Zero-NOx Space Heating Technologies

Financing Options | Final

prepared for

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Executive Summary

In March 2023, the Bay Area Air District (Air District) adopted amendments to Rule 9-4: Nitrogen Oxides from Fan Type Residential Central Furnaces, establishing point-of-sale nitrogen oxide (NOx) emission standards that will prohibit the sale and installation of most NOx-emitting residential space heating equipment manufactured after January 1, 2029. These amendments affect furnaces under 175,000 British Thermal Units (BTU) per hour and combination units with natural gas heating and an electric cooling rate under 65,000 BTU per hour, which are commonly used in single-family and small multi-family buildings.

To support implementation of the amended rule, the Air District convened a multi-stakeholder Implementation Working Group (IWG) to identify potential challenges, market barriers, and feasible compliance pathways. This financing assessment report was prepared to inform the IWG by evaluating the availability, structure, and accessibility of financing mechanisms that can support the purchase and installation of zero-NOx compliant space heating technologies in single-family and small multi-family buildings in the Bay Area.

Financing Assessment Scope and Approach

This report examines common consumer payment and financing mechanisms used for home improvement projects and assesses their applicability to zero-NOx compliant space heating technologies. The analysis focuses on mechanisms that spread costs over time, including credit cards, property-secured financing, retirement plan loans, publicly-supported private loans, and on-bill financing programs offered through Community Choice Aggregations (CCAs). Emerging financing approaches, including Heating as a Service (HaaS) and inclusive utility investment, are also reviewed to assess potential longer-term opportunities.

For each financing category, the report evaluates approval timing, interest rates, repayment terms, loan amounts, accessibility considerations, collateral requirements, and consumer protections. The assessment draws on publicly available program materials, market data, and stakeholder interviews conducted during the IWG process to reflect current financing conditions in the Bay Area.

The report does not recommend specific financing products or policy interventions. Instead, it provides an objective assessment of existing financing pathways and identifies where structural gaps may remain, particularly in emergency replacement scenarios and for credit-constrained households.

Key Financing Assessment Findings

Established Financing Pathways

The assessment finds that a diverse set of financing tools are currently available in the Bay Area to support zero-NOx compliant space heating system replacements. Understanding how homeowners currently finance home improvements provides important context for assessing the accessibility of these options. Nationally, cash from savings is by far the most common payment method for home improvements, used by 84 percent of homeowners, followed by credit cards (29 percent) and secured home loans (12 percent), while unsecured third-party loans and retirement plan loans are each used by only 3 percent of homeowners (see Figure 1).[1] This distribution reflects the financing landscape that households are likely drawing from when faced with a space heating replacement.

[1] Houzz. 2025 U.S. Houzz and Home Study (2025). Accessed at: https://st.hzcdn.com/static/econ/2025-US-Houzz-and-Home--Study.pdf

Paying with cash avoids interest costs entirely but the upfront costs associated with heat pump HVAC installations may limit feasibility of this option for many households.

Credit cards are widely accessible and provide immediate access to funds, making them a common short-term solution in emergency replacement scenarios. However, relatively high interest rates can substantially increase total costs if balances are carried forward over time. As a result, credit cards are most practical as bridge financing or when balances can be repaid quickly.

Property-secured financing options, including home equity loans, home equity lines of credit (HELOCs), and Property Assessed Clean Energy (PACE) programs, generally offer lower interest rates due to collateralization. These products can support larger loan amounts and longer repayment terms. However, they are accessible only to homeowners with sufficient equity and typically involve longer approval timelines, which may limit practicality in urgent replacement situations.

Publicly-supported unsecured third-party loans (no collateral), particularly the GoGreen Home Financing Program, represent a central financing pathway for residential electrification projects in California. These loans reduce upfront costs and offer below-market interest rates supported by public credit enhancements. They are also frequently integrated into contractor workflows at the point of sale. Contractor participation and streamlined approval processes make these loans particularly relevant for time-sensitive replacements.

On-bill financing programs—where funds are provided upfront and repayment occurs through the utility bill—administered by Bay Area CCAs, including zero- or low-interest loan offerings, improve accessibility by excluding collateral requirements and, in some cases, traditional credit checks. These programs reduce upfront cost barriers and align repayment with existing utility billing mechanisms. However, availability is strictly limited to specific service territories, and financing caps may not fully cover total project costs, requiring customers to combine multiple funding sources or contribute their own capital to reduce borrowing amounts.

Accessibility Considerations

While there is a wide range of financing options available to help with upfront cost barriers, accessibility varies significantly. Credit score thresholds, debt-to-income limits, and other underwriting requirements may exclude some households from unsecured third-party loan products. Property-secured financing requires homeownership and sufficient equity, limiting applicability for some building owners and increasing risk if loans are defaulted on.

CCA-administered on-bill programs reduce reliance on traditional credit screening and home equity but are geographically constrained and often subject to loan caps and account-standing requirements. As a result, households may need to stack financing mechanisms to cover full project costs, increasing complexity.

Emergency replacement timing presents an additional challenge. Space heating failures can require rapid decision-making. Financing options integrated into contractor workflows and designed for expedited approval are better aligned with these circumstances, whereas longer underwriting timelines associated with certain secured products may limit their feasibility in scenarios requiring faster approval or quick access to funds.

Emerging Financing Models

Emerging approaches, including HaaS and inclusive utility investment, aim to eliminate upfront costs and shift performance or technology risk away from customers. These models may expand access over the long term by leveraging subscription-style payments or utility capital investment. However, in the Bay Area, these approaches remain limited to pilot-scale initiatives and are not yet broadly available as practical financing pathways to support compliance with Rule 9-4 requirements.

Market Implications and Implementation Considerations

The financing landscape in the Bay Area provides a meaningful foundation to support the transition to zero-NOx compliant space heating technologies. Publicly-supported unsecured loans and CCA-administered on-bill financing programs play a particularly important role in reducing upfront costs and improving affordability. Contractor-integrated financing further enhances practicality, especially in emergency replacement contexts.

At the same time, no single financing mechanism fully addresses the combined challenges of affordability, credit access, emergency timing, consumer protections, and uncertainty around projected energy savings. Financing caps, service-territory limitations, underwriting criteria, and repayment timelines will influence how different household segments navigate compliance.

Conclusion

Overall, this financing assessment finds that a broad suite of options is currently available to support compliance with Rule 9-4 requirements in single-family and small multi-family buildings. Cash remains the lowest-cost option when feasible, credit cards function primarily as emergency tools, and publicly-supported unsecured loans and CCA on-bill financing programs are central to improving affordability and access.

While the existing financing ecosystem provides substantial support for the transition to zero-NOx space heating technologies, gaps remain—particularly for credit-constrained households and those facing high project costs that exceed program caps. The findings presented in this report are intended to inform ongoing IWG discussions and support the Air District's continued refinement of implementation strategies in advance of Rule 9-4's implementation.

1 Introduction

In March 2023, the Bay Area Air District (Air District) adopted amendments to Rule 9-4: Nitrogen Oxides from Fan Type Residential Central Furnaces which governs point of sale nitrogen oxide (NOx) emission standards for space heating systems. Under the amendment, NOx emitting furnaces under 175,000 British Thermal Units (BTU) per hour, and combination heating and cooling units under 65,000 BTU per hour manufactured after January 1, 2029 will no longer be available for purchase or installation in the Bay Area.[2] These thresholds impact small furnaces and combination heating and cooling units typically used in small residential and commercial spaces. Due to the wide-ranging impacts of this potential technological shift, the Air District has convened a multi-stakeholder Implementation Working Group (IWG) to inform the Air District and the public on implementation challenges and solutions for the amended rules. This report serves to inform the IWG process by identifying current and emerging financing options for zero-NOX-compliant space heating technologies currently available for small residential buildings (i.e., single-family and small multi-family buildings) in the Bay Area.

This report provides an overview of common consumer payment and financing mechanisms used for home improvement projects and identifies the benefits and drawbacks of each mechanism. The report then details the options currently available in the Bay Area to finance zero-NOx compliant space heating technologies and catalogs several financing options, including credit cards, retirement account loans, publicly-supported private loans, and on-bill financing programs. It also describes emerging financing approaches that may shape future program design and evaluates key barriers to financing access, including affordability constraints, credit requirements, emergency replacement timing considerations, and consumer protection complexities. Drawing on this assessment, the report synthesizes findings regarding the extent to which existing financing tools provide accessible and affordable pathways for zero-NOx compliance.

The analysis includes detail on unsecured third-party financing mechanisms that spread project costs over time, as these options are most relevant to households that cannot fully fund equipment replacement through savings. Importantly, this report does not recommend specific financing products or policy interventions. Instead, it presents an objective assessment of currently available financing options, describes their structural features and limitations, and identifies potential gaps between financing availability and the practical realities faced by households subject to the amended Rule 9-4 requirements. Grants and rebates for space heating upgrades have historically represented an important source of funding support. However, availability of these programs has fluctuated significantly over time, and several past programs have been reduced or discontinued, underscoring the importance of financing mechanisms as a more consistent option for households. The best financing or payment option will ultimately be based on each individual project owner's financial situation.

[2] Note that there will be an allowable "sell-through" period of these older units meeting the current requirements for 2024 ultra-low NOx requirements.

2 Financing Overview

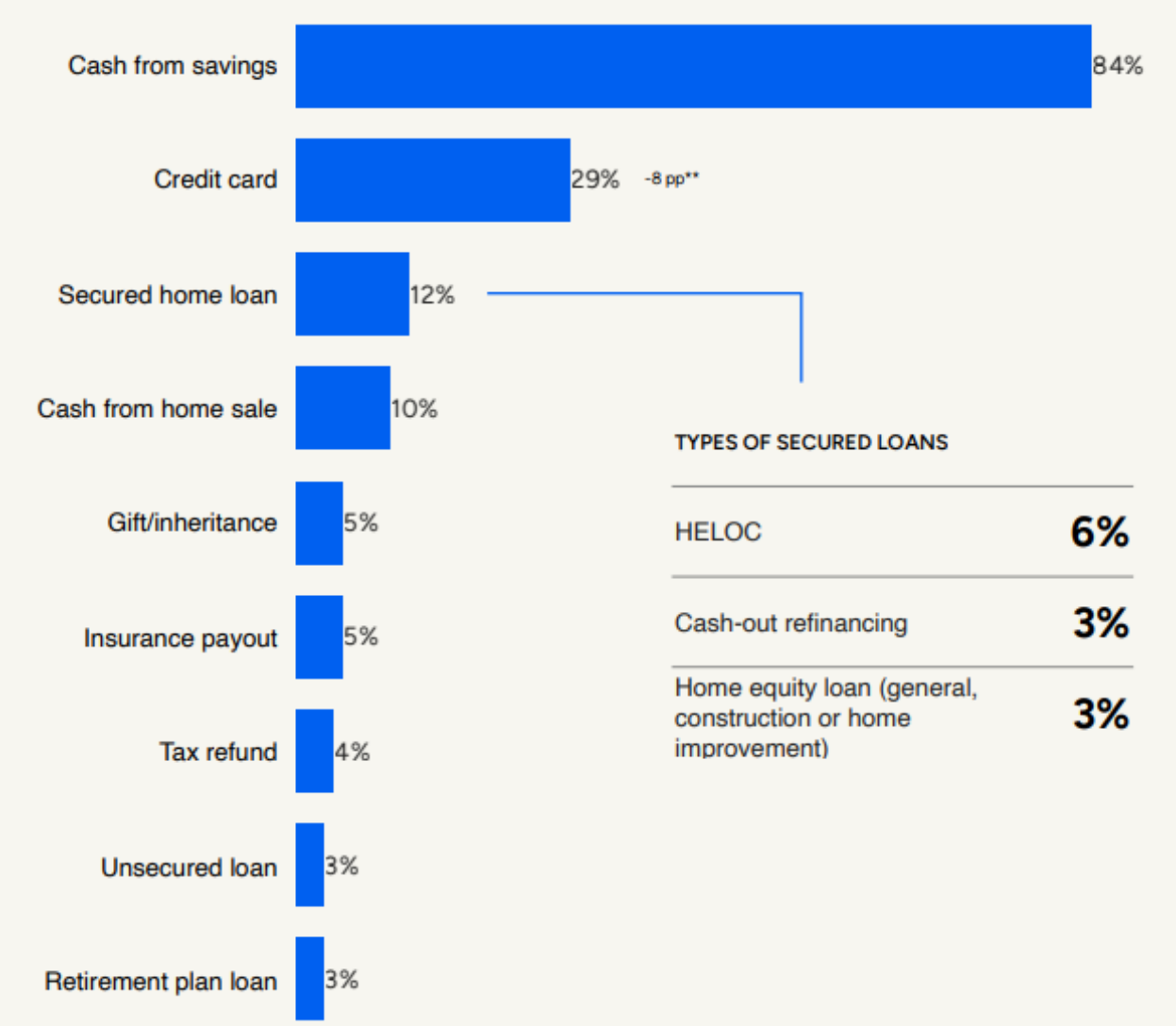
Financing allows households to pay for home improvements and upgrades, including the installation of zero-NOx compliant space heating technologies, over time rather than upfront. Available approaches include using cash from savings, credit cards, property-secured financing, retirement plan loans, on-bill repayment mechanisms, and unsecured third-party financing programs.[3] Each of these options is defined below. All options may be paired with available rebates or incentives to reduce overall project costs. They can also be stacked together to cover different portions of project costs.

- **Cash** refers to payment using personal savings or liquid assets at the time of installation.
- **Credit cards** allow customers to finance installations using revolving credit without collateral.[4]
- **Property-secured financing** allows homeowners to borrow against the equity in their property or home as collateral.
- **Retirement plan loans** are secured loans that allow individuals to borrow against funds in qualified retirement accounts (such as 401(k) plans) as collateral.
- **On-bill repayment mechanisms** are unsecured loans that allow customers to repay the cost of installations through their utility bill without collateral, often tying the repayment obligation to the meter rather than the individual customer.
- **Unsecured third-party financing** allows individuals to borrow without collateral through private lenders or program administrators and may be backed by government agencies (i.e., publicly-supported) or include contractor-arranged financing.[5]

As shown in Figure 1, data on household financing behavior indicate that cash remains the most prevalent payment method for major home improvements in the U.S., followed by credit cards and property-secured loans, while unsecured loans and other financing mechanisms are used less frequently. Property-secured financing options (i.e., Home Equity Line of Credit (HELOC), cash-out refinancing, and home equity loans) combined represent 12 percent of overall payment approaches and are the third most common form of financing for home improvement projects. Unsecured and retirement plan loans were the least common form of financing for home improvement projects. The low use of unsecured loans may be due to standard high interest rates, and may not reflect the reduced interest rates available through publicly-supported energy financing programs (i.e., Go Green Home Financing Program) and on-bill financing programs, which are discussed later in this report.

[3] Secured loans require collateral (like a home or car) to back the loan, offering lower interest rates but risking asset seizure upon default. Unsecured loans require no collateral, relying on creditworthiness, which usually results in higher interest rates and stricter approval requirements.
[4] Collateral is an asset or legal mechanism pledged to a lender to support repayment of a loan if the borrower does not repay as agreed.
[5] Contractor-arranged financing refers to when contractors partner with private lenders or program administrators to offer loans directly to homeowners.

Figure 1 Frequency of Funding Sources Among U.S. Homeowners Who Renovated in 2024



Note: Multiple responses were allowed, so percentages may not total to 100 percent.
Source: Houzz. 2025 U.S. Houzz and Home Study (2025). Accessed at: https://st.hzcdn.com/static/econ/2025-US-Houzz-and-Home--Study.pdf

These payment and financing options vary in their timing, interest rates and associated impacts on upfront costs and total cost over time, and accessibility. These considerations frame how financing structures can influence household decision-making and the feasibility of compliance with Rule 9-4 requirements.

Table 1 summarizes the common payment and financing types based on approval timing, typical interest rates, upfront cost requirements, total costs over time, repayment timelines, and accessibility. The following subsections provide additional detail on each consideration relative to acquiring zero-NOx complaint space heating technologies.

Table 1 Comparison of Payment and Financing Options for Zero-NOx Appliances

Payment/Financing Type	Interest Rate	Upfront Cost	Total Cost Over Time	Approval Timing	Repayment Timelines	Accessibility Considerations
Cash	None	High	None	Immediate	N/A	Requires sufficient savings or liquidity.
Credit card	High (18-29%)[1]	Low	High	Immediate	Variable (can be paid off monthly or over several years depending on balance and minimum payments)	Requires available credit; higher interest burden.
Retirement plan loan	Low (prime + 1%)[2]	Low	Moderate	Days to weeks	Up to 5 years	Requires eligible employer-sponsored retirement plan; may reduce long-term retirement savings growth. Interest paid to borrower instead of loan issuer.
Property-Secured Financing						
HELOC	Low/moderate (6-10%)	Low	Moderate	Days to weeks	Draw Period: 5-10 years[3] Repayment Period: 10-20 years[4]	Requires homeownership, sufficient equity, credit approval.
Home equity loan	Low/moderate (6-9%)	Low	Moderate	Days to weeks	Up to 30 years	Requires home ownership, sufficient equity, fixed loan approval.
Property-secured financing (e.g., PACE)	Low/moderate (6-9%)	None	Moderate	Weeks	Up to 30 years	Requires property ownership for eligibility; repayment tied to property, home is used as collateral.
Unsecured Third-Party Financing						
Standard private unsecured loans	Moderate/high (8-18%)	None	High	Same day to several days	Up to 15 years	Requires credit approval; terms vary by lender.
Publicly-supported private loans (e.g., GoGreen Home)	None/low (0-9%)	None	Low	Same day to several days	Up to 15 years	Requires eligible project and participating contractor; moderate credit requirements.
On-bill financing (e.g., CCA programs)	None/low (0-5%)	None	Low	Same day to several days	2-10 years	Requires utility customer eligibility or is limited to CCA customers; tied to meter or account.

Notes: HELOC = Home Equity Line of Credit; CCA = Community Choice Aggregation; PACE = Property Assessed Clean Energy; N/A = not applicable.

[1] Certain credit cards provide promotional 0% introductory rates for a limited duration. However, balances not repaid before the promotional period expires are subject to standard variable rates, which are typically significantly higher, as listed.

[2] Retirement plan loan rates are often set at prime + 1%. While interest is repaid to the borrower's own account, missed investment returns during repayment may reduce long-term retirement savings growth.

[3] The draw period on a HELOC is the initial phase during which customers can borrow against their home equity and usually pay only interest.

[4] The repayment period on a HELOC is entered once the draw period ends, during which customers can no longer borrow from the line of credit and instead must repay both the principal and any remaining interest.

2.1 Approval Timing of Financing Options

The approval timing required to secure financing varies considerably across payment and financing options and can be a critical factor for households facing emergency furnace replacement. In many cases, space heating system failures require rapid decision-making to quickly restore service. Financing options that offer expedited approvals and minimal administrative steps may therefore be more feasible in these scenarios. The following subsections provide timing details related to customers and contractors.

2.1.1 Timing Differences Across Financing Options

Payment methods such as cash and credit cards typically provide the fastest path to installation, as funds are immediately available and do not require third-party approval. However, these options may be financially infeasible for many households due to high upfront costs (i.e., cash) or high interest rates (i.e., credit cards).

Property-secured financing options, such as home equity loans, HELOCs, cash-out refinancing, and Property Assessed Clean Energy (PACE),[6] typically involve longer approval timelines due to additional underwriting, appraisal, or property-related review requirements. While these options may offer lower interest rates, approval timelines can range from several days to multiple weeks, which may limit their practicality for time-sensitive replacements.

Unsecured third-party loans, including publicly-supported private loans (e.g., GoGreen Home Financing Program) and on-bill financing (e.g., Peninsula Clean Energy Zero Percent Loan, Silicon Valley Clean Energy Zero Interest Financing Pilot), generally offer relatively short approval timeframes, often ranging from same-day to several business days depending on the program. These options are commonly designed to support energy-related improvements and may be better aligned with emergency replacement timelines. Contractors can also help mitigate these timelines by beginning work upon approval but prior to loan issuance.

2.1.2 Timing of Contractor-Arranged Financing

Contractors play a significant role in facilitating access to financing for space heating system replacements, particularly when projects involve unsecured third-party financing programs. In many cases, contractors partner with lenders or program administrators to offer financing options directly at the point of sale. Under this model, a contractor first evaluates the customer's needs and provides a quote for a zero-NOx-compliant system. The customer may then apply for financing using a participating lender or program. Once the customer receives approval or conditional approval, the contractor proceeds with installation and is paid directly by the financing provider upon project completion or verification. This process streamlines customer access to financing by embedding loan facilitation directly into the installation process.

From the customer's perspective, this integrated process can shorten the time between system failure and replacement by reducing administrative burden. From the contractor's perspective, offering unsecured third-party financing can improve sales conversion and reduce delays between contract signing and project completion because the contractor receives payment directly from the financing provider following installation and verification. The State of California's GoGreen Home Financing Program (GoGreen Home) loan package has become a primary choice for contractors as discussed further in Section 3.4.1 Publicly-Supported Private Loans.

[6] PACE financing allows property owners to fund qualifying energy improvements through a voluntary assessment repaid via their property tax bill. Because the assessment is tied to the property, repayment obligations may transfer to a new owner upon sale, subject to program rules. More detail included in Section 3.2.

2.1.3 Implications for Rule 9-4 Implementation

Financing options with rapid approval timelines and contractor arrangements may play a key role in supporting compliance with Rule 9-4 requirements, especially in emergency replacement scenarios. However, not all projects require immediate turnaround; planned replacements may allow households to pursue financing options with longer approval timelines. Longer approval timelines associated with some secured financing options may require complementary interim solutions to avoid delays in restoring space heating services. Likewise, financing options lacking contractor arrangements may require additional consumer education to navigate administrative burdens without delays in restoring space heating services. In some cases, households may also elect to pay upfront using a credit card and subsequently refinance that expense through a loan product, though this approach depends on credit availability and access to suitable refinancing options.

2.2 Impacts of Interest Rates

Interest rates play a significant role in determining the total cost of financing space heating system replacements. Lower interest rate options reduce the amount paid over time and can make higher-cost zero-NOx space heating technologies more affordable over the life of the equipment. Publicly-supported loan programs, utility-linked repayment options, and some Community Choice Aggregation (CCA) financing programs typically offer lower interest rates than standard consumer credit products, which can substantially reduce long-term costs for households financing costly projects.

In contrast, high-interest options such as credit cards may significantly increase total costs when used for major capital investments like zero-NOx space heating installations, especially when paid off over a long period of time using the minimum monthly payment. While these options often provide immediate access to funds and minimal approval requirements, the higher interest rates can result in much greater repayment amounts over time, particularly if balances are carried for extended periods.

However, high-interest financing may be more appropriate for short-term or lower-cost emergency solutions, such as portable or interim space heating units, where the financed amount is smaller and repayment periods are shorter. In these situations, the value of rapid access to equipment may outweigh the additional interest costs, particularly when used as a temporary measure while longer-term replacement options are evaluated.

To illustrate how interest rates affect total costs, Table 2 presents an example of a $10,000 zero-NOx space heating appliance installed using a 10-year repayment period under different interest rate scenarios. The $10,000 cost reflects the estimated marginal incremental cost of installing a zero-NOx space heating appliance compared to a conventional furnace replacement, rather than the full installed system cost.[7] This example is illustrative only and does not reflect any single program's exact terms. As shown, lower interest rates result in lower total costs over time, while higher interest rate options increase overall repayment amounts.

[7] Rincon Consultants, Inc. Installation Costs for Zero-NOx Space and Water Heating Appliances. June 2026.

Table 2 Example Monthly Payments for a $10,000 Loan and Total Cost Over 10 Years

Interest Rate Scenario	Estimated Monthly Payment	Estimated Total Paid Over 10 Years	Key Tradeoff
0% (cash)	N/A	$10,000	Full cost due upfront, lowest total cost
3% (low-interest options)	$97	$11,600	Lowest monthly cost, modest increase in total cost
10% (moderate-interest options)	$132	$15,800	Moderate monthly cost, higher total cost
20% (high-interest options, i.e., credit cards)	$193	$23,200	High monthly cost, extremely high total cost

2.3 Repayment Timelines

Repayment terms vary widely across financing options and can affect the overall cost-effectiveness of a space heating system replacement. When selecting a financing product, households should consider the expected service life of the equipment. For example, long-term loans (e.g., 20-30 years) may reduce monthly payments but could result in paying interest on equipment that may not last the full term, particularly if the system's useful life is shorter than the repayment period. Conversely, shorter-term loans can minimize total interest costs but may increase monthly payment obligations. Aligning loan duration with the expected life of the zero-NOx space heating system can help households balance affordability, cost efficiency, and long-term value.[8]

2.4 Accessibility Considerations

Accessibility of financing (i.e. how easy or difficult it may be to gain lender approval) varies widely across payment and financing options and can influence whether households are able to comply with Rule 9-4 requirements. Key accessibility factors include eligibility requirements, approval complexity, collateral requirements, and credit and income thresholds.

Cash and credit cards are broadly accessible and require minimal administrative steps but are often constrained by available cash reserves or credit limits. Retirement plan loans require an eligible employer-sponsored retirement plan, tying accessibility to both available account balances and stable employment.

Unsecured third-party loan products, including publicly-supported programs and on-bill financing, generally offer relatively high accessibility due to simplified application processes, moderate credit requirements, and integration with contractors or utilities. These features can reduce barriers for households that lack sufficient savings or home equity. However, eligibility is often contingent on minimum credit score requirements, which can present a significant barrier for some households. Additionally, certain programs are limited based on geographic service area.

In contrast, property-secured financing options such as home equity loans, HELOCs, and PACE are accessible only to homeowners with sufficient equity and the ability to complete additional underwriting or property-based reviews. While these options may offer lower interest rates, their eligibility constraints and home collateral requirements exclude renters and under-resourced households. Because these products are secured by the home, failure to repay may result in foreclosure or the placement of a property lien, placing the homeowner's asset at risk.

[8] Households replacing gas furnaces with high-efficiency heat pumps may realize utility bill savings that partially offset financing costs, though actual savings vary depending on factors such as local utility rates, household specifics, and the efficiency of the system being replaced.

3 Financing Options Detail

This section provides additional detail on commonly used consumer financing mechanisms that households may consider to fund zero-NOx compliant space heating technologies. While cash purchases eliminate interest costs and long-term repayment obligations, they are not examined in depth here because they do not constitute a financing mechanism. Instead, this section focuses on financing structures that spread costs over time, including credit cards, retirement plan loans, home equity-based financing, and unsecured third-party financing options. Emerging financing approaches are also examined, specifically heating as a service and inclusive utility investment.

For each financing option, detailed descriptions are provided, including a general overview of how the option works and a summary of relevant information on application and credit approval requirements, typical interest rates, upfront cost expectations, loan amounts, repayment terms, approval timelines, estimated monthly payments or on-bill savings, collateral or security requirements, and credit enhancement mechanisms. Where applicable, the subsections also note relative program usage and availability, and summarize typical customer wait times.

3.1 Credit Cards

Credit cards represent a readily accessible form of unsecured, revolving credit that households may use to finance zero-NOx compliant replacements. Because many consumers already possess active credit cards, no new loan application may be required if sufficient available credit exists. Approval for new credit cards typically involves credit-based underwriting and can range from instant online approval to several days, depending on issuer policies. For large capital expenses such as heat pump installations, available credit limits may constrain use unless the cardholder has a high credit line.

Interest rates on credit cards are typically high relative to other financing options, commonly ranging from approximately 18 to 29 percent annually for standard variable-rate products.[9] Some cards offer promotional zero percent introductory rates for limited periods (e.g., 6-18 months), after which standard variable rates apply to any remaining balance.[10] Upfront costs are generally minimal beyond required minimum payments, making credit cards attractive for immediate equipment replacement needs that can be repaid quickly. In emergency replacement scenarios, credit cards may serve as a short-term bridge financing mechanism to restore service quickly. However, when balances are carried over extended periods, total repayment costs can be significantly higher than lower-interest loan products. In such cases, households may choose to subsequently refinance the outstanding balance through a lower-interest personal loan, home equity product, or other financing mechanism, subject to eligibility and credit approval.

Credit cards do not require collateral and do not place liens[11] on property. However, high utilization rates can affect a borrower's credit score, and missed payments may trigger penalty rates or additional fees. Credit card financing does not include public credit enhancements (e.g., government-backed loan guarantees, interest rate buydowns) that can reduce borrowing costs in purpose-designed energy financing programs. Nor does it include consumer protections specifically structured for energy upgrade transactions, such as affordability verification requirements, contractor vetting, or mandatory disclosures regarding repayment terms and property impacts. As a result, while credit cards provide speed and flexibility, particularly for emergency replacements, their long-term cost profile makes them less suitable for large, multi-year capital investments unless balances are repaid quickly.

[9] Consumer Financial Protection Bureau. Credit cards. Accessed at: https://www.consumerfinance.gov/consumer-tools/credit-cards/
[10] Lending Tree. Pay 0% APR Until 2026. Accessed at: https://creditcards.lendingtree.com/low-interest
[11] A lien is a legal claim against a property that secures repayment of a debt and must typically be satisfied before the property can be sold or refinanced.

3.2 Property-Secured Loans

Property-secured loans are tied to the property rather than the individual borrower and use the property as collateral. These financing options are backed by home equity or property-based repayment mechanisms, including home equity loans, HELOCs, cash-out refinancing, and PACE financing. These options generally offer lower interest rates than credit cards and unsecured third-party loans due to reduced lender risk but involve additional requirements related to property ownership and equity.

In the Bay Area, property-secured financing includes both traditional home equity products and PACE financing programs, which have been used to finance residential energy efficiency and clean energy improvements. Traditional home equity products include home equity loans, HELOCs, and cash-out refinancing. HELOCs allow homeowners to borrow against their home's equity through a revolving line of credit for draw periods ranging from three to ten years. It functions like a credit card where homeowners can borrow as needed rather than borrowing one lump sum upfront like home equity loans. Unlike home equity loans, HELOCs have variable interest rates rather than fixed interest rates over the repayment period. Cash-out refinancing allows homeowners to borrow one lump sum upfront with fixed interest rates but functions to replace homeowners' existing mortgages with a new, larger mortgage. PACE financing allows eligible property owners to finance qualifying upgrades and repay the cost through a special assessment on their property tax bill rather than a traditional loan.[12] Because the assessment is attached to the property, repayment obligations may transfer to a new owner if the property is sold, subject to program rules and disclosure requirements. PACE financing has historically been used to support a wide range of residential improvements, including heating, ventilation, and air conditioning (HVAC) replacements and other energy-related upgrades.

Application and credit approval processes for property-secured loans are typically more involved than for credit cards and unsecured third-party options and may include credit review, income verification, and property-related assessments. Credit enhancements are generally not a primary feature of these products, though PACE programs may incorporate programmatic structures that reduce lender risk. Interest rates are generally low to moderate, reflecting the secured nature of the loan. Upfront costs are usually limited since project costs are financed, but appraisal or administrative fees may apply. Loan amounts can be relatively high, depending on available home equity, and repayment terms often range from 10 to 30 years, depending on the product and program.

Approval timeframes for property-secured loans are generally longer, ranging from several days to multiple weeks, which may limit their feasibility for emergency replacements. Monthly payments are often lower due to longer terms and lower interest rates. These loans are secured by the property, typically through a lien or property tax assessment in the case of PACE. Because homes are used as collateral, foreclosure may be a risk if payments are missed for an extended period (i.e., generally five years) or if property values fall significantly. Property-secured loans therefore provide an accessible financing option for individuals with sufficient home equity but warrant careful consideration.

3.3 Retirement Plan Loan

Retirement plan loans allow individuals to borrow against vested balances in employer-sponsored retirement accounts, such as 401(k) plans, subject to plan rules and federal limits. These loans typically do not require traditional credit underwriting, as repayment is secured by the borrower's own retirement assets. Application processes vary by plan administrator but often involve submitting a request through

[12] Because PACE financing is secured by the property and repaid through property tax assessments, homeowners should ensure they are working with a state-licensed PACE program administrator. The California Department of Financial Protection and Innovation licenses and regulates PACE program administrators in California; a list of currently licensed administrators is available at https://dfpi.ca.gov/regulated-industries/property-assessed-clean-energy-pace-program-administrators/.

an online portal, with approval contingent upon sufficient vested balance and compliance with plan limits. Federal rules generally limit loans to the lesser of $50,000 or 50 percent of the vested account balance.[13]

Interest rates for retirement plan loans are commonly set at the prime rate with an additional one percentage point (prime rate + one percent), resulting in rates that are typically lower than credit cards but may be higher than publicly subsidized energy loan programs. Unlike conventional loans, interest payments are credited back to the borrower's own retirement account rather than paid to a financial institution. Upfront costs are generally minimal, and repayment terms commonly extend up to five years, though longer terms may be permitted for primary residence-related borrowing. Approval timeframes often range from several days to one to two weeks, depending on plan processing procedures.

Although retirement plan loans avoid credit checks and property liens, they involve opportunity costs. Borrowed funds are removed from investment holdings during the repayment period, potentially reducing long-term investment growth. Some of growth loss is offset by the "interest" paid back into the account. Additionally, if employment ends before the loan is fully repaid, outstanding balances may become due within a short period or be treated as a taxable distribution, potentially triggering taxes and penalties. Retirement plan loans therefore provide an accessible financing option for individuals with sufficient retirement savings but may carry long-term financial tradeoffs that warrant careful consideration.

3.4 Unsecured Third-Party Financing Options

3.4.1 Publicly-Supported Private Loans

Publicly-supported private loans are offered by private lenders but benefit from public funding or program support that reduces lender risk and improves borrower affordability by reducing interest rates compared to standard private unsecured loans. In the Bay Area, a widely used example of this financing category is GoGreen Home, which supports energy efficiency and electrification projects in small residential buildings.

GoGreen Home is a statewide initiative administered by the California Infrastructure and Economic Development Bank (IBank) that partners with private lenders to offer low-interest, unsecured third-party loans for eligible clean energy upgrades. In the Bay Area, GoGreen Home is commonly accessed through participating contractors and lenders and is frequently used for space heating replacements and electrification projects, particularly in jurisdictions without a CCA-specific financing program. Because of its relatively low interest rates, flexible eligibility, and integration into contractor workflows, GoGreen Home is often one of the most popular unsecured third-party financing options available.

As of December 2025, GoGreen Home has helped a total of 17,695 customers make about $358 million in home energy efficiency improvements throughout California.[14] As of April 2026, there were approximately 1,651 participating contractors statewide who could enroll projects using GoGreen Home financing, and a subset of those, 151 contractors in April 2026 alone, enrolled at least one project in that month, indicating active use by contractors throughout California.[15] In an interview, GoGreen Home explained that the program has the capacity to expand by two to three times more than its current offerings. They have sufficient funds for such an expansion, and their lenders have been able to absorb growth in the past. The program also continues to take on new lenders, adding to their capacity.[16]

[13] Fidelity. Thinking of taking money out of a 401k? Accessed at: https://www.fidelity.com/viewpoints/financial-basics/taking-money-from-401k

[14] California Hub for Energy Efficiency Financing. Energy Efficiency Financing Programs Quarterly Report and Program Status Summary: Fourth Quarter 2025. Accessed at: https://www.treasurer.ca.gov/sites/default/files/caeatfa/202512-cheef-quarterly.pdf.

[15] California Alternative Energy and Advanced Transportation Financing Authority and California Hub for Energy Efficiency Financing. GoGreen Home Energy Financing Program Monthly Data Summary through April 30, 2026. Accessed at: https://www.treasurer.ca.gov/sites/default/files/caeatfa/202604-ggh-monthly.pdf.

[16] Information based on data provided during an interview with GoGreen Home representatives, 2026.

Application and credit approval for GoGreen Home loans are handled by participating private lenders, typically at the point of sale. Underwriting criteria generally include minimum FICO score[17] thresholds (typically 580-600) and a maximum debt-to-income ratio of approximately 55 percent.[18] Interest rates are typically lower than standard unsecured private loans due to public credit enhancements. Upfront costs are generally minimal or none, since GoGreen Home loans cover most costs including permits, inspections, installation and equipment. Loan amounts under GoGreen Home commonly range from $1,000 to $50,000, depending on the program and borrower eligibility, with repayment terms often spanning up to 15 years. In addition to standard loans, GoGreen Home offers smaller "microloans" (approximately $5,000) for limited-scope equipment upgrades. A zero-percent interest option is available for income-qualified borrowers located in designated disadvantaged communities (i.e., Low-income and disadvantaged communities, or LIDAC, areas), although standard underwriting requirements still apply.

Approval timelines vary depending on borrower responsiveness and contractor documentation. When required materials are submitted promptly, approvals and funding may occur within one to two weeks, with some disbursements processed within a few business days following project completion. Based on interviews, many contractors will begin work once approval for the program is provided and then collect payment directly from the provider once the project is complete. GoGreen Home loans are unsecured, so no property lien is required, and credit enhancements (e.g., loan loss reserves where financial institutions set aside capital for anticipated losses on loans), which in this case are provided by IBank, reduce lender risk and expand borrower eligibility and affordability. Monthly payments may be partially offset by energy savings, depending on the installed technology.[8]

3.4.2 On-Bill Financing

On-bill financing allows customers to repay the cost of energy-related upgrades through their utility bill. This approach is intended to reduce upfront costs and simplify repayment by integrating financing into an existing billing relationship. In the Bay Area, CCA programs offer a prominent form of on-bill financing designed to support electrification and energy efficiency upgrades for residential customers within their service territories, and all offer zero percent interest on the loans. These programs are administered by local public agencies and are designed to complement rebates and incentives by reducing upfront cost barriers and eliminating interest costs entirely. The loans are designed to be accessible without collateral or credit reviews but availability is limited to customers within each CCA's service territory.

Examples of Bay Area CCAs with financing include Peninsula Clean Energy, Silicon Valley Clean Energy (SVCE), and San José Clean Energy (SJCE). Peninsula Clean Energy's Zero-Percent Loan Program supports eligible electrification and energy efficiency projects for residential customers and is designed to reduce financial barriers by offering interest-free financing. SVCE's Zero Interest Financing Pilot provides no-interest loans for eligible clean energy and electrification upgrades within its service area. SJCE offers programs such as the EcoHome Financing Program, which provides zero percent, unsecured financing for electrification projects. While program structures differ, these CCA offerings generally aim to reduce upfront costs and improve access to affordable financing for clean energy upgrades.

Application processes for CCA on-bill financing depend on program design but are often streamlined and supported by contractor participation. Interest rates are typically low (or zero) relative to standard private unsecured loans, reflecting program goals to accelerate adoption of clean technologies. Upfront costs are generally minimal or none, with project costs repaid over time. Loan amounts and repayment terms vary by program are often structured to align with typical residential equipment replacement costs.

However, financing caps may not fully cover total project expenses, particularly for comprehensive electrification projects requiring electrical upgrades. Available program data from Peninsula Clean Energy indicate that financing caps may not cover the full cost of electrification projects. For example, Peninsula Clean Energy's Zero-Percent Loan Program offers up to $10,000 for heat pump HVAC installations. This

[17] A FICO score is number ranging from 300 to 850 that represents how likely an individual is to repay debt, acting as a standardized measure of credit risk for lenders.
[18] Information based on data provided during an interview with GoGreen Home representatives, 2026.

cap is generally designed to align with the estimated incremental cost of a heat pump HVAC system relative to a conventional furnace replacement, rather than the full installed project cost. Recent project data show that this amount typically represents approximately 51 percent of total installed project costs.[19] However, customers may combine CCA financing with other funding sources, such as upfront cash payments, rebates, incentives and/or complementary loans (e.g., a GoGreen Home loan) to help close the remaining cost gap and reduce overall out-of-pocket expenses.

Approval timeframes for CCA financing options are often relatively short, commonly ranging from one to five business days, depending on borrower eligibility and program structure. For example, Peninsula Clean Energy's Zero-Percent Loan Program's median approval timeframe is four days. Payments are included on the customer's monthly electricity bill, and while projected energy savings from switching to more efficient electric systems may partially or fully offset these payments, actual savings are site-specific and depend on efficiency gains relative to prior fuel costs. Most CCA financing options are unsecured, though some may use utility-linked repayment mechanisms. Credit enhancements may include public funding support, interest rate subsidies, or partnerships that reduce lender risk and expand borrower eligibility. Additionally, most CCA programs require borrowers to be in good utility bill standing, including maintaining a zero-dollar past-due balance on their three most recent PG&E billing statements.

3.5 Emerging Financing Approaches

In addition to established financing mechanisms, a range of emerging financing approaches may offer improved accessibility and help solve upfront cost challenges associated with the transition to zero-NOx-compliant space heating technologies. These approaches generally seek to reduce or eliminate upfront costs, shift performance or technology risk away from customers, and better align monthly payments with realized energy savings. While many of these concepts are still in early stages of development or limited pilot implementation, they may inform longer-term strategies for supporting compliance with Rule 9-4 requirements and advancing equitable electrification outcomes. The subsections below describe two emerging approaches and assess their current viability in the Bay Area.

3.5.1 Heating As a Service

Heating as a Service (HaaS) is a financing and delivery model in which customers do not purchase a heating system but instead pay a recurring service fee for access to heating, similar to a subscription model. Under this approach, a third-party (e.g., a utility, energy service company, or private provider) typically owns and installs the equipment. Monthly payments are designed to replace traditional energy bills and may be structured to be lower or comparable to prior heating costs if the system's higher efficiency reduces overall energy consumption.

The HaaS model has been explored in pilot programs and research studies as a potential pathway to address key barriers to electrification, including high upfront costs and maintenance concerns. For example, in the United Kingdom, City Science, an engineering company, received funding to develop advanced modeling for HaaS-style contracts under the Heat Pump Ready Programme. City Science demonstrated early work toward enabling subscription-style heating service offerings that bundle financing, equipment, and performance risk with service fees.[20] While these early initiatives illustrate the conceptual and technical underpinnings of heating services for decarbonization, they also highlight that large-scale residential HaaS programs remain limited.

In theory, this model could be particularly beneficial for lower-income households or renters, as it removes the need for large capital investments and simplifies decision-making. However, to date, HaaS has not seen real-world deployment in the residential space heating market in California or the Bay Area. Challenges commonly cited in prior pilots and evaluations of service-based business models include

[19] Information based on data provided during an interview with a Peninsula Clean Energy representative, 2026.
[20] City Science. Advanced Modelling for Heat as a Service. Accessed at: https://cityscience.com/case-study/advanced-modelling-for-heat-as-a-service/

contract complexity and lack of customer trust in provider effectiveness, regulatory barriers, and uncertainty around long-term cost recovery and risk allocation.[21,22] When on-bill savings are insufficient to generate a reasonable return on investment, or when the payback period exceeds the system's expected useful life, the HaaS model may not be financially viable for providers.

As a result, HaaS is currently not available as a practical financing option for residential zero-NOx space heating systems in the Bay Area. While the concept remains of interest for future program design and utility innovation, it is best viewed as a longer-term or pilot-scale approach rather than a near-term solution to support widespread compliance with Rule 9-4 requirements.

3.5.2 Inclusive Utility Investment

Inclusive utility investment refers to financing models in which utilities or utility-affiliated entities make upfront investments in customer equipment and recover costs over time through rates, tariffs, or on-bill charges.[23] Unlike standard tariffed on-bill programs, inclusive utility investment programs treat these customer investments as utility capital expenditures that generate value by reducing overall energy consumption or demand, which is then incorporated into the utility's financial planning and cost-recovery models.[24] These approaches are often designed to prioritize affordability and expand access to clean technologies for customers who may not qualify for traditional credit-based financing.

Examples of inclusive utility investment include tariff-based on-bill programs, utility-owned equipment models, and targeted infrastructure investments in underserved communities. These programs are typically structured so that customer payments do not exceed expected energy cost savings and include protections to limit financial risk to participants.[25] By leveraging the utility's access to low-cost capital and broad customer base, these approaches can reduce borrowing costs and shift credit risk away from individual households.

While inclusive utility investment models align closely with state and regional equity and decarbonization goals, their implementation is complex and highly dependent on regulatory frameworks and utility participation. In the Bay Area, these approaches are still emerging and are generally limited to pilots or specific program offerings rather than broadly available financing options.[26] For example, SVCE has launched a limited tariffed on-bill pilot (see *Section 3.4.2 On-Bill Financing* for more detail),[27] while broader inclusive utility investment deployment across the region remains nascent. As a result, inclusive utility investment represents a promising pathway for expanding access to zero-NOx-compliant heating technologies over the long term, especially when energy savings from efficient electrification can be monetized and included in utility cost-recovery calculations, but it is not yet a primary or widely accessible financing mechanism for most residential customers.

[21] Internal Energy Agency. Energy Efficiency 2021. Accessed at: https://www.oecd.org/content/dam/oecd/en/publications/reports/2021/12/energy-efficiency-2021_eb264079/cfb80e1e-en.pdf
[22] Britton, J., Minas, A. M., Marques, A. C., & Pourmirza, Z. (2021). Exploring the potential of heat as a service in decarbonization: Evidence needs and research gaps. Energy Sources, Part B: Economics, Planning, and Policy, 16(11–12), 999–1015. https://doi.org/10.1080/15567249.2021.1873460
[23] Energy Star. Inclusive Utility Investment. Accessed at: https://www.energystar.gov/products/inclusive_utility_investment
[24] U.S. Environmental Protection Agency. Inclusive Utility Investments: Tariffed On-Bill Programs. Accessed at: https://www.epa.gov/statelocalenergy/inclusive-utility-investments-tariffed-bill-programs#:~:text=Tariffed%20on%2Dbill%20(TOB),to%20consumer%20investments%20in%20improvements
[25] Institute for Local Self-Reliance. November 2016. Report: Inclusive Financing for Efficiency and Renewable Energy. Accessed at: https://ilsr.org/article/energy-democracy/report-inclusive-energy-financing/
[26] TECH Clean California. Inclusive Utility Investment Pilot. Accessed at: https://techcleanca.com/pilots/tariffed-on-bill-pilot/
[27] Silicon Valley Clean Energy. Get Your Home Future Fit in 2026 with 0% Financing on Healthy Home Upgrades. Accessed at: https://svcleanenergy.org/financing/

4 Barriers to Financing

Despite the availability of multiple financing pathways for zero-NOx compliant space heating technologies, several barriers limit customer uptake, particularly for emergency replacements and for lower-income or credit-constrained households. These barriers relate to affordability, credit access, timing, consumer protections, and uncertainty around expected savings. This section summarizes the most common financing barriers and discusses the extent to which currently available financing options address them.

4.1 Upfront Costs and Affordability

High upfront costs remain one of the most significant barriers to adoption, particularly for zero-NOx compliant space heating systems that may require electrical upgrades in addition to equipment replacement. While property-secured financing options can substantially lower upfront costs, and unsecured third-party loans, including CCA on-bill financing programs, can eliminate upfront costs through zero- or low-interest rates, customers without access to these programs or those who prefer not to take on debt may still face affordability challenges. Additionally, maximum loan amounts for the CCA on-bill financing programs may not cover full project costs. High upfront costs and constrained access to tailored financing options have been documented as key barriers to residential energy and electrification upgrades, limiting the ability of some households to pursue lower-cost finance alternatives.[28]

Extent addressed by existing financing options: *Partially addressed.* Many property-secured and unsecured third-party options reduce or eliminate upfront costs. However, access may be constrained by home equity, minimum credit requirements, underwriting standards, and geographic or service-territory limitations.

4.2 Credit Requirements and Access

Credit score requirements present a barrier for customers with limited or impaired credit histories. Most unsecured private loans, even when publicly-supported, rely on credit-based underwriting. While some programs offer relaxed credit thresholds or alternative underwriting, customers who do not meet minimum credit criteria may be excluded from these options. Property-secured financing and on-bill models can mitigate this barrier by tying repayment to the property or meter rather than individual credit, but these options are limited based on home equity and good account-standing. Likewise, CCA financing programs do not require credit checks but are limited to their geographic service area and maximum loan amounts may not cover full project costs.

Extent addressed by existing financing options: *Partially addressed.* Property-secured and on-bill financing options reduce reliance on credit scores. However, access is constrained by geographic service-territory limitations, eligibility requirements, and homeowner or account-standing criteria.

4.3 Timing and Emergency Replacement Constraint

Emergency furnace replacements often require rapid financing decisions, leaving little time for customers to compare options or complete lengthy application processes. Cash and credit card payments provide speed but shift the full cost burden to the customer at the time of installation or charge high interest rates over the repayment period. Some unsecured third-party financing programs streamline the process

[28] Rocky Mountain Institute. September 2024. Making Decarbonization Financing Work for Homeowners and Contractors. Accessed at: https://rmi.org/wp-content/uploads/dlm_uploads/2024/09/home_electrification_financing.pdf

between appliance failure and replacement installation through contractor partnerships. However, approval time can vary from same day to five days.

Extent addressed by existing financing options: *Partially addressed.* Contractor-arranged financing improves speed, but not all options are well suited to emergency scenarios. Cash and credit cards remain the fastest option for emergency scenarios, but access is constrained by high upfront costs (cash) and high interest rates for large purchases (credit cards) presents a significant financial risk to borrowers.

4.4 Consumer Protection and Complexity

The variety of financing options, terms, and repayment structures can create confusion for customers, particularly when financing is bundled into contractor sales processes. Concerns commonly cited in program evaluations and consumer protection reviews include unclear repayment obligations, misunderstanding of interest rates or lien structures, and uncertainty about long-term financial impacts.[29,30] While publicly-supported programs and utility-administered options typically include stronger consumer protections and disclosure requirements, access is limited and maximum loan amounts may require individuals to stack financing options to cover full project costs, increasing financing complexity.

Extent addressed by existing financing options: *Mostly addressed.* Consumer protections are stronger in publicly-supported and utility-backed programs, but maximum loan amounts may require stacking with more options with lower consumer protections, or owner making cash contributions to meet loan limits for the balance.

4.5 Uncertainty Around Energy Savings

Many financing options rely on the assumption that energy savings from high-efficiency or electric heating systems will offset some or all monthly payments. However, actual savings vary based on building characteristics, prior fuel or technology type, occupant behavior, and energy prices. This uncertainty can deter customers from pursuing financing options that emphasize bill neutrality or savings-based repayment, particularly when savings projections are not clearly communicated.

Extent addressed by existing financing options: *Partially addressed.* Few programs guarantee savings, and most rely on estimates rather than verified performance.

[29] Department of Financial Protection & Innovation. PACE (Property Assessed Clean Energy): What Homeowners Need to Know. Accessed at: https://dfpi.ca.gov/regulated-industries/property-assessed-clean-energy-pace-program-administrators/pace-property-assessed-clean-energy-what-homeowners-need-to-know/
[30] Climate X Change. November 2023. Policy Explainer: Reducing Buildings Sector Emissions by Financing Energy Efficiency Projects. Accessed at: https://climate-xchange.org/2023/11/efficiency-financing/

5 Conclusion

While a range of financing options is currently available for zero-NOx compliant space heating technologies in the Bay Area, no single pathway fully addresses the combined challenges of upfront cost, credit access, approval timing, and consumer protections. Cash remains the lowest-cost option over time because it avoids interest and repayment obligations, but it is feasible only for households with sufficient savings. Credit cards provide speed and flexibility and may serve as a practical short-term solution in emergency replacement situations; however, high interest rates make them less suitable for financing large capital investments unless balances are repaid quickly.

Property-secured and publicly-supported unsecured third-party loans are playing an increasingly important role in closing the affordability gap with reduced upfront costs and lower interest rates. However, these programs vary in terms of accessibility where approval is often tied to home equity or individual credit qualifications. CCA-sponsored on-bill financing programs increase accessibility to affordable financing by excluding credit checks and collateral from applicability requirements (although billing history or account status may be considered). However, the CCA programs are limited to program service territories and have maximum amounts that may not cover the full cost of the zero-NOx compliant technology project, especially if electrical upgrades are needed. Additionally, approval timelines vary across financing types. Property-secured loans typically involve longer underwriting processes, while unsecured third-party loans are often shortened to several days. For example, on-bill financing through CCA programs generally do not involve traditional credit approval timelines, as eligibility is tied to account standing rather than creditworthiness, though enrollment processes vary by program.

Overall, the existing financing landscape provides an initial foundation to support compliance with Rule 9-4 requirements. Cash is the most cost-effective option where available, credit cards function primarily as emergency tools, and publicly-supported unsecured third-party loans and CCA programs are central to improving affordability. However, further expansion of low-cost and accessible financing options may be necessary to meet the practical and equity considerations associated with the transition to zero-NOx-compliant space heating technologies.

Appendix A

Zero-NOx Space Heating Technology Unsecured Third-Party Financing Options Summary

Zero-NOx Space Heating Technology Unsecured Third-Party Financing Options Summary

Option Type	Program	Application & Credit Approval	Interest Rates	Upfront Cost	Loan Amount	Terms	Approval Timeframe	Estimated Monthly Payment/On-Bill Savings	Credit Enhancements
Publicly-Supported Private (GoGreen Home Loan)	Travis Credit Union	Online or branch application; GoGreen Home-eligible projects with program underwriting	5.49%-8.49% APR	$0 upfront; 100% financing	$1,000-$50,000	Up to 15 years	Instant preapproval available	Monthly payments depend on loan amount/term; energy savings may offset net cost	GoGreen Home credit enhancements extend access
	Self-Help Federal Credit Union	Online or branch application; GoGreen Home-eligible projects with program underwriting	5%-8.50% APR	$0 upfront; 100% financing	$2,500 - $50,000	Up to 15 years	Preapproval within 24 hours	Monthly payments depend on loan amount/term; energy savings may offset net cost	GoGreen Home credit enhancements extend access
	San Francisco Federal Credit Union	Online or branch application; GoGreen Home-eligible projects with program underwriting	5.25%-9.75% APR	$0 upfront; 100% financing	$1,000 - $50,000	Up to 15 years	N/A	Monthly payments depend on loan amount/term; energy savings may offset net cost	GoGreen Home credit enhancements extend access
	Matadors Community Credit Union	Online or branch application; GoGreen Home-eligible projects with program underwriting	4.49%-9.74% APR	$0 upfront; 100% financing	$2,500 - $50,000	Up to 15 years	Preapproval within 24 hours	Monthly payments depend on loan amount/term; energy savings may offset net cost	GoGreen Home credit enhancements extend access
	California Coast Credit Union	Online or branch application; GoGreen Home-eligible projects with program underwriting	3.58%-8.48% APR	$0 upfront; 100% financing	$5,000 - $50,000	Up to 15 years	Instant preapproval available	Monthly payments depend on loan amount/term; energy savings may offset net cost	GoGreen Home credit enhancements extend access
	KeyPoint Credit Union	Online or branch application; GoGreen Home-eligible projects with program underwriting	3.99%-8.49% APR	$0 upfront; 100% financing	$2,500 - $50,000	Up to 15 years	Preapproval within 24 hours	Monthly payments depend on loan amount/term; energy savings may offset net cost	GoGreen Home credit enhancements extend access
	First U.S. Community Credit Union	Online or branch application; GoGreen Home-eligible projects with program underwriting	5.49%-9.74% APR	$0 upfront; 100% financing	$2,500 - $50,000	Up to 15 years	Preapproval within 24 hours	Monthly payments depend on loan amount/term; energy savings may offset net cost	GoGreen Home credit enhancements extend access
On-Bill Financing (e.g., CCA Public Program)	Peninsula Clean Energy Zero-Percent Loan	Simple online application with contractor quote; no credit check required; must be in good bill standing	0% APR	$0 upfront; direct payment to contractor	Up to $10,000	2-5 years	Within 5 business days	Payments included on monthly electric bill; projected savings from switching to efficient electric systems may offset payments (site-specific)	CCA underwriting criteria (e.g., no past-due balance) but no credit check
	SVCE Zero Interest Financing Pilot	Structured through SVCE; pilot model with streamlined application; no credit checks; targets low/moderate income and high savings potential customers	0% APR	$0 upfront; covers up to 100% cost of qualifying electrification upgrades	Capped to not exceed predicted annual energy bill savings	10 years	N/A	Payments on utility bill; includes bill monitoring to help ensure net savings > payments	Pilot includes customer supports and protections
	SJCE EcoHome Payment Plan	Apply through SJCE EcoHome Network contractor with project documentation; no credit checks or fees	0% APR	$0 upfront; direct payment to contractor	Up to $5,000	2, 3 or 5 years	Within 5 business days	Added to electricity bill; savings depend on efficiency gain relative to prior fuel costs	N/A (no credit check)

Notes: APR = annual percentage rate; SVCE = Silicon Valley Clean Energy; SJCE = San Jose Clean Energy; CCA = Community Choice Aggregation; N/A = not applicable.