municipal buildings



Government Can Do Only So Much

Charlottesville/Albemarle County Emissions (2000 Baseline of eCO₂)



2006 – City signed US Mayors
Climate Agreement

2008 – County signed Cool
Counties Agreement

The SEEA Proposal

\$500,000 competitive grant from the Southeast Energy Efficiency Alliance to design a community-based energy efficiency program or “Local Energy Alliance”

- 20-40% efficiency gain/structure
- 30-50% market penetration (get to scale)
- 5-7 year performance period
- Public-private partnership
- Self-sustaining approach
- Phase in alternative/renewable energy
- Create jobs, create the market
- Make it a replicable model



Where We've Been

May 15th we submitted proposal, and on June 17th we were notified we won.

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

Where We've Been

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA

Where We've Been

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA
(money appropriation would require an RFP)

Where We've Been

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA
(money appropriation would require an RFP)
- Set up the Local Energy Alliance operating company

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA
(money appropriation would require an RFP)
- Set up the Local Energy Alliance operating company
(how can we do this legally? who will create the articles and file?)

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA
(money appropriation would require an RFP)
- Set up the Local Energy Alliance operating company
(how can we do this legally? who will create the articles and file?)
- What are we creating - business/strategic plan

Where We've Been

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA
(money appropriation would require an RFP)
- Set up the Local Energy Alliance operating company
(how can we do this legally? who will create the articles and file?)
- What are we creating - business/strategic plan
(legal structure of the operating is what? co-op, nonprofit, L3C?)

Where We've Been

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA
(money appropriation would require an RFP)
- Set up the Local Energy Alliance operating company
(how can we do this legally? who will create the articles and file?)
- What are we creating - business/strategic plan
(legal structure of the operating is what? co-op, nonprofit, L3C?)
- Continued program development to define structure

May 15th we submitted proposal, and on June 17th we were notified we won.

Now what?

- Sign the grant agreement with SEEA
(money appropriation would require an RFP)
- Set up the Local Energy Alliance operating company
(how can we do this legally? who will create the articles and file?)
- What are we creating - business/strategic plan
(legal structure of the operating is what? co-op, nonprofit, L3C?)
- Continued program development to define structure
(need professional consulting but we have no way to pay for it)

Government Gordian Knot

We needed a simple, clean stroke to untie it: SEEA.

- SEEA helped to organize Board and file
- Municipalities created MOU with SEEA
- SEEA grant contract to be created with LEAP
- Foundation legal grant led to 501(c)3 with Articles and Bylaws
- October 31, 2009 first Governance Board meeting
- December 6, 2009 LEAP, Inc. Articles filed
- February 26, 2010 Executive Director decision announced



Our Mission

We seek to lead the effort in our local community to conserve water and energy in buildings in order to promote cost savings, job creation, sustainability, local economic development, and environmental stewardship.



The Alliance Concept – Who Are the Stakeholders?

- Local, State, and Federal Government
- Electric, Gas, and Water Utilities
- Local Contractors
- Energy Efficiency + Renewable Companies
- Retail Business Partners
- Area Nonprofits
- Lending Institutions



In our community LEAP Will Be...

- Energy and water efficiency program provider for local government
- Financing source for energy and water related improvements
- Standards champion for property owners (require BPI certification for auditors, perform quality assurance and M&V for the program)
- Workforce development engine to train and grow the performance contracting industry through our partnership with local community college
- Dominion Power partner – SmartGrid technology for energy management and verification of efficiency gains
- Aggregator of RECs, white tags, and carbon offsets of member community



For Customers

We want you to implement the sensible energy improvements that will save you money. We will provide the delivery system, financing and quality management to make it safe to invest, to make sure it works and that it pays for itself.

For Customers

We want you to implement the sensible energy improvements that will save you money. We will provide the delivery system, financing and quality management to make it safe to invest, to make sure it works and that it pays for itself.

For Contractors and Trade Partners

We want you to get certified to do the energy audits well, to guarantee your work, and in return, we will bring you motivated customers that have prearranged financing.

Core Value Propositions

For Customers

We want you to implement the sensible energy improvements that will save you money. We will provide the delivery system, financing and quality management to make it safe to invest, to make sure it works and that it pays for itself.

For Contractors and Trade Partners

We want you to get certified to do the energy audits well, to guarantee your work, and in return, we will bring you motivated customers that have prearranged financing.

For Lenders & Financial Partners

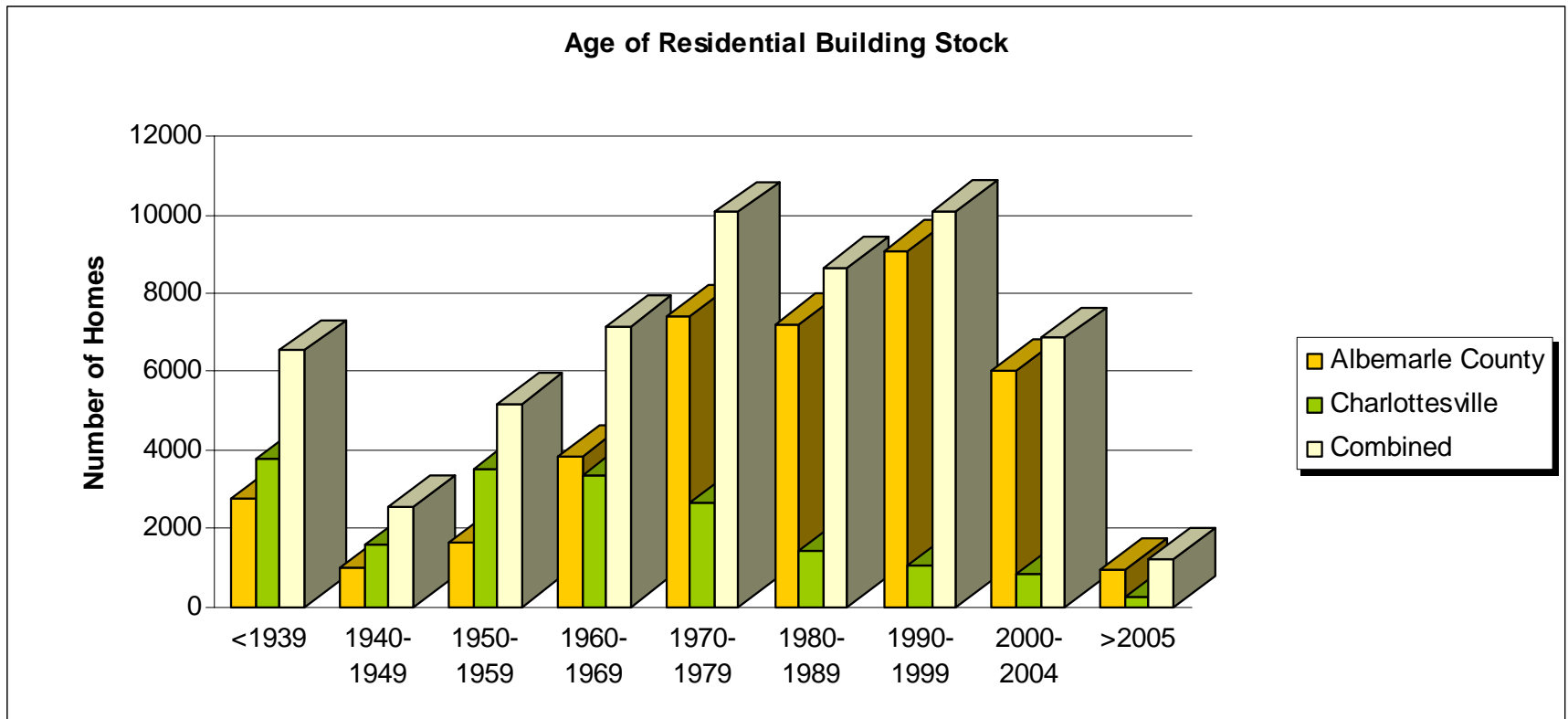
We want you to make a market in our community by making low interest energy loans, enjoy a solid return, and we will take much of the risk off the table.

How will LEAP cover costs?

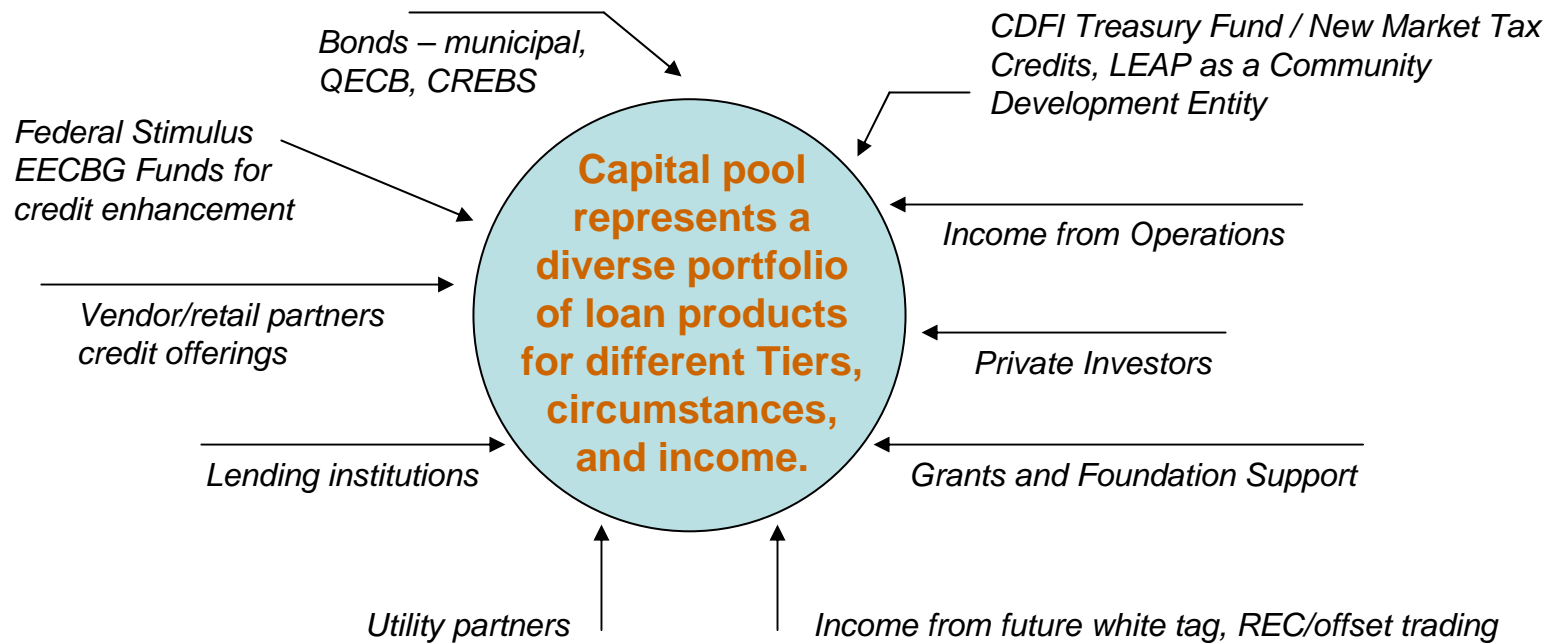
- Consulting, contract bundling, acting as owner-agent for commercial retrofits
- Percent of project fees and lead fees to cover QA/QC/M&V services for energy efficiency and renewables in residential
- Loan fees for financing for energy efficiency and renewables
- Subscription-based membership model for energy efficiency, renewables, and commissioning (maintenance)
- Sale of vetted energy retrofit products
- Sale of monetized efficiency and renewables products such as white tags, carbon offsets, and RECS through aggregating the efficiency and renewable energy of our membership



Number of homes built <1970: 21,447 (no insulation standards in code)



Develop the pool from multiple sources. The goal is to make financing easy and attractive, leverage existing lending institutions, and to generate fee income to assist in covering program overhead.



Retrofit Loading Order & Loan Tiers

Fundamentals

- ***Insulation***
- ***Air & Duct Sealing***
- ***Lighting***
- ***Appliances***
- ***Water Conservation***
- ***Plug Loads***

Tier 1
< \$7500 loan

Major Systems

Fundamentals plus:

- ***Heating***
- ***Air Conditioning***
- ***Duct Reconfiguration***
- ***Solar Thermal***
- ***Water Heating***

Tier 2
< \$25,000 loan

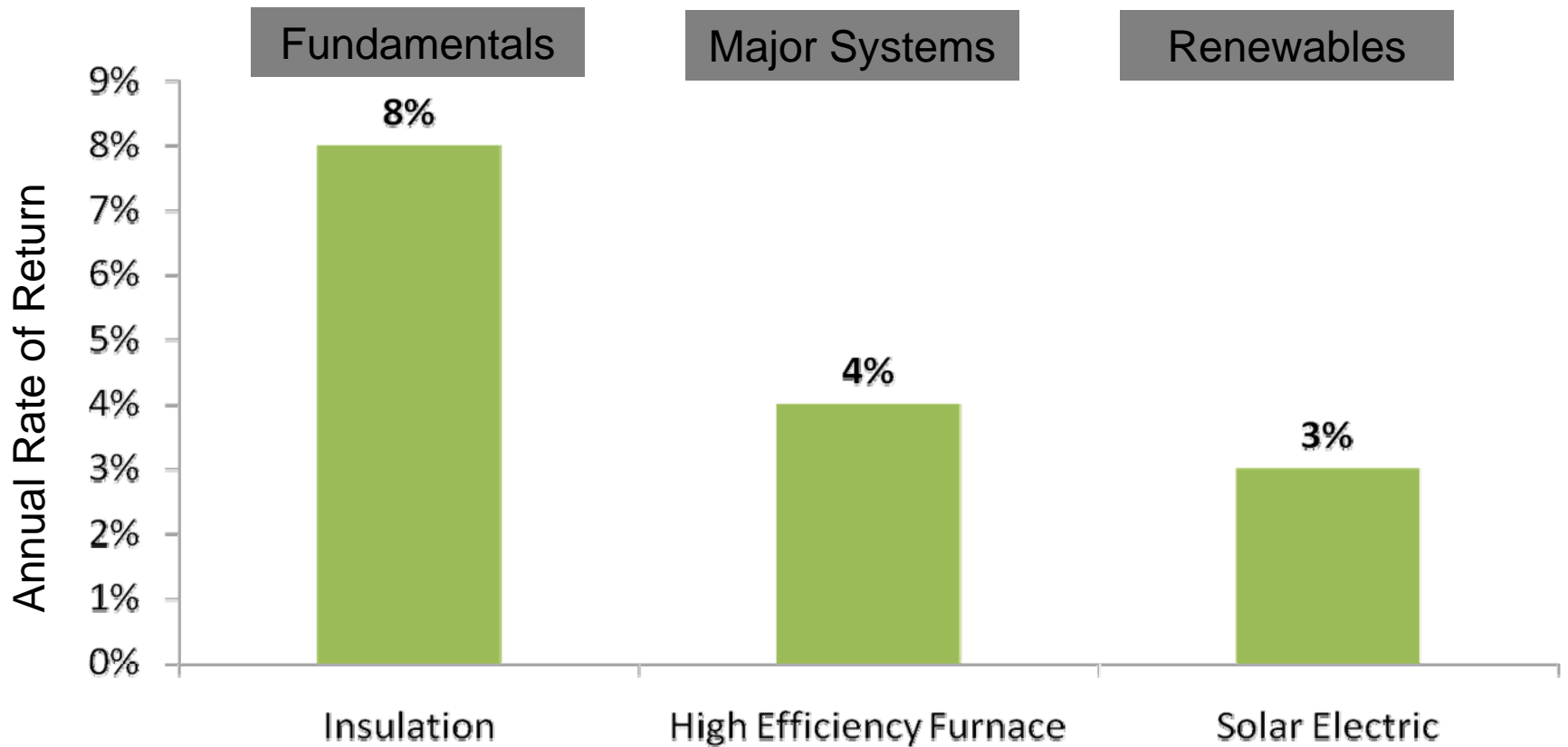
Renewables

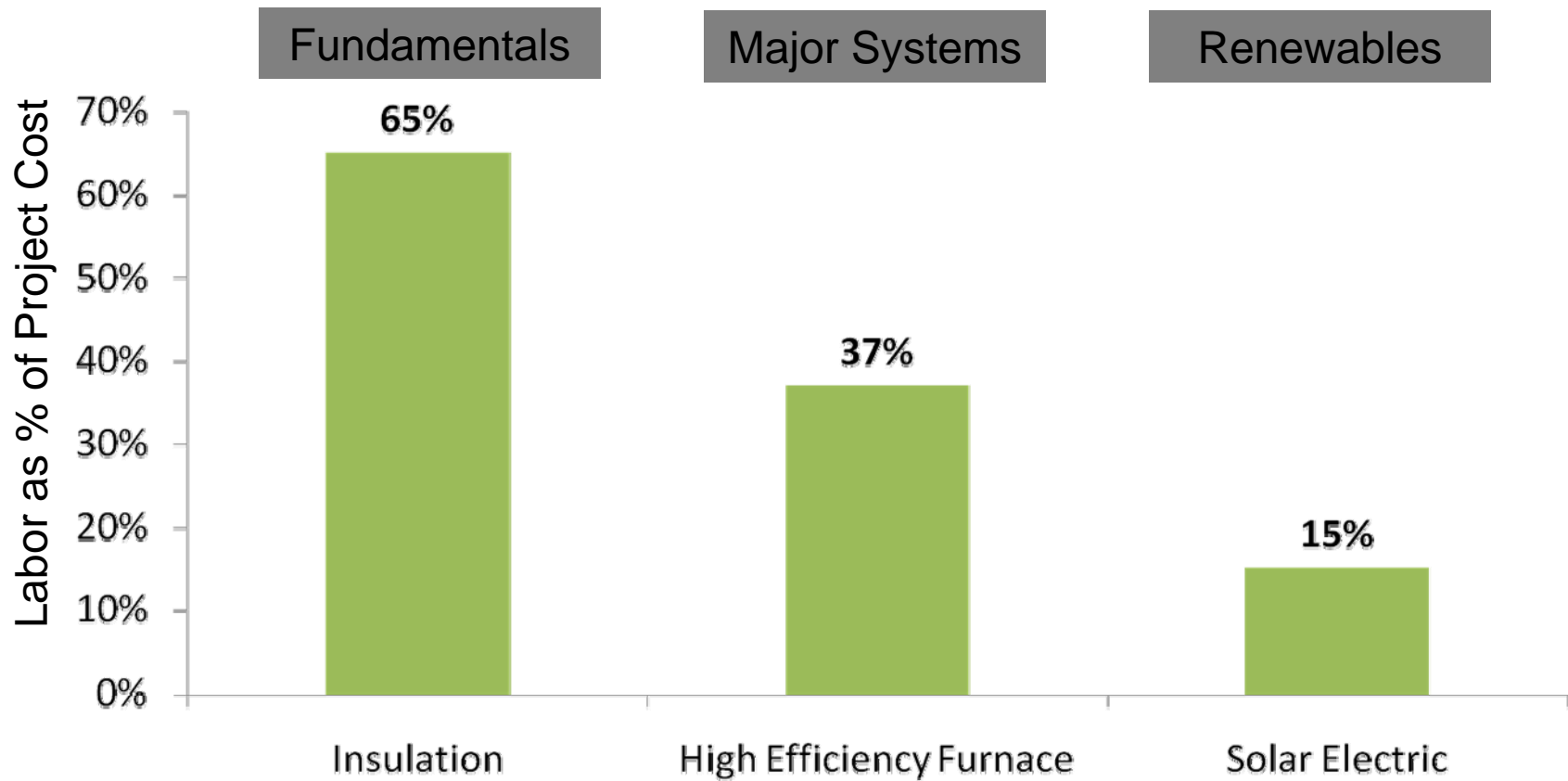
Fundamentals plus:

- ***Solar PV***
- ***Geothermal***
- ***Wind***

Tier 3
< \$50,000 loan

Cost Effectiveness





What this means to our locality



Local Energy Alliance Program (LEAP) Expected Community Impacts



LEAP Goals:

*20% - 40% increased
energy efficiency*

*30% - 50% market
penetration*

5 - 7 years to do it!

Job Creation

1600 - 1800 Direct Jobs

Money Saved

30% efficiency gain =
\$4900/house over 7 years

\$75,000,000 Community Wide

Local Energy Alliance Program

Cynthia Adams, LEED AP
Executive Director LEAP

cynthia@leap-va.org

www.leap-va.org

