

Energy Efficiency Financing Tips for Municipalities

DVRPC Energy Management Best Practices Seminar

June 13, 2012

Roger Clark

The Reinvestment Fund

Roger.clark@trfund.com

215 574 5814

1. Connect with municipalities and organizations that can help. Do not reinvent the wheel.
2. Work to reduce project costs. Bulk purchasing and in-house labor can help.
3. Make the case for the value proposition. Never assume others already understand.
4. Push to fund the work out of your current budget. No other money is as inexpensive.
5. If necessary, look for financing. Size matters.
6. Explore leasing as an alternative. Operating leases do not hit your bottom line.
7. Start modestly and build momentum. Do not let perfection be the enemy of the good.