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Save Energy and Money!



IMAGO GREEN, LLC
3214 Theodore R. Hagans Drive - NE
Washington DC 20016

Headquarters:
74 Poplar Creek St
South Boston, VA 24592

7/16/2019

HB2789 Solar Emergency LED – Energy Efficiency Solutions Powered by the Sun

Dear Mr. Mark O. Webb, Senior Vice President – Corporate Affairs and Chief Legal Officer, Dominion Energy, **Mr. Don Nichols II**, Manager Energy Efficiency and Alternative Energy, Appalachian Power Company, **Delegate Israel D. O'Quinn** (R) - House District 5 – Chief Patron, **Delegate Richard C. "Rip" Sullivan, Jr.** (D) - House District 48, and **Delegate Kathy K.L. Tran** (D) - House District 42:

IMAGO GREEN, LLC is a solution for the current Bill HB2789 made effective 7/1/2019. IMAGO GREEN, LLC is a Virginia Contracting Firm with (AES) Alternative Energy Systems classification on our DPOR Contractor's License. IMAGO GREEN launched in 2008 at The First Annual Las Vegas Solar Convention with a self paced computer program called: Solar Awareness: PV- Entry Level Training. Our mission started with the objective to teach the masses how to take advantage of electric energy delivered from sunlight, also known as photovoltaic (PV). **Bill HB2789 gives our organization a unique opportunity to extend our professional service offerings in continued support of Dominion Energy and Appalachian Power Company. IMAGO GREEN, LLC has been a participating contractor for the Dominion Home Energy Check Up Rebate Program and the AEP Take Charge Home Assessment Rebate Program from 2014 through 12/15/2018. IMAGO GREEN, LLC would like to request the opportunity to act as independent monitor to develop, implement, and facilitate the three-year energy efficiency programs required under VA Bill HB2789.**

HB2789 directs the establishment of energy conservation measures providing incentives for the development of electric energy delivered from sunlight. Requires Dominion Power and Appalachian Power Company to a seek approval for a three-year program of energy conservation measures providing incentives to low income, elderly and disabled individuals in an amount not to exceed \$25 million in the aggregate for the installation of measures that reduce residential heating and cooling costs and enhance the health and safety of residents. The measure also requires the utilities to develop a program of energy conservation measures providing incentives, open to low income, elderly and disabled individuals who also participate in the above-described incentive program, in an amount not to exceed \$25 million in the aggregate, for the installation of equipment to develop electric energy derived from sunlight. The measure provides that the utilities may provide such incentives directly to customers or to organizations that assist low income, elderly and disabled individuals. The measure directs that in developing such incentive programs, each utility shall give consideration to low income, elderly and disabled persons residing in housing that a redevelopment and housing authority owns or controls.

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IMAGO GREEN, LLC request the opportunity to be an independent monitor to facilitate the establishment of energy conservation measures providing incentives for the development of electric energy delivered from sunlight. IMAGO GREEN, LLC is an organization that assists low-income, elderly and disabled individuals with energy efficiency services and innovative LED products that can be utilized towards addressing HB2789 requirements. We believe that a holistic approach is needed when developing the three-year proposed program as required since the budget for the program is not to exceed \$25,000,000.00. We have a solution:

IMAGO GREEN’s proposed program is called the Residential LED Solar Emergency Lighting Rebate Program—Delivering Energy Efficiency Solutions Powered by the Sun

HB2787 Partnership Outcomes:

- 100 members of Virginia workforce trained and tooled to be Solar LED techs/installers.

(Training to cover: A. EPA Lead Worker License B. LEED G Pro C. Solar LED Light Installer D. OSHA 10

E. Ongoing Career/Educational Guidance by In-house Staff of Professional Advisors)

| Program Option | Annual Program Cost (Assessments x Cost Per) | Workforce Training for Virginia Residents – Capacity Building | Administrative Full Time Management – Staff |
|----------------------|--|---|---|
| SOLAR LED HB2787 - 1 | \$6,000,000 (20,000x\$300) | 100 | 12 |
| SOLAR LED HB2787 - 2 | \$5,200,000 (16,000x\$325) | 80 | 10 |
| SOLAR LED HB2787 - 3 | \$4,200,000 (12,000x\$350) | 60 | 8 |
| SOLAR LED HB2787 - 4 | \$2,250,000 (6000x\$375) | 30 | 4 |
| SOLAR LED HB2787 - 5 | \$1,200,000 (3000x\$400) | 15 | 2 |

- 40 members selected to participant in Program as 1099 contractor to capacity build.

Program participants are required to perform (10) assessments per week for 50 weeks during each year.

| Program Option | Workforce Self-Employed (1099) | Administrative Full Time Staff |
|----------------------|--------------------------------|--------------------------------|
| SOLAR LED HB2787 - 1 | 40 | 12 |
| SOLAR LED HB2787 - 2 | 30 | 10 |
| SOLAR LED HB2787 - 3 | 24 | 8 |
| SOLAR LED HB2787 - 4 | 12 | 4 |
| SOLAR LED HB2787 - 5 | 6 | 2 |

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- 20,000 Residential LED Solar Emergency Lighting Assessments Annually an innovative way to market services in one program: offer targeted residents service that includes: - (10) Solar LED Efficient Light Bulbs Installed – (2) Showerheads to help reduce Lead Levels in water – (2) Bathroom Aerators to help reduce Lead Levels in water – (1) Kitchen Water Filter to greatly reduce lead levels in drinking water. The workforce team participating in program measure installation will also be equipped with mobile communications capable of face timing supervisors and Risk Assessors when high lead exposures present.

- 20,000 Residential LED Solar Emergency Lighting Assessments Results an innovative way to gain **resiliency**:
3,000 Gallons of water diverted fro Municipal Wastewater Treatment Plant per home assessed (Reported)
1,000 Kilowatt Hours of Electricity Saved on Utility Bill Cost per home assessed (Measures – Documented)

How system works to do 20,000 residential energy/environmental assessments with (40) installers in 1 year:

- 40 members work M-F 10am to 1pm as 1099 contractor (2) Installs must be done on daily shift. Assessment Field Team participants are required to perform **(10) assessments/week x 50 weeks = 500 installs per year**

- All 100 VA Workforce trained get Ongoing Career/Educational Guidance by Staffed Professional Advisors

- 20,000 Residential LED Solar Emergency Lighting Assessments installs at targeted residents dwelling that includes up to: - (10) Solar Emergency LED Efficient Light Bulbs Installed – (2) Showerheads (2) Bathroom Aerators and (1) Kitchen Water Filter to greatly reduce lead levels in drinking water and bathing. The workforce team participating in program measure installation will work daily part time and be paid for performance. Assessments done paid \$50.00 each weekly and career/education guidance sessions attended.

Budget Requested to Execute Outlined Program [SOLAR LED HB2787 – 1]: We request that funds set aside for HB2787 be used to fund SOLAR LED HB2787 – 1 equals **\$18,000,000.00 for three years**

1. 6,000,000.00 USD to IMAGO GREEN, LLC for SOLAR LED HB2787 - 1_Implementation/Execution Year One (July 1, 2019 effective date of Bill, we started in-kind services to draft proposal July 2, 2019)
2. Annual Program cost billed bi-yearly; fee schedule based on service performance options available:

| Program Option | VA Energy Savings | Water Savings | Annual – ROI | ROI – Payback |
|-----------------------------|--|----------------------------------|---|----------------------------|
| SOLAR LED HB2787 - 1 | 20,000,000 x \$0.11 | \$248,565.00 | \$2,448,565.00 | \$22,037,085.00 3yr |
| SOLAR LED HB2787 - 2 | 16,000,000 x \$0.11 | \$198,852.00 | \$1,958,852.00 | \$17,629,668.00 3yr |
| SOLAR LED HB2787 - 3 | 12,000,000 x \$0.11 | \$149,139.00 | \$1,469,139.00 | \$13,222,251.00 3yr |
| SOLAR LED HB2787 - 4 | 6,000,000 x \$0.11 | \$74,569.50 | \$734,569.50 | \$7,712,979.75 3.5yr |
| SOLAR LED HB2787 - 5 | 3,000,000 x \$0.11 | \$37,284.75.00 | \$367,284.75 | \$3,856,489.88 3.5yr |
| | <i>1000 kWh Saved per Unit</i> | <i>912.5 Gal. Saved per Unit</i> | <i>Water Rate: \$4.53 per 1,000 gal</i> | |
| | <small>chooseenergy.com/electricity-rates-by-state/ VA \$0.11 NJ \$0.15 NY \$0.17 CT \$0.2</small> | <i>\$4.53 + \$9.09 x 1.5</i> | <i>Sewer Rate: \$9.09 per 1,000 gal</i> | |

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Timeline of Execution for ROI

- **20,000 Residential LED Solar Emergency Lighting Assessments: Savings Value** an innovative way to save multiple municipal and utility resources through measurable results that have specific and declared values:

912.5 Gallons per unit [10 minute shower – 1.75gpm vs. 2gpm] (20,000 x 912.5 gal. = 18,250,000 gal. saved

\$4.53 Water + \$9.09 Sewage = \$13.62 per unit/1000 gallons of water (18,250 units x \$13.62 = \$248,565.00)

1,000 Kilowatt Hours of Electricity per home (20,000 x 1,000 = 20,000,000 x 0.11 = \$2,200,000.00)

\$2,448,565.00 x 3 ROI years savings = \$7,345,695.00

\$22,037,085.00 Total Saving Value with SOLAR LED HB2787 – 1

22.428% Return of Investment from SOLAR LED HB2787 - 1:

\$22,037,085.00 savings – \$18,000,000.00 (3) Year Program Cost =

\$4,037,085.00

Sincerely,

A handwritten signature in black ink that reads "Corey P. Coleman". The signature is fluid and cursive.

Corey P. Coleman, LEED® AP

IMAGO GREEN, LLC / Owner – Managing Member