



## ***GoGreen Home Energy Financing Program***

Administered by the State of California

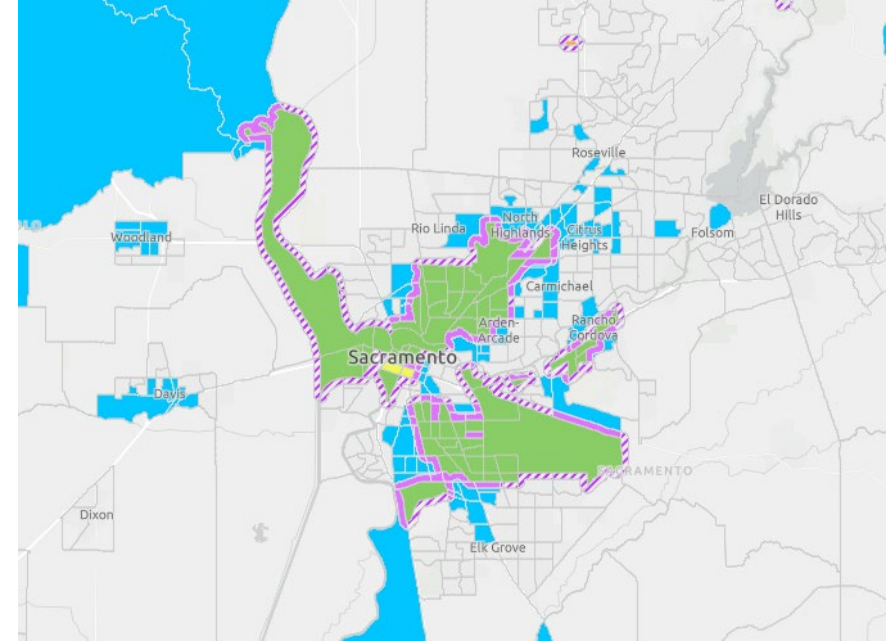
Supported by California's Investor-Owned Utilities (IOUs)  
and the California Energy Commission

**0% Financing Promotion**

**March 19, 2025**

# 0% Heat Pump Financing Promotion

- Open to designated Low-Income Households in select communities throughout California
- Borrowers **must** install a Heat Pump HVAC, Mini Split, and/or water heater. Additional measures (EEMs) can be included, but they must be on the EBD list
- Maximum of \$30,000 in total project costs are covered
- Cannot include 30% “other home improvements”
- Interest rates of 0% for loans up to 10 years, and 2% for loans with terms 10-15 years



With the support of:



# Step 1: Check the Measures

## Energy Measures Eligible for Credit Enhancements Using Equitable Building Decarbonization Program Funds

The measures listed below are eligible to be financed through GoGreen Home using Equitable Building Decarbonization (EBD) Program funds. EBD supports projects in electric POU service areas by providing funding for credit enhancements, including both the loan loss reserve and interest rate buy down, to facilitate affordable financing of energy upgrades.

Measures on this list will only use EBD Program funds if there is no other funding source available. For example, if measures on this list could otherwise be funded by other sources, they will use that other source first. Households receiving gas service from an IOU are also eligible for additional IOU-funded measures. For reference, check out the full [CAEATFA Eligible Energy Measures list](#).

GoGreen Measure ID	GoGreen Measure Name   Program Requirements
<b>Appliance Measures</b>	
AP-ACLN	Air Cleaner/Purifier   ENERGY STAR
AP-DRYE	Clothes Dryer (Electric)   ENERGY STAR
AP-DRYH	Clothes Dryer with Heat Pump (Electric)   ENERGY STAR
AP-FREZ	Freezer   ENERGY STAR
AP-INDU	Induction Range or Cooktop   ENERGY STAR
AP-RHDA	Range Hood   ENERGY STAR
AP-FRIG	Refrigerator   ENERGY STAR
<b>Building Envelope Measures</b>	
BE-AIRS	Air Sealing - Whole Building   This measure may trigger combustion appliance safety testing.
BE-INSa	Attic Insulation   Must meet the standards specific to the climate zone
BE-INSF	Floor Insulation   Must meet the standards specific to the climate zone
BE-RADC	Heat Reflective Coating   Product must have solar reflectance $\geq 0.5$ as tested to ASTM C1549-16
BE-INSS	Insulated Siding   Siding panels with rigid foam insulation backing
BE-INSW	Wall Insulation   Must meet the standards specific to the climate zone
BE-WCEX	Window Coverings: Exterior   Must be attached to the building structure. Eligible: solar screens, roller shade/shutters, louvered shutters, and awnings.
<b>Clean Energy Measures</b>	
CE-SOBT	Solar Photovoltaic + Battery Storage (must be installed together)
CE-BATT	Battery Storage Expansion (Must be paired with an existing solar photovoltaic system)
TR-EVCH	EV Chargers (must be ENERGYSTAR rated and capable of internet connectivity for grid interconnection)
<b>Demand Response Measures</b>	
DR-TESS	Thermal Energy Storage (TES) System   Must be used to shift energy usage to an off-peak time period on a recurring basis, referred to as permanent load shifting (PLS)

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California Alternative Energy and Advanced  
Transportation Financing Authority

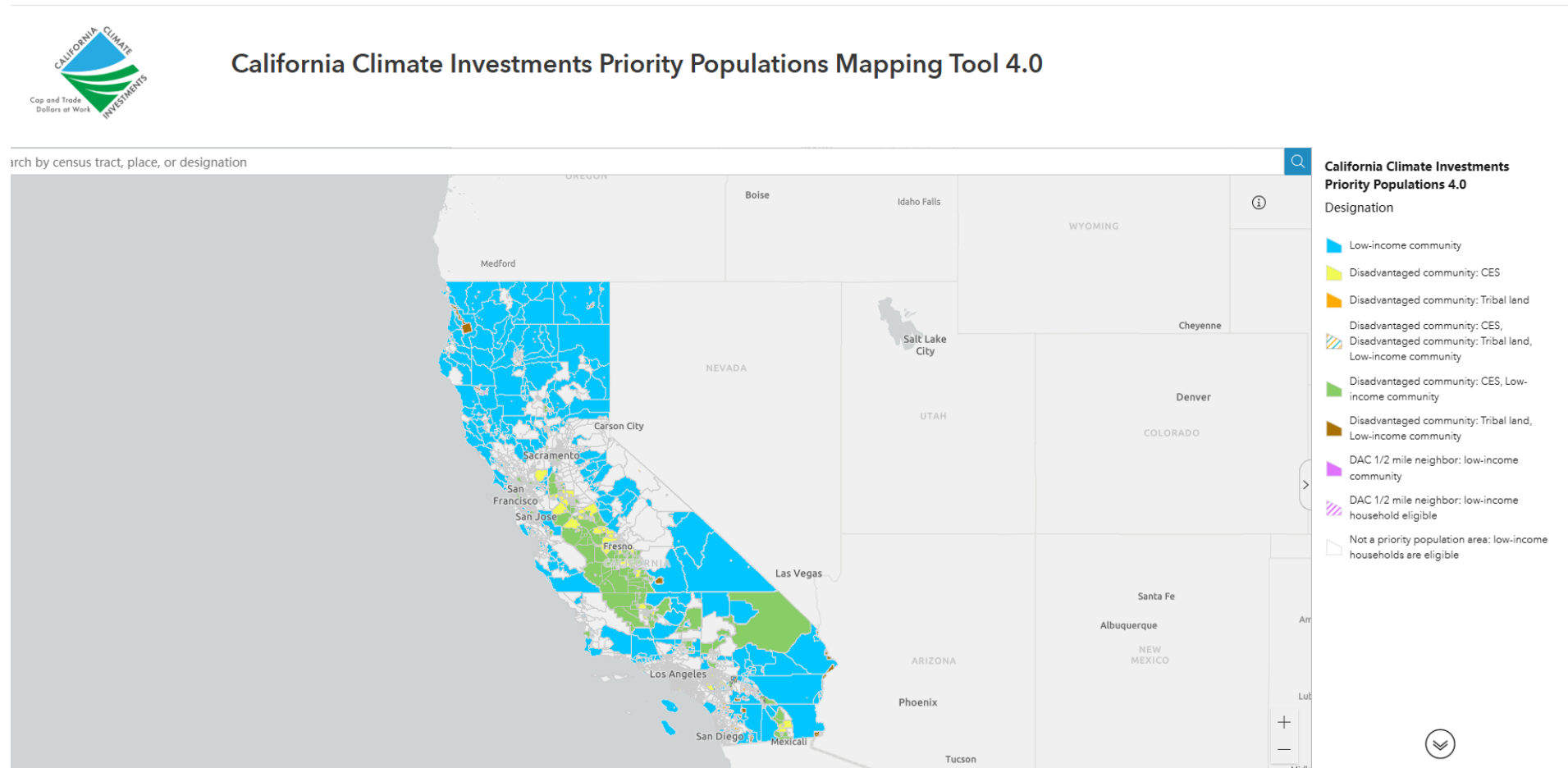
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<b>HVAC Measures</b>	
HV-DUCI	Duct Insulation   Must meet the standards specific to the climate zone
HV-DUCX	Duct Sealing (Existing)   This measure may trigger combustion appliance safety testing.
HV-DUCR	Duct Sealing (New)   This measure may trigger combustion appliance safety testing.
HV-DUCT	Duct Sizing or Optimization   This measure may trigger combustion appliance safety testing.
HV-HPMP	Heat Pump   Split or packaged system   ENERGY STAR
HV-MSHP	Mini Split with Heat Pump   18 SEER or greater   ENERGY STAR
HV-SMRT	Smart Thermostat   Must be programmable through a user interface and capable of two-way communication of data to a location outside the home
HV-VFEN	Ventilation Fan   ENERGY STAR, bathroom or in-line
HV-HFAN	Whole House Fan
<b>Lighting Measures</b>	
LI-LEDL	LED Lighting   LED lighting bulbs and fixtures. Must be ENERGY STAR certified. Recessed light fixtures in insulated ceilings must be rated ICAT (insulation contact airtight).
LI-TAPE	LED Tape Lighting
<b>Pool Product Measures</b>	
PP-COVE	Pool Cover (Electric Heater)
PP-MOTR	Pool Pump Motor   ENERGY STAR
<b>Water Heating Measures</b>	
WH-HP55	Heat Pump Water Heater   ENERGY STAR
WH-SOWH	Solar Thermal Water Heater   ENERGY STAR
<b>Other Measures</b>	
OT-SEMS	Smart Home Energy Management System   ENERGY STAR

## IRBD measures list

# Step 2: Check the Map

## Priority Populations map



# Step 3: Check the Household Income Level

## Income guidelines



### GoGreen Home 0% Financing Promo

#### Household income eligibility guidelines

GoGreen Home is running a low-interest financing promotion for qualifying customers installing **heat pumps for space or water heating**. To be eligible, customer household income must not exceed the dollar amount for **county and household size** listed in the table below.

Project must meet other qualifications, and customer must qualify for financing with a GoGreen Home lender. For information visit [GoGreenFinancing.com/heat-pump-promotion](https://GoGreenFinancing.com/heat-pump-promotion).

*Figures listed represent 80% of Area Median Income by county and household size per the CA Department of Housing and Community Development's [2024 State Income Limits](#).*

Number in household	1	2	3	4	5	6	7	8
Alameda	84,600	96,650	108,750	120,800	130,500	140,150	149,800	159,500
Alpine	59,200	67,650	76,100	84,550	91,350	98,100	104,850	111,650
Amador	56,450	64,550	72,600	80,650	87,150	93,600	100,050	106,500

# Step 4: Apply to California Coast Credit Union



Personal Loan Application



## Loan Information

Once the button is colored BLUE the selection has been made.

Please select if Line of Credit

Select a purpose\*

Debt Consolidation

Emergency Loan

GoGreen Home Energy

GoGreen Home Energy Solar

Home Improvement

Pay Bills

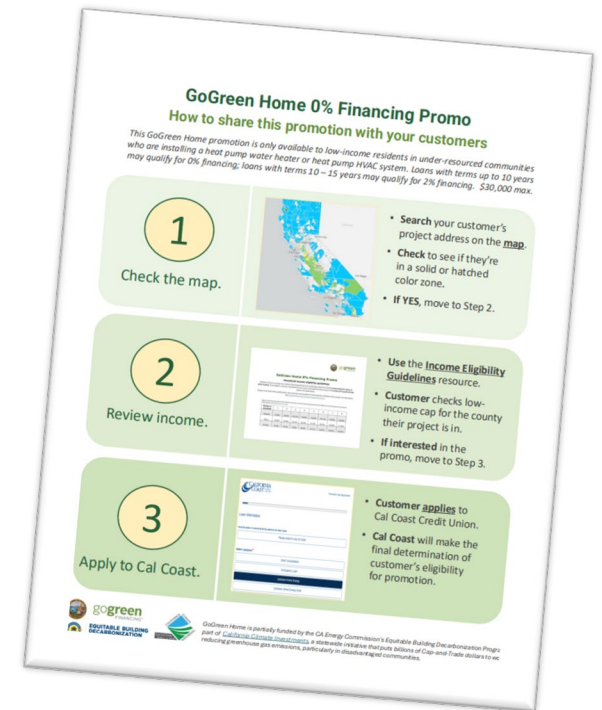
Apply to Cal Coast

# Resources

**Your 1-2-3 How-to Guide** — *Help your customer figure out if they are eligible for the 0% promotion*

**[www.gogreenfinancing.com/heat-pump-promotion](http://www.gogreenfinancing.com/heat-pump-promotion)** — *Send this link to your customer to learn about heat pumps and the promotion*

**[gogreen@egia.org](mailto:gogreen@egia.org)** or **888.987.3443** — *Got questions? Contact your GoGreen Contractor Help Desk*



# Thank You

**Thank you for your time today &  
support for GoGreen Financing!**



**gogreen**  
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