



**SEE EA**  
SOUTHEAST ENERGY EFFICIENCY ALLIANCE

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# Who is the Southeast Energy Efficiency Alliance (SEEA)?



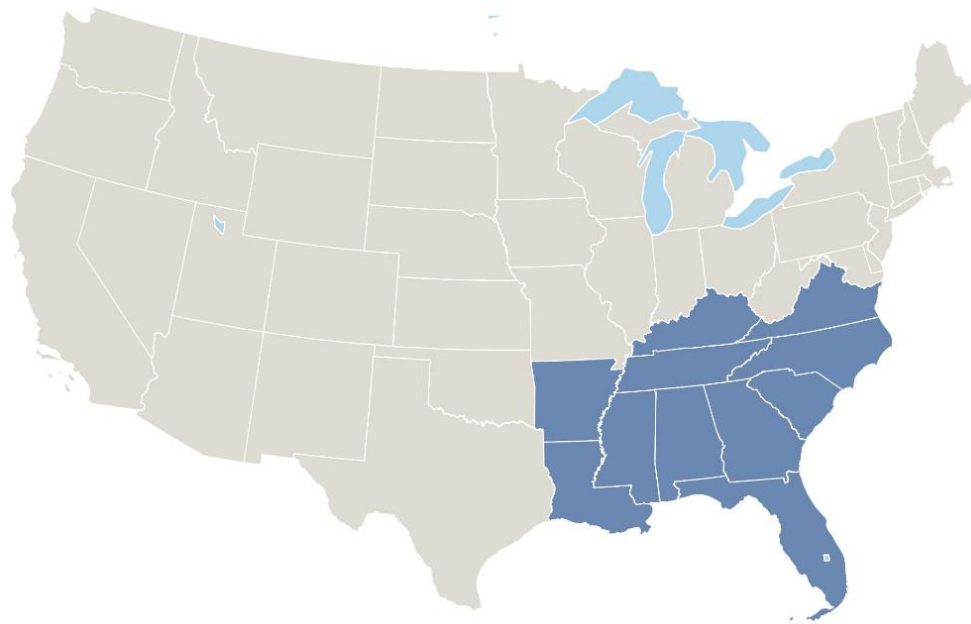
# SEEA Serves the Southeast

## Mission

The **Southeast Energy Efficiency Alliance (SEEA)** works to ensure people in the Southeast have the knowledge, resources, and opportunities to optimize energy use.

## Vision

Energy efficiency is a primary driver of a prosperous, healthy and sustainable Southeast.



## Work Areas:

**Built Environment**

**State, Local & Utility Policy**

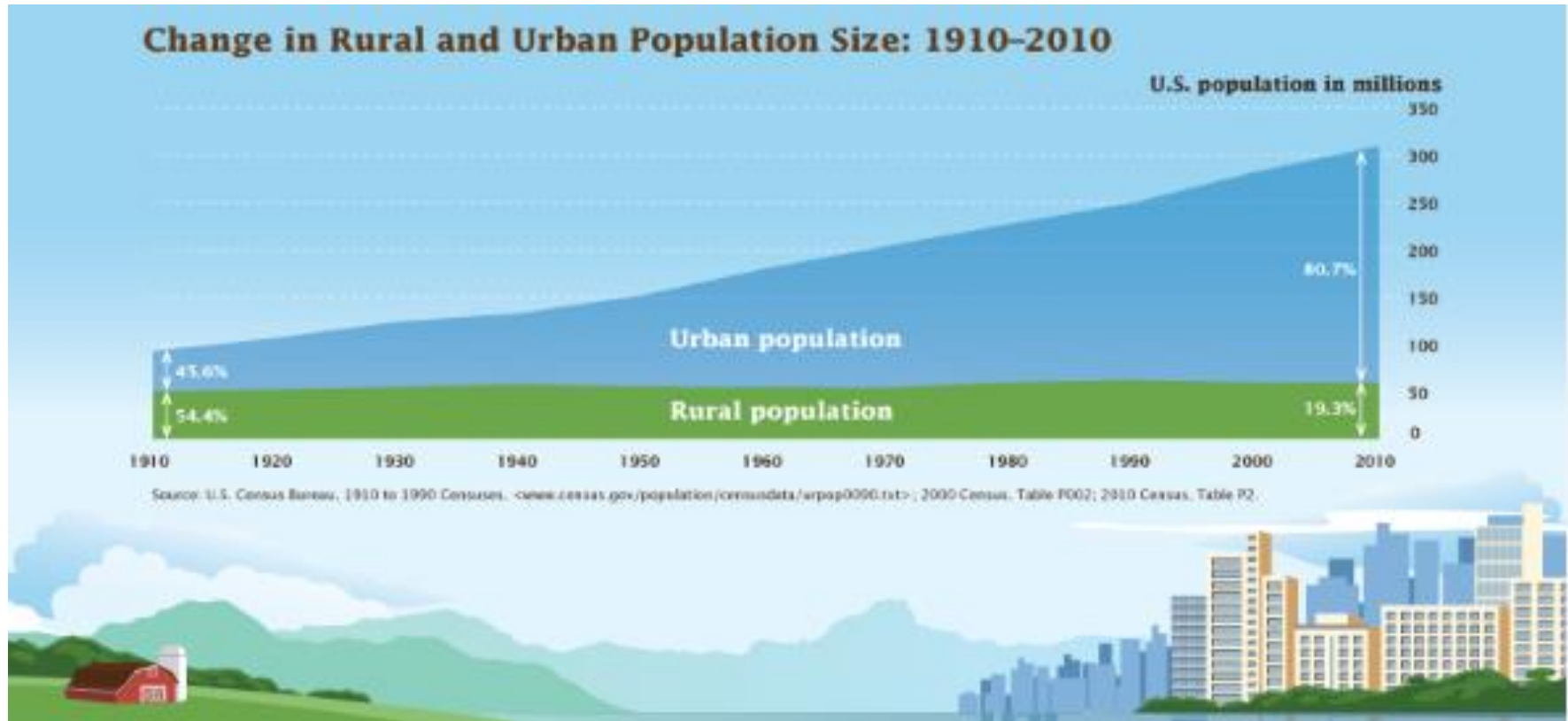
**Energy Efficiency Finance**



# What am I going to talk about?

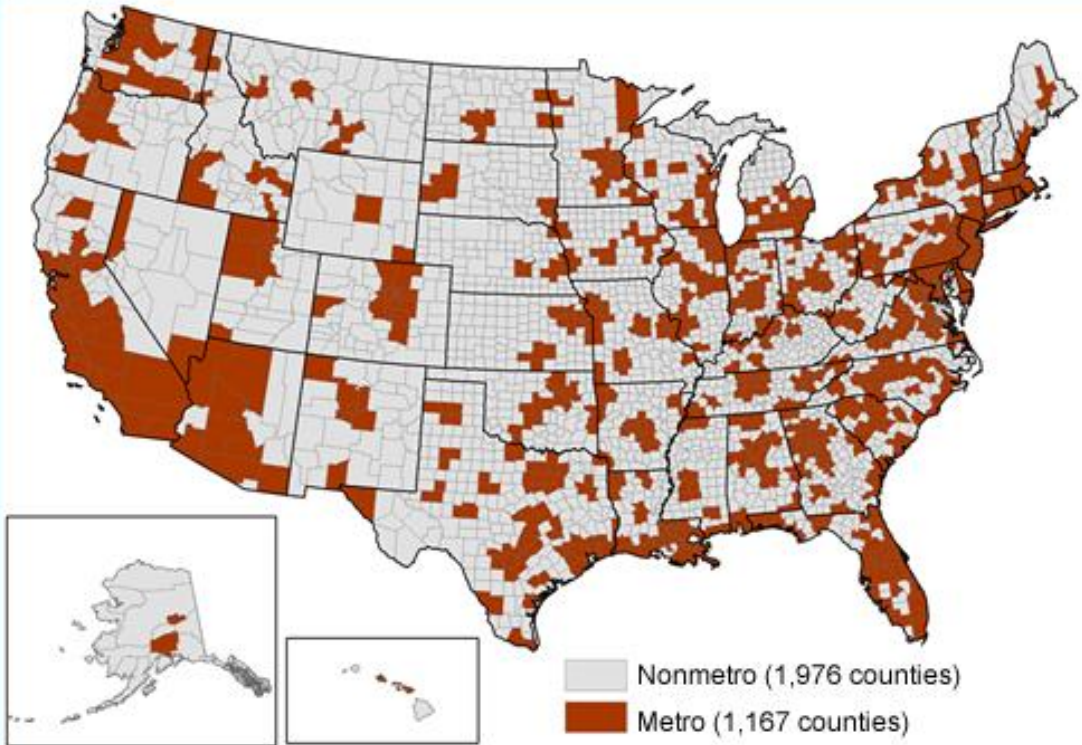
- Big Picture: General Characteristics of Rural Communities
- Zoom In: Energy Snapshot of Rural Community in North Carolina
- Federal Resources that Support EE in Rural Communities
- Potential Changes to Watch for During the Budget Process

# The Rural Population Continues to Shrink



# Southeast has the Highest Rural Population

Metro and nonmetro counties, 2013



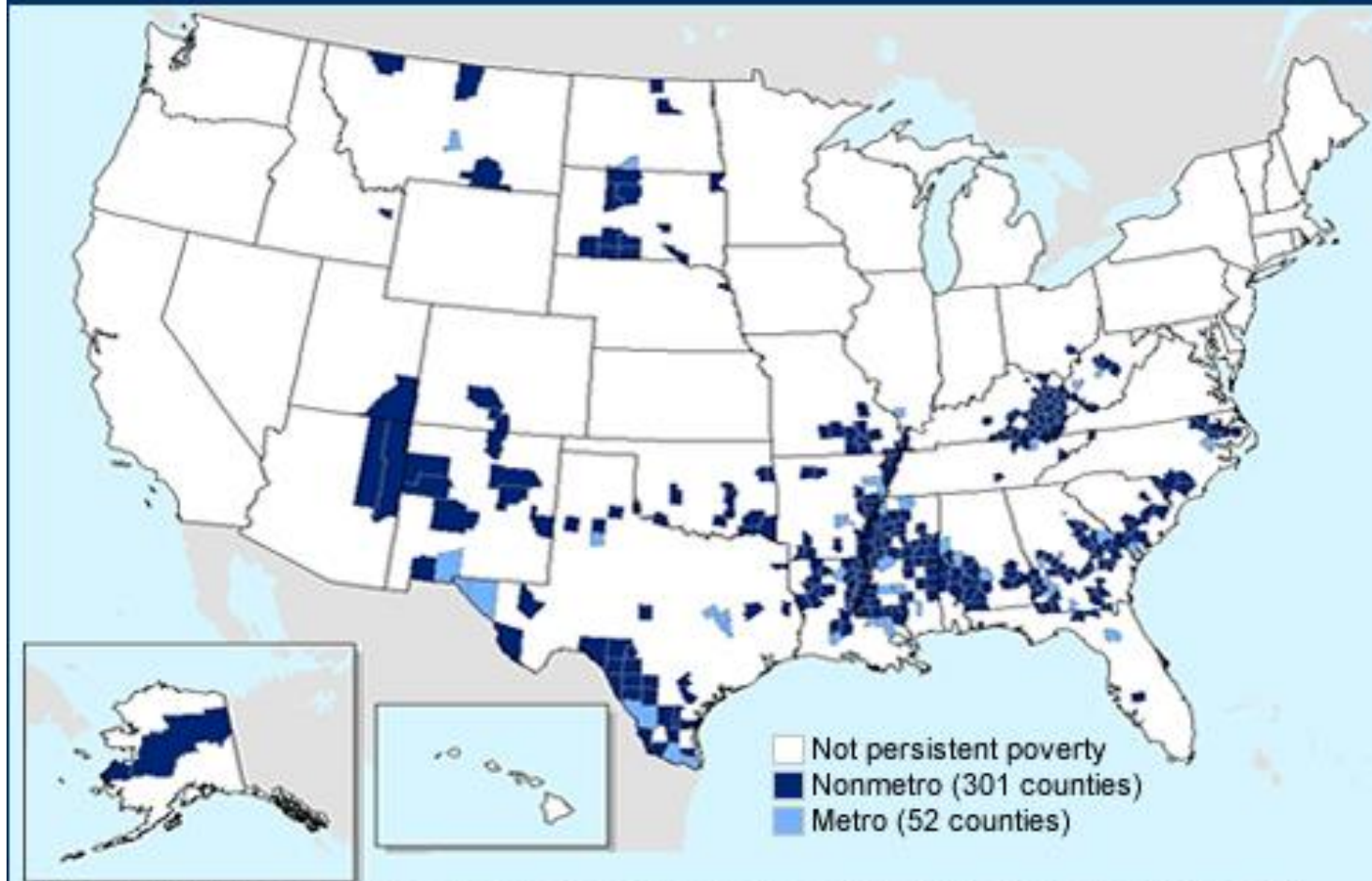
Source: USDA, Economic Research Service using data from the U.S. Census Bureau.

State	% Rural Population
AL	41%
AR	44%
FL	9%
GA	25%
KY	41%
LA	27%
MS	50%
NC	34%
SC	34%
TN	34%
VA	24%



# Rural Communities Face Persistent Poverty

## Persistent poverty counties



Source: USDA, Economic Research Service. Persistent poverty counties had poverty rates of at least 20 percent in each U.S. Census 1980, 1990, and 2000, and American Community Survey 5-year estimates, 2007-11.

# Rural Demographics Relevant to EE Marketplace

RURAL	ADULTS (18 years and older)	URBAN
51	Median age (years)	45
61.9%	Now married	50.8%
11.6%	Lives alone	14.3%
65.4%	Lives in state of birth	48.3%
19.5%	Bachelor's degree or higher	29.0%
67.6%	Civilian employed (18-64 years old)	70.0%
11.7%	Poverty rate	14.0%
13.6%	Uninsured rate	15.3%
	<b>CHILDREN (Under 18 years)</b>	
22.3%	Percent of total population	23.5%
76.3%	Lives in married-couple household	67.4%
8.9%	Grandchild of householder	7.4%
18.9%	Poverty rate	22.3%
7.3%	Uninsured rate	6.3%
	<b>HOUSING AND HOUSEHOLDS</b>	
\$52,386	Median household income	\$54,296
\$151,300	Median home value	\$190,900
81.1%	Homeownership rate	59.8%
78.3%	Single-family houses	64.6%
23.8%	No Internet access*	17.3%

\* Includes never-married biological, step, and adopted children of the couple.

Source: U.S. Census Bureau, 2011-2015 American Community Survey, 5-year estimates; 2015 American Community Survey, 1-year estimates (directed web\*). For more information, see <a href="http://www.census.gov/programs-surveys/acs">www.census.gov/programs-surveys/acs</a>.

- More single-family homes
- Lower home values
- Lower household income
- Older populations
- Less internet access

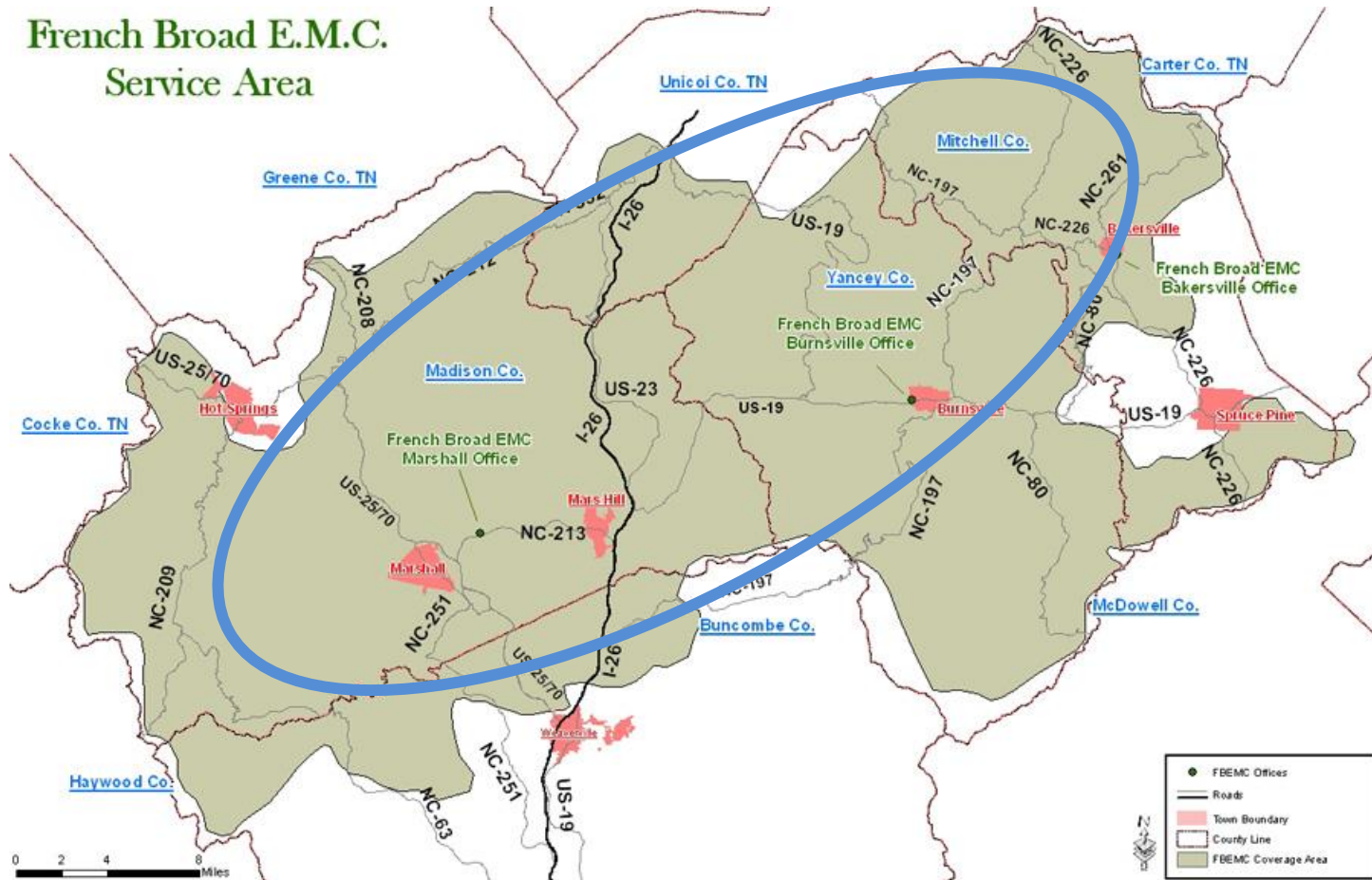




# Snapshot: French Broad EMC



## French Broad E.M.C. Service Area



# Snapshot: French Broad EMC

**Table 1: Occupied housing in the French Broad EMC region, by ownership and type of housing**

Type/Tenure	Owner	Renter	Total	Percent total
Single-family	13,091	2,760	15,851	71.4%
Multi-family	60	1,210	1270	5.7%
Manufactured	3,505	1,584	5,089	22.9%
<b>Total</b>	<b>16,656</b>	<b>5,554</b>	<b>22,210</b>	<b>100.0%</b>
<b>Percent total</b>	<b>75%</b>	<b>25%</b>	<b>100%</b>	



Source: Appalachian Voices, 2017

# Snapshot: French Broad EMC



Figure 1: Number of housing units by ownership type and age range.

Source: Appalachian Voices, 2017



# Snapshot: French Broad EMC

## Poverty Rates (Madison County)

- Average Poverty Rate: 20% (Statewide is 16%)
- Median Incomes 20% Below State Average

## Access to Federal Programs

- 2,500 Homes Qualify for LIHEAP & WAP
  - Spending 20% -37% of income on energy costs
- WAP 2015 – 2016: 5 homes received funding
- LIHEAP - 10% - 20% of eligible homes receive funds

Source: Appalachian Voices, 2017



# Federal Resources for Rural Energy Efficiency

- Health & Human Services: Low Income Heating Assistance Program
- Dept. of Energy: Weatherization Assistance Program
- Dept. of Agriculture: Rural Energy for America Program
- Dept. of Agriculture: Rural Utility Service



# Federal Resources for Rural Energy Efficiency

## 2014 LIHEAP Impacts (% of Budget)

- Heating Bills - 5.7 Million Households (49%)
- Cooling Bills – 673,000 (6.5%)
- Shutoff Prevention - ~ 1.7 Million (21%)
- Weatherization – 83,274 (8.8%)



## 2010 WAP Impacts

- Homes Weatherized: 340,158 (Eligible: 38.6 million)
- Annual Cost Savings Per Home: \$223 (12%)
- Average Energy Savings: Gas 16% - Electric 8%



Source: LIHEAP Report to Congress for FY 14; ORNL WAP 2010 Recovery Act Analysis



# USDA: Rural Energy for America Program (REAP)

Provides assistance to agricultural producers and rural small businesses to complete a variety of projects.

The REAP program is comprised of the following components:

- **The Renewable Energy System and Energy Efficiency Improvement Guaranteed Loan and Grant Program**
- **The Energy Audit and Renewable Energy Development Assistance Grant Program**



# Rural Energy for America Program

	Renewable Energy Projects	Energy Efficiency Improvement Projects
<b>Description</b>	A process that <b>PRODUCES</b> energy from a renewable energy source.	Improvements to a facility or process that <b>REDUCE</b> energy consumption.
<b>Minimum grant</b> (no more than 25% of total eligible project costs)	\$2,500	\$1,500
<b>Maximum grant</b> (no more than 25% of total eligible project costs)	\$500,000	\$250,000
<b>Maximum loan</b> (no more than 75% of total eligible project costs)	\$25,000,000	\$25,000,000





# ELIGIBLE BORROWERS AND GRANTEES



- Agriculture Producers
- Rural Small Business
- Resource Conservation and Development Councils (RC&D Councils)

# METRO VS NON-METRO

## Non-Metro

- Open countryside
- Rural towns (<2,500 people)
- Urban areas (2,500 to 49,999 people)
- Not part of larger labor market areas



**INFORMATION**



How do I  
know if  
my area  
qualifies  
as rural?

# Rural Utilities Service Electric Program

U.S. Department of Agriculture

Enabling Utilities to Bring EE to Rural Communities

# PRINCIPLES OF THE ELECTRIC PROGRAM

- Rural Utilities Service provides:
  - Grants
  - Loans
  - Loan guarantees
  - Payments
- To development of rural utilities infrastructure such as water, waste management, power and telecommunications.
- **New in 2014** – EE and RE for Members

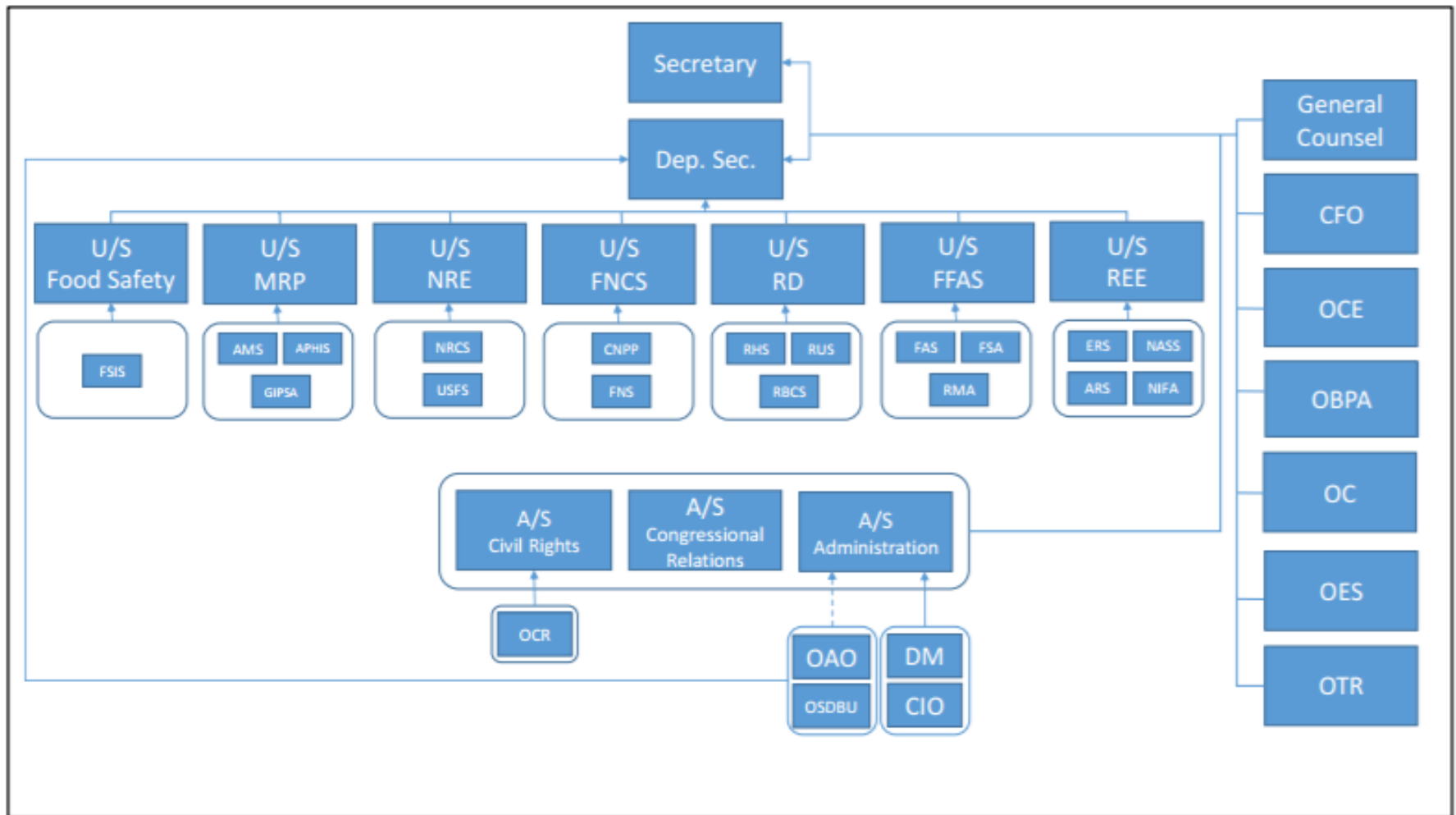


## FUNDS TO SUPPORT UTILITY EE PROGRAMS

- **Rural Economic Development Loans & Grants (REDLG)**
  - Zero interest loans to local utilities which they, in turn, pass through to local businesses (ultimate recipients) for projects that will create and retain employment in rural areas.
- **Energy Efficiency Conservation Loan Program (EECLP)**
  - Eligible utilities, including existing Rural Utilities Service borrowers can borrow money tied to Treasury rates of interest and re-lend the money to develop new and diverse energy service products within their service territories.
- **Rural Energy Savings Program (RESP)**
  - Funds may be used for the purpose of implementing energy efficiency measures to decrease energy use or costs for rural families and small businesses.

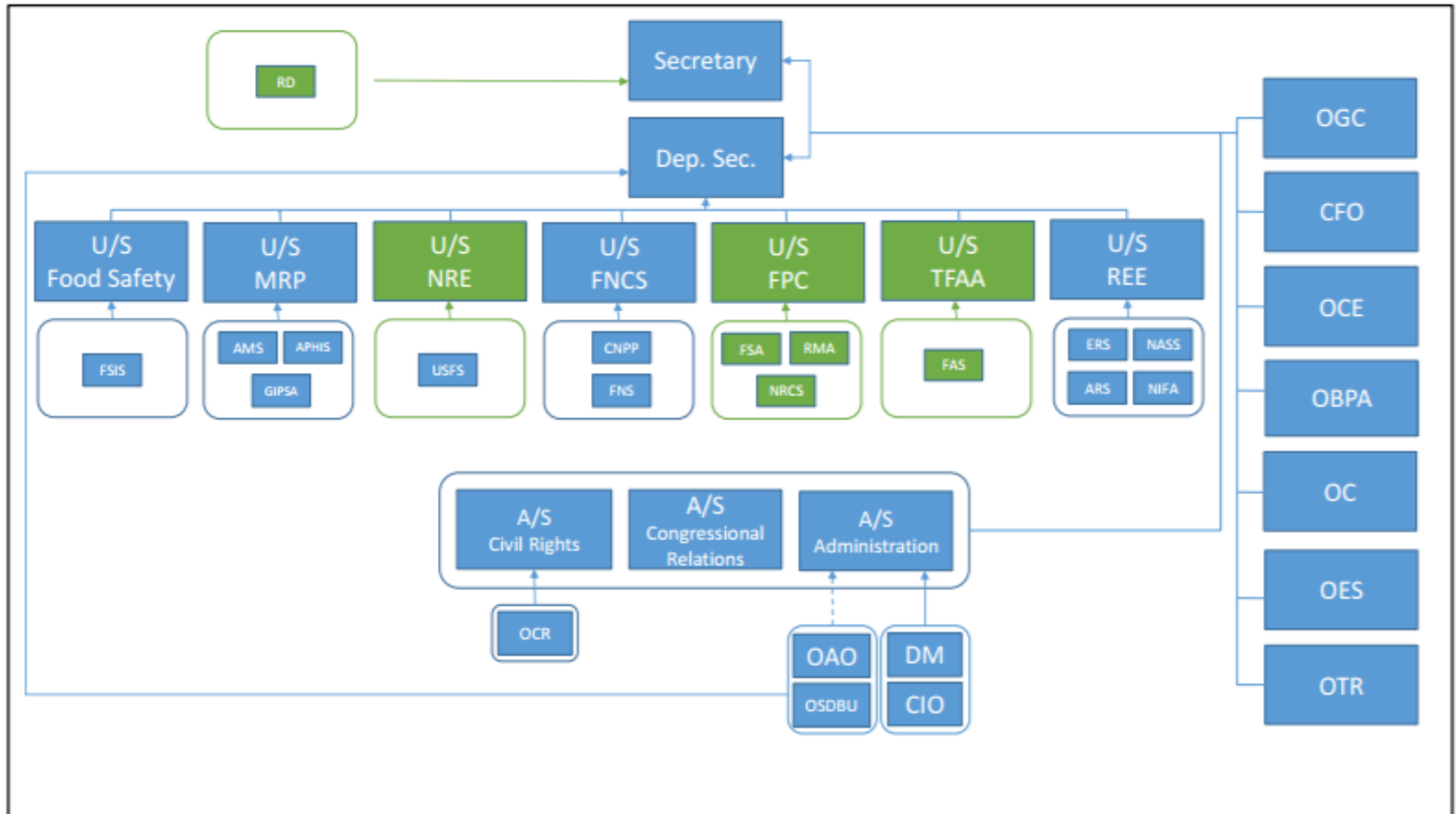
# USDA Reorganization

## Current USDA Organization



# USDA Reorganization

## Proposed Reorganization of USDA Trade Functions and the Creation of an Under Secretary for Trade and Foreign Agricultural Affairs (TFAA) and Elevation of Rural Development





# Things to Watch

## Budget Negotiations

- White House Proposed Budget
  - ~~LIHEAP~~
  - ~~WAP~~

## Appointments to Watch

- Secretary of Agriculture: Sonny Purdue
- ~~Undersecretary of Rural Development ???~~

## Committees to Watch

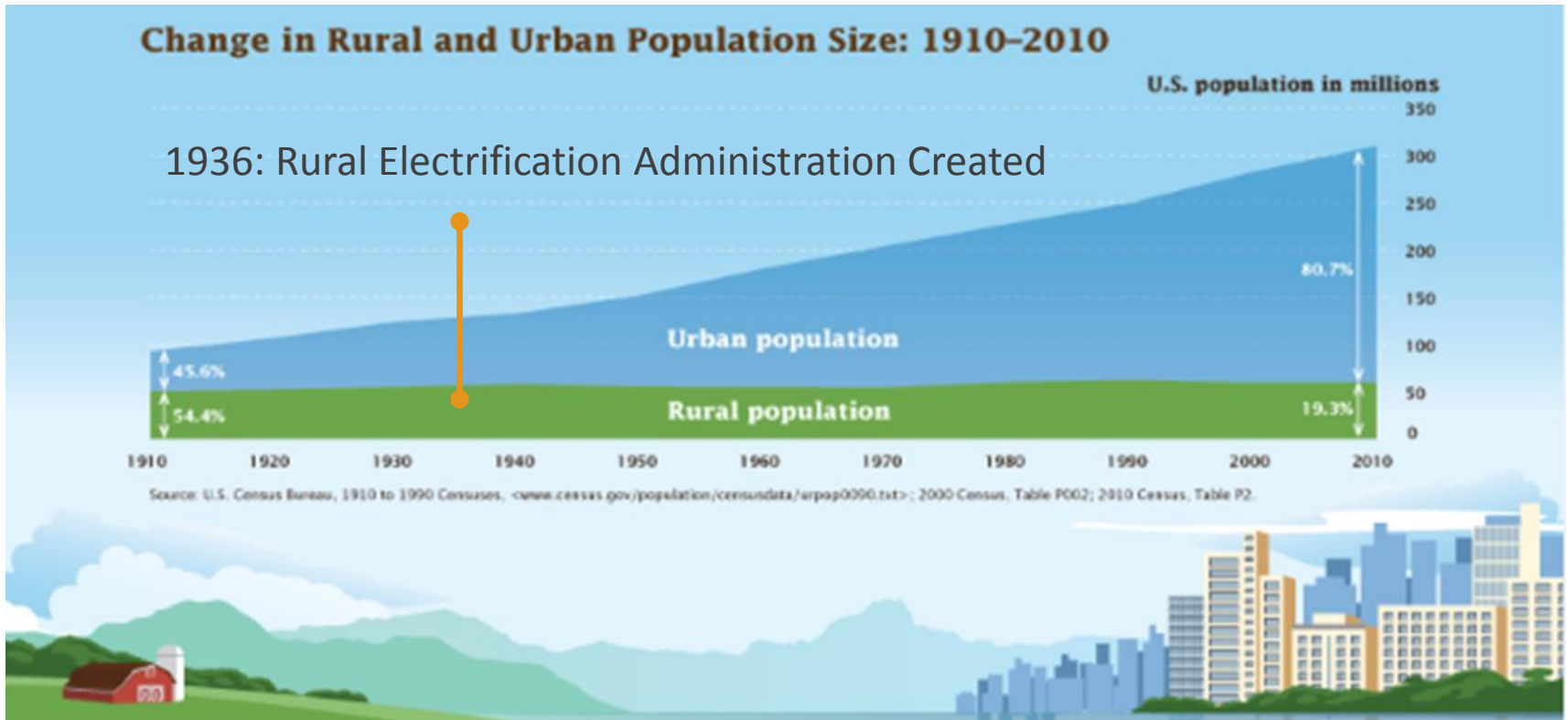
- Committee on Agriculture in the House and Senate
- Subcommittee on Agriculture of the Appropriations Committees

## Legislation to Watch

- Annual Appropriations Bills
- 2018 Farm Bill



# If federal programs are cut, will the private sector fill the gap?





[www.SEEALLIANCE.org](http://www.SEEALLIANCE.org)

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