

\$20,000 for Your Home Upgrade Efforts



About the Co-op Team

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About The Energy Network

- The Energy Network is a local government organization
- Created by the California Public Utilities Commission (CPUC)
- Provides resources and assistance to homeowners, businesses and public agencies planning energy efficiency upgrade
- Serving Southern California



Contractor Co-op

- Contractor Co-op is a program that supports Participating Contractor's work with Home Upgrade by reimbursing 50% of qualifying business costs up to \$20,000.
 - For the 2015-2016 program cycle
 - Participating Contractors with The Energy Network or SCE/SoCalGas's Home Upgrade program
 - Actively submitting projects

Benefits of Co-op

By having 50% of your costs reimbursed, you can:

- Stretch your budget for marketing and equipment
- Make certifications and trainings more affordable
- Cut costs on resources and supplies that enhance your services



Program Updates

Project Submission:

- Submit pre-approval requests and final invoices to coop@theenergynetwork.com
- Upfront quote required for all projects (including marketing)
 - Allows us to reserve funds for your project
 - Additional project support
- Final invoices MUST be submitted within 60 days after pre-approval
- To be eligible for reimbursement, projects must be pre-approved before being purchased

Program Updates

Matching Fund Cap Increase:

- Matching Fund cap increased from \$10,000 to \$20,000 for the 2015-2016 program cycle
 - Additional funds are available for all projects pre-approved for the 2015-2016 program cycle
 - Last day to submit for pre-approval: Friday, December 23, 2016
- We highly recommend expending as much of your available funds as possible

Contractor Co-op Eligibility

- Several types of project types are eligible, including:
 - Marketing materials
 - Equipment
 - Trainings/Certifications
- All purchases must first go through our pre-approval process
- Funds cannot be guaranteed until the project has been pre-approved

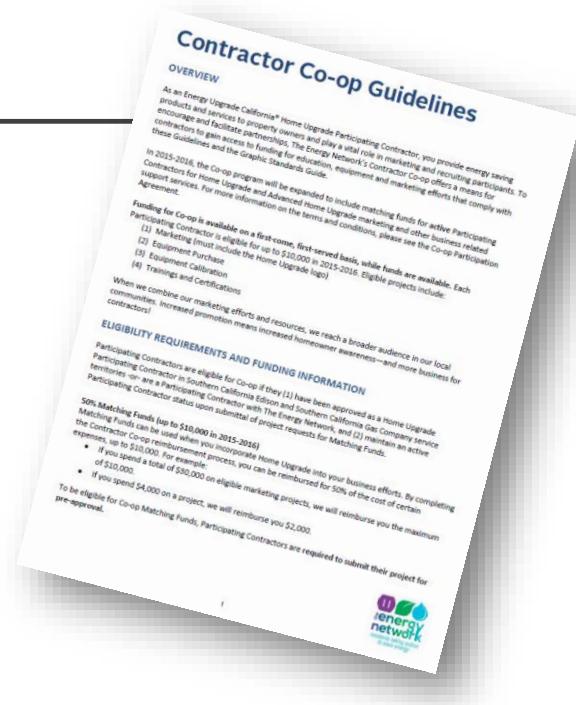
Marketing Purchases

- Apparel, auto wraps, print, radio, and online ads, billboards, banners and trade show booth materials, etc.



Marketing Purchases

- Must follow Brand Guidelines
 - Home Upgrade Logo
 - Home Upgrade Messaging
 - \$3,000 in rebates and incentives for Home Upgrade
 - \$6,500 in rebates and incentives for Advanced Home Upgrade
- Send in BOTH design and quote from vendor for pre-approval



Equipment Purchases & Calibrations

- Equipment must be directly related to Home Upgrade work
- Send in a formal quote including equipment names/models and cost for pre-approval
- Blower door, duct blaster, energy modeling software, etc.



Trainings & Certifications

- Vendor must be accredited
- Must send formal quote or web link from provider for pre-approval
- BPI certification, NATE, CalCERTS HERS, etc.



Getting Started:



1

Review the
Contractor Co-op
Program
Guidelines.

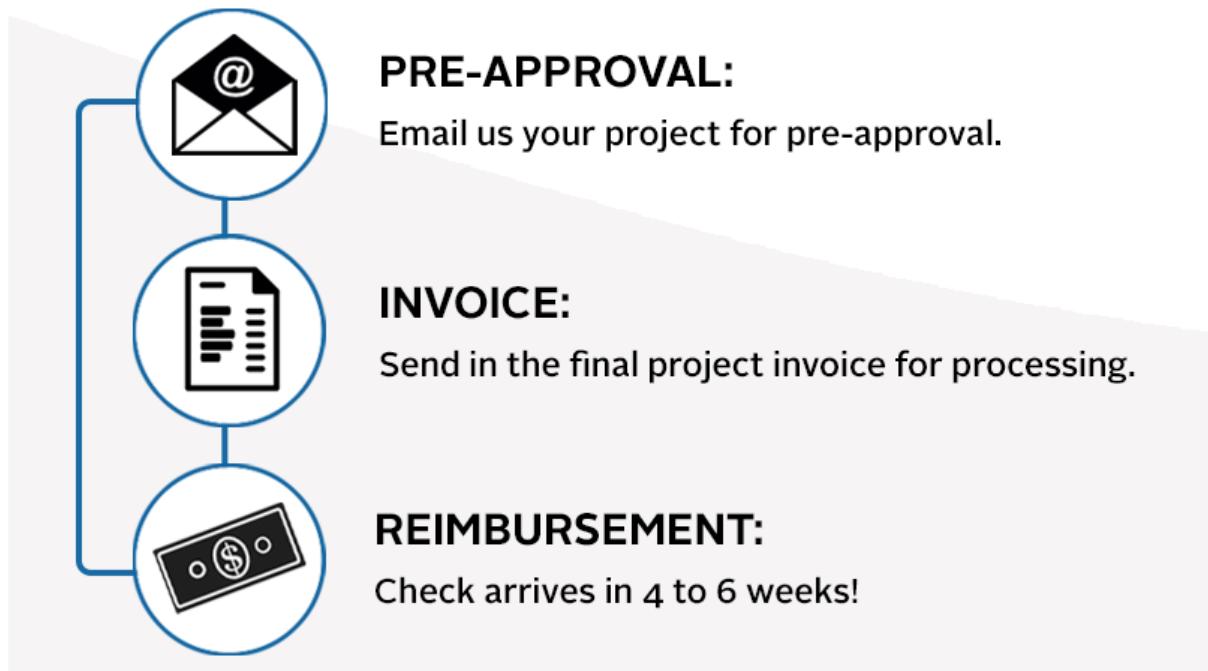
2

Sign the
Participation
Agreement and
email it to us.

3

Start using
your matching
funds!

Using Your Funds:



Frequently Asked Questions

Do I need to spend down all my Co-op Matching Funds at once?

No. You can submit multiple different projects separately until you reach the maximum reimbursement of \$20,000.

For contractors enrolled in the 2015-2016 program cycle, we highly recommend utilizing the full \$20,000 before December 31, 2016.

Frequently Asked Questions

What is my remaining Matching Fund balance?

Feel free to contact us at coop@theenergynetwork.com to find out your balance.

Frequently Asked Questions

Where can I download the approved Home Upgrade Participating Contractor logos?

A variety of these are available on www.tenres.com/coop.

Please remember to review and follow our brand guidelines when using the HU logo.



Frequently Asked Questions

I have an older project that I have already paid for. Can I get this project reimbursed?

If it was not previously pre-approved, it cannot be reimbursed. We must pre-approve all projects prior to their purchase.

If your project was previously pre approved within the past 60 days and is on record, we can reimburse you.

If you have a recurring project with a static design and price (like a recurring ad), please contact us at coop@theenergynetwork.com.

Frequently Asked Questions

What is the difference between Contractor Co-op and CHEEF's Co-op Marketing program?

CHEEF Co-op Marketing

- For CHEEF participating contractors
- Pre-designed materials
- Earn up to \$27,000 Matching Funds
 1. \$1000: Online sales training
 2. \$6000: Close CHEEF loans
 3. Up to \$20K: Request a micro-grant for custom projects

- Posters and Flyers
- Retractable Banner
- Postcards
- Refrigerator Magnets
- Lawn Signs
- Door Hangers
- Advertising
- Trifold Brochures
- And Much More



<http://www.thecheef.com/coop-marketing>

Jack Ulrich: Jack.Ulrich@energycenter.org



theenergy**network**
residents taking action to save energy

Contact Us

Questions? We're always happy to help.

Email us at coop@theenergynetwork.com or call us at (877)785-2237.