GLOSSARY

ABAG - Association of Bay Area Governments

ARRA - American Recovery and Reinvestment Act

ASHRAE - American Society of Heating Refrigeration and Air Conditioning Engineers

“Awareness Generation” - General term utilized throughout this document to refer to program promotional activities intended to increase target audience program awareness by outreaching to encourage more significant participation in the program. Such activities varied by region but included targeted tabling/booth attendance at community events, trade shows or home building stores, neighborhood canvassing, and presentations to community groups, associations and businesses. Awareness activities sought to encourage action in the form of website visits, web account creation, attendance at an upcoming workshop and/or enrollment in future training courses.

BBP - Better Buildings Program

BEPA - Building Energy Performance Assessment

BIG - Build it Green

BMP - Best Management Practice

BPC - Building Performance Contractor

BPI - Building Performance Institute

BTUs - British Thermal Units

CalCERTS - A private organization that provides service, support, training and certification to HERS raters; served as a sub-subcontractor under this contract.

CAMP - California Association of Mortgage Professionals

CAZ - Combustion Appliance Zone - a type of safety testing of the surrounding area of a combustion appliance which became a central program requirement to protect homeowner health and safety

CCSE - California Center for Sustainable Energy
CCSI - The Clinton Climate Initiative

CDD/LA - Community Development Department of the City of Los Angeles (Commercial PACE Pilot Lead with CRA/LA)

CHF - California Homebuyers Fund

Cost Effectiveness - DOE goal that aims to identify 10,000,000 source BTUs in energy savings per $1,000 of ARRA funds spent

CPUC - California Public Utilities Commission

CRA/LA - Community Redevelopment Agency of the City of Los Angeles (Commercial PACE Pilot Lead with CDD/LA)

CSLB - California State Licensing Board

CSI - California Solar Initiative

“Demand Generation” - General term utilized throughout this document to refer to program activities conducted to educate consumers about the program, value and/or benefits of adopting energy upgrades, inspire program participation and reduce barriers to consumer participation. In this way, program outreach efforts were designed to increase consumer demand and/or generate viable leads for contractor/rater upgrade services including consultations, assessments and upgrade installations.

DSRF - Debt Service Reserve Fund

DVBE - California Disabled Veteran Business Alliance

EA - Ecology Action (Agreement Administrator & Regional Outreach Program Coordinator)

Earned Media - Refers to favorable publicity gained through proactive and reactive efforts other than advertising, obtained through communication with print, online, radio and TV outlets, with the goal of securing third-party validation in articles written by journalists; letters-to-the-editor; op-eds; interviews, editorial boards; and PSAs, etc.

EDD – Employment Development Departments

EECBG - Energy Efficiency and Conservation Block Grants
EEM - Energy Efficiency Mortgages

Eligible Improvements - Those measures accepted by utility rebate program as eligible to receive rebate funds.

EM&V - Evaluation, Measurement and Verification

Energy Commission - California Energy Commission

Energy Pro - Required software modeling tool, utilized in whole house home energy assessment and utility job reporting process.

“Energy Savings” - General term utilized throughout this document to refer to reductions in facility energy use resulting from an energy upgrade as measured by kWh and/or Therm savings reported by IOUs through the mechanism of monthly steering committee meetings and/or reported by PACE pilot programs as recorded by installing contractors. Energy savings data is converted into a common metric of BTUs as required by ARRA SEP cost effectiveness measures and converted from kWh to GHG equivalent reductions using the EPA conversion mechanism available at [http://www.epa.gov/cleanenergy/energy-resources/calculator.html](http://www.epa.gov/cleanenergy/energy-resources/calculator.html)

Engage360 - Statewide, multi-year Marketing, Education, and Outreach (ME&O) effort outlined under the 2008 CPUC Strategic Plan to increase consumer awareness and participation in demand-side management activities and to encourage behavior changes that save energy, reduce greenhouse gas emissions, and support clean energy solutions by inspiring and guiding Californians to achieve a 20 percent reduction in their home energy use by 2020.

“Engagement” - General term utilized throughout this document to refer to the act of participating and or otherwise inspiring action related to the program. Outreach efforts were targeted to increase both consumer and workforce engagement, motivating consumers to consider their energy use more deeply, connect to a contractor/rater, schedule an assessment or explore financing opportunities. Outreach to workforce encouraged workers to get trained with the pertinent certifications, expand their familiarity with program equipment or software, attend participation trainings and adapt their existing business model to support new consumer demand. Both activities sought to increase program participation by each target audience.

ESCOs - Energy Service Company

FHFA - Federal Housing and Finance Agency

Green-Finance-SF - City/County of San Francisco Commercial PACE Program (Commercial PACE Pilot)

HVAC - Heating, ventilation, and air conditioning
HERS - Home Energy Rating System

Home Star - Proposed legislation under consideration in 2009-2010 intended to create jobs in existing industries by providing strong short-term incentives for energy efficiency improvements in residential buildings; if enacted this legislation would have increase available industry incentives.

IOU - Investor Owned Utility

“Job Creation” - Descriptive term utilized throughout this document to refer to program activities related to workforce development intended to result in the creation or retention of jobs. These activities include providing certification or supplemental training coursework to new or existing building professionals, connecting workers to other resources or training services, helping workers understand program requirements and procedures, or otherwise reducing barriers to worker participation.

kWh - Kilo Watt per hour

LACBPP - Los Angeles Commercial Building Performance Partnership

LADWP - Los Angeles Department of Water and Power

LGAC - Local government advisory committee

LGCC - Local Government Commission (Agreement Prime Contractor)

LGP - Local Government Partnership

LIHEAP - Low Income Home Energy Assistance Program

Loading order - Refers to the established policy of California’s principal energy agencies - the California Energy Commission (Energy Commission), the California Public Utilities Commission (CPUC), and the California Consumer Power and Conservation Financing Authority (Power Authority) by which energy decisions are guided. The loading order consists of decreasing electricity demand by increasing energy efficiency and demand response, and meeting new generation needs first with renewable and distributed generation resources, and second with clean fossil-fueled generation.

Market Transformation - Long-lasting, sustainable changes in the structure or functioning of a market achieved by reducing barriers to the adoption of energy efficiency measures to the point where continuation of the same publicly-funded intervention is no longer appropriate in that specific market

ME&O - Marketing, Education & Outreach
mPOWER Placer - Money for Property Owner Water and Energy efficiency Retrofitting, a Placer County countywide PACE program (Commercial PACE Pilot)

MIG - MIG Corporation (Marketing & Communications Provider)

Multifamily - A building with more than four residential rental units

NHPA - National Historic Preservation Act

OCC - Office of the Comptroller of the Currency

PACE Replication Kit - A document designed to assist other local governments interested in starting their own PACE pilot programs, by drawing upon the expertise and lessons learned under this contract.

PACE - Property Assessed Clean Energy

Paid Media (Advertising) - Television, radio, online or placed media exposure resulting from the paid acquisition of advertising spots or coverage.

POU - Publically Owned Utilities

Program Plus Counties - Those 30 of 58 counties targeted under this contract to receive additional on-the-ground marketing, education and outreach services based on their demonstrated investment in residential and/or commercial retrofit financing programs, passage of resolutions or other activities undertaken that demonstrate commitment to energy retrofits within their regions (as identified by the Energy Commission).

Program Basic Counties - Those 28 of 58 Counties targeted under this contract to receive statewide resources including the integrated web portal and statewide marketing.

ProMARS - Project Management and Reporting System, a reporting tool developed and utilized under this agreement to track and report progress and achievements.

PSD - Performance Systems Development

QA/QC - Quality Assurance and Quality Control

RBC Capital - A financial service provider, serving a role under the Sonoma County PACE pilot effort

RCEA - Redwood Coast Energy Authority
RCPA - Regional Climate Protection Authority

REDI - Renewable Energy Development Institute

RFP - Request For Proposals

RFQ - Request For Qualifications

RF - Renewable Funding (Information Technology Program Administrator)

SCE - Southern California Edison

SEC - Securities and Exchange Commission

SCEIP - Sonoma County Energy Independence Program

SCTP - Subsidized Contractor Training Program designed to support whole house market transformation through the availability of a trained workforce, ready and able to support the emerging marketplace and newly generated consumer demand; includes low-cost certification coursework in BPI and HERS BPC, community college certification courses as well as supplemental trainings.

SDG&E - San Diego Gas and Electric

SEP - State Energy Program

SEM - Search Engine Marketing

SmartSheet - An online organizational tracking tool that serves as a database for several working spreadsheets that can be amended in real time

SoCal Gas - Southern California Gas

Sonoma County - County of Sonoma (Residential PACE Pilot Lead)

“Stakeholder Interactions” - The number of direct person-to-person technical assistance, customer service or outreach related communications to consumers, building professionals, local governments, and other program stakeholders by the regional coordination marketing, education and outreach team

Stopwaste - Alameda County Waste Management Authority

TAC - Technical Advisory Committee
**Therms** - A unit of heat equivalent to 100,000 British thermal units or $1.055 \times 10^8$ joules

**VV** - Valley Vision

**WES** - Willdan Energy Solutions

**Whole-house** - A whole systems building approach in which the building is treated as an integrated system

**WHRP** - Whole House Retrofit Program

**WIB** - Workforce Investment Boards

**Zendesk** - A back-end web customer support tool utilized to organize, track and respond to web inquiries during the contract term.