



Residential Clean Energy Programming: *Easier, Faster and more Affordable Home Energy Improvements*

Recommendation

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The Big Three for Community Climate Action on Clean Energy

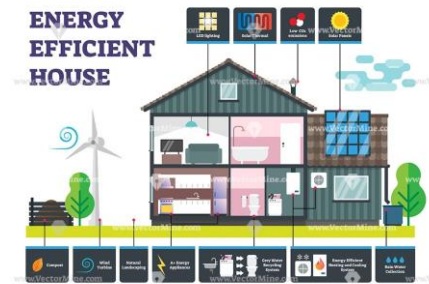
Renewable Energy



Electric Vehicles



Energy Efficiency



COMMUNITY
HOUSING PARTNERS

Insights from our experience and OEEC programs to date

Market development – Market development is a prerequisite to any financing program, as C-PACE experience highlights.

Technical assistance – OEEC is regularly contacted by residents seeking hands-on advice and contractor referrals. We offer community programs but limited ‘hand-holding’. There is clear community demand for help navigating the process.

Funding options – Regional interest in an energy “help desk” or similar entity, and federal funding is available. Fairfax is a party to a MWCOCG-led regional application, and OEEC will receive U.S. DOE EECBG formula grant funds later this year.



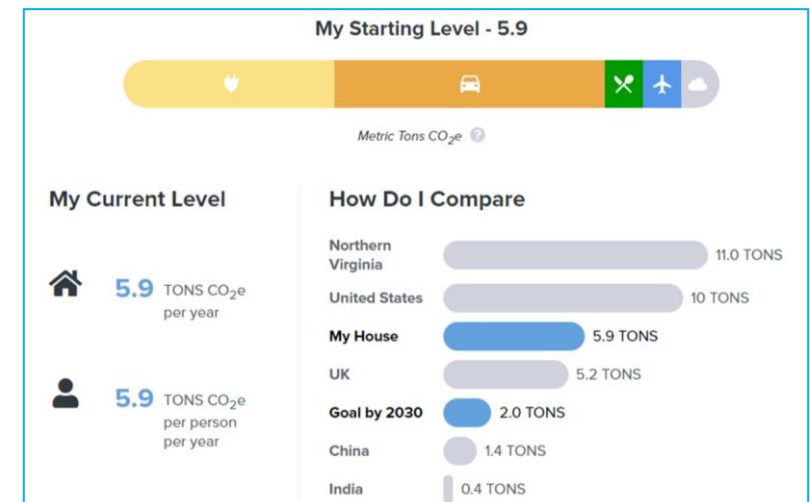
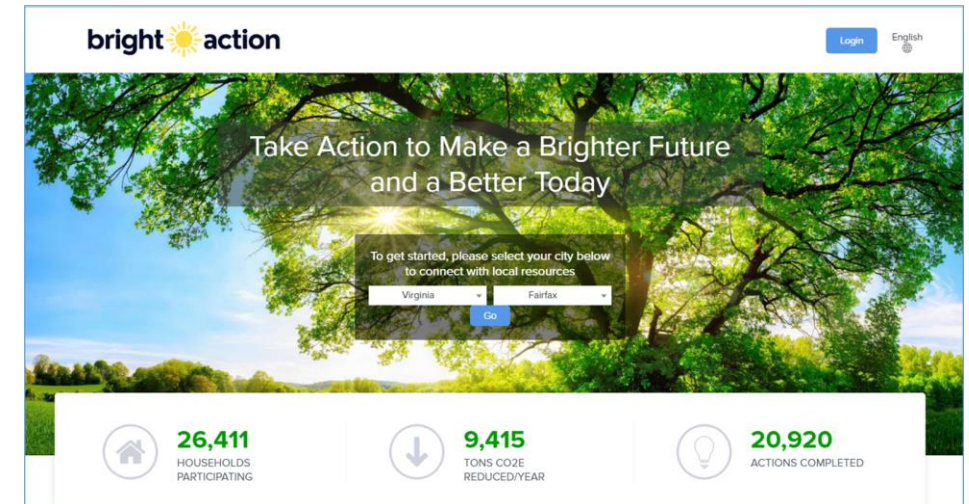
Community Interest in Support/Guidance to Go Green

- Staff researched options for a Fairfax County green bank and presented a proposal to BOS in Summer 2023; involves complex legal and funding questions.
- Community members currently express that lack of information, complexity, and challenges finding contractors willing to install certain new equipment and appliances are the main barriers, rather than financing.
- Federal green bank funding has been issued to national coalitions of green banks, CDFIs, credit unions, and non-governmental agencies. Fairfax County and/or non-profit partners can apply to access funding via existing entities.

Boosting Residential Clean Energy (1 of 3)

Market development – Enhanced outreach and marketing to raise visibility and awareness of opportunities.

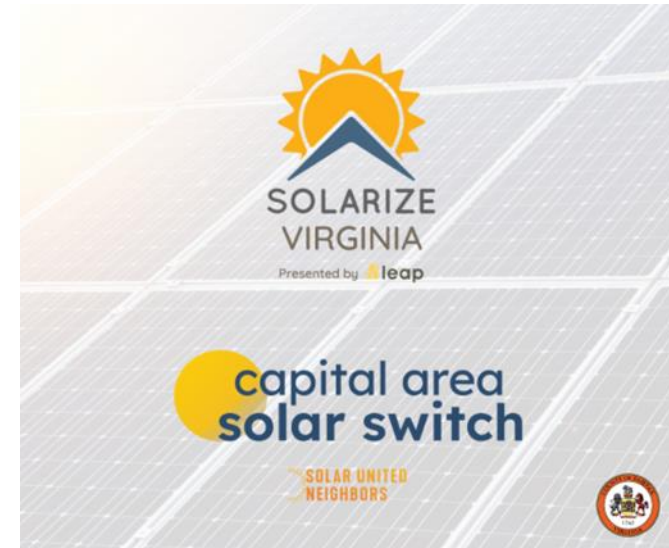
- Launch a Web-based third-party application for ‘friendly competition’
- New campaigns from OEEC to promote existing programs and third-party referral services, as well as financial incentives to grow the market
- Strengthened partnerships and collaboration with community groups (e.g. Faith Alliance) and other county agencies.



Boosting Residential Clean Energy (2 of 3)

Technical assistance – Third-party referral services provide residents with needed guidance.

- Solarize Virginia and Solar Switch programs offer group-purchase discounts on solar systems from vetted vendors.
- **OEEC to engage third-party referral service(s)** to provide *local* guidance vetting vendors and presenting financing options, inviting area credit unions and other lenders.
- Concierge-style services helpful for solar installations, EV charging, and heating and cooling replacements.



Boosting Residential Clean Energy (3 of 3)

Funding options – Incentives available now from federal and county programs; in 2025 new solar and efficiency programs will be launched by the state.

- OEEC and agency partners increase promotion of existing programs, federal incentives, and utility incentives.
- **Pilot for referral/concierge service** can grow into dynamic local/regional service leveraging new ***Solar for All*** and ***home energy rebate*** programs coming from the Virginia Dept of Energy (federal funding) in 2025.
- Continued liaison with private lenders and credit unions for future collaboration.



Energy Conservation
Assistance Program

Your roof is great for solar! ⓘ
PROSPERITY AVENUE, FAIRFAX, VA ⓘ

- Meet 100% or more ⓘ of your annual electricity needs
- Save 30% or more ⓘ with Federal Incentives
- Increased property value ⓘ
Home values rise 3% or more

OEEC Seeks Board Endorsement of this Approach

- OEEC to move forward with collaboration with third-party referral services and a web-based application for a climate action challenge.
- Staff continue to monitor green bank developments and regional opportunities for collaboration.
- OEEC continues to seek federal grant funds with other agencies, including for mobile homes (led by Dept of Housing).