



Save energy. Save money. Live comfortably. Go green.

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April 2013 SCEIP Newsletter

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Our New Home! Energy Independence Program Settles in at New Location on County Center Drive

Come on by and check out our new office, located at 2300 County Center Drive, Suite A105, in Santa Rosa!

Same hours (8 a.m. - 5 p.m.), same phone number (707-565-6470), same [website](#), and now centrally located for better customer service and efficiency while improving access for the public.

Sonoma County Board of Supervisors, Chairman David Rabbitt, commented, "The Sonoma County Energy Independence Program continues to be an incredible opportunity for homeowners and business owners to reduce costs while saving energy. This new central location will provide much easier access for anyone interested in saving money and doing the right thing environmentally. Being co-located with other county services provides the public a true one-stop shop for energy saving programs."



"I am excited about our new office and the fact that we are joining our Energy and Sustainability Division colleagues in one location to better leverage our combined resources and program services for residential and commercial property owners," stated Jane Elias, Energy Independence Program Manager (*shown unpacking last week*). "This has been a goal for some time and it's great to see it become a reality."

Also this month

Earth Day & Wellness Festival, Windsor, California
April 21st - Visit their [website](#)

The new location provides:

**8th Annual Sustainable
Enerprise Conference**
April 26 - Visit their [website](#)

**2013 Earth Day Santa
Rosa** April 27 - Visit their
[website](#)

**Energy Independence
Program Open House**
May 2 - See "Our New
Home!" for details, this
edition.

- Free parking
- Easy access to Highway 101
- Free Wi-Fi access
- Within walking distance to other County offices

Join us for our Open House and Ribbon Cutting on Thursday, May 2, 2013, from 4 p.m. to 6 p.m. There will be hors d'oeuvres, cake, and beverages.

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Connect with us



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New Online Tool Assists in Improving Energy Efficiency

The Energy Independence Program has
launched a dramatic upgrade to the 'My
Action Plan' online tool!

This free, quick, and easy to use energy
optimization tool, developed and
powered by Planet Ecosystems,
provides homeowners solutions for
their energy savings goals: maximizing
savings, improving health and comfort
conditions and now the ability to
evaluate carbon (greenhouse gas)
savings or to evaluate a specific
individual improvement.



Additional enhancements include the ability to evaluate multiple buildings, to see where others in the general neighborhood have made home improvements, and to create groups for friendly competitions. Designed to tailor recommendations to the unique property characteristics of each homeowner, the tool combines a two minute customer-entered energy survey with an extensive database and complex algorithms to provide recommended improvements, associated rebates, a contractor search engine and ideas for additional energy savings.

Equipped with this wealth of information, homeowners can work knowledgeably with a contractor to develop a prioritized plan for improving their property's energy efficiency. The Action Plan is accessible on the SCEIP home page. To put it to the test, go to www.sonomacountyenergy.org.

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Windsor Residents are Saving Water, Energy -- and Money!

Over 300 Town of Windsor residents (and counting) are benefiting from an innovative program called Windsor Pays®, which assists property owners to upgrade their water and energy efficiency, resulting in big savings in energy usage and delighting residents with lower utility bills.

On average, participating individual households are seeing a \$30 plus drop in their utility bill.

The Windsor Pays® program is available to both homeowners and renters; repayment is with no associated loan or debt; there is a broad selection of upgrade measures; and program participants can expect estimated savings on combined utility bills that will exceed the bi-monthly surcharge.



The Windsor Pays® program is piloted through a joint effort by the Town of Windsor, Sonoma County Regional Climate Protection Authority, and the U.S. Department of Energy. It is a win-win for participants and the environment.

Utility customers must meet eligibility requirements as determined by a program-certified contractor to participate. Qualifying Windsor residents are encouraged to participate by June 30, 2013, when the program is scheduled to end.

As reported in SCEIP's March 2013 Newsletter, the Windsor Efficiency PAYS® program received national recognition in January for modeling an exceptional efficiency program that saves both energy and water. The 'Program of Promise' award came from the American Council for an Energy-Efficient Economy and the Alliance for Water Efficiency. The two organizations collaborated to recognize a total of 12 top programs across the US, Canada and Australia including five exemplary award winners and seven honorable mentions. Windsor Efficiency PAYS® was one of the seven honorable mentions, as was the City of Santa Rosa for its ozone laundry program.

For more information about Windsor Pays®, visit their [website](#).

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Sonoma County Flex Package Pilot to Continue

We are pleased to announce the continuation of the Sonoma County Flex Package Pilot program! Flex Package contractors may continue to sell and submit new projects beyond the original April 9th deadline.



The Sonoma Flex Package Pilot program will continue uninterrupted until the launch of the Bay Area Regional Energy Network (BayREN) Regional Flex Package Program, which is currently expected in June 2013. After April 9th any "in process" Flex Package applications will be transitioned to the Regional BayREN Program. These incentives will be paid using regional funding, which may affect the time period for receiving incentive checks.

Additionally, minor changes to the Pilot's online application and completion form based on contractor feedback are planned to take place after April 9th. We will do our best to keep contractors updated on the timeline for changes, which are anticipated to include:

- Reservation period will be extended from 60 days to 90 days.
- Property owners will no longer be required to submit a W-9
- Access to PGE 'MyEnergy' account information will be optional
- We will remove repetitive information requests between the application and completion form and keep only what is necessary to link the two forms
- Dropbox will be included as an option for submitting supporting documentation

Contractors looking to learn more about Sonoma Flex Package are encouraged to visit their [website](#).

The Energy Independence Program and Regional Climate Protection Authority would like to thank all the dedicated Energy Upgrade California contractors in Sonoma County who volunteered to participate in the Flex Package Advisory meetings. Through these meetings our local contractors helped to develop the Sonoma County pilot, and many of their ideas have been integrated into the regional model. We will keep all of you updated as the transition to the Regional Program progresses!

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Commercial PACE Financing Research Paper Released

Johnson Controls Institute for Building Efficiency, PACENow, and the Urban Land Institute are pleased to announce the release of the white paper, titled "Setting The PACE: Commercial Retrofit Financing," a paper offering an overview of the commercial PACE market that is geared towards the commercial building owner community.

The paper takes a close look at four active PACE programs, which demonstrate the range of financing approaches within the PACE industry. There programs are:

- Sonoma County Energy Independence Program (SCEIP), CA
- GreenFinanceSF, CA
- Toledo-Lucas County Port Authority PACE Program, OH
- DC PACE Program, D.C.

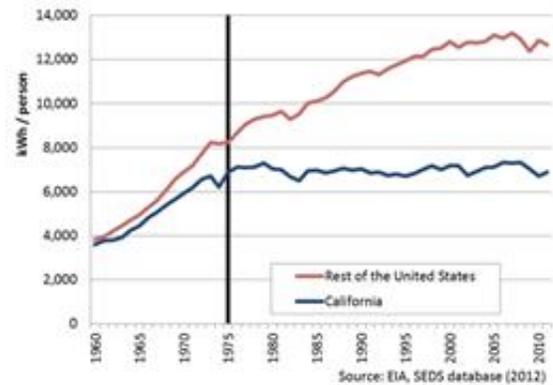
As of February 2013, there were **16 commercial PACE programs** accepting applications to finance building efficiency projects. Most of these have been active for less than a year, and some are just now completing their first projects. As this new market develops, early-stage PACE programs have taken different approaches to program design and administration. Lessons learned from their experiences may well shape the overall success of PACE in the years to come.

For more information, go to the PACE NOW [website](#).

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National Bipartisan Report Shows California Leads in Energy Efficiency

California's energy efficiency policies have kept "per capita electricity consumption nearly flat over the last 40 years while usage by the rest of the nation increased by over 50 percent," according to Sierra Martinez, Natural Resources Defense Council (NRDC) Staff Blogger and NRDC Legal Director.



He points to the Rosenfeld Curve (*shown above*), which indicates per capita electricity consumption in California and the U.S. from 1960 to 2010, and clearly shows that California's consumption diverges dramatically from the nation's starting in the mid 1970s. Read the entire article [here](#).

"Some critics incorrectly claim California would have reduced its electricity consumption without efficiency policies. This belief that 'everything would have happened anyway' has led to a number of myths about the Rosenfeld Curve (named for Dr. Arthur Rosenfeld, one of the 'fathers' of energy efficiency and recent recipient of the National Medal of Technology and Innovation)." The myths Martinez addresses include the decline of industry, California's good weather, and high energy prices.

In conclusion, Martinez states that "efficiency policies that roll out more energy-saving technologies end up saving energy."

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Got Refrigeration?

Refrigeration equipment for businesses such as convenience stores and restaurants can account for up to 60% of overall electricity consumption.



Fortunately there are programs like Sonoma County Energy Watch (SCEW), a local government partnership with PG&E that can help to lighten the load. In addition to lighting and HVAC evaluations, the program now provides evaluations of business refrigeration needs – **all at no cost to you.**

Call (707) 565-2160 to arrange for an energy expert to visit a facility. SCEW will provide a detailed list of recommendations, available incentives and rebates, and information about PG&E's 0% financing options.

For more information, visit their [website](#).

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Start or Join a Carpool

Have you heard of WeGo? Recently launched by the Climate Protection Campaign, WeGo is a realtime ridesharing program where you can use your iPhone or Android phone to catch a ride, reduce your carbon footprint and win some cool prizes.



How to participate?

Sign up at [WeGoRideshare](#):

- Create your ridesharing profile on the website (avego.com) or with the free “Avego” app for iPhone or Android.
- Add your commute schedules and a photo of yourself in your profile.
- “Like” the WeGo Sonoma page on Facebook to engage with your rideshare community.
- Refer your friends to sign up and you’ll earn referral bonuses!

For more information or direct assistance, contact the WeGo Sonoma team at: WeGo@ClimateProtection.org.

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Earth Day is Coming!

Check out the Energy Independence Program and Sonoma County Energy Watch (SCEW) booth at Santa Rosa’s Earth Day event on Saturday, April 27th, Courthouse Square in downtown Santa Rosa.



This is a family-friendly event which will include entertainment by FILL-UP the Clown, Zumba lessons, arts and crafts, local food, park and creek clean-ups, prizes, educational booths, and more. For more information, visit their event website at www.srcity.org/earthday.

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Contractors' Corner

Energy Independence Program Monthly Contractors' Forum – This Month: [How to Promote PACE Financing](#)

Date: Wednesday, April 17, 2013

Time: 4 p.m. – 5:30 p.m.

Location: 2300 County Center Drive,
Suite A212 (La Plaza Building A,
upstairs conference room), Santa Rosa,
California

**If you arrive after 5 p.m., please
call (707) 565-1361 for entry to the
building.**



**Energy Upgrade California™
Hands-On Duct Leakage Training
with Andy Wahl, Hosted by Build
It Green and PG&E - FREE**

Date: Friday, April 26, 2013

Time: 9 a.m. – 4 p.m.

Location: Los Guillicos Facility,
Classroom A, 365 Casa Manana Rd.,
Santa Rosa, California. The training
will provide demonstration and hands-

on practice for this test method and an opportunity to augment and/or
reinforce existing diagnostic testing and home performance assessment skills
and best practices. The presentation slides and supporting materials leverage
lessons learned from diagnostic testing performed by PG&E staff and others in
support of Energy Upgrade California™ and similar home performance
programs nationwide. R.S.V.P. at sceip@sonoma-county.org

LED and Everything Else

Date: Thursday, May 3, 2013

Time: 9 a.m. – 1 p.m.

Location: Napa County Historical Society, 1219 First Street, Napa, California

This class carries (4) hours of continuing education credit (AIA, NCQLP),
and is free but requires [registration](#). Refreshments and lunch will be provided
for this half-day session.

Find Out How Energy Upgrade Can Build Your Business!

Date: Tuesday, May 21, 2013 -- ONLINE WEBINAR

Time: 2 p.m. – 5 p.m.

[Registration](#)

PG&E Workshop: Financial Analysis of Energy-Efficiency Projects

Date: Thursday, May 30, 2013

Time: 8:30 a.m. – 4:30 p.m.

Location: Sonoma County Water Agency, 404 Aviation Blvd., Suite 200, Santa
Rosa, California

Free continental breakfast and lunch provided. This program is free but
requires [registration](#).

Check out these sites for other upcoming classes and workshops:

- [PG&E Energy Education Classes](#)
- [Build It Green Training Calendar](#)

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Did you Know....

Leon Sharyon, CFO, Lagunitus Brewing Company, looked to the

Energy Independence Program for the "help, expertise, rebates, and financing from the Sonoma County Energy Watch program and its partners to implement upgrades to our facility that weren't just great for the environment, but great for our bottom line."



For us, it was about
reducing costs.

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