

ENERGY INDEPENDENCE PROGRAM

Contractor Forum

Wednesday, April 17, 2013

4:00 – 5:30 pm

Welcome!

- Introductions
- Program Updates and Announcements
 - PACE Financing Update
 - SCEIP Open House – May 2, 2013
 - Website Launch Update
- Marketing, Education and Outreach
 - Upcoming Events
- Contractor Training – How to Promote PACE Financing
- Feedback, Requests and Next Steps
 - Future Forum Topics and Speakers

PACE Financing Highlights

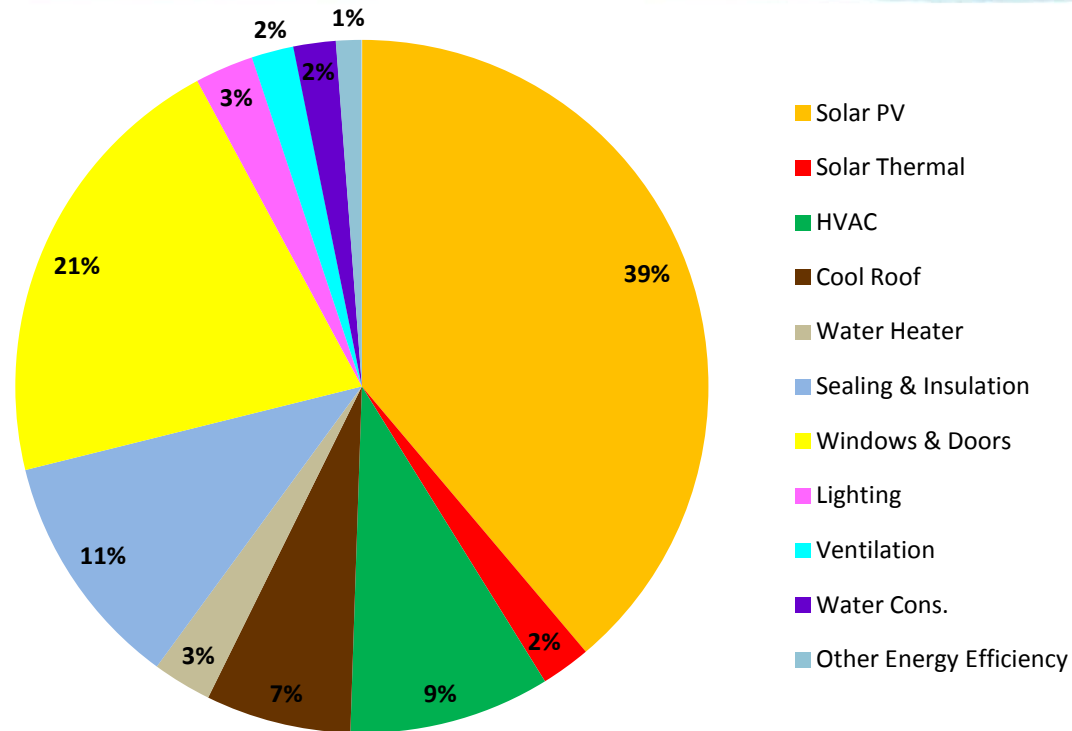
PACE Activity through March 31, 2013		
Residential	1805 properties \$ 51 million	\$28k average
Commercial	58 properties \$10.7 million	\$185k average

Job-years retained/created

745 ARRA formula

79 Local Construction

PACE Projects



Generation: 39%

Energy Efficiency: 59%

Water Conservation: 2%

Celebrate Our New Location & 4th Anniversary

Join us for our Open House & Party!

Thursday, May 2, 2013 4:00 - 6:00 PM
Ribbon cutting presentation at 5:00 pm

2300 County Center Drive, Suite A105
(La Plaza Bldg. A)

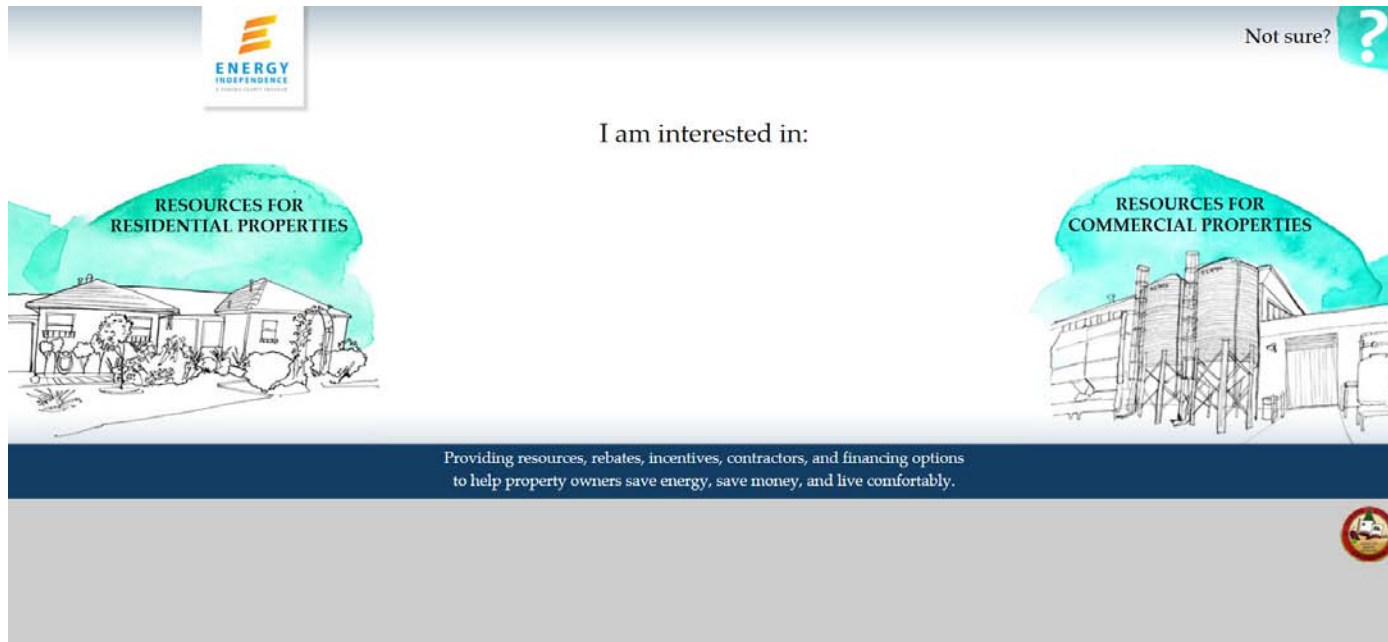
- Meet our staff
- Tour our new location
- Learn about our programs
- Enjoy hors d'oeuvres, cake and beverages



**ENERGY
INDEPENDENCE**
A SONOMA COUNTY PROGRAM



Website Launch Update



ENERGY INDEPENDENCE


Not sure? ?

I am interested in:

RESOURCES FOR RESIDENTIAL PROPERTIES

RESOURCES FOR COMMERCIAL PROPERTIES

Providing resources, rebates, incentives, contractors, and financing options to help property owners save energy, save money, and live comfortably.



FHFA Update

What does the latest FHFA decision mean and how will it affect PACE financing in Sonoma County?

What is PACE Financing

Property Assessed Clean Energy (PACE) is an opportunity for property owners to finance energy efficiency, water conservation and renewable energy generation improvements through a voluntary assessment. These assessments will be attached to the property, not the owner, and will be paid back through the property tax system over time, allowing them to make efficiency improvements that are also affordable.

Why Finance with PACE

- ✓ No credit check required
- ✓ No income qualifications
- ✓ Doesn't count against debt/income ratio or credit rating
- ✓ Billed once a year with property taxes
- ✓ Interest may be tax-deductable (verify with your CPA)
- ✓ Short application process & turn-around time

Opportunities to Promote PACE

- Participating contractor search
- “Ask the Expert” opportunities
- Community outreach events
- Program brochures provided at no cost
- Excellent customer service team to support your efforts!

Project Spotlight

For us, it was about reducing costs.



"As we expand, identifying and implementing efficiencies is key to our long-term profitability. Working with the Sonoma County Energy Watch was fantastic. They came on-site, performed efficiency audits on our facility and equipment, and helped us identify key energy saving projects."

With the help, expertise, and rebates from the Sonoma County Energy Watch program and the Pacific Gas and Electric Company, we were able to implement upgrades to our facility that weren't just great for the environment, but great for our bottom line."

LEON SHARYON, CHIEF FINANCIAL OFFICER
LAGUNITAS BREWING COMPANY

SONOMACOUNTYENERGY.ORG

Log on to hear what other companies have to say and find your reason to upgrade.



[Video testimonials on SCEIP Youtube channel](#)

Project case studies

Featured projects

Do you have a PACE financed project you would like featured?



For us, it was about thermostat wars.



"Our home was all over the place and so were we. When the temperatures dropped, the fight over the thermostat began. He would turn it down, I would turn it up, all day and night. To make matters worse every room was different. When the living room was just right, the bedrooms were a sauna; when the bedrooms were comfortable, the rest of the house was freezing."

Now our home is great year round. It's comfortably warm in the winter and surprisingly cool in the summers. Plus it reduced our energy bills and consumption over 50%."

SCOTT & TIFFANY BAGALA, SANTA ROSA

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Open Forum

- Frequently asked questions by customers
- How do YOU promote PACE?
- Review of marketing material
- Suggestions of how SCEIP can better support your efforts

Feedback, Requests & Next Steps



- Future forum suggestions
- June 19, 2013 – Martyn Dodd
2013 Energy Code Changes for
Existing Residential Construction



THANK YOU

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