



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

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THURSDAY 30, OCTOBER 2014

August 2013 SCEIP Newsletter

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Economic Development Board Calculates the Sonoma County Energy Independence Program PACE Financing Impact on the Local Economy

The Sonoma County Energy Independence Program (SCEIP) recently requested the Economic Development Board to calculate the Program's local economic effects using their approved economic modeling software. The software recognizes not only the actual dollars financed in doing the upgrade projects, but also the local multiplier effect for each dollar spent. From March 2009 through mid-May 2013, the total cost of SCEIP-financed projects installed by local contractors was \$52.7 million dollars.



Also this month

Contractor Forum

Date: Wednesday, August 21st, 2013

Time: 4:00 p.m. – 5:30 p.m.

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

Efficiency First Webinar: "Non-geek Speak: Putting Bulding Science into Everyday Terms"

Date: Wednesday, August 21st, 2013

The Economic Development Board calculated the wider economic effects of this \$52.7 million using IMPLAN, a software system that shows an economic transaction's effect on an economy. IMPLAN uses real-world information from the Census and other sources to model specific regional economies, and calculates a transaction's direct effects (the total amount transacted), indirect effects (those resulting from local spending on supplies, services, labor and taxes), and induced effect (money spent locally by those paid by the indirect effect).

The results of this analysis showed that the SCEIP projects done by local contractors had a total local effect on output of \$83.3 million dollars, and created an estimated 511 jobs, where a "job" is defined as full- or part-time employment for one year.

The \$52.7 million dollars that has been spent on PACE projects completed by

Time: 12:30 p.m. – 2:00 p.m.

Location: Online

Zero Net Energy Home Retrofits Series

Date: Friday, September 27th - Friday, October 11th, 2013

Time: 7:30 a.m. - 4:30 p.m.

Location: Sonoma Mountain Village Center, Rohnert Park, CA

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local contractors represents 80% of the total spending on all SCEIP-supported projects. The table below reflects the amount and percentage of total spending towards energy efficiency, energy generation, and water conservation projects.

Click [here](#) or the logo above to view the chart.

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Residential PACE in Placer County

On Thursday, July 18th, Jenine Windeshausen, Placer County Treasurer-Tax Collector, announced that the Placer County Board of Supervisors voted unanimously to lift the suspension on the mPOWER Placer residential PACE program.



At the time the Board suspended the residential program, it also authorized the intervention of Placer County into litigation filed by the County of Sonoma which challenged the authority of Federal Housing Finance Authority, Fannie Mae and Freddie Mac to issue the guidance letters (July 2010) which had led to the recommendation to suspend the residential program. While the litigation was pending, Placer County was constrained in considering whether to resume the residential PACE program. With the final resolution of the litigation, the County has had the opportunity to re-evaluate the impacts resulting from the FHFA guidance letters on residential PACE programs, both in regard to the programs that continued to operate as well as new programs that were initiated. In addition, the County further reviewed the legal basis for the concerns expressed in the guidance letters in light of additional information obtained in the course of the litigation and concluded that the operation of a properly configured residential PACE program does not compromise federal interests.

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The PACE Market is Growing

Innovative PACE financing is now available in hundreds of municipalities across the county and the volume of commercial PACE transactions is growing.



PACE program efforts are underway in Arkansas, Oregon, Utah, and Texas. Rhode Island adopted PACE legislation modeled on Vermont's subordinate lien PACE program.

PACE Market Snapshot:

- 31 states and the District of Columbia can implement PACE programs, covering over 80% of the US population
- 16 programs have funded projects in 10 states and the District of Columbia
- projects range from \$10,000 to \$3.2 million

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Greentivities

Thank you to everyone who stopped by our Greentivities exhibit this year!

Greentivities' second year has proven once again that visitors to the Sonoma County Fair enjoy learning about energy efficiency and sustainability in an interactive, hands-on, educational environment, with exhibits ranging from rain water harvesting to primitive skills, and a speaker series that included what is a home energy audit, using materials for repurposed furniture and art,

solar cooking techniques, water wisdom at home, and cleaning products made naturally. The Kids Zone, which included face painting, soapstone bead making, and seed balls was wildly popular. For more information, contact Sam Ruark, Sonoma County Energy & Sustainability Division at (707) 565-2125.



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REALTOR®'S Energy Audit Program

California residents have the opportunity to take advantage of a financial and environmental reward on their new home by using the California Association of Realtor's Energy Audit Program. The REALTOR®'S Energy Audit Program provides up to a \$250 rebate on a Home Energy Rating System (HERS) home energy audit conducted by a certified HERS rater.



The rebate program is for new homeowners in California that wish to add improvements to their recently purchased home to live comfortably while saving money and energy. Click [here](#) or on the picture to learn more about eligibility requirements and how to apply.

Contractors Corner

Energy Independence Program Monthly Contractors' Forum

This Month:

Date: Wednesday, August 21st, 2013
Time: 4:00 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) 565-6470 for entry to
the building***



Efficiency First Webinar: "Non-geek Speak: Putting Building Science into Everyday Terms"

Date: Wednesday, August 21st, 2013
Time: 12:30 p.m. – 2:00 p.m.
Location: Online

Description: Panelists on this webinar will discuss how home performance contractors “tell the efficiency story” in layperson terms that prevent glazed-over eyes and homeowner overwhelm.

Tune in to learn more about:

- How to effectively sell efficiency in a way that is relatable to homeowners
- Language to avoid when talking with customers about home performance upgrades
- How to educate people about the way their home uses energy, using everyday concepts that are helpful for customers

Panelists:

Stephanie Inglis, motum b2b
Troy Tanner, The Home Energy Detective
Charles Cormany, Beanstalk Energy

Non-members register [here](#).

Members register [here](#).

Zero Net Energy Home Retrofit Series

Date: Friday, September 27th - Friday, October 11th, 2013
Time: 7:30 a.m. - 4:30 p.m.
Location: Sonoma Mountain Village Center, Rohnert Park, CA

Description: The PG&E Pacific Energy Center and Solar Sonoma County are teaming up to bring you this 4-part series on home retrofitting to Zero Net energy! Each class will address different aspects of achieving Zero Net Energy through Deep Energy Retrofits.

Earn six HSW continuing education credits to the American Institute of Architects for each of the sessions.

All classes will be held in Rohnert Park at the Sonoma Mountain Village Event Center.

- 1) Zero Net Energy - Deep Retrofit Overview, Taught by Ann Edminster
Friday, Friday, September 27th, 7:30am - 4:30pm
- 2) Envelope Retrofit Strategies, Taught by Rick Chitwood and Gavin Healy,
October 4th, 7:30am - 4:30pm
- 3) Mechanical System Retrofits, Taught by Rick Chitwood Saturday, October
5th, 7:30am - 4:30pm
- 4) People and Plug Loads, Taught by Chris Hunt and Chris Calwell, Friday,
October 11th, 7:30am - 4:30pm

Total cost for the entire series is \$154.74 All proceeds go to directly to the instructors with a small administrative fee to Solar Sonoma County.

For full description of each of the classes in the series and to register please click [here](#).

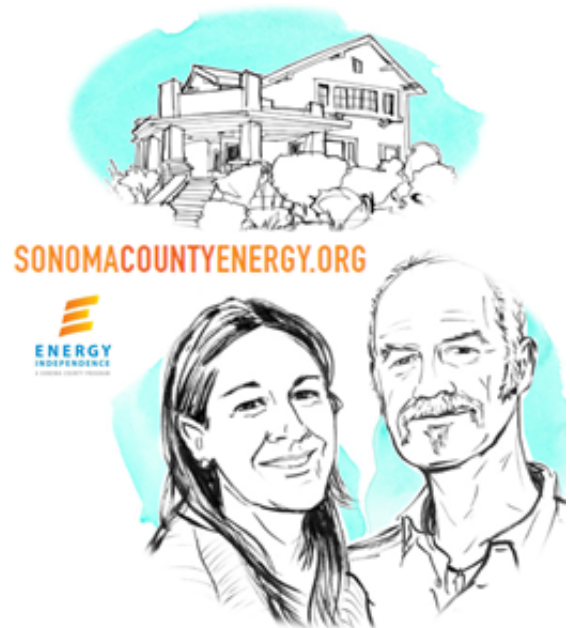
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For us, it was about doing it right the first time

“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 absolutely 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, numerous heating improvements, a hydronic 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 trusted 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.

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