BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION,

Complainant,

v.

PUGET SOUND ENERGY,

Respondent.

DOCKET NOS. UE-190529, UG-190530, UE-190274, UG-190275 (Consolidated)

EXH. WMG-04

PSE RESPONSE TO NWEC DATA REQUEST NO. 014 ATTACH A; FINANCING RFI'S PSE RFI CRAFT 3 RESPONSE 053017

ON BEHALF OF

NW ENERGY COALITION

November 22, 2019

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

Puget Sound Energy 2019 General Rate Case

NWEC DATA REQUEST NO. 014:

Please provide all research, reports, or documents pertaining to discussions, analysis or studies evaluating offering on-bill financing or repayment options (loans, tariffs, etc.) for PSE customers.

Response:

Puget Sound Energy ("PSE") objects to NWEC Data Request No. 014 as overbroad, unduly burdensome, and vague and ambiguous, as it requests "all research, reports, or documents pertaining to discussions, analysis or studies evaluating offering on-bill financing or repayment options (loans, tariffs, etc.) for PSE customers." Without waiving these objections and subject thereto, attached as Attachment A to PSE's Response to NWEC Data Request No. 014 are research, reports, or documents pertaining to discussions, analysis or studies evaluating offering on-bill financing or repayment options (loans, tariffs, etc.) for PSE customers.

Due to the number of files and the size of the files, the files are provided electronically via electronic file transfer.

ATTACHMENT A to PSE's Response to NWEC Data Request No. 014

Section	Title Contents/Deliverables		
1	Cover Letter (1 page)	1. Company Name: Craft3	
		2. For any future contacts related to this RFI or potential RFPs resulting from this RFI please use the following information:	
		Primary Contact: Desiree Sideroff	
		Title: Senior Vice President	
		Email: dsideroff@craft3.org	
		Phone: 888-231-2170 ext. 109	
		City/State: Seattle/Washington	
		3. Response relates to the following PSE customer sector(s):	
		X Residential X Business	
		4. Overview of Concept: Craft3 respectfully submits a proposal to initiate a program of inclusive On-Bill Repayment (OBR) lending tailored for (but not limited to) two of PSE's "hard to reach" (HTR) markets – low to moderate income residential households and small businesses. Accomplishing these goals will draw upon Craft3's specialty and history serving HTR markets in PSE's service territory and our experience launching and implementing OBR programs for HTR markets in the Pacific Northwest, which has resulted in over 3,500 completed projects and estimated 42,814,948 kWh in savings – many of which would not have been possible without OBR.	
		Lending with OBR reduces lender risk and servicing costs, thus increasing the number of applicants qualifying for loans. This allows us to more greatly serve HTR markets and those with less than perfect credit or equity issues with affordable rates. OBR is not a replacement for free services, rather it complements existing free low programs by covering additional measures and fuel sources, assisting with necessary pre-measure repairs (if allowed by Utility), and by serving "moderate" income households that don't qualify for free options and also can't afford an upgrade, a range of others with financial issues to meet their energy savings needs. OBR is also a customer service – they like Craft3's equitable pricing (no rate hikes for low credit scores), and convenience of fewer bills and with loan payments partially or fully-offset by energy savings.	
		Lending is coordinated through existing utility conservation programs/channels including its network of trade allies, energy services partners, savings tracking, and communication platforms for seamless integration and no additional operational cost. Project pipeline is generated by adding lender-neutral messaging through these channels. Craft3 will further serve the HTR markets through its extensive networks and relationships in the PSE service area - particularly with low income communities and organizations that serve them. Aligning loan information with the utility's ability to use its own data to strategically target customers (e.g. high energy users, households rejected from rate assistance, electric baseboard heat, etc.) could amplify the results and ensure that the most cost effective and meaningful projects are completed.	
		Design and execution of the OBR service will leverage Craft3's prior experience launching four on-bill programs in the region, which we have distilled into streamlined requirements that minimize start-up and ongoing costs. As described in the body of this RFI, OBR is a pass-through service only, with the utility retaining payment priority. The lender has no shut-off power and handles all other aspects of payment servicing and collections separate from the utility. As a steward of sensitive borrower information including PII, Caft3 appreciates and shares a strong focus on data security. If selected to proceed, all of these documents, contracts, and other best practices are available for sharing and review.	

		I	Exh. WMG-04			
Section	Title	Contents/Deliverables	T			
2A.	Company Overview (1 Page)	Company Name:	Craft3			
		Headquarters	Seattle / Washington			
		Branches (City / State):	 Port Angeles / Washington Spokane / Washington Walla Walla / Washington Portland / Oregon In addition, Craft3 establishes satellite operations in strategic locations when 			
			needed, such as regular offices of City of Tacoma, Lewis County EDC.			
		Does your firm have a local presence to the Puget Sound area (Western Washington) or in the Northwest? If no, provide closest location.	Yes. Craft3 serves Pacific Northwest urban and rural communities with a strong track record of lending in PSE service area/Puget Sound. With a strong Western WA presence, we also bring deep connections and close relationships in local Puget Sound communities including local business orgs, those serving lower-income households, low-income weatherization programs, city, county, and regional agencies, and trade-ally partners.			
		Number of continuous years in business?	23 years.			
		Total Number of Employees:	59 full time employees.			
		Is your firm Certified as a diverse organization?	No. Craft3 is a 501(c)(3) nonprofit organization and cannot be certified as a Woman, Minority or Veteran-owned enterprise. However, Craft3's is committed to diversity, governed by a 13-member volunteer Board of Directors of which 54% are women and 31% people of color. Further, Craft3's staff comprises 51% and 34% of women and people of color.			
		Dun & Bradstreet #:	929945814			
		Yearly Revenue/ Sales:	2014 \$14,248,225 2016 \$15,640,989 2015 \$21,772,503 2017P \$16,656,674			
		Do you have experience working with regulated entities and their customers?				
		Has your company declared bankruptcy in the past 36 months?	No			

	1	EXII. WIVIG-U ²
		Contents/Deliverables
Section 2B.	Title References	1. Energy Trust of Oregon Company Location: Portland, OR Since 2009, Craft3 has partnered with Energy Trust of Oregon to deliver On- Bill Repayment loans to Oregon customers of Pacific Power, NW Natural, and Portland General Electric, as was required through the EEAST legislation. Subsequently each utility added on "voluntary" programs to expand their on bill offerings including: Savings Within Reach targeting moderate to low income households with incomes too high for free services, but insufficient to access savings or traditional capital sources, two heat-pump conversion programs, and a program to finance rebatable measures up to \$15,000 in NW Natural's Washington territory. Delivery of the "EEAST" programs occurred in partnership with Enhabit, Conservation Services Group and Enhabit's trade ally network. Delivery of the voluntary ETO programs is coordinated through
		 CLEAResult and the Energy Trust trade ally network. Launching on-bill lending with NW Natural in Washington required a successful WUTC tariff filing process, which went smoothly with strong support. 2. Seattle City Light Seattle WA Craft3 worked with Seattle City light to develop and implement an on-bill lending program for residential and commercial properties. The program was initially developed as part of the city's Community Power Works energy efficiency program, but has evolved as that program ended. The processes and systems created for the on-bill offering has proven to be enduring and scalable. Seattle City Light has added additional lenders to the program – a credit union and nonprofit multi-family lender and allowed Craft3 to increase the measures offered to accommodate renewables and rental properties (still in development). And the program infrastructure has transitioned through SCL's recent billing system update.
		3. Greenwood Heating Company Location: Seattle Overview of project: Since 2012, Craft3 has worked with Greenwood, as a trade ally to Seattle City Light and the Community Power Works Programs to finance 43 on-energy efficiency projects for \$664,333 resulting in 1,876MMBTU or 549,914kWh in energy savings. Approximately 20% of the loans to Greenwood Heating customers were made to low-income households (eligible for reduce rates of 3.49%). One borrower quotes: Receiving a loan from Craft3 was life altering. As a single mother of two, every penny counts. Spending one-third less on my gas bill was like getting a raise. I didn't have the resources to replace my outdated oil furnace. Craft3 allowed me to do that. I couldn't have done this in any way without them. I am so appreciative Susan Cantor, Craft3 and Greenwood Customer Note: average savings/dollars lent figures derived from measured installed and WSU Energy Extension/WA Dept. of Commerce energy office savings figures, which were pulled from RTC data/requirements.

Section	Title	Contents/Deliverables	
3.	Product,	a. Categorize Your RFI Submittal	
	Services, Programs	This RFI submittal is characterized as an <u>Addition</u> to PSE's savings portfolio as it	
	Summary of	meets the following criteria:	
	Offering (5 Pages)	• Widely deployed: Yes. Loans with on-bill repayment (OBR) are widely deployed across the region as well as throughout the country. Craft3 has delivered over 3,400	
	(5 Pages)	loans for energy projects with four Pacific Northwest Utilities: SCL, NWN (OR/WA),	
		PGE, PP-Oregon.	
		• References are available	
		b. Describe the Product, Service or Program	
		Craft3 proposes to partner with PSE to offer inclusive, affordable, equitable On-Bill	
		Loans to PSE customers to achieve mutual (and priority for PSE) goals of serving "hard to reach" (HTR) residential and commercial customers, improving customer	
		service/ experience, and increasing energy savings potential. PSE can benefit from	
		local lessons already learned to achieve a streamlined and cost-effective OBR	
		program. Craft3's mission, unique qualifications, and strong community and energy-	
		partner relationships in PSE's service territory positions us for joint success.	
		OBR Residential Energy Loan Features	
		100% financing with no out of pocket expenses required	
		Loan amounts up to \$50,000 (loan max determined by utility)	
		Term up to 20 years to keep payments low	
		Affordable, equitable straightforward rates designed to support HTR households:	
		Universal rates for all approved applicants. Credit scores as low as 590 with no	
		rate hikes (penalty) for lower credit scores, no teaser rates with hidden costs - an equitable pricing model counter to industry standards, to benefit HTR households.	
		Contractor friendly: no participation cost, deposits available, electronic payments.	
		Fast, integrated process with online and paper applications, electronic document	
		signing, and electronic payments (including up-front deposits) to contractors.	
		Easy on bill repayment (OBR) via the heating utility bill.	
		OBR Commercial Energy Loan Features	
		Craft3 also offers commercial loans for many business and property types,	
		specializing in creative structures serving those traditionally unable to access capital. Energy lending in WA is supported by a capital grant from Dept. of Commerce	
		Offering commercial efficiency and renewable loans on-bill, reduces risk, which drives	
		down commercial rates by 1%- 1.5% (no buy-downs needed). Loan pricing and terms	
		are determined on a case-by-case basis based on the project scope and borrower.	
		Eligible measures to be financed on-bill are set by utility.	
		Craft3 can be flexible as the utility allows, balancing customer desires for choice with	
		cost effectiveness goals. To support HTR and underserved populations, Craft3 recommends allowing rebated and non-rebated measures plus pre-measure repairs	
		needed to achieve the efficiency or renewable goals (e.g. mold abatement, asbestos	
		removal, roof repair). If desired, Craft3 can complement low income weatherization or	
		wood heat upgrades by financing measures not available through local programs.	
		On-Bill Benefits	
		Adding a financing option to conservation programs benefit the customer and utility by	
		increasing the number of viable projects and the savings potential per project by removing out of pocket costs as a barrier. Additional benefits, unique to OBR is	
		reducing risk and servicing cost, translating into benefits for customer, utility, lender:	
		Customer service: the convenience of integrated lending and fewer bills to pay	
		Equity: increased risk tolerance supports low rates and more approvals –	
		particularly for hard-to-reach and credit-challenged populations	
		Lower servicing costs allow savings to be passed along to customers	
		Better pricing increases project volume and makes upgrades more accessible.	
		Lower rates enables some projects to "pencil" that otherwise would not, and	
		allows deeper retrofits in many cases.	
		OBR on commercial projects may* support characterization of payments as	
		operating costs (rather than debt service), thereby improving customer's balance	

Product, Services, Programs Summary of Offering (5 Pages) continued.

3.

sheets (*case-by-case basis, consult tax preparer to verify)

• Savings offset loan payments (though the lender cannot guarantee full offset).

OBR Structure

OBR as practiced by Craft3 encompasses the following parameters and structure:

- OBR is a pass-through billing service for energy efficiency or renewable energy loans. The utility collects loan payments on customers' bills, then transmits the sum monthly to the third-party lender. Utility charges have payment priority.
- The lender provides all capital and bears full risk. Any lending activity beyond the scheduled payments, such as delinquencies, collections, loan balances, extra payments, are handled off-bill. The lender has no shut-off power.
- Eligible measures, sectors, loan amounts vary by utility and program; while Craft3
 can share best practices from years of experience, the utility with its stakeholders
 and regulators determines how flexible the on-bill program can be.
- Borrowers provide written authorizations (via application, loan docs) to Craft3 to access their account, utility payment history, and to repaying their loans on-bill.
- Day-to-day work occurs via utility-lender data transfers (secure FTP/SSH, easy to process text files), designed to keep "hands" out of other entities systems.
- All parties commit to data security, proper handling of Personally-identifiable information, which is never collected, stored, or transferred in unencrypted state.

Market Demand and Segmentation

Caft3 proposes to serve residential single family customers (focus on, but not exclusive to HTR) and small and medium sized commercial and industrial building (focus, but not exclusive to owners that have not historically taken advantage of utility incentives). Loan demand is tied to eligible energy measures (and pre-measure repairs), available incentives, pricing, and maximum loan size. Assuming consistency in rebates, Craft3 roughly estimates the potential for 400 residential projects per year for \$4 million (~150 LMI households and ~250 broader energy upgrades/renewable installations) for PSE. These figures were derived from historic lending and savings figures across multiple lenders in Washington and Oregon plus regular requests Craft3 receives from PSE customers and referrals from community-based, health, and Air Quality organizations seeking financing solutions for their constituents.

Figures assume existing levels of outreach and marketing with trade allies and conservation partners. Should PSE utilize its data to target (mailing letters describing program) those with highest cost and savings potential (e.g. high bill LMI households, baseboard-heated homes, etc.), overall projects/savings figures could increase. There is also commercial opportunity – particularly in projects \$150,000 or less, where is it challenging to get interest from ESCOs and small business owners are have not historically taken advantage of rebates. We roughly estimate \$10million annually in projects \$150,000 or less that could be completed by establishing OBR with its requisite rate and other benefits for commercial properties.

Readiness and overcoming obstacles:

If selected to move forward, Craft3 can proceed immediately proceed and meet the 1/1/2018 date. Craft3 has the capital and loan delivery infrastructure, marketing plans, and local community and trade-ally relationships to begin right away. The loan product, business processes and technical requirements are available for tailoring and implementation. Barriers to implementation are small and can be minimized by advanced planning/coordination drawing upon Craft3's lessons learned, specifically 1) IT challenges can be overcome by clearly defined requirements, schedule, and building expectations of troubleshooting into the project timeline. 2) Any potential conservation program coordination issues are best pre-empted and addressed by a) building in clear communication expectations up-front, and by Craft3 making information available to trade allies on process steps and requirements at every stage. Utilizing a joint platform to coordinate documents and process steps, such as Energy Savvy or Salesforce is ideal, but Craft3 has ensured success either way.

Tracking and reporting

Craft3 manages over 100 federal, state, and local investments with sophisticated systems in place to track fund use, repayment, and outcomes. In addition to

Product, Services, Programs Summary of Offering (5 Pages) continued.

3.

underwriting and payment details, our energy funds require extensive reporting on costs, (utility-approved) energy savings, measures installed, trade ally, pre-post fuel sources, etc. From these data points, we evaluate trends, customer segments and compare efficacy of various referral sources. Our data enables us to know if and why we are serving HTR populations, evaluate interventions, trends, and compare with pricing, outreach methods, contractors performing the work. We complete customer surveys after loan closing and during payoff, collecting data on customer experience (loan, project, and contractor, utility) and how central OBR was to the customers' decision making. From this and partner data, we know that our customers rate OBR as one of the most important factors in their decision followed by favorable rates and terms and many projects would not be possible without Craft3 OBR loans.

c. Delivery model

Delivery through existing utility conservation programs, coordination platforms.

Craft3's process (example flow below) is designed to integrate efficiently and seamlessly with each utility's work flow, requirements, and ecosystem of vendors and partners. We have delivered thousands of projects in close partnership with energy services companies – CLEAResult and predecessor CSG, solar programs with NW SEED, and work flow platforms such as those offered by EnergySavvy.

Marketing and outreach is also accomplished using these existing networks and channels. An effective launch requires: updating communication boilerplate (web, flyers, etc.) plus tailoring simple tools to encourage contractors to participate: trade ally meeting and process steps flyer, loan payment calculator, FAQ. Our goal is highly-simple, but effective, utilizing the tools both parties already use.

Program design, setup, governance.

Craft3 has synthesized our lessons learned from existing OBR and other programs into a collection of sharable tools, business requirements, field lists, and templates enable speedy and streamlined launch of new programs. These tools minimize start-up investment, ongoing costs, and are customizable based on need. Governance occurs through contract - professional services contract or operating agreement.

Example process Flow				
Trade Ally and Utility	Lender			
Project planning begins Contractor and client develop bid/scope and obtain required utility authorizations. Send bid to lender.	Receives loan application History request to utility (Pre)approval email to client			
additionEdition of the state to testing the	Document (e-) signing, upon receipt of			
	signed bid. Electronic Deposit to contractor			
Contractor completes work.				
Approved final invoice sent to lender.				
Utility approves rebates, pays contractor				
	Loan Balance to contractor based on invoices (less incentives) Bill payment setup sent to utility			
Utility places charge on bill. Borrower sees OBR payments on utility bill. Same amount for every billing cycle. Additional payments/ arrangements handled separately with Craft3				
Utility transfers funds to lender monthly Funds transferred electronically to lender based OBR payments received.				

d. Energy Savings Potential

As of 3/15/17 Craft3 completed 3,479 OBR loans for \$45.6 million with estimated savings of 42,814,948kWh for programs with a range of project maximums and allowable measures. As described above, energy savings potential will depend on the measures and loan parameters allowed by the utility; Craft3's models can readjust savings projections accordingly. If flexibility were allowed, Craft3 forecasts an annual lending volume of 400 loans for \$4million composed of 150 small projects (weatherization, heating) of average \$6,750 loan amount with total savings of 1,112,176kWh and 250 larger projects (multiple measures, whole-home, windows, potentially solar) with average loan amount of \$11,950 and total savings of 2,472,959kWh for total savings of 3,585,136kWh. A table of historic performance that has informed these projections is enclosed in the attachments.