MEMORANDUM

To: Council Members                            AGENDA ITEM 9

From: Staff

Date: October 21, 2011 Council Meeting

Subject: Clean Energy Loan Program – Presentation by Doug Coward, Interim Executive Director, Solar and Energy Loan Fund

Introduction

Doug Coward will present an overview and update on the Clean Energy Loan Program, a low interest rate loan program created through partnerships among the U.S. Department of Energy, St. Lucie County, the Solar and Energy Loan Fund (SELF), and local community leaders and organizations. The program provides low cost financing options for clean energy building improvements for energy conservation, energy efficiency, and solar energy.

Mr. Coward and the SELF staff will discuss plans for regional expansion currently being considered by the SELF Board of Directors, and plans for a conference to provide more details about the SELF program to elected officials and local staff. The conference is scheduled at a joint meeting of SELF and the Treasure Coast Branch of the South Florida Chapter of the U.S. Green Building Council at 6:00 p.m. on November 10, 2011 at the Kight Center (Room 110), Indian River State College, Main Campus, 3209 Virginia Avenue, Fort Pierce, Florida 34981, Building V.

Doug Coward is a former St. Lucie County Commissioner and Councilmember. He was instrumental in St. Lucie County obtaining a $2.9 million award through the U.S. Department of Energy’s Energy Efficiency Block Grant Program to establish SELF, which is the first revolving loan fund in the State of Florida specifically designed to making solar and energy efficiency improvements more affordable for residents.

Recommendation

For informational purposes only.

Attachments
WHY IS THE
CLEAN ENERGY LOAN
PROGRAM IMPORTANT
TO YOU?

ENERGY is the lifeblood of modern society
affecting the wallets of every American family
and business.

In Florida, electricity costs have increased by
nearly 50% over the last decade. Inefficient
homes and buildings are estimated to be
costing energy consumers hundreds of
millions of dollars each year.

TYPICAL HOUSEHOLD ENERGY
CONSUMPTION INCLUDES:

The Clean Energy Loan Program now makes
it affordable for homeowners and businesses
alike to take advantage of the newest
technologies in energy conservation, efficiency,
and renewable energy production.

SO DON'T DELAY!
CALL TODAY! 772-468-1818

SAVE
MONEY
ON YOUR ENERGY BILLS!
WHO WE ARE AND WHAT WE DO

The CLEAN ENERGY LOAN PROGRAM is a low interest rate loan program, created through partnerships among the U.S. Department of Energy, St. Lucie County, the Solar and Energy Loan Fund (SELF), and local community leaders and organizations.

SELF is a Florida non-profit corporation.

The low interest rate program was established to help reduce your energy bills and provide you with access to various clean energy solutions, including but not limited to the following:

- **ENERGY CONSERVATION** (e.g., Weatherization and Insulation)
- **ENERGY EFFICIENCY** (e.g., Air Conditioner (HVAC))
- **SOLAR** (e.g., Thermal, Photovoltaic (PV))

HOW WE CAN HELP

The CLEAN ENERGY LOAN PROGRAM provides low cost financing options and energy expertise to help you lower your energy bills.

Through the program, a comprehensive energy assessment will be performed at your home or business. This process will help identify the best practices and clean energy technologies that will deliver the greatest savings and return on investment for your particular property.

Our energy and financial experts work with you to finance the most cost-effective energy investments, through low-interest, no-money-down loans. The program also assists you with selecting qualified contractors to complete the work.

TESTIMONIAL

"I found the program to be fast, affordable, and easy to manage. I can trust this program because it's working for me."

Maxina Mane
- Port St. Lucie Homeowner

WHO CAN QUALIFY?

Homeowners and businesses are eligible to apply. The low interest rates and flexible approval terms now make it possible for many individuals and businesses to have access to energy efficient and renewable energy products.

ENJOY RATES AS LOW AS 4.0% APR

Interest rate is subject to change.

APPLY FOR YOUR LOAN TODAY

To obtain an application and begin the process, please contact SELF:

2400 Rhode Island Ave.
Fort Pierce, FL 34950
www.solarenergyloanfund.org
Phone: 772-468-1818
Fax: 772-468-1811
Indian River State College
Main Campus - Kight Center for Emerging Technologies
3209 Virginia Avenue - V Building
Ft. Pierce, FL 34981
(772) 462-4772

Kight Center