



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Green Hayward PAYS®  
(Pay as You Save)**

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# Pay as You Save (PAYS<sup>®</sup>)

- Grant from BayREN to design a pilot program for Hayward
- Pilot will be for multifamily property owners
- Install water and energy efficiency measures with no up front cost
- Project costs paid over time with surcharge on water bill



# Program Design

- Program Roles
- Target Market
- Pilot Measures
- Leveraging BAMBE
- Marketing
- Certification Agent
- Customer Experience
- Certified Contractors and Suppliers
- Capital
- Program Fees



# Target Market

- **Target Market:**
  - Multifamily – 20 units or more\*
  - Master metered
  - High water users
  - 3.5 gpf toilets
  - Good account standing
  
- **Goal: Serve 2,000 units in first year**



# Pilot Measures

## ➤ Pilot Measures:

- 80% rule
- 10 year term
- Basic - showerheads, aerators, toilets, light bulbs
- Energy – lighting, hot water distribution, clothes washers, space cooling/heating, duct
- All measures must benefit the bill payer



# Marketing & Outreach

- **Marketing and Outreach:**
  - “Offer that Works”
  - Phone calls, letters, door-to-door
  - PAYS Contractor will help
  - BAMBE Contractors will help



# Certification Agent

- **Certification Agent:**
  - Marketing
  - Measure Management
  - Administration



# Capital

## ➤ Capital:

- Self-fund vs. 3<sup>rd</sup> party loan
- Preference is for 3<sup>rd</sup> party loan
- \$1M initial loan



# Green Hayward PAYS®

## Benefits

- Benefit property to owners (cost savings & property value)
- Creates jobs
- Water conservation & GHG reduction

## Fiscal Impact

- Costs of program design covered by grant
- No impact to General Fund
- Some impact to Staff resources

