

MULTIFAMILY PROGRAM IMPROVEMENTS



Community Investment Corporation

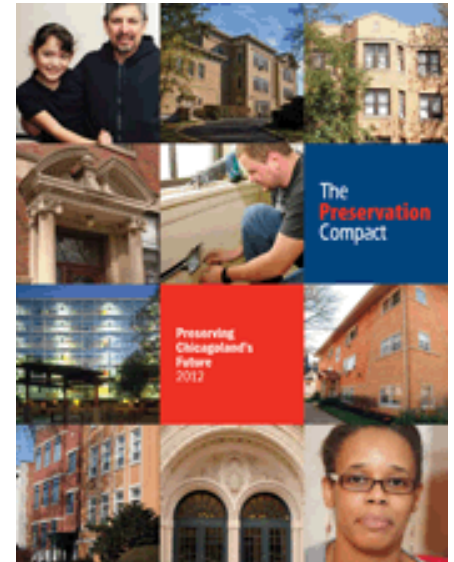
- Chicago's leading multifamily rehab lender
- Preservation of affordable rental housing is the core business of CIC
- Energy Savers program:
 - 58,244 units assessed
 - 24,310 units retrofitted
 - 6,560 units financed by CIC



The Preservation Compact

Preserving Affordable Rental in Cook County

- Policy effort housed at CIC
- Launched in 2007 by MacArthur and ULI
- Program & policy strategies
 - Energy
 - Property taxes
 - Small buildings (1-4s)
 - Encouraging investment
 - Government assisted housing



Energy Efficiency for All

- National network of energy efficiency and affordable housing professionals
- Illinois EEFA team is made of up representatives from MEEA, CIC, CUB, NRDC, and Elevate
- Improve energy efficiency programs for the affordable multifamily sector
- Supporting building owners and operators of affordable multifamily buildings

Multifamily Utility Data

Data to inform multifamily strategies

- Money allocated to multifamily sector comes from different sources
- Participation and program detail: What are we missing?
- How do we measure multifamily sector need?
- How do we match resources to the need?

Data Request Template

Multifamily Energy Efficiency Budget Breakdown			
	Multifamily Budget	Commercial/Small Business Budget	SF Residential Budget
Direct Install			
Deeper Retrofits			
Individual Units			
Common Areas			
Metric of Sales (% of energy used)			
Multifamily Energy Efficiency Participation Breakdown*			
	Multifamily Programs	Commercial/Small Business Programs	Residential Programs
Served by Direct Install			
Deeper Retrofits			
Number of Multifamily Units Served			

**The sum of "Served by Direct Install" and "Deeper Retrofits" should equal the total in "Number of Multifamily Units Served"*

Predictability of Rebate and Incentive Offerings

Problems with current process

- Incentives and rebates are offered for a short, unpredictable period of time
- Customers are left confused and expecting a program that is not available anymore

What are the models?

- Working with partners across the country to determine best practices

Strategy

- Creating predictable timeframe for offering rebates and incentives

Multifamily Marketing Working Group

Background

- Different retrofit programs serve the multifamily sector
- Messages confusing
- Buildings not maximizing the use of programs

Objectives

- Conveying a consistent message that programs are complementary
 - Convey information to consumers about additional multifamily EE programs beyond direct install
- Coordinate to market efficiently

Multifamily Marketing Working Group

Potential Strategies

- Website improvements
- Cross-training

Outcomes

- More efficient marketing and outreach
- Increased program uptake to maximize energy efficiency