California Alternative Energy and Advanced Transportation Financing Authority
California Hub for Energy Efficiency Financing

Webinar Transcript

Small Business Financing Launch and Project Platform Basics Workshop
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[Editor's Note: This transcript has been prepared by the California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA) and is believed to be a fair and accurate reproduction of the comments of the speakers.]

[Beginning of recorded material]

0:00   Slide 1 – Title Slide

Jonathan Verhoef: *[First part of sentence missing]* For the Small Business Energy Efficiency Financing SBF Launch & Project Platform Basics. My name is Jonathan Verhoef. This is going to be a relatively brief presentation about 30 minutes and then we are going to have time for Q&A. So, everyone please hold your questions until the end, in case the questions get answered part way through the presentation. This presentation is being recorded and will be available for consumption later when we post it online.

0:45   Slide 2 – Webinar Goals

The goals of the webinar today are we're going to provide a brief overview of the SBF Program. For some of you, this will be new. For some of you, it will be a recap. We are going to highlight our Participating Finance Companies, introduce your Contractor Manager, we are going to describe and demonstrate the

new Project Platform, which is a tool you can use to submit project data to the Program.   And at the end, like I said, there will be time for Q&A.

1:13   Slide 3 – Introducing SBF

The Small Business Financing Program helps California for-profit and non-profit small business owners access up to $5 million in financing for Energy Efficiency projects. There's no cost for contractors or customers to participate in the Program. The customer can combine financing with utility rebates or incentives. Finance Companies mitigate risk through a Credit Enhancement and have the option to collect repayments through energy bills. And this program is one of a group of GoGreen Financing offerings which also include single and multifamily programs. GoGreen Financing is our public facing branding, which offers financing solutions through the California Hub for Energy Efficiency Financing. The CHEEF is a public-private partnership administered by the State of California Alternative Energy and Advanced Transportation Financing Authority. CAEATFA is what we are called. And we are supported by California's Investor Owned Utilities.

2:13   Slide 4 – SBF is Fully Launched

We are delighted to announce that SBF is now fully launched. That means that we have new options and features available. We have a Project Platform, as I mentioned, which we'll be demonstrating shortly, and this provides an easy way to submit project information and certifications. Contractors and Project Developers are now being advertised on GoGreenFinancing.com. We have Participating Finance Companies, who provide pre-funding and progress payments. And we have three methods of measure eligibility, which offer a lot of flexibility to the Program. There is the Pre-Qualified List - this is a list of broad categories, which are intended to capture the most common measures used in the industry. There's also the option for measures to be certified by a Professional Engineer or Certified

Energy Manager. And anything that qualifies for utility custom incentive automatically qualifies. That means that the Program is scalable and flexible to have either small single measure projects up through very large custom projects. And like I said, we are fully launched, so we are excited that we have projects that have already been enrolled and we have several more in the pipeline. So, yes, now is the time for you guys to get involved with the Program.

3:26   Slide 5 – SBF Finance Companies

We have three Participating Finance Companies: Ascentium Capital, DLL, and Alliance Funding Group. Each of these Finance Companies is offering a diversity of products with different terms. This slide highlights some of those terms, but to get more details, you should definitely reach out to the Participating Finance Companies. Right now, we have financing available for projects anywhere from $10,000 up to $5 million and the first million is eligible for Credit Enhancement. We have terms going all the way up to ten years. Products available include traditional loans and leases, as well as service agreements for ongoing maintenance and equipment. Our Finance Companies pride themselves on very quick turnarounds and we have financing project approval within 48 hours. As I mentioned previously, pre-funding and progress payments are available on a contractor-by-contractor basis. Of the three companies, two of them currently enrolled will finance solar, although, we are not allowed to Credit Enhancement that, that is an option to fold into the financing. And we are working to recruit more lender partners. We are seeking a microlender to finance projects smaller than $10,000 and we are also working to bring in some community CDFIs and other partnerships.

4:44   Slide 6 – Frontier Energy

Now, I'd like to introduce our Contractor Manager. We've contracted with Frontier Energy. They are going to be our Contractor Manager to be a liaison to

Contractors and Project Developers and help assist you with all of your program questions. With that, I'd like to introduce Drew from Frontier.

Drew Brauer: Thank you so much, Jonathan. Can everybody hear me all right?

Jonathan Verhoef: Yes, we can hear you.

Drew Brauer: Awesome. Thanks. I always question myself on these. Yeah, so, like Jonathan said, my name is Drew. I am the lead for Frontier's Contractor and Project Developer Support Team here at Frontier Energy. We've been in this Contractor support position with the programs under the GoGreen Financing brand since 2017, actually. But we do have an even longer history of helping contractors to be successful in Energy Efficiency programs. Frontier has been in this kind of contractor support role since 2010. And like, I, personally have even been doing it since 2012. So, we have a lot of history here. I want to give you a little bit insight to our team and then I'll talk about what we're actually going to help you as Contractors and Project Developers with. And then, kind of get into what our philosophy is on contractor participation in these programs. So, we've got five offices around the State of California and we have Account Managers that are distributed basically between those offices. So, we are hopefully closer to you, than not. And then, at the time of your enrollment into the Program, so if you are enrolled, you'll have one, if not, we'll assign you one. We actually assign a single dedicated Account Manager to your company, who serves as the single point of contact for any support that you might need in the Program. It's really important to us that we be accessible to you when you need us, so that you can get whatever you need help with figured out to be successful in the Program. So, in addition to having that dedicated point of contact, we also have a dedicated phone line and an email address that go to all of our Account Managers, so you can get that support that you need quickly. If you are in the field, talking to a customer, you need an answer to a question really quickly, we want to be able to help you as soon as you need it.

So, for the Small Business Financing Program, some of the items that we want to support you guys with is program questions. If you take your training, you might forget something, you might be, you know, trying to figure out a scope of, we're here to help you with whatever it is that you might not know off of the top of the bat. We're also here to help you utilize tools and marketing resources. So, program fliers, things that can be co-branded with your company's logo. We are here to help with all of that. We see a lot that what Contractors need is help with their first project or two working with the Finance Companies, your point of contact, who and how you want to develop that relationship is something that can be really important when you are successful in this program. So, we want to help you basically develop those relationships and figure out your own process that works in your business model. Then, another big one we help with is actually presenting the financing and product options to your customers. So, we aren't necessarily doing regeneration or anything like that, but if you have a customer who is in a very specific situation, has some very particular needs for their Energy Efficiency project, we can help you figure out, okay, which lender works best for you or which Finance Company works best for this particular situation, which product? That kind of thing, so that you can be the expert when you're actually working with your customer. And then, the last two are kind of more at the back-end. We help with support for compliance for program rules. So, filling out paperwork, making sure that you are checking the right boxes, so you don't have to go back-and-forth with anybody on some of those more administrative tasks. We want to help you reduce that. And of course, answering questions about the Project Platform, which Jonathan is going to demonstrate for you guys in just a minute. If you haven't already spoken with your Account Manager, then I kind of want to let you guys know who they are going to be. We have three dedicated account managers, plus myself, right now. So, you'll either hear from Casey, Natalie, or Claudia directly. Like I said, otherwise, we are all available for whatever need you might have. So, you really want to kind of press that point home that we are here to make the Program successful, and our philosophy is that the Program is successful when contractors are successful. So, we want to make it

easy for you, headache free, and as smooth as it can possibly be, so you guys keep using the Program, think it's valuable, and can kind of capitalize on all of the benefits that SBF offers for you and your customers. So, with that, I will turn it back over to Jonathan. Pay attention to the Project Platform demonstration. I'm sure you will not remember everything and we, at Frontier, will be here to answer your questions when you actually get into the weeds with using it. So, thanks, Jonathan.

Jonathan Verhoef: Thanks very much, Drew.

10:38   Slide 7 – Features of the Platform

So, now, I'm going to show a few slides about the Project Platform and then, I will demonstrate the tool itself. Some of you, if you've attended our previous webinars may have heard us refer to it as a web-based interface that's because it goes through your web browser. We decided to call it the Project Platform because we thought it sounded friendlier. So, some of the features of this platform are you can view all of your projects in one place and see their status as they move through the project life cycle through pre-approval and enrollment in the Program. Information can be shared by Contractors, Project Developers, and Finance Companies. So, each different user will have their different capacities on the project. You can collect certifications through here, through the Project Platform. Customers will provide certification through email. Everyone else can log-in and provide their certifications. You can upload files including utility bills, invoices, and utility custom approvals. And the platform has automated validations, which check the project for completeness. The role here is that we are getting away from forms and signing certifications and doing it all through the platform. This tool does not replace your relationships with Finance Companies or your customers, it just makes communicating project information easier. So, when your customer is going to apply for financing, they should still reach out to the Finance Company and apply for financing through them prior to engaging with the Project Platform.

12:08   Slide 8 – How you access the interface

The way that you access the interface is when you register with the Program, you provide us with emails for those users who are able to submit data and those who are able to certify as authorized signatories for the Program. So, we're going to upload those emails into the Project Platform and then, you will receive an email invitation to update your log-in information through the platform. The data entry accounts are authorized to submit data with the Program. For those accounts, it's okay to share the email address between multiple people. If your organization has an info@myorganization.com, it's okay to have that be your data entry account. For the certifier accounts, who are authorized to legally bind the company, only this type of account may certify a scope of work through the platform. And that means that the email address needs to be unique to one individual for that certification to be valid.

13:02   Slide 9 – General Project platform Tips

These are a few general pointers on using the platform. There is a save button on every screen, it is very important to click "Save". You might lose your data if you don't save before navigating to a different screen. Sometimes, if you enter some data into the platform and it doesn't display, click "Save" and refresh the screen and your data should populate. Notifications are customizable through your account, so you can set your account notifications to receive all, only the critical ones, or no notifications for that particular account. If you do see an error message, please take a screenshot and send it to us, so we can get that fixed. There's multiple ways to navigate through the platform. As I said, it's a browser-based interface, so you can use your browser buttons, as well as functions within the platform. There's also a notes feature for you to communicate to the different parties. I mean, we always assume that people are going to be communicating with their customers and Finance Companies directly, but it's a useful feature to say, you know, I've made this change in the platform and you can add a note to

communicate to the other parties that way. And down at the bottom, you'll see there's a little blue question mark icon. That's our help text icon. They are all throughout the platform. When in doubt, hover over and you will get a lot more information.

So, now, I am going to demonstrate the platform itself.

14:23   Project Platform login screen

Can you see my log-in? Great. Okay, so this is the web browser log-in page. And when you sign-in, it takes you to your project dashboard.

14:42   Project Dashboard

This is the feature that I was talking about. You can see the history of your projects and where they are in the project process. You'll see in the left-hand column, there's a Project ID with the most recent project at the top of the page. You have the option to name the project just for reference. You'll see the customer name here. And then, the first site will display if there are multiple sites on a project, there will be a button to display all of the sites on this page. The Total Financed Amount is the amount entered by the Finance Company. The Total Project Cost is a derived value that is going to be displayed based on all of the entered values for the different Scopes of Work and other costs on the project. And the project status will change as the project moves through the life cycle through pre-approval and enrollment. Clicking on any of these, you can navigate to the project. But first, I wanted to demonstrate how to create a new project. This can be done by any of the users, a Contractor, Project Developer, or Finance Company can create a new project and invite other users to it. So, there's multiple ways to do it. You can do it through the ribbon up at the top or this button over here on the right.

15:56   Create a New Project

When you create a new project, there is some optional information and then, there's some information that is going to be required to create the project. The project name, as I said, is optional. The customer name is going to be required and you can either give us the name of the company or if it's an individual who you are working with, you can give us their first and last name. We also require at least one address. Like I said, these projects can be multi-site through this Program and through the platform, but we need at least one because that's how we are going to qualify a project is receiving service from one of the Investor Owned Utilities. So, we're going to need at least one utility providing service to at least one site in order to start the project. If you choose other or none or leave these blank, you won't be able to create the project. And at this point, inviting the participants is optional. As I said, you should already be working with a Finance Company at this point when you are entering a project. And the user type down here, will be defaulted based on your log-in information. So, if you are a Project Developer, this will populate with your information. If you are a Contractor, this will populate. If you are a Finance Company, this will populate. Otherwise, you will have options to invite other parties at this point.

17:42   Project Dashboard

And then, you can see it's created a new project on your dashboard. Now, I want to show you what it looks like when a project has been created.

17:52   Project Overview

So, you can see up top here, it displays the project name, it displays the customer name. The Project ID has been created and is displayed and the project is in "New" status at this point. And there's up here, there's a non-editable field, which displays the various project costs as they are entered into the project. So,

there's Energy Saving Measures, Non-Energy Components, and then, there is the Total Costs. If there is any Distributed Generation or like solar panels and batteries, then that will be a separate cost listed here. You can edit the project name here. You have the ability to add multiple sites here. And this is also the area where not only can you edit the site, but you'll also be providing or one of the users will be providing account numbers for the utilities, as well as uploading the utility bills, so we can verify that the project has been receiving service from one of the Investor Owned Utilities. Customer information down here, all we really need to get started with a project is the customer name. But there's also how the customer qualifies in a Small Business. And then, we'll need the customer email at some point, so they can receive their certification email. Once they've certified, that will display down here, as well. And down at the bottom, you can see who created the project and when, and who last modified the project. So, if you have any questions about what changes were made, you'll know who made the changes. This bottom button is not available to be clicked right now, but this is how the project is moved through the project life cycle when it is being submitted for pre-approval and enrollment. And for Contractors, especially, the most important feature here is going to be your Scope of Work.

19:43   Scope of Work Summary

Each Contractor on a project, you are only going to see your own Scope of Work. It is a 1 to 1 relationship Scope of Work to Contractor. If there's a self-installed measures on the project, that will be Project Developer's purview, they will be the one who's entering and certifying the self-installed measures in a separate scope of work. As you can see on this screen, it's similar to the dashboard where you've got a Scope of Work ID, the Contractor, the sites. If there's multiple sites, you'll be able to display them all here. When it was created and by whom. Once it's done, it will have a completion date and there's the total cost of the Scope of Work. The Scope of Work status is part of what drive the project status forward too, so the Scope of Work status will also go through various stages in the project

life cycle as you move it forward. And clicking on any of these links takes you to your Scope of Work screen, which is similar to the Project Overview screen.

20:33   Scope of Work Overview

So, you can see there's assigned a Scope of Work ID. You can see the Project ID and the status. This is the button over here; Mark is ready for Pre-Approval that is used to move the Scope of Work forward through the life cycle. You can see the identifying information here. The customer, a Scope of Work can be multiple sites. So, sites that are already entered on to the project, you can select one or more of them here for your Scope of Work. You also have a button to add a new site if the site is not on the project. And this will add the site to the Scope of Work and the Project. And, the Contractor name will default to your name. If you're a Project Developer, this is where you'll have the option to choose a self-installer. And similar to the project, you can see there is an overview of project costs. These three buttons down here are very important. This is how you're actually going to choose how the Energy Saving Measures qualify. And down here at the bottom, we want your total cost for all the Energy Saving Measures on the scope of work. We don't need an itemized breakdown, just the total costs. However, if you have any legally or practically required costs that are not included in this, we wanted to make sure that everyone is aware that's part of the Energy Saving Measures. So, in this example, we have the cost of permits, drywall repair, and paint. Those aren't Energy Saving Measures, but they count towards it because they were necessary to install those Energy Savings Measures. And that is folded into the total ESM cost up here.

So, now, I want to demonstrate, when I click these buttons and "Save", as I said, the "Save" button is very important. Now, you see I've selected all three methods of measure qualification. Now, they're all displaying in the Scope of Work menu over here. So, first, we're going to go look at the list measures.

22:37   ESM List Measures

  Up top, we have a link to the ESM List because it's very important that when you're entering the measures, we want to make sure that the measures meet any requirements that are in the list. For example, if it is Energy Star, DesignLights Consortium, what have you, then that's going to be on the list. So, we want to make sure that you're checking those measures against the list to make sure they qualify. There's two ways to add measures on this screen. One is you can add a single row down here and it adds a new blank row. And because my screen is a little bit smaller, there is actually a slider bar here to show the full row. The other way is if you are entering multiple measures within a particular category, you can select "All That Apply". See how it says "Select All That Apply" right here. And because we are choosing from the ESM List, we have predetermined categories and names. So, if I want to select multiple measures here, I can click "Add Selected Measures". We now have two new rows with the appropriate category and name. Now, I wanted to point out that it's possible to have multiple rows with the same category and name because you could have very different measures within that category if you have, for example, two completely different types of HVAC unit within the same category of split system or rooftop unit, or what have you. You will see that when the rows populate, we get Category and Name. We need you to type in description and specification. That's very important because these categories are very broad categories, we want a much more detailed description in here of what the actual measure is, what the specs are. And then, we want a quantity here. If it is something that doesn't easily quantify, like, for example, reflective paint or insulation. You can just put "1". That's fine. Over here, replacement or new, usually a measure is going to be replacing something that is already in there, so this defaults to replacement. If it is new and not replacing anything, you can select "New". Fuel switching, we want to know if you are switching from gas to electric. We want to know that. The default is to "No". We are assuming that it is going to be using the same fuel. And then, we want you to tell us what's the fuel type? Electric? Gas? Or both?

So, now I want to demonstrate the other screens. By the way, I also wanted to point out, you see how these bars are green? Say I add any measure here, and I don't fill it out, I click Save -- oh, it doesn't grab the bars. The green is a signal to the user that a screen has had that necessary information filled out.

25:48   Professionally Certified Measures

So, you'll see when I go to this screen, see how the bars are gray? If I fill out all of this information, then the bars will turn green. This screen here is for Professionally Certified Measures. This means that a Certified Energy Manager or a Professional Engineer is going to sign off on these measures as energy saving and provide us with saving estimates. So, you can either select a Professional Consultant from the drop-down menu here if they have already had their information entered into the project, or in the Program, or if they are not currently in the Program, you can click the button here to invite consultant and you're invited to provide us with the information and they'll receive an email. And then, they'll be eligible to be selected here. When you fill out these categories, it is similar to the fields to the ESM List, however, we are going to need you to type in the ESM name because this is a more customizable measure than the ESM List. So, once you've filled all these out, a button will be available to send out an email to the consultants. And then, they will have a limited log-in where they can come in and see the measures, sign off on them as energy saving, and provide us with energy saving estimates.

27:02   IOU Custom Measures

The Utility Custom Incentive Method is similar to the Professional Certified Method in that we need you to provide us with more detail in terms of the measure name. You'll also be providing us when the custom approval took place and you will upload custom approval forms that we can verify that it has been approved or

a utility custom incentive. There's two other screens that are important here.

27:28　　　Permits & Other Costs

This screen, we're going to require "Yes" or "No" answers to three different questions. So, these are not going to default. You actually have to come in here and answer yes or no to each of these. Does this Scope of Work have any Non-Energy Savings Measures? So, if you are installing a patio along with the HVAC for your customer, then we'll need more details on this; a description of what you installed, and how much it costs. And that will factor into the total Scope of Work and Project Costs. If there are any permits required, we want permit numbers. You can enter multiple numbers in this field. And if there are any rebates or incentives received or sought, we'll need information about that here. This is going to be required if any of your measures are qualifying through the list category of "Deemed Rebate/Other". Each utility is going to have just one row on this list. So, if your utility has multiple rebates, just enter multiple rebates into this row.

28:34　　　Scope of Work File Upload

And lastly on the Scope of Work screen, we have the file upload. There's multiple document types that can be uploaded. If there's a custom measure to proceed, you can upload that here. We are going to need at least one utility bill for the Scope of Work to qualify. And once you've moved past the pre-approval stage towards the enrollment stage, this is where you'll be uploading your Final Invoice, as well.

28:59　　　Scope of Work Overview

So, now, when I click on "Mark as Ready for Pre-Approval", I've entered my measures. You'll see error messages pop up because we have selected

"Certified" and "IOU Custom Measures", but we don't have anything entered in here. So, these type of error messages will pop up "Certified is selected but measures are missing or invalid". So, if there's any empty fields that are required, then you'll see these error messages. And you'll notice over here, in the Scope of Work menu, little yellow hazard symbols pop up letting you know which category needs to be addressed. So, I'm going to unselect those two qualifying methods and save my changes. And now, you'll see that the scope of work has moved forward in status to "Ready for Pre-Approval". At this point, notifications go out to the Finance Company and Project Developer, if there is one. And you'll notice that these fields are now grayed out because they are now locked for editing. We don't want any editing taking place while the project is being pre-approved. If you do need to make some edits to your Scope of Work, you can just retract it, another notification will go out, and the fields become editable again, and then you can resubmit the Scope of Work. And then, let's go back to the project.

30:32   Project Overview

Okay, so, that's the gist of the Scope of Work and Project screens. For Contractors, the Scope of Work is going to be your main emphasis. You can create new projects if you want to, but you may find that you have a Project Developer or a Finance Company inviting you to a project to either create a Scope of Work or enter your Scope of Work that has been created for you. The project screen is mainly going to be of interest for the Finance Companies and Project Developers.

And with that, I would like to open up the floor to any questions. So, you can either submit your questions through Q&A. Yes, that's right. Through the Q&A window, or you can raise your hand and we'll unmute you and you can share your voice with the group. Okay. I don't see anyone raising their hand at this point.

David Gibbs: Good morning, everyone. This is David Gibbs. I'm the

Program Manager here at the CHEEF and overseeing the design and implementation of these programs. I just wanted to jot your attention to the fact there have been a few questions asked during the presentation. You can check the Q&A dialogue to see those questions just in case, you might have the same question.

Jonathan Verhoef: Okay, I have one from Matthew Singer. He's asking approximately when will we have access to this portal? We can send out the invitations for people to sign-in as soon as we have your email. So, if you are already enrolled in the Program, we can send out those invitations today.

David Gibbs: So, the next question is from Kimberly Flebotte. I hope I got that right, Kimberly. 'How is the lender selected, and at what point in the process is the lender selected?' Great question. So, we imagine that each Contractor and Project Developer will be working with Finance Companies kind of prior to interacting with this Project Platform. The three enrolled Finance Companies that we have at this time are Ascentium, DLL, and AFG. I encourage you to reach out and anybody on this call to reach out to those Finance Companies and kind of begin a relationship with them now. And so, the way we envision this interacting with your normal process is we want this to be as seamless as possible. So, as you are interacting with the customer and the customer indicates they need financing, you would introduce them to the Finance Company. You would work out the financing details with the Finance Company themselves. Each of the Finance Companies that we have offer fantastic customer service and we'll work with each customer, you know, on a project-by-project basis to get them qualified. Once they've been kind of pre-approved through the Financing Company, then we would enter the project data into the Project Platform for pre-approval.

Jonathan Verhoef: Okay, I'm going to answer a couple more questions in the Q&A and we have a raised hand, which we'll get to after that. So, I'll take this question from Nathan Schetselaar. 'Are equipment costs; lifts, cranes, etc., part of the ESM

cost or part of the LMP cost?' The answer is that you can do it either way. The reason that we highlighted Legal & Practical is that we want to make sure that Contractors understand those costs are part of Energy Savings Measures. We didn't want them separately broken out into Non-Energy Savings Measures because the Energy Savings Measures determine how the Credit Enhancement is calculated. So, if you have already folded those costs into your total ESM costs, that's fine. You can enter them there. If you have them broken out separately, you can enter them into the Legal & Practical area, and it will still be calculated the same way. So, the next question I'm going to hand off to Dave and then, I'm going to answer the raised hand.

David Gibbs: The next question is from Michael Juniphant. And the question is 'What are the financing rates? We need to know the rate in advance of closing the project, so it can be incorporated into the project financials?' Another big question, Michael. Each financing company offers a range of rates. It's going to be the rate that is offered through the Program is going to be tied to that specific customer, obviously, and the underwriting process that the Finance Company undertakes normally. However, each Finance Company through this Program is offering rates and terms that are better than their normal market rates or terms due to the Credit Enhancement they're receiving. So, we're confident that the rates and terms that each customer will be getting are slightly better than they would if they were to just call the Finance Company on their own. So, in the initial stages of the project, when the customer is working with the Finance Company to be approved for the financing, they'll work out those terms between themselves. We stay out of that conversation other than just ensuring the rates and terms being provided are better than what the Finance Company otherwise would normally offer.

Jonathan Verhoef: Okay. So, we have a raised hand from Howard Cagan. Howard, I'm going to try to unmute you here. Hmm, that's strange. Okay, you may need to unmute yourself because I'm not able to click on the "Unmute" button. You know, I'm going to temporarily promote you to panelist to see how that works

out. Okay. So, go ahead, Howard. Please identify yourself and your organization. Oh, hmm... I'm not seeing a microphone connected for you here on the Zoom. You may need to -- that's because I hit "Unmute All". Sorry about that Howard, either try to sign-in and activate your microphone through Zoom or submit your question through text. Sorry about that. So, let's go ahead and return to the other questions. We have one from James Dodenhoff. If I missed this, I apologize. 'Are there specific energy savings modeling tools that are required and desired under this Program?' No, we don't actually require modeling. The way that our Program works is that we are attempting to be very flexible in how we are qualifying Energy Savings Measures. So, through the list if there was a reasonable standard that was already in place, like I mentioned, Energy Star, DesignLights Consortium, or any other kind of standard, that will be on the list. If the measures are qualified via the certification of a Certified Energy Manager or Professional Engineer, then they need to provide us their certification that the measures will save energy and provide us with an estimate in terms of kilowatt hours, therms, or both in how much the measures are going to save. And through the utility custom program, we're relying on the utility's due diligence to approve the measures through the custom incentive process. So, our goal as a program is to gather energy savings at a portfolio level, but also allow the market to drive energy savings with the idea that customers are going to want to install measures that are going to save them energy and have that demonstrated to them by their Contractor and/or Project Developer. So, long answer, but no, we are not requiring modeling for the Energy Savings Measures.

I also have an anonymous attendee asking, 'As a Project Developer, we must use a Contractor on your list to install a project, is that correct?' The answer is not exactly. A Contractor needs to be enrolled in the Program at the time of enrollment. We do provide a courtesy pre-check for the Finance Company when a Contractor is being listed for us on the project at the time of pre-approval. However, it is really better for the Contractor to sign up with the Program. It is pretty easy and only takes a half an hour online training and then, submit the application, which we turn around quickly. And we want to check the Contractors

ahead of time because if the Contractor's license is not in good standing or if they have disciplinary action against them recently, then they won't be able to qualify for the Program. So, if you have a Contractor that you want to work with, please get them to enroll with the Program.

David Gibbs: So, for the next two questions, I will kind of take them as a two for one. First, from Jeff Guild, 'Can you share the lender list and contact information?' Jeff, the lenders are all listed on GoGreen Financing. And if you were to navigate to the Find Financing tool under the small business tab, you'll see that all of the Finance Companies are listed there with their contact info. They've each also got a program-specific landing page that each company has developed. And so, if you click on their "Contact Us" button below each Finance Company, it will take you to their program-specific landing page. Each Finance Company did a great job with that and we're really happy that we can send you to those pages. There's also a little bit of information about each Finance Company, including some of the terms and products that each company offers.

The next question is from Nathan. Nathan asks, 'Payments can be made via On-Bill Repayments, so how does this Program differ from the standard IOU OBF programs?' And it's a great question and I'm glad that you asked it because I want to clear up any misunderstanding here. So, at this point in time, the Small Business Financing Program is offered only through Off-Bill Repayment. Meaning that we don't have On-Bill Repayment functionality yet. So, that is a big difference right off the bat between this Program and OBF. Come 2020, we're hoping by Q3, we have On-Bill Repayment functionality as a feature for the Small Business Program that will be available for each customer. We are in the process of testing all of the infrastructure for that On-Bill Repayment functionality at this point in time and going to be developing the regulations over the next couple months. So, stay tuned as those regulations are developed, we'll be offering some public workshops to get feedback from you all, our stakeholders on those regulations. Speaking in general terms, some of the main differences between our Program and the OBF program is our Program offers private capital to finance

these agreements. This Program, and because it's private capital, we offer some of the expediency that you get through the private sector. So, we have turnaround times, approval turnaround times of 24 to 48 hours, which differs from the OBF program. We're able to offer a wider variety of product types from loans to leases to service agreements and what we're calling Savings-Based Payment Agreements. We're also able to offer products that don't necessarily meet the bill neutrality requirements of On-Bill Financing. We also have terms that extend beyond the 5-year limitation that you see with On-Bill Financing. Our financing can extend up to ten years. Now, because we're dealing with private financing, there is an interest rate associated with our financing. And again, those rates are determined by each Finance Company on a customer-by-customer basis. Unlike On-Bill Financing, which offers 0% financing. We're never going to compete with 0%, but what we are offering, like we say, is below market rate these companies would otherwise offer due to that Credit Enhancement.

Jonathan Verhoef: I wanted to elaborate on that a little bit more. I can't remember, Dave, did you mention underwriting? Because this is private financing it's going to go through -- the Finance Companies are going to have their own underwriting process, but it is not going to have that bill payment requirement, so that a customer that doesn't qualify for OBF for that reason or other reasons may very well qualify for financing through our Program. And as I mentioned, this Program is supported by the Investor Owned Utilities, so we designed it to work in conjunction with utility offerings, including OBF. So, it's possible to use both OBF and this Program on a project, as well.

David Gibbs: That's a great point, Jonathan. Thanks for bringing that up. Yeah, we do see this as a great compliment to OBF. Our partners at the IOUs have down a great job in designing those OBF programs. Like I said, we're not going to compete with 0%, but we do see a place for us to complement those programs. One thing that I did want to state and kind of reiterate what Jonathan had mentioned, because it is private financing, the terms are going to be extended

beyond -- the repayment terms that are required by OBF. The bill neutrality requirements for OBF we don't include. One big advantage to this group in particular, I think, is that our Finance Companies are all offering progress payments or prepayments for these projects, which means that you, as the Contractor, or contracting company don't need to carry the costs of each project until the project is completed and your program is approved through the OBF process. And many times, you're able to get payments to either purchase the equipment or to your carry your costs through the Program ahead of time, which I think is a big benefit to you, as Project Developers and Contractors.

Jonathan Verhoef: Next question is from Jeff Guild. 'If certification goes through a CEM or PE, does it have to be an entity other than the Contractor of PE?' That's a great question. The answer is no, it can be internal to the Contractor or Project Developer's organization. We are relying on the strength of that certification or license because we know that the certifying or licensing body is going to hold the individual accountable. So, that's why it is okay to have that individual be internal to the organization.

Let's see, the next question. Marianne Bithell asks, 'Can you combine multiple sites to meet the $10,000 project minimum?' That's definitely not a problem. Multiple sites are fine for the Program. And the $10,000 project minimum is what we have with our current Finance Companies and as I mentioned, we are working on getting a microlender to have projects smaller than $10,000.

We have got Chris Terrell. 'Are agricultural customers located in an Imperial Irrigation District outside of the major IOUs eligible for the Program?' Unfortunately, the answer is no. Energy Savings Measures need to save energy for one of or more of the Investor Owned Utilities to qualify for the Program because as I mentioned, this Program is supported by utility ratepayer dollars. So, as the Program stands, no, we are not able to qualify projects outside of IOU territory.

David Gibbs: Just one kind of small point to make there, that if you do have customers who are within an IOU territory but receive their service or their fuel from an Regional Energy Network or Community Choice Aggregator, those customers do qualify for the Program. However, they must receive a bill from one of the IOUs. So, those customers if they are outside of an IOU territory, still would not qualify for the Program, but if they are within that IOU territory and receive power from a REN or CCA, they do qualify.

Jonathan Verhoef: Thank you. The next question is from Ben Peters. Correlateinc.com has a simple energy modeling platform that can help identify and model Energy Savings Measures, what are the co-marketing options that are available under this Program? Right now, we are marketing, advertising Project Developers through GoGreenFinancing.com and we have a list of services. Let me go ahead and pull up GoGreenFinancing.com right now.

48:49   GoGreenFinancing.com – Find a Contractor

So, when you go to the find a Contractor page, then you will see we have a tab for Small Business Contractors and a tab for Small Business Project Developers. And when you search by service, we have a number of Project Developers' services here. So, I don't know if modeling would fall under energy analysis in your opinion, but that makes sense to me or perhaps under benchmarking. I'm not quite totally familiar with exactly where modeling would fall on this list. But this is where we will be advertising Project Developers and their various services. And I would be delighted to talk to you about additional Project Developer co-branding and marketing options, as well, because we do have a marketing team and we are always looking for opportunities to get the word out there about our Program and our Program participants.

David Gibbs: And then, to add on quickly. As Drew mentioned earlier when

she was speaking on behalf of Frontier Energy, please feel free to reach out to Frontier as your Contractor Manager and that also includes Project Developer Manager. They do have the opportunity to produce some co-branding marketing materials that you could use. So, please reach out to Frontier as a resource also.

Jonathan Verhoef: And the last question here, we have is from Kirk Oatman. 'We are getting emails, does that mean that we are on the stakeholder list and will get the invitation?' No, you actually have to apply to participate in the Program. So, thank you for asking that question.

50:44   GoGreenFinancing.com – Small Business Contractors

Let me show you on GoGreenFinancing.com, you will go to partners, and then, under Contractors, you will see small business. You click here. There are two different tabs that take you to the same place, which is either, you can go to the Project Developer's tab and it will have buttons to enroll or there's an enrollment tab and there's a button to take the training and enroll. So, what's involved in applying for a Contractor, there's the half hour online training that I mentioned. You can take that on demand, you can take it sequentially in different pieces if it works out for your schedule. The Project Developer needs to take that training, as well as a separate Project Developer training. I would say on average, it takes about an hour to do both. And then, you need to submit an application. For Contractors, the application is we're going to check your license and we need proof of liability insurance. For Project Developers, we also need that liability insurance and we either need a list of ten projects that you've completed in that role of a Project Developer or if you are acting to implement a utility energy saving contract, then we would need evidence of that contract or to verify that contract. So, that means that you are actually implementing a utility's energy saving program as a third-party implementer and you are contracted to do that. So, those are the two ways to qualify for a Project Developer. Once you submit your application, we have a pretty fast turn around and then, you will receive the invitation to log

into the Project Platform.

David Gibbs: Kirk, the fact that you are on our stakeholder list will let you know as we move through the regulation process and start designing the On-Bill Repayment functionality for the Program, you will be on that list and you will receive notifications about that process. But as Jonathan said, in order to enroll in the Program and get an invitation to log into to the Project Platform, you need to go through the application process that he just described.

Jonathan Verhoef: And that looks like it is the end of the questions. Thank you all very much for participating. We're very excited to be fully launched and have the capacity to be taking on projects. So, definitely contact the Finance Companies and let's start getting the customers financed! If anyone has any follow questions, please feel free to contact us or contact Frontier Energy with your program questions. Thank you all for attending and like I said, this webinar will be available online once we have posted it. Have a great day! Bye.

[End of Recorded Material]