

COMMUNITY SPOTLIGHT CHULA VISTA

“Go Green Financing is a great resource for city staff who want to help constituents but need to remain financing agnostic.”

Cory Downs

Chula Vista Conservation Specialist



A LEADER IN ENVIRONMENTAL SUSTAINABILITY

Chula Vista adopted their first Climate Action Plan in 2000. In 2014, they won the EPA Climate Leadership Award.

EFFICIENCY FIRST

Chula Vista’s commitment to energy efficiency is a key strategy that saves money and energy. It’s also linked to:



Climate Action Goals



Local Economic Development



IDENTIFYING A NEED

The up-front costs of energy improvements are a barrier.



Financing helps residents and businesses move forward with needed upgrades.



\$36 M
IN PACE
PROJECTS
FINANCED
SINCE 2014.

BE HELPFUL. STAY NEUTRAL.

Discussing financing with homeowners who may need it is an easy way to lend a hand.



INCORPORATING FINANCING

After joining the Go Green Financing initiative, it was easy for Chula Vista to integrate information about financing into many of the City's existing education and outreach activities.



Community Events
Workshops, Farmers' Markets



Large Gatherings
South Bay Earth Day, HarborFest



Website and Digital Newsletter
ChulaVistaCA.gov, CLEAN Newsletter

"Once we identify a financial need, we typically try to point people over to the Go Green Financing website."

- City of Chula Vista Staff



JOINING A STATEWIDE PARTNERSHIP

CONTRACTORS

Participating contractors help drive demand for energy improvement projects. They're the boots on the ground who get work done.



LENDERS

Participating lenders originate competitive energy efficiency loans that help homeowners move forward with energy projects.



GREENING CALIFORNIA ONE HOME AT A TIME

Chula Vista's energy education and outreach efforts are backed up by a broader statewide campaign. Together, Go Green Financing and its statewide partners help drive demand for energy financing across the Golden State.



COMMUNITY PARTNERS

Local governments, community-based organizations and others help spread awareness of energy efficiency and opportunities for financing.



STATE PARTNERS

Go Green Financing is a state initiative to educate residents and small business consumers about their financing options.

CO-OP MARKETING

"Co-branded materials are a great tool and an easy way to add a local feel."

Cory Downs
Conservation Specialist
City of Chula Vista

WWW.GOGREENFINANCING.COM

To learn more about the City of Chula Vista and local sustainability efforts, visit www.chulavistaca.gov/clean

Go Green Financing® is a state initiative to educate residents and small business consumers about financing options. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission. ©2015 California Public Utilities Commission. Trademarks are property of their respective owners. All rights reserved. Southern California Edison (SCE) / Southern California Gas Company (SoCalGas®) / San Diego Gas & Electric Company (SDG&E®) / Pacific Gas and Electric Company (PG&E) / The Energy Network / BayREN are not making an offer to lend and have no role in reviewing or approving your financing application. Neither this program nor any public or private party associated with this resource; (a) endorses or recommends any specific financing solution or (b) accepts any liability that may be alleged to arise from working with the financial institution. Go Green Financing and its partners, funders and administrators do not guarantee any of the rates, terms, underwriting criteria or other financing product information which are subject to change at any time and without notice. Users should research and secure financing independently with each financial institution.