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Home Performance: Driving Jobs & Opportunity in California

California Contractor Exchange January 26 & 27, 2010



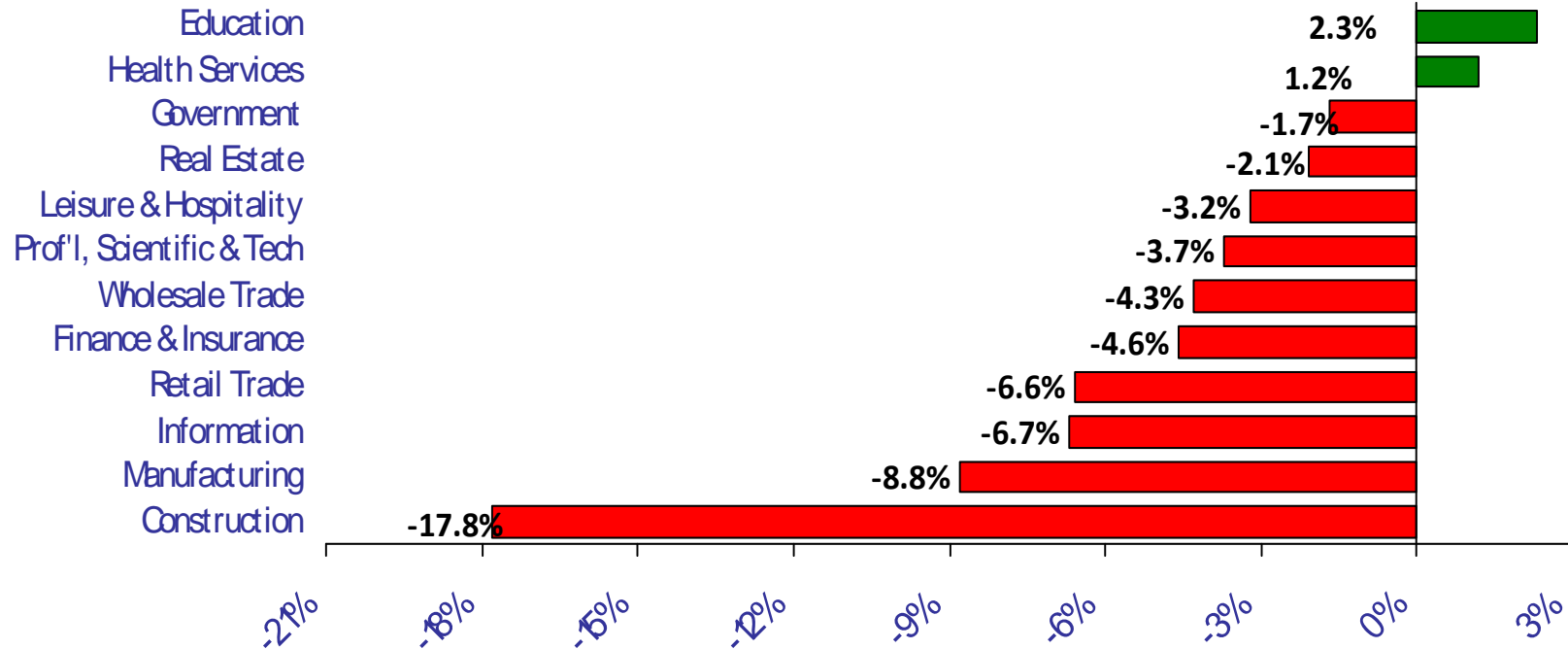
Mark Gaines
Director, Customer Programs



Jobs are Disappearing



Job Trends By Industry (California) (Oct 08 - Oct 09 % Change in Unemployment)



Source: California Employment Development Dept

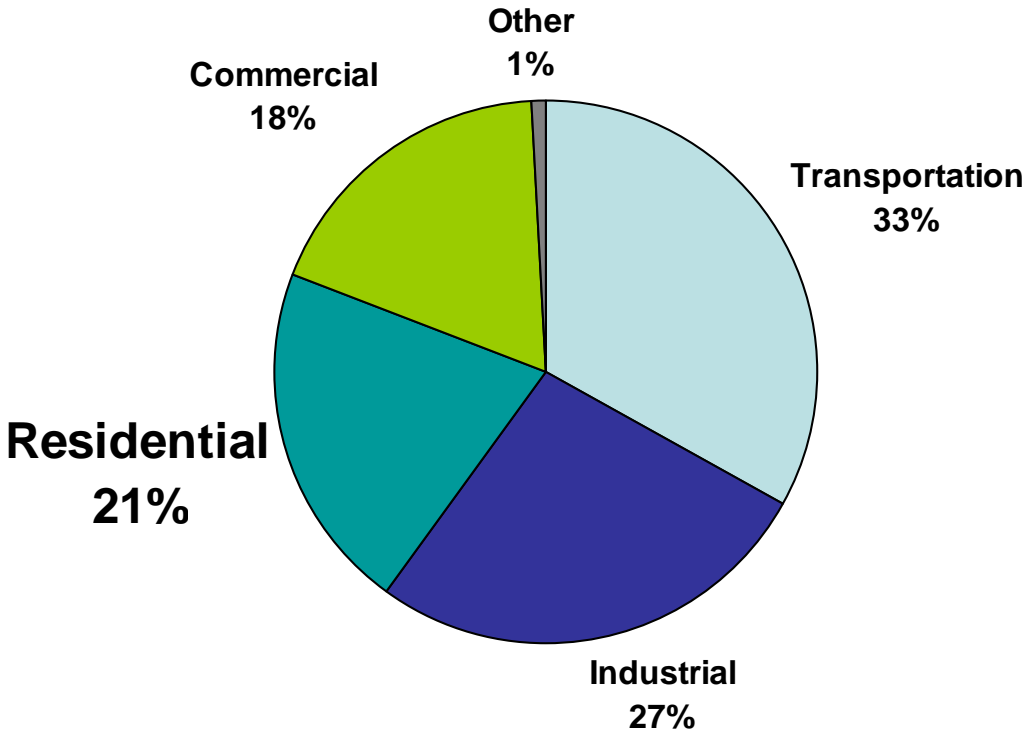


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Greenhouse Gases are Rising



U.S. CO₂ Emissions from Fossil Fuel Consumption by End-Use Sector



Source: US Environmental Protection Agency

The Market is Changing



- AARA funding: \$226M to CEC through State Energy Program
 - Focus on residential retrofits
- AB811 municipal financing districts
 - Allow homeowners to finance home improvements
- \$50M from CEC focused on workforce development
- HOMESTAR could focus \$9 billion on residential retrofits over two years



Home Performance: A Win-Win for Everyone



Industry

- Get construction workers back to work
- Upsell homeowners on larger and more energy-efficient retrofits

Homeowners

- Feel more comfortable with improved air quality and thermal comfort
- Lower energy bills

Utilities

- Offer integrated, comprehensive energy savings program for customers



California's Whole House Program Models



Prescriptive

- Focus on building shell
- No diagnostic audit required
- “On ramp” for home performance contractors

Whole House Performance

- Requires diagnostic audit (HERS Phase II compliant)
- Comprehensive scope of work
- Larger incentives than prescriptive program



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Now what?



Today

- Provide Education and Training opportunities for contractors
 - 121 seminars and workshops in 2009
 - Customers reached: 8.820
- Statewide Whole House Program
 - Launching second quarter 2010

Tomorrow

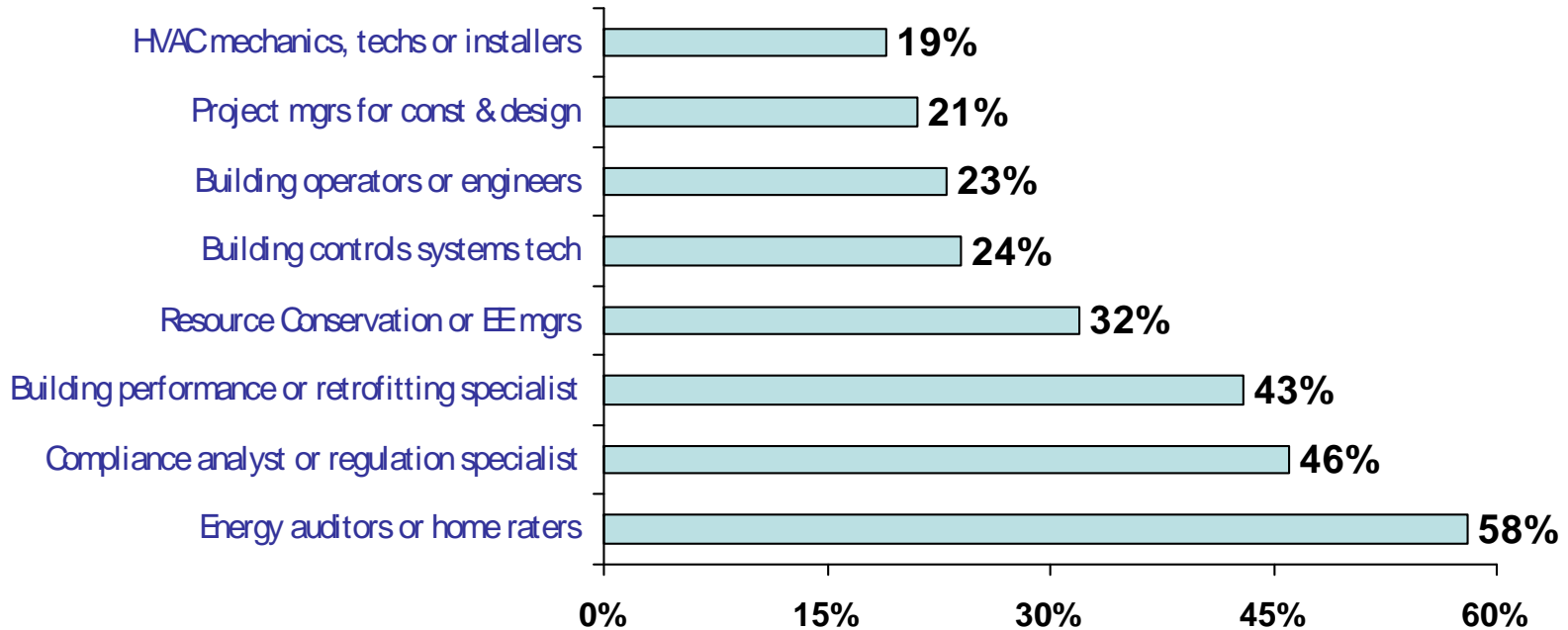
- Focus on further contractor training to create skilled workforce
 - Developing community college curricula
 - Training the trainers to expand influence
 - Funding from state and federal governments



Jobs! Jobs! Jobs!



Energy Efficiency Job Growth Three Year Projected Growth Rate



Source: California Energy Commission



Join us to transform California Homes



- Visit seminars.socalgas.com for schedule of upcoming energy efficiency classes and training opportunities
- Join an e-mail list to receive upcoming announcements on Whole House Program launch (sign-up today at SoCalGas table)
- Affordable Comfort, Inc. (ACI) National Home Performance Conference is coming to San Francisco in 2011



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Thanks!



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This program is funded by California utility customers and administered by Southern California Gas Company under the auspices of the California Public Utilities Commission. Rebates are available on a first-come, first-served basis, until program funds are depleted. Other terms and conditions apply.



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