

ENERGY INDEPENDENCE PROGRAM

Contractor Forum

Wednesday, August 21, 2013

4:00 – 5:30 pm

Welcome!

- Introductions
- Program Updates and Announcements
 - PACE Financing Update
 - Energy Upgrade California
 - The Latest in Financing, Rebates and Incentives
- Marketing, Education and Outreach
 - Ask the Expert Opportunities
 - Upcoming Events
- Feedback, Requests and Next Steps
 - Future Forum Topics and Speakers

Program Updates and Announcements

PACE Financing Highlights

PACE Activity through July 31, 2013		
Residential	1885 properties \$ 52.8 million	\$28k average
Commercial	60 properties \$10.8 million	\$180.8k average

Job-years retained/created

769 ARRA formula

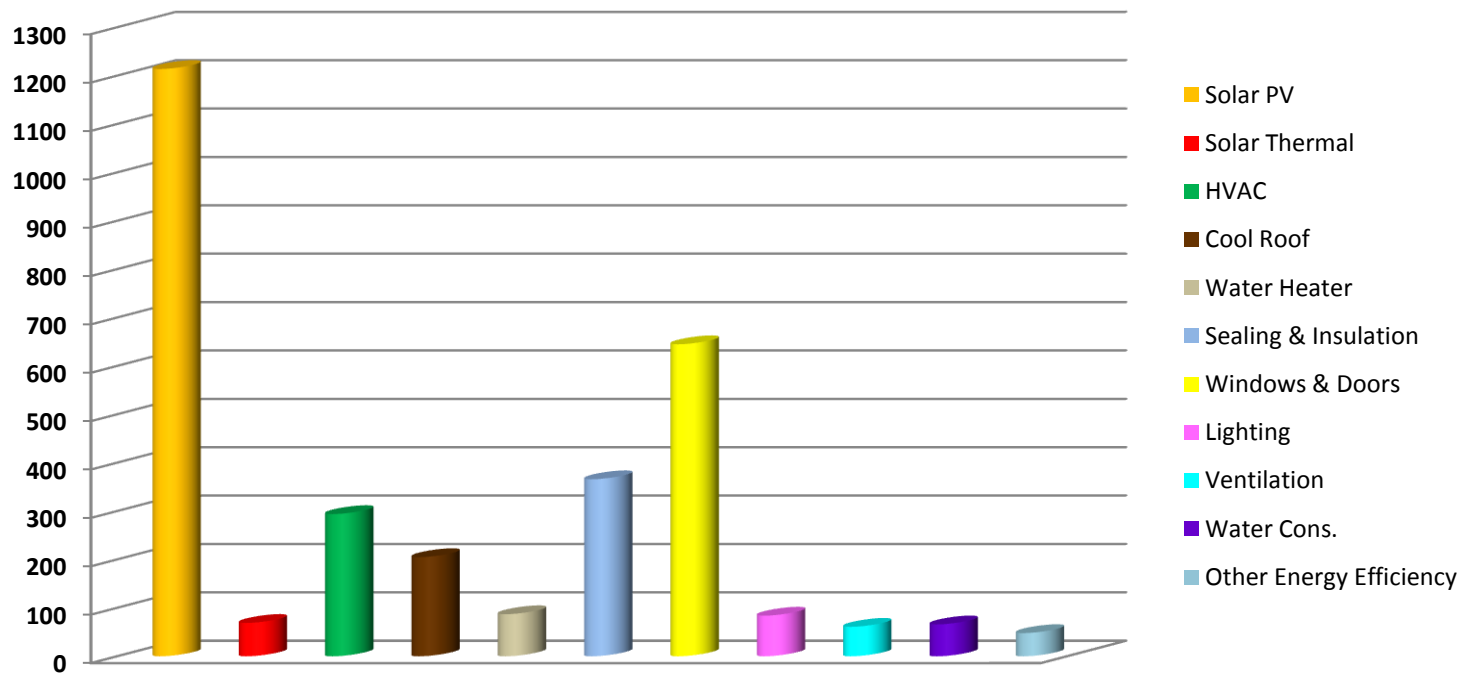
81 Local Construction

Projects Through PACE

Generation

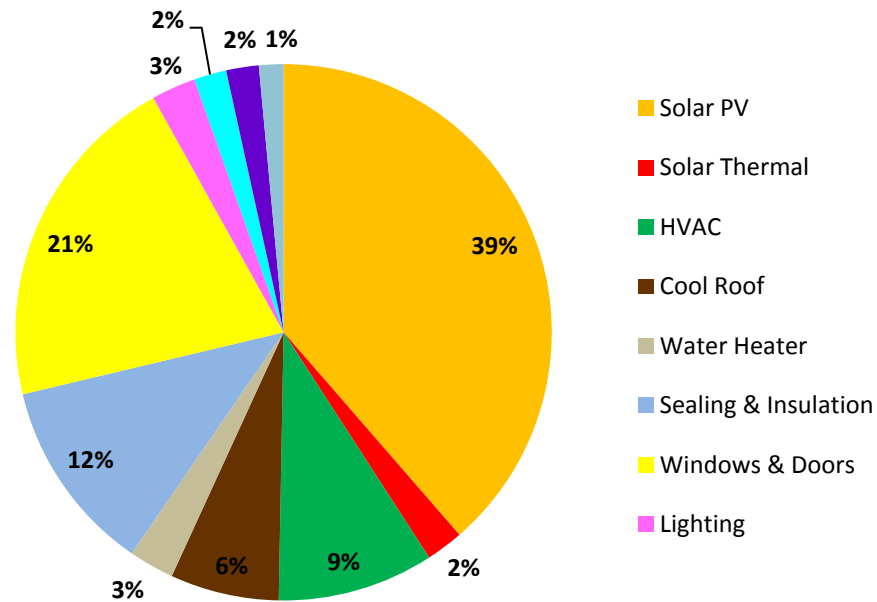
Residential: 6.7 MW, 1169 systems, 5812 tons eCO₂ annual reduction

Non-residential: 2.2 MW, 46 systems, 1896 tons eCO₂ annual reduction



PACE Projects

80% of all Projects are Completed by Local Contractors



Generation: 39%

Energy Efficiency: 59%

Water Conservation: 2%

Energy Upgrade California Highlights

Program Activity August 1, 2010 through July 31, 2013

**Sonoma
County**

140 Homes Completed

31% Average Energy Savings

Home Characteristics

1,859 Avg. Square Foot

1966 Avg. Age Year Built

Energy Upgrade California cont'd

- **Flex Package Pilot update**
Project submittal deadlines
- **Home Upgrade Program Launch**

Latest in Financing, Rebates and Incentives

- **Financing**
- **Rebates**
- **Energy Upgrade California**

Marketing, Education and Outreach

Project Spotlight Opportunity



For us, it was about
doing it right the first time.

"We bought ourselves a piece of Petaluma history a beautiful home that was built in 1915. It was authentic, that's for sure. It had a very old heating system and obviously no insulation. We knew we had a big project on our hands, but we weren't sure how to get started.

The Energy Independence Program helped us put together a game plan and connected us with a network of knowledgeable contractors. After all was said and done, we upgraded our home with new insulation, a new roof, summer heating improvements, a bedroom water heater and a new furnace. If you want to do it once, you have to do it right, and working with the Energy Independence Program made it easy. The people we worked with were straightforward, respectful, and, frankly, we treated them.

And it's all been worth it. We had no idea how much more comfortable our home would be and how much of an impact it would have on our quality of life. Now, it's time to relax and enjoy!"

ABIGAIL SMYTH & BRADFORD REX, PETALUMA

Log on to hear what other people 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?



**ENERGY
INDEPENDENCE**
A SONOMA COUNTY PROGRAM

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



SONOMACOUNTYENERGY.ORG

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Pacific Gas and
Electric Company



Ask the Expert Opportunity

Fall Home Show at the
Sonoma County Fairgrounds
September 20 - 22

Booth Etiquette

Do's

- Be punctual
- Be clean & presentable – Company logo gear acceptable
- Work the entire shift that you sign up for
- Be knowledgeable of SCEIP offerings
- Be professional & courteous

Booth Etiquette cont'd

Don't

- Claim to be a representative or staff of SCEIP
- Loiter near booth before or after shift
- Re-arrange booth or materials
- Make negative comments about the County, SCEIP or other contractors
- Distribute promotional items – business cards are okay
- Discuss politics or religion
- The sign-up list is for SCEIP purposes ONLY and information may not be taken for any purpose

Feedback, Requests and Next Steps

Open Forum & Next Steps

- Frequently asked questions by customers
- Suggestions of how SCEIP can better support your efforts
- Contractor resources on the web
- Contractor feedback
- Suggestions for future forums



THANK YOU

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