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THURSDAY 2, AUGUST 2012

## Introducing the Windsor Efficiency PAYS Program

Residential water customers – both homeowners and renters – in the Town of Windsor are eligible to participate in a pilot program which will enable them to finance an array of energy and water efficiency measures for their homes and pay for them over time through tariffed charges on their water bills. The payments are structured to be less than the estimated savings, a type of financing known as PAYS®: Pay As You Save.



## Also this month

### Enter your title

08/01/2012 - [SCEIP at Wednesday Night Market](#)

08/02/2012 - [SCEIP at Greentivities \(Sonoma County Fair\) 2:00 p.m.](#)

08/04/2012 - [SCEIP at Greentivities \(Sonoma County Fair\) 2:00 p.m.](#)

08/06-08/2012 - [EUC: Basic Package Technical Training](#)

08/09/2012 - [SCEIP at Greentivities \(Sonoma County Fair\) 2:00 p.m.](#)

08/11/2012 - [SCEIP at Greentivities \(Sonoma County Fair\) 2:00 p.m.](#)

08/21/2012 - [Find Out How EUC Can Help You Build Your](#)

The goal of the pilot program is to establish a self-sustaining tariffed on-water-bill (OWB) financing program that will (1) result in high participation among a wide range of property owners and renters in water conservation and water-related energy reduction improvements; (2) target a 20 percent participation rate in the pilot communities; (3) establish a “cash-positive conservation offer that delivers high participation rates among the wide range of users such as owner-occupied residents, landlords, renters, and persons with concerns such as debt and length of occupancy; (4) implement a sustainably funded community scale on-water-bill financing program that can grow with increasing participation rates; (5) provide a complementary financing option for Energy Independence Program and other financing resources; and (6) establish an OWB program design that ultimately provides for regional implementation by all nine cities and unincorporated areas of Sonoma County to ensure regional consistency and achieve economies of scale.

SCEIP is the Certification Agent for the Town of Windsor's Efficiency PAYS program. In that capacity, SCEIP will be the primary contact for the program, processing applications, overseeing the onsite inspections, and more.

For more information, please call (707) 565-6472 or visit <http://www.townofwindsor.com/efficiencypays>.

## [Business](#)

08/22/2012 - [CEA: Solar Installation Case Study Workshop](#)

08/24/2012 - Disbursement Deadline for September funding

09/03/2012 - Office Closed for Labor Day Holiday

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## Connect with us



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## Contact Us

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## New SCEIP Manager: Jane Elias

SCEIP is pleased to announce the promotion of Jane Elias to Department Program Manager in the Energy and Sustainability Division of the General Services Department. Jane's area of focus will be the Sonoma County Energy Independence Program (SCEIP) section of Energy and Sustainability.



Jane originally joined the Energy and Sustainability Division in April of 2010 to create, implement, and administer the SCEIP Tool Lending Library and to work with the developing local building performance workforce. She has been involved in energy efficiency, building science, and renewable energy for over 12 years. Her background and experience range from local small business operator, city council advisor, and solar PV installation, to over 20 years in management. Most recently, Jane developed and implemented the SCEIP Energy Analysis Rebate Program and workforce training programs with the funding provided by the California Energy Commission Grant.

Jane's dedication to the customers of SCEIP, the local community, and to our goals to reduce our energy demand will serve her well in this new role. We look forward to Jane's continued leadership and support of our Division. Congratulations Jane!

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## Part Two: Will Your Building Stand Out from the Rest?

Last month, the SCEIP newsletter featured an article on the proposed regulation language for AB1103 regarding mandatory benchmarking and energy profile disclosure for non-residential buildings. The California Energy Commission upheld and adopted the proposed language following the



hearing on July 11. As a building owner, the best way to prepare for the forthcoming regulation – and turn the regulation to your financial advantage – is to ensure your business is energy efficient. Buildings that are more energy efficient not only experience lower monthly bills, but garner additional financial benefits as well. U.S. studies find that LEED and ENERGY STAR buildings have increased rental rates of 2-17%, improved resale value of 5.8-35% and led to higher occupancy rates of 2-18%.

There are several local programs to help small and medium businesses identify low and no-cost ways to improve a building's energy profile and benchmarking score. The Sonoma County Energy Watch (SCEW) program offers free lighting audits to PG&E non-residential customers, along with significant rebates and incentives, technical advice and project facilitation to make upgrading your business as seamless as possible.

Additional programs exist to help property owners cover the initial investment of an energy efficiency project. PG&E's on-bill financing program allows commercial customers to borrow money at 0% interest and pay back the cost of the loan with the energy savings incurred by the project – making it cost-neutral to the customer. There's nothing to lose if you plan on continuing to pay your energy bills – only new energy efficient equipment to gain.

To schedule a free energy evaluation for your business, contact SCEW today at 707-565-2160 or [kelly.rector@sonoma-county.org](mailto:kelly.rector@sonoma-county.org). Visit us on the web at [www.sonomacountyenergywatch.org](http://www.sonomacountyenergywatch.org).

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## Healdsburg Partnership Thriving

In July, The City of Healdsburg and the Sonoma County Energy Independence Program (SCEIP) happily announced their new partnership in energy efficiency. Healdsburg Electric Department, as a Publicly Owned Utility, provides energy efficiency programs and other incentives to Healdsburg Electric customers.



To provide the best possible energy efficiency program, the City has entered into a partnership with SCEIP to provide competent and experienced professionals to support Healdsburg's residential energy efficiency program goals. SCEIP will provide oversight to the City's activities and efforts with regard to the administration, development, management, evaluation, and promotion of residential energy efficiency programs.

During the past month, SCEIP performed several energy efficiency walk-through assessments on homes in Healdsburg and assisted residents with rebate questions and applications pertaining to energy efficiency measures.

For more information, call us at (707) 565-6470 or click [HERE](#).

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## Fair Introduces Greentivities

Greentivities is an exciting new exhibit at this year's Sonoma County Fair, which runs from July 25 through August 12 (closed Mondays) and located in the Garden Building exhibit hall just south of the Hall of Flowers.

Greentivities is a fun, interactive venue for both kids and adults with daily speakers and subject matter experts providing educational and thought

provoking information on topics ranging from solar financing, to recycling, to a demonstration of a machine that makes intriguing objects out of discarded materials. A full schedule is posted in front of and inside the Garden Building daily.

Visit Greentivities to see the Energy Bike, hands-on Paleotechnic bead and cord making, and worm composting. There are related features outside the building as well, including art cars, big vehicles and homemade bicycles, along with an electric car fueling station and some amazing hand-propelled vehicles.



For more information, visit [www.sonomacountyfair.com](http://www.sonomacountyfair.com) or call (707) 545-4200.

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## Contractor's Corner

### ***SCOE ROP Job Shadowing Opportunities***

The Sonoma County Office of Education (SCOE) offers a program on Energy Resources and Water Resources Regional Occupational Program (ROP) for high school students throughout the County. The program is two years, the first year being learning with hands-on modules, field trips, job shadowing, etc. The second year, which is about to begin, consists of an unpaid internship or similar mentoring opportunity for the student to learn the “real world” applications of their training.



Karen Taussig, the Energy and Water Resource Instructor, is searching for placements for two students (one interested in building performance/energy analysis) with contractors who would be willing to mentor a student, in return for free labor. All insurance is covered by SCOE so there is no liability on the part of the contractor.

Interested contractors interested in mentoring a high school student should

contact Karen Taussig at (415)385-9528 or [ktaussig@scoe.org](mailto:ktaussig@scoe.org).

### ***Free PG&E Workshop: LEDs vs. Everything Else***

How do LEDs currently compare with high performance incumbent technologies and other new technologies? How will these comparisons change in just one or two years? What are the best applications for currently available LED products? These are just a handful of the questions instructor Stan Walerczyk will explore in this class first introduced at last year's Lightfair, the largest lighting conference in North America.

The class will be held on Wednesday, September 26, from 9:00 a.m. to 4:30 p.m. at the SCEIP storefront. To register, click [here](#). For a downloadable flyer, click [here](#).

### ***EUC Update***

The PG&E Whole House Rebate Program will be introducing the formal pathway for rater participation on September 1, 2012. The pathway will integrate raters with active HERS II and BPI Building Analyst certifications as independent assessors for test-in and test-out measurements and job submissions. Please stay tuned for more details and the formal announcement from Energy Upgrade California!

### ***Contractor Forum***

SCEIP hosts a Contractor's Forum on the third Friday of nearly every month. This forum gives you (the contractor) vital programmatic updates, as well as an opportunity to provide feedback on your experience with the program.

The Contractor Forums are held at the SCEIP storefront and also via ReadyTalk online meetings. Check the SCEIP [calendar](#) for the next forum date and watch your email for the announcements. To view the notes from prior forums, click [here](#).

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