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March 31, 2022

The Honorable Phil Ting  
Chair, Assembly Committee on Budget  
1021 O Street, Suite 8230  
Sacramento, CA 95814

The Honorable Nancy Skinner  
Chair, Senate Committee on Budget & Fiscal Review  
1020 N Street, Room 502  
Sacramento, CA 95814

**RE: GoGreen Home: Inclusive Zero-Interest Microloans**

Dear Chairs Ting and Skinner,

Enervee ([www.enervee.com](http://www.enervee.com)), with the support of the other organizations signing below, respectfully requests your support for a one-time appropriation of \$20 million in the Fiscal Year 2022-23 State Budget to the California Alternative Energy & Advanced Transportation Financing Authority (CAEATFA). CAEATFA would use the funds to buy down interest rates on microloans issued by Lenders/ Channel Partners under the existing GoGreen Home loan loss reserve (LLR) program they administer<sup>1</sup>, as well as for administration. This would allow Enervee to offer and promote zero-interest Eco Financing microloans to qualified low- and moderate-income Californians statewide, so they can better afford to purchase energy efficient appliances and controls that will reduce energy bills and avoid greenhouse gas emissions.

Enervee is a California-based clean technology company, founded in 2010, with a focus on eliminating barriers that prevent consumers from buying the clean and efficient products they aspire to. We pioneered utility online marketplaces in California, where consumers can research efficient product purchases spanning over 40 categories<sup>2</sup>.

Last year, Enervee launched its Eco Financing microloan product, initially integrated into the provided by GoGreen Home allows Enervee to lend to people with credit scores as low as 580, who would otherwise not have access to credit. And the low monthly payments (roughly

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<sup>1</sup> <https://www.treasurer.ca.gov/caeatfa/cheef/reel/index.asp>

<sup>2</sup> Categories include: kitchen and laundry appliances; water and space heating/cooling equipment; electronics; LED light bulbs; pool, lawn and garden equipment; EVs and chargers; backup generators/power stations; water efficiency devices; and controls like smart thermostats.

\$15/month for a \$700 appliance) help borrowers safely build good credit over time, as there are no fees or penalties for early repayment. These microloans are only available to purchase energy efficient products that will cut energy bills and can be applied to purchases up to \$5,000. Initial results show that Eco Financing reaches underserved borrowers, including income-qualified and credit challenged, as well as renters, another hard-to-reach segment underserved by traditional rebate and no-cost direct install programs.

Enervee is working with CAEATFA to expand Eco Financing statewide, and zero-interest financing for low- and moderate-income consumers will make energy efficient appliances even more affordable and drive greater engagement. With a one-time state investment of \$20 million, CAEATFA could buy down interest rates on an estimated 55,000 Eco Financing microloans, resulting in meaningful lifetime climate and consumer benefits, including energy bill savings of over \$19 million.

As state lawmakers, you have the opportunity this year to empower underserved low- and moderate-income Californians to proactively engage in a more equitable clean energy future. Furthermore, CAEATFA could put this \$20 million to work by augmenting the existing GoGreen Home microloan program. This is a practical way to begin producing tangible benefits now, while the Administration's proposed Equitable Building Decarbonization Program, should it be approved this year by the Legislature, gets off the ground.

With roughly 98 percent of low-income customers on the California Alternative Rates for Energy (CARE) program tariff not participating in 2021 in the Energy Savings Assistance program, zero-interest Eco Financing fills a key gap in clean energy programming. This one-time \$20 million budget allocation both complements and jumpstarts the state's longer-term energy and equity transformational goals by affording our state's most vulnerable residents immediate equitable climate and clean energy solutions.

Thank you for considering our request. If you have questions, please contact our legislative advocates Chris Mowrer ([chris@axiomadvisors.com](mailto:chris@axiomadvisors.com)) or Cassie Gilson ([cassie@axiomadvisors.com](mailto:cassie@axiomadvisors.com)), and they will ensure a prompt response.

Sincerely,



Anne Arquit Niederberger, SVP Market Development  
Enervee



Greg Wikler, Executive Director  
The California Energy + Demand Management Council



Aaron Berndt, Head of Energy Industry Partnerships  
Google Nest



Chris Flores, Owner and Founder  
The Water Heater Warehouse



Matthew D. Robbins  
Vice President, Integrated Home & Building Solutions  
Resideo Connected Homes

cc: Members, Assembly Budget Committee  
Members, Senate Budget and Fiscal Review Committee  
Members, Assembly Budget Subcommittees Nos. 3 and 4  
Members, Senate Budget Subcommittee Nos. 2 and 4  
Hazel Miranda, Deputy Legislative Secretary, Governor's Office  
Lauren Sanchez, Senior Climate Advisor, Governor's Office  
Andrew McAllister, Commissioner, California Energy Commission  
Drew Bohan, Executive Officer, California Energy Commission  
Derek Chernow, Executive Director, CAEATFA  
Damien Mimnaugh, Department of Finance  
Marie Liu, Policy Consultant, Assembly Speaker's Office  
Kip Lipper, Chief Policy Advisor, Office of the Senate Pro Tem  
Kirstin Kolpitcke, Assembly Republican Caucus  
Kerry Yoshida, Senate Republican Caucus