

TO: Katherine Barnett, Sustainability and Special Projects Administrator

FROM: Kathy Jack, Conservation Program Coordinator

DATE: July 29, 2016

MEMO: FY16 UPDATE ON GREENSENSE ENERGY EFFICIENCY REBATE PROGRAM

Beginning October 1, 2014 (FY15), Sustainable Denton began managing the GreenSense (GS) Energy Efficiency Rebate Program for residential and small commercial DME customers. The FY15 budget for GreenSense Energy Efficiency Rebate Program was \$170,000, and included the residential and small commercial rebates managed by Sustainable Denton and the larger commercial incentives managed by DME. Total FY15 residential and small commercial rebate investment was \$169,923 with funds begin depleted at the end of the fiscal year and the program transitioning smoothly into the next fiscal year (FY16).

For FY16, the budget was once again \$170,000 and also included residential and small commercial rebates managed by Sustainable Denton and the larger commercial incentives managed by DME. For FY16, we implemented a monthly online reporting of funds status (from Table 1), on the GreenSense Incentives page. Beginning in late April, we started updating the funds status online weekly.

Table 1. GreenSense Incentives Energy Efficiency Funds Status (at the end of each month).

	FY 15- % Funds Expended	FY 16- % Funds Expended	FY 15 # Rebates	FY 16 # Rebates
OCT	10%	11%	36	50
NOV	19%	19%	34	40
DEC	27%	30%	33	42
JAN	31%	35%	17	29
FEB	41%	43%	35	37
MARCH	46%	53%	22	48
APR	57%	67%	42	33
MAY	65%	78%	33	46
JUNE	77%	100%	44	74
JULY	83%		34	
AUG	97%		68	
SEPT	100%		10	

As stated on the GreenSense incentive page and the program manual, “The availability of funding for the GreenSense Incentive Program is limited, so all rebates are processed on a first come, first serve basis. When funds have been exhausted, the Conservation Program Manager will no longer process rebate requests until the next fiscal year.”

Figure 1. Monthly GreenSense Energy Efficiency Rebate Expenditures.

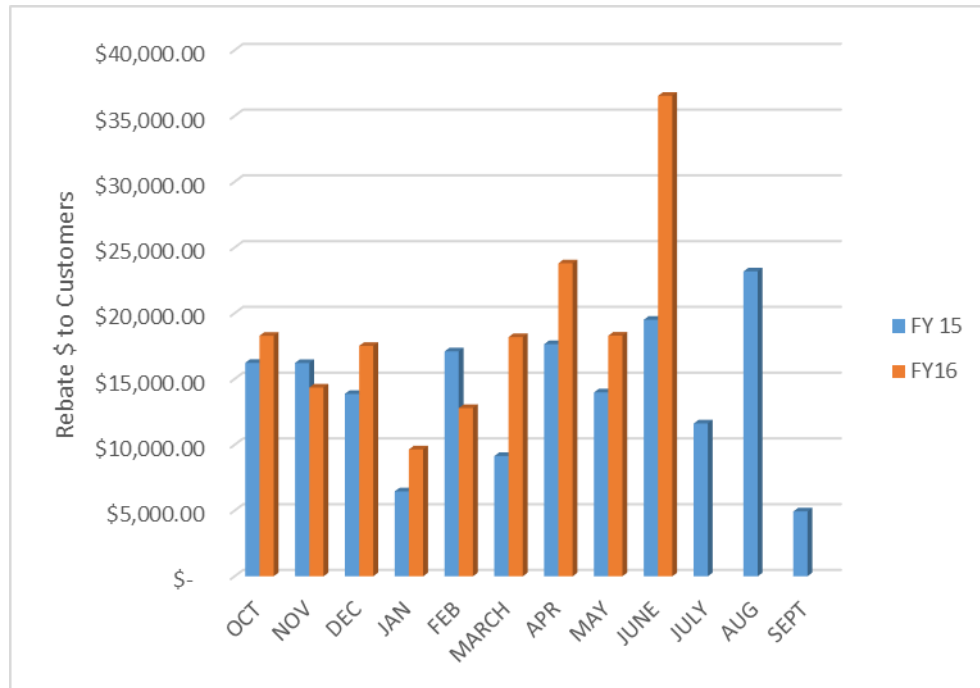
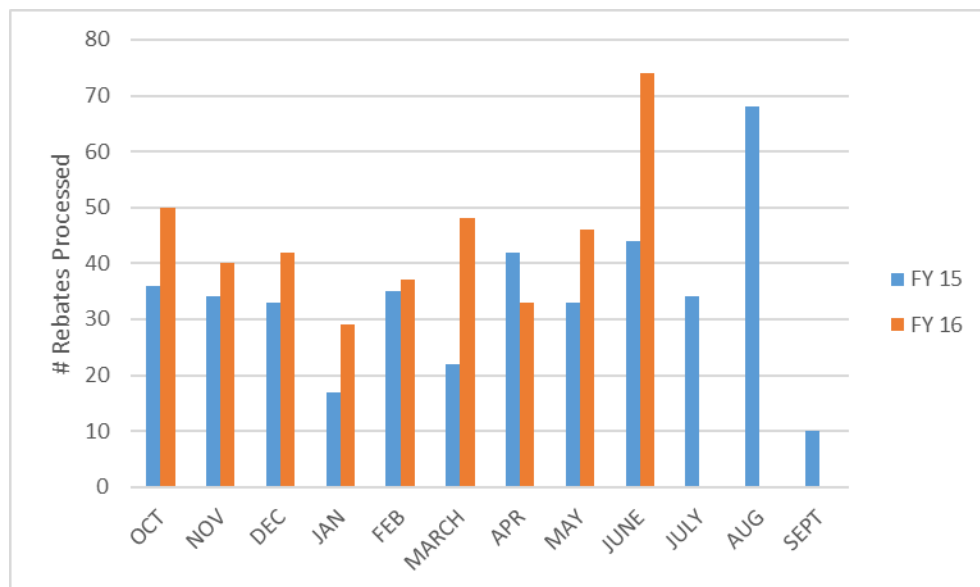


Figure 2. Monthly # of Rebates Processed.



On 6/28/16, we had \$553.94 left in the budget and a stack of approximately 38 rebate applications, representing approximately \$20,000, submitted. On 6/30/16, we put the following notice on the GreenSense website: “Due to significantly increased participation in DME'S GreenSense Incentive Program, **ALL ENERGY EFFICIENCY REBATE FUNDS HAVE BEEN DEPLETED IN THIS FISCAL YEAR'S BUDGET.** DME and Sustainable Denton would like to thank those that have participated and improved the energy efficiency of your homes or rental properties. If you have any questions, please email **Kathy.Jack@cityofdenton.com.**”

This was the first time that the energy efficiency rebate funds have been depleted before the end of the fiscal year. While a sign of success, this was also a learning year. Despite publication of the limited nature of the funding, and funding levels being updated online, several contractors (especially HVAC which represent approximately 68% of our rebates) and customers were caught off guard.

Sustainability staff is working with DME to address rebate applications that had been submitted prior to 6/28/16, including for HVAC systems permitted by 6/28/16.

We are working with the Building Inspections Department to better publicize the status of rebate funds to HVAC contractors, and will initiate an update/outreach system with participating contractors for the next fiscal year.