

ENERGY INDEPENDENCE PROGRAM



Contractor Forum

Tuesday, January 17, 2013

4:00 – 5:30 pm



Save energy. Save money. Live comfortably.

Welcome!

- Introductions
- Forum Objectives
- Program Updates and Announcements
 - PACE Financing
 - Energy Upgrade Sonoma
 - Sonoma Flex Package
 - Efficiency First
- Marketing, Education and Outreach
- Web Tools and Development
- Feedback, Requests and Next Steps



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PACE Financing Highlights

Program Activity through December 31, 2012		
Residential	1760 properties \$ 49.2 million	\$28k average
Commercial	58 properties \$10.7 million	\$185k average

Job-years retained/created

730 ARRA formula

77 Local Construction



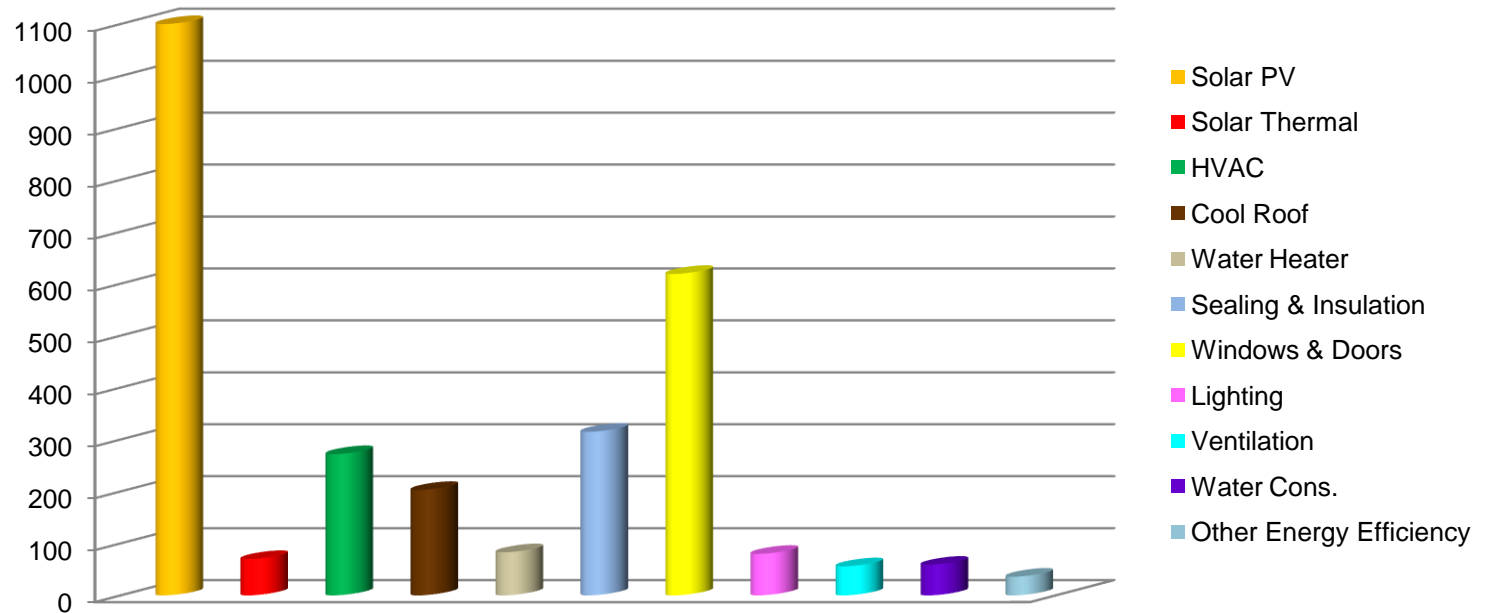
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PACE Projects

Generation

Residential: 6.1MW, 1068 systems, 5317 tons eCO₂ annual reduction

Non-residential: 2.1 MW, 44 systems, 1864 tons eCO₂ annual reduction



Energy Upgrade California Highlights



Program Activity through December 31, 2012

Sonoma County	124 Jobs Completed	31% Average Energy Savings
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Job Details

1,859 Ave. Square Foot

1967 Ave. Age Year Built

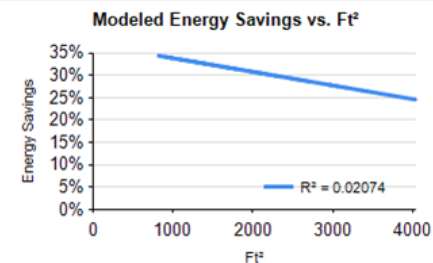
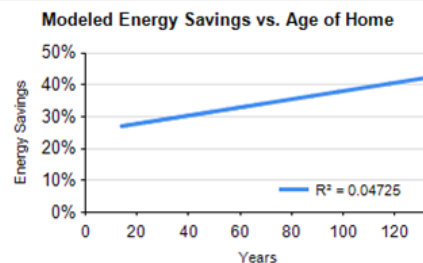
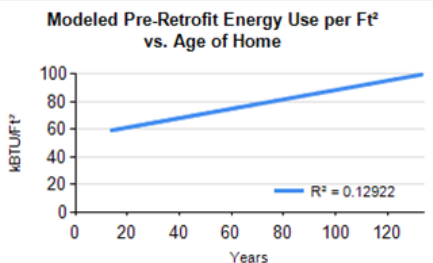
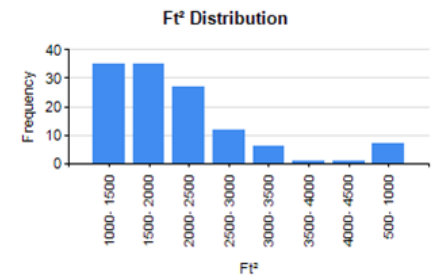
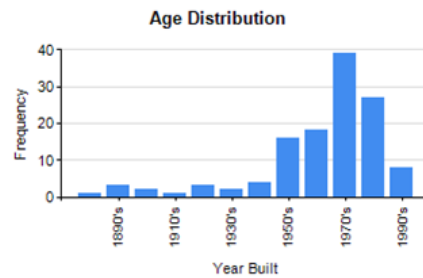
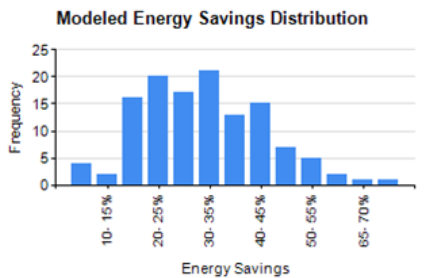


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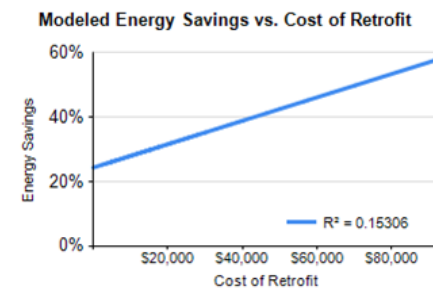
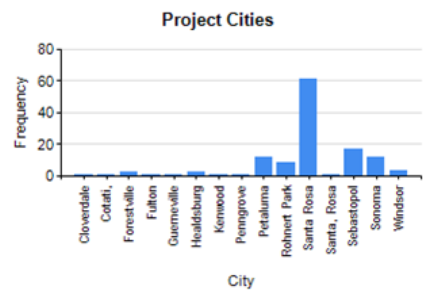
Energy Upgrade California Highlights



Data for Sonoma jobs submitted to Energy Upgrade California Program from 8/1/2010 to 12/31/2012



Completed Jobs 124	Notice to Proceed Jobs 7
Average energy savings 31%	
Average ft² 1859	Average year built 1967



This information and data is provided 'as is' and subject to no representation or warranty of any kind, including but not limited to accuracy, methodology, and calculation.



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Sonoma Flex Package Highlights



- 8 Flex Package applications to date, 2 applications completed – Get your applications in!
- Marketing
 - a. Co-op marketing effort with contractors
 - b. Early bird marketing for those that submitted applications prior to January 4th – 6 contractors
 - c. Combined efforts = 7,000 residents in Sonoma, Sebastopol and Santa Rosa mailed at the end of January



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Sonoma Flex Package Highlights



- Outreach Presentations

- a. Wed, Jan. 23, 7-8 pm – Sonoma County Water Coalition - Environmental Center, 55A Ridgway Ave, Santa Rosa
- b. Tues, Feb. 5, 12:15-1:30 – Santa Rosa East Rotary - Flamingo Hotel, Santa Rosa
- c. Fri, Feb. 8, 12:15 – 1:30 – Sebastopol Kiwanis Club - Sebastopol Community Center
- d. More are being scheduled for February
- e. Contractor's needed to help present at these presentations, please email amie@climateprotection.org



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Sonoma Flex Package Highlights



- RCPA Flex Package Contractor Advisory Meeting
 - a. First week in February
 - b. Looking for more feedback on the progress of the current Sonoma Flex Package Pilot
 - c. Provide an update Bay Area Regional Energy Network progress as related to the Flex Package model in the future
 - d. Look for the e-mail coming soon



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Efficiency First – Chris Cone



- About
- Meetings
- Membership Drive
January 29th



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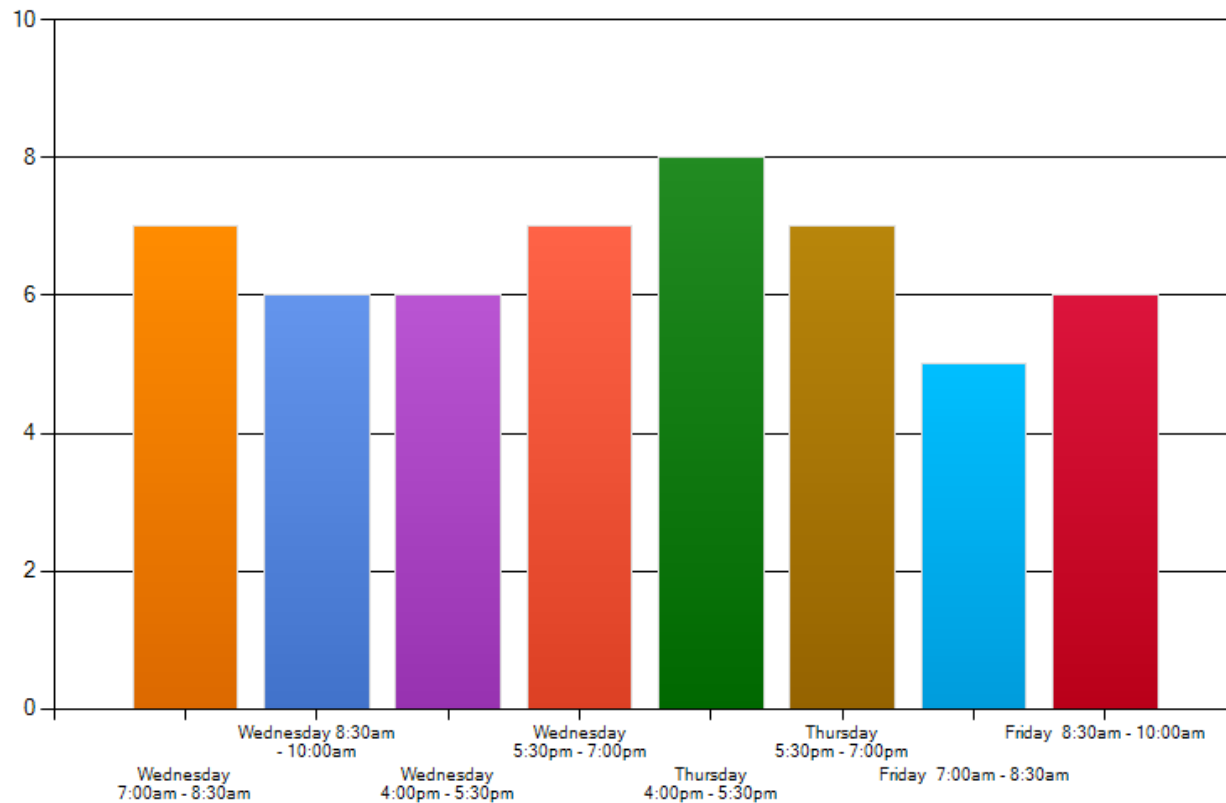
Additional Updates

Holiday Closure Dates

- Monday, January 21st
- Tuesday, February 12th
- Monday, February 18th

Contractor Forum Survey Results

Based on Contractor request, SCEIP is considering changing the day and/or time of the Monthly Contractors' Forum. Attendance can be either in person at the SCEIP office, or via ReadyTalk. Please note which days and times you'd be able to attend during the 3rd week of each month (you may choose more than one).



Contractor Forum Survey Comments

- Early morning does not work because of work flow. Late afternoon OR evening is better.
- I tend to like the after work times better than traveling to SCEIP in the morning than sometimes having to go the opposite direction back to work.
- I ponder whether there's a better use of staff's time than holding monthly Contractors Forums. If you review your last 12 meeting agendas, attendance records, and staff to participant ratios, that will give you the data needed to evaluate the frequency of these meetings. Perhaps, rather than meeting each month, meetings would occur as needed, or as new topics arise. Quarterly would probably work. The routine items you cover in the Forums (stats, etc.) could be published on the monthly newsletter or put on the website.
- I like mornings better. I'm more alert then and I can schedule things after the meeting. The 7:00am start would be best for me. I don't see any problem with evening meeting either. If that is the time that works best for others, I down with that.
- I feel the early evening meetings would be easier to attend, for me anyway.

- Mornings are best

- Most contractors like to hit the ground running in the morning. Late afternoon to early evening is probably the best for your typical contractor. Pizza would be nice for early evening.



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Marketing, Education & Outreach

- Direct Mailers
- Door Hangers
- Digital Ads
- Next Steps

Web Tools and Development

- Action Plan
- Website
- Contractor Portal



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Feedback, Requests & Next Steps



- PACE projects grouped to reflect “Whole House Upgrades” rather than as single projects split out

- Provide a PDF document of the new Energy Independence Program campaign efforts, so contractors can show potential clients



THANK YOU

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