

How It Works

A Program overview of how HERO works when homeowners apply.

-  **1 Apply Online or Over the Phone**

Homeowners can quickly apply online or call to apply for HERO Financing. Contractors can also call in an application.
-  **2 Sign Financial Documents**

Homeowner decides what to install. Then, the contractor calls in product(s), the documents are quickly generated, and emailed.
-  **3 Complete Project**

Homeowner is happy with the installed product(s). Proof of completion is submitted.
-  **4 Payment is Processed**

HERO pays the project. Payment can be sent to homeowner, contractor(s), or other third parties.
-  **5 Payment made with Property Tax Bill**

Homeowners will see HERO as one of the line items on their property tax bill. They're responsible for paying this off in 5, 10, 15, or 20 years, depending on their financing terms.

Support Services

HERO offers continued support to communities long after initial set up and launch. Your dedicated Community Development Manager will work with you to create a customized HERO support plan designed with your constituents in mind.

- **Community Support**

- Customized Training
- Dedicated Community HERO Website
- Real Time Data Map
- HERO Branded Materials
- Marketing Resource Center

- **Media**

- Press Releases
- Articles for Local Publications
- HERO Media Kit

- **HERO Hotline**

Questions? We're here to help.

855-HERO-411 (855-437-6411)

Mon – Thu 8am – 10pm

Fri 8am – 9pm

Sat 10am – 8pm

Sun 10am – 6pm

Community Impact

By adopting HERO in your community, the energy efficient choice is now the safe and affordable choice for property owners. When property owners invest in energy efficient upgrades, they do more than save energy. HERO also helps communities create new jobs, save water and increase property values.



- **Consumer Protection**

- Pay Upon Job Completion
- Price / Value Confirmation
- Dispute Resolution



- **Economic Stimulus**

- New Job Creation
- Lower Utility Bills
- Increased Property Values



- **Environmental Benefits**

- Water Savings
- Decreased Energy Consumption
- Reduced CO₂

What to Expect

HERO has been approved by your community. You should expect HERO to be available in just a few short months. We're here all along the way – from Validation to Launch – to guide you through the process.



Judicial Validation

Every HERO community is required to go through a validation process that can last several months, and consist of multiple HERO communities. Once complete, your community is ready to begin planning for launch.

Municipal Support

HERO provides direct support to your staff during and after the launch process. You can meet individually with a HERO representative to design a plan for rolling out HERO to your community.

Contractor Training

HERO trains and registers local contractors in your area so they are ready to offer HERO to property owners from day one. All contractors who do business in your community and are in good standing are welcome.

HERO Helps Homeowners Conserve Water

California is facing persistent drought, and local governments are struggling to reduce demand in their communities. Finding easy and affordable ways for homeowners to make water-saving retrofits, rather than relying on changes in daily behaviors, is a priority for most cities and counties in the state.

HERO makes water-saving improvements fast and affordable for homeowners.

The HERO Financing program makes it easy and affordable for homeowners to make water-saving investments in their homes by paying off eligible improvements over time through their property taxes.

Water-saving investments that are eligible for HERO Financing include:

- High-efficiency plumbing fixtures including toilets, faucets and showerheads.
- Water-saving landscaping upgrades including artificial turf, drip irrigation, rotating sprinkler nozzles and weather-based irrigation control systems.
- Water capture systems including whole-home graywater reuse and rain catchment systems.

The HERO Program complements existing programs.

HERO-eligible improvements are often also eligible for local, state, federal and utility-specific rebate programs. That's no problem. Contractors that participate in the HERO program are trained to help homeowners find the most cost-effective solutions to meet their water and energy-saving needs.

It's easy for jurisdictions to make HERO available for local residents.

Offering HERO to residents in your community is simple. The local legislative body (City Council or Board of Supervisors) need only pass a resolution making it possible to offer the Property Assessed Clean Energy (PACE) HERO Financing program available to local residents. HERO staff will then work with city and county staff to bring the program online in your community. Making HERO available to local residents is revenue neutral for participating jurisdictions.

Less Waste. More Water.

HERO is already helping more than 200 California cities and counties save water.



44 GAL/SQ FT

saved on average for turf lawns converted to artificial turf



3 GAL/FLUSH

saved on average for each high efficiency toilet installed



1 GAL/MIN

saved on average for each high efficiency showerhead installed



30K GAL/YEAR

saved on average for each household graywater system installed

HERO and Water Conservation Opportunities: FAQs

Q: How does the HERO Program help California jurisdictions to conserve water?

A: The less water that is wasted in each residence, the closer a city and county gets to meeting overall conservation goals. Investments in water-saving improvements also help homeowners to comply with water conservation measures and reduce water bills. HERO-eligible improvements make it easy for homeowners to cut down on water use by helping them to meet conservation targets passively. For example, a low-flow toilet automatically saves up to six gallons of water per flush, regardless of how often a toilet is flushed. A wide variety of water-saving products are available through HERO, and since approval is not based on a homeowner's credit score, a wide section of homeowners are eligible to participate.

Q: What products are available to help homeowners conserve water?

A: Financing through HERO is available for a wide variety of indoor and outdoor water-saving improvements. Inside the home, HERO supports investments in high-efficiency plumbing fixtures and high efficiency water heaters, which cut down on waste by increasing the speed at which hot water reaches the tap. Outdoors, HERO can be used to pay for artificial turf, drip irrigation, rotating sprinkler nozzles and weather-based irrigation control systems. Whole-home graywater reuse and rain catchment systems can also be financed through HERO.

Q: How much water can homeowners expect to save after making HERO-eligible improvements to their homes?

A: Exact savings will vary by home, level of usage, the product that is being replaced and the product installed. For example, rotating sprinkler nozzles save as much as 20% over traditional spray sprinkler models. Whole-home graywater systems save an average of 25,000-35,000 gallons of water each year, depending on the age of the home. A single high efficiency toilet can save as much as 16,000 gallons each year; replacing all toilets in a home can therefore add up to a significant savings. For a full list of water-saving products eligible for HERO financing, see <https://heroprogram.com/products>.

Q: How can jurisdictions track the amount of water saved through participation in the HERO Program?

A: The HERO Program tracks the number of homeowners who make investments using HERO financing as well as what improvements are made within every participating city and county. HERO staff can provide a breakdown of which projects are completing within your jurisdiction along with average water savings for each installed product to help staff track how the program is helping to reach jurisdiction-wide conservation goals.

Q: How do jurisdictions communicate with residents about saving water through HERO?

A: HERO provides a wide range of materials to help jurisdictions communicate with residents about saving water with the program, including mailer-inserts, articles for newsletters, print and online ads, and more. HERO can also provide materials for interacting with the media, including press releases, articles, and FAQs. HERO staff also can help arrange community media events and conduct local media outreach.