



SEE EA
SOUTHEAST ENERGY EFFICIENCY ALLIANCE

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Who is the Southeast Energy Efficiency Alliance (SEEA)?



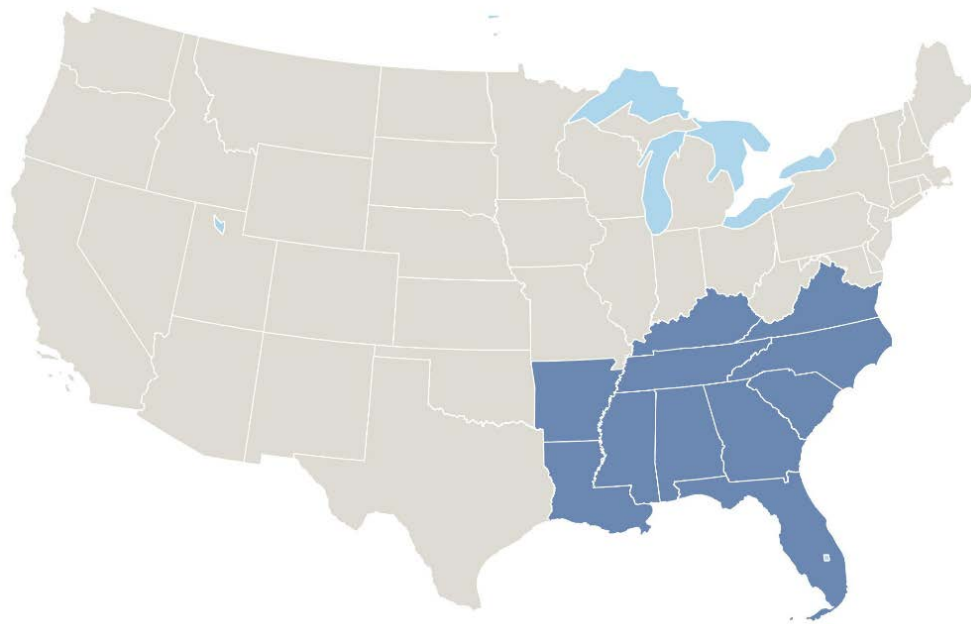
SEEA Serves the Southeast

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

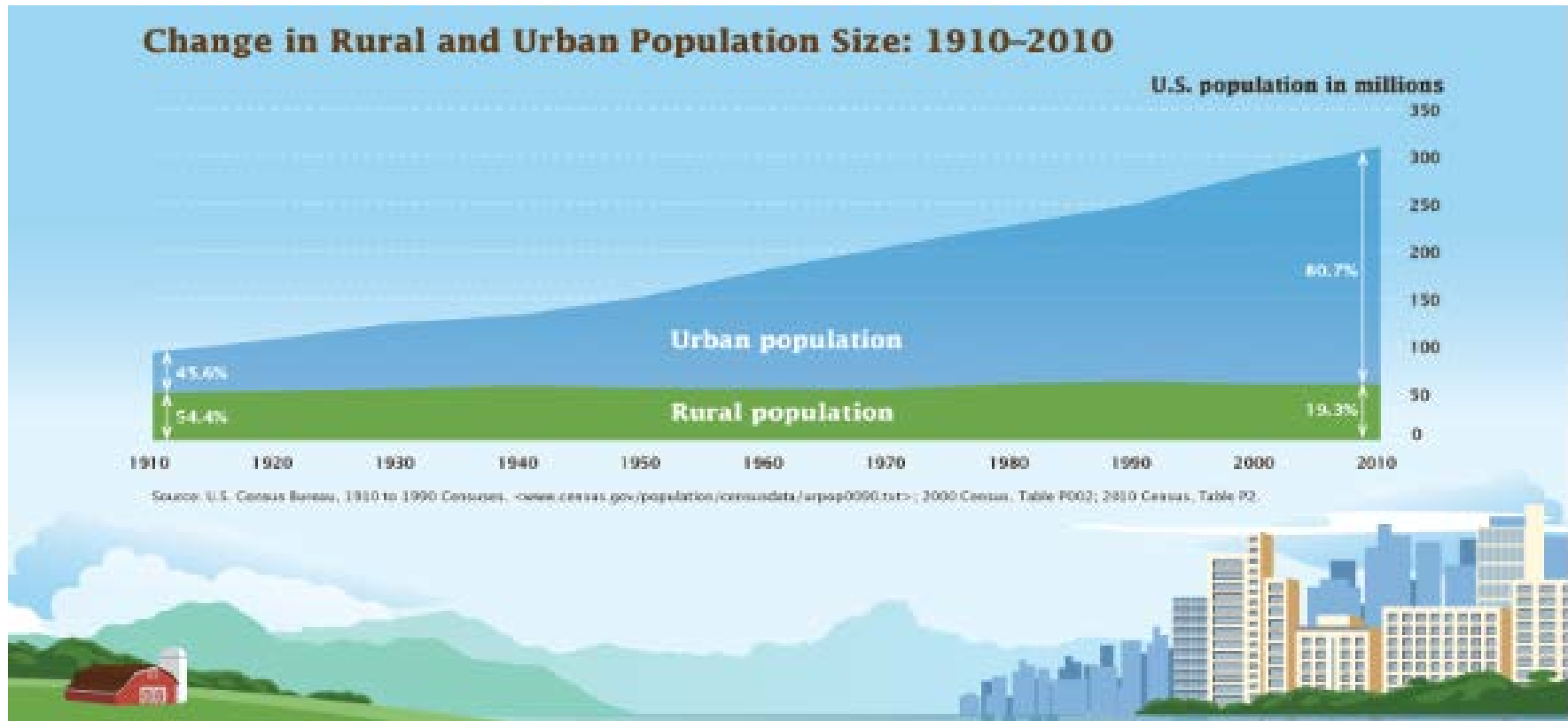
Energy Efficiency Finance



What am I going to talk about?

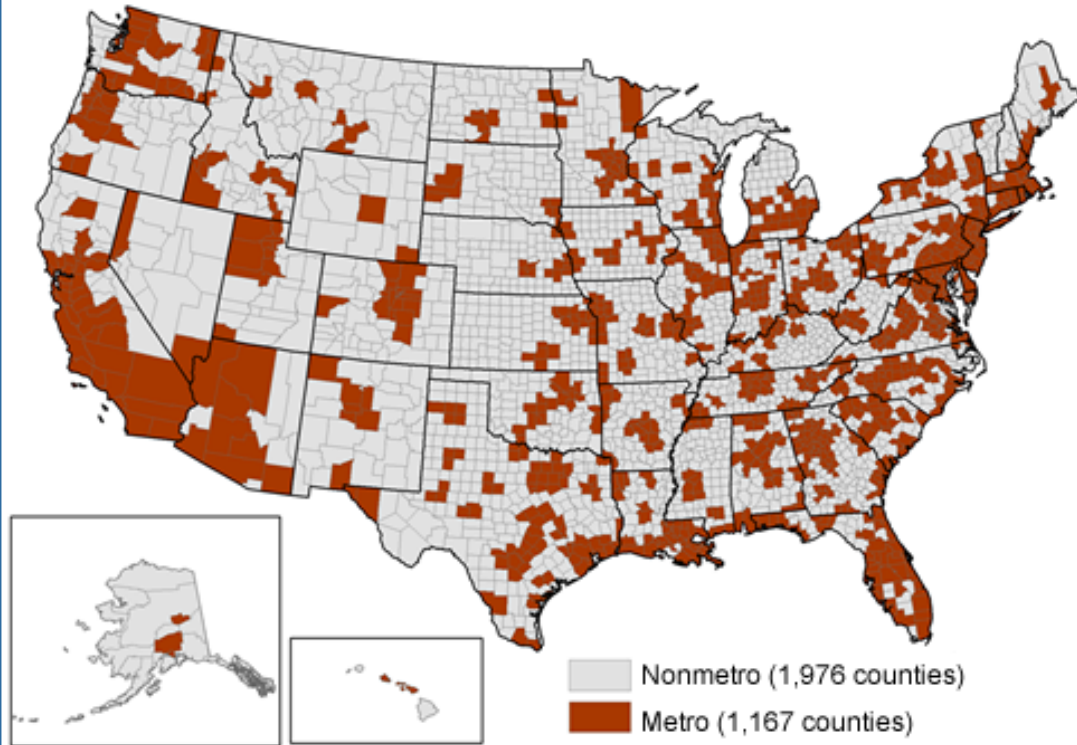
- Big Picture: General Characteristics of Rural Communities
- Zoom In: Energy Snapshot of Rural Community in North Carolina
- Federal Resources that Support EE in Rural Communities
- Potential Changes to Watch for During the Budget Process

The Rural Population Continues to Shrink



Southeast has the Highest Rural Population

Metro and nonmetro counties, 2013



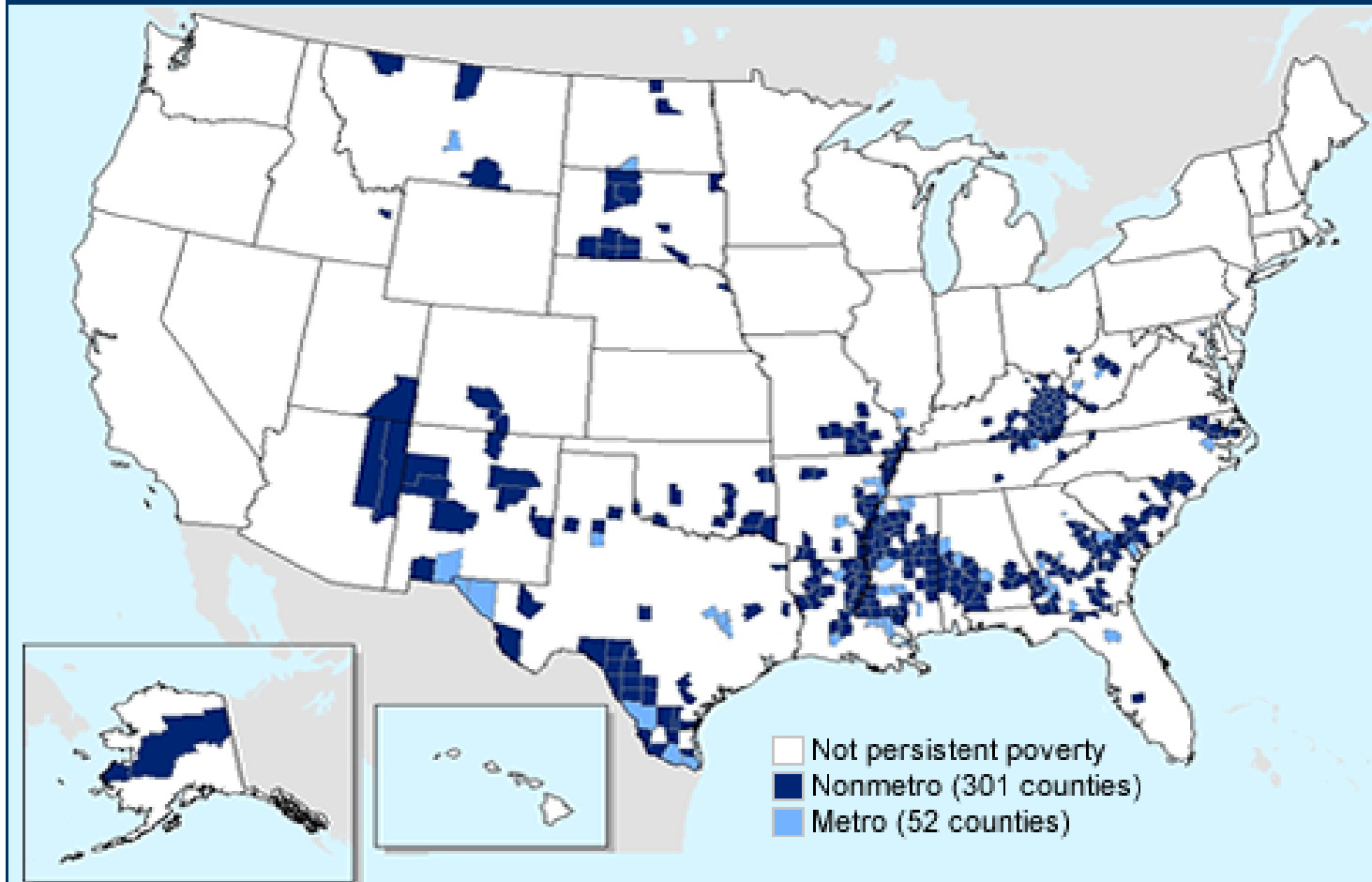
Source: USDA, Economic Research Service using data from the U.S. Census Bureau.

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%
	CHILDREN (Under 18 years)	
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%
	HOUSING AND HOUSEHOLDS	
\$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 (decoded vts)). For more information, see <www.census.gov/programs-surveys/acs/>

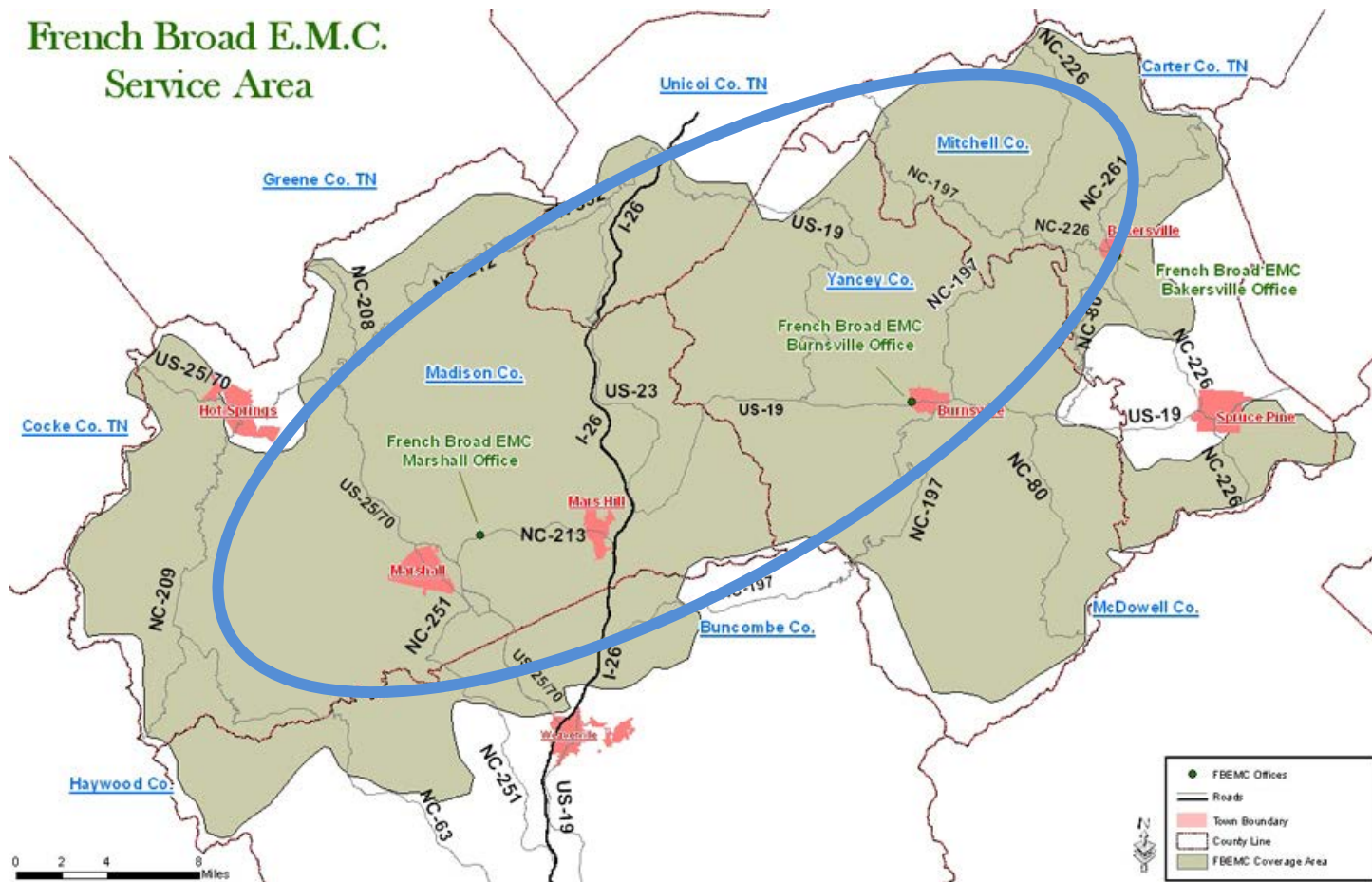
- More single-family homes
- Lower home values
- Lower household income
- Older populations
- Less internet access



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%
Total	16,656	5,554	22,210	100.0%
Percent total	75%	25%	100%	



Source: Appalachian Voices, 2017

Snapshot: French Broad EMC

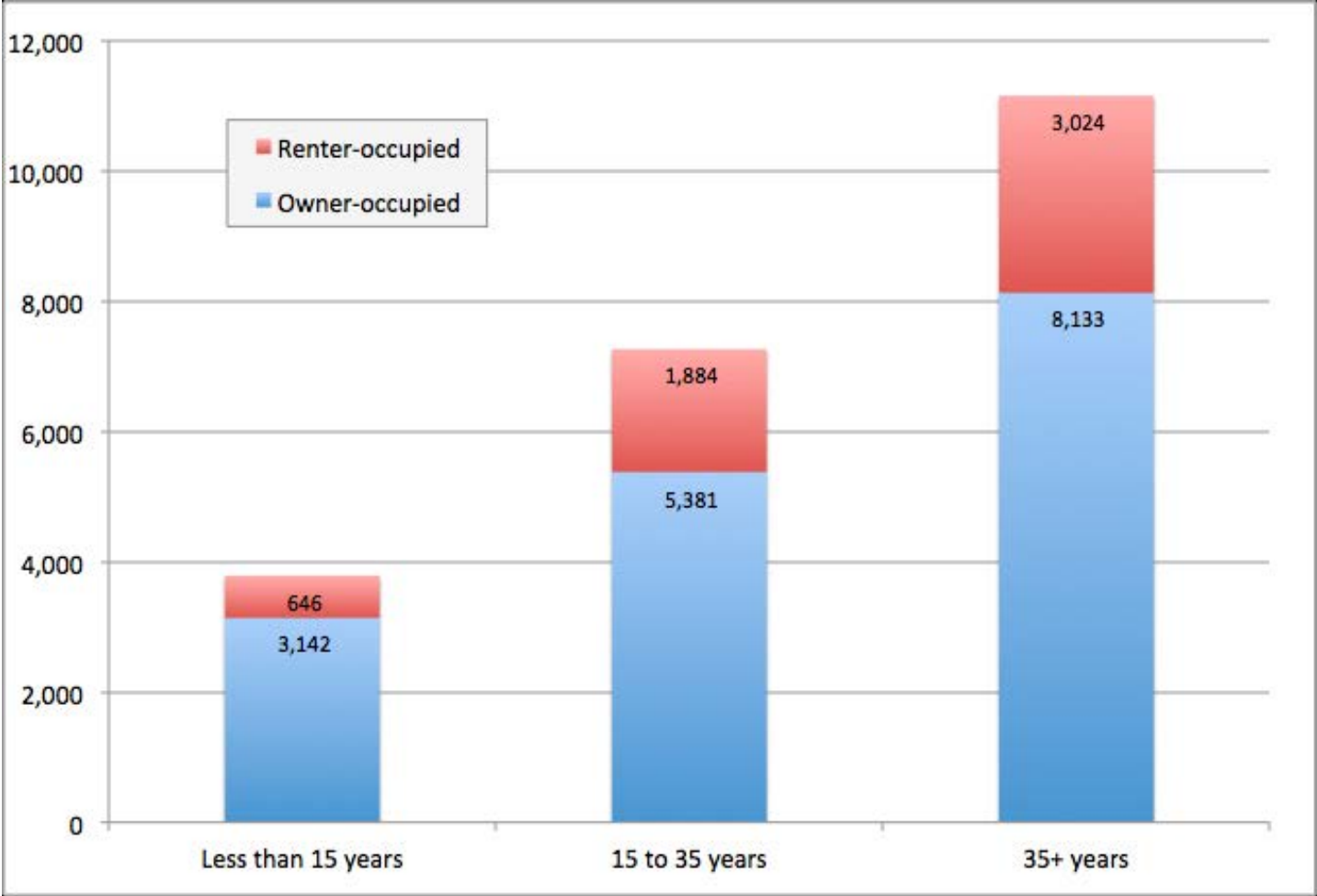


Figure 1: Number of housing units by ownership type and age range.

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

Metro

- Densely settled (50,000 or more)
- 25% + Commute to work or live in urban core



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

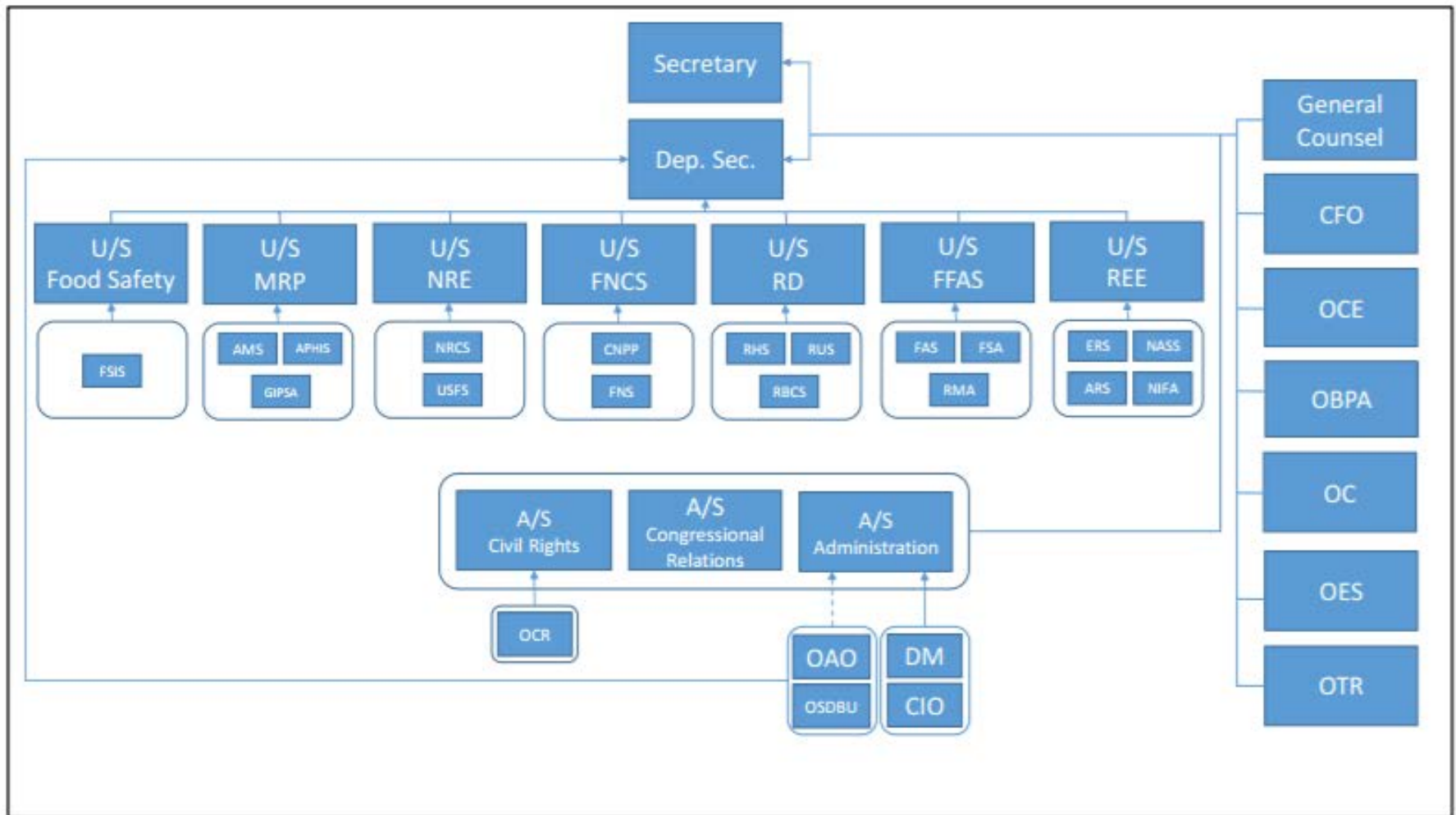


FUNDS TO SUPPORT UTILITY EE PROGRAMS

- **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.

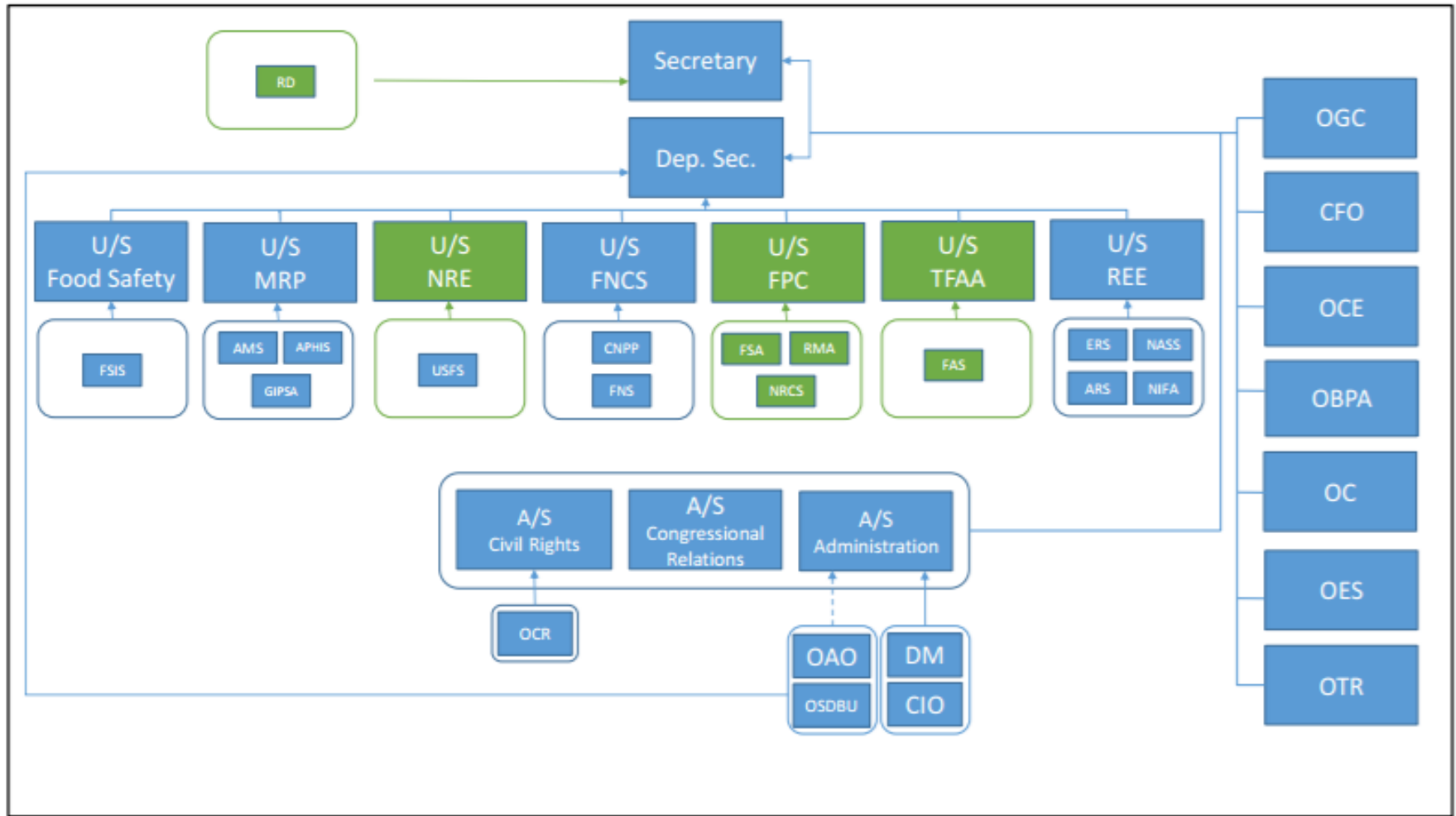
USDA Reorganization

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

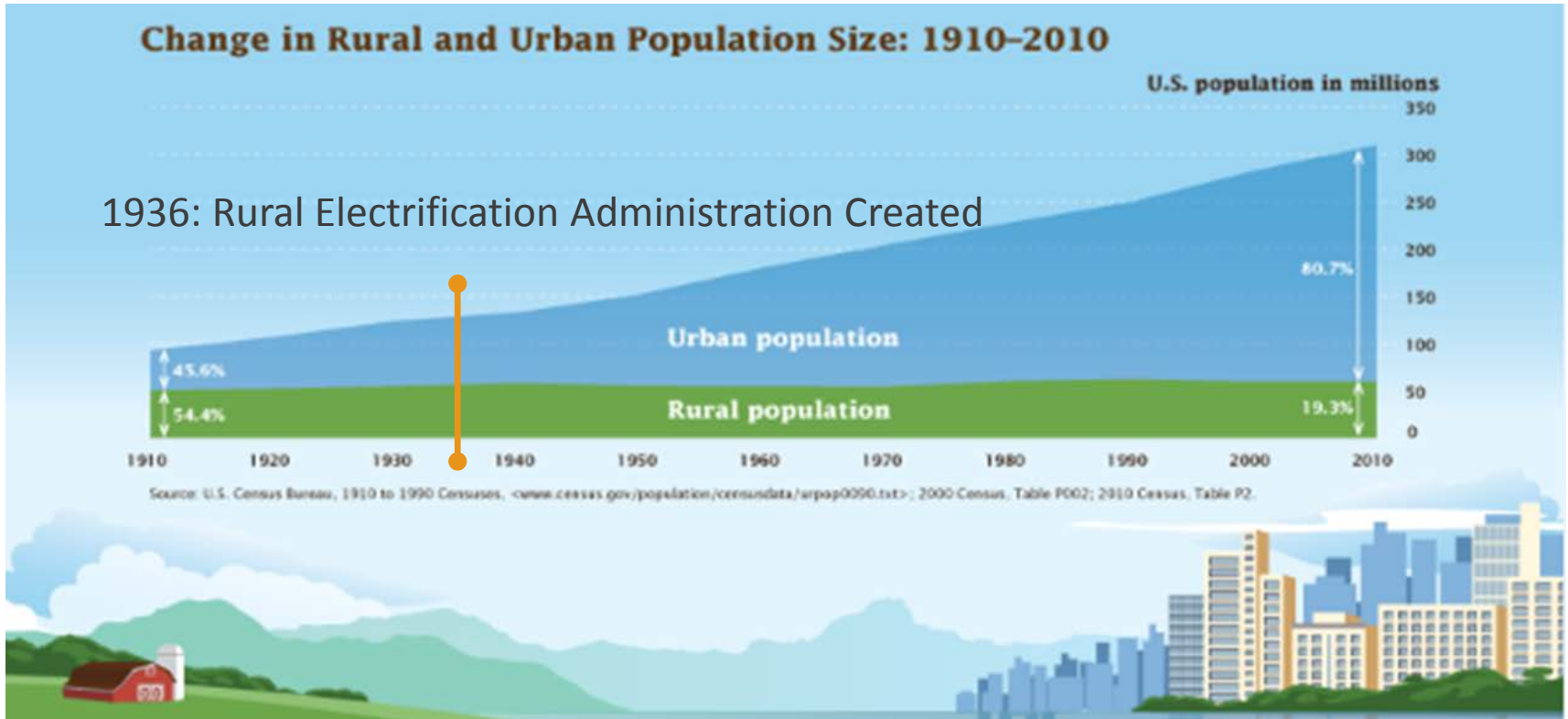
- Committee on Agriculture in the House and Senate
- Subcommittee on Agriculture of the Appropriations Committees

Legislation to Watch

- Annual Appropriations Bills
- 2018 Farm Bill



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





www.SEEALLIANCE.org

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