



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

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Green Business News

If your business has been putting off upgrading to more efficient lighting, now is the time to do it. Recent legislation has created new lighting efficacy standards which mean that after December 31, 2012, incentives will no longer be offered for replacing T-12 CFL lighting fixtures with more efficient fixtures. More than 35% of a commercial building's electricity use goes toward lighting according to EnergyStar, making lighting upgrades one of the most cost-effective solutions to reducing energy use. To learn what incentives exist for your business in 2012, contact [Pacific Gas and Electric Company](#) (PG&E), the [Sonoma County Energy Watch](#) (SCEW) program, or the [Green Business Program](#) to arrange a lighting audit of your facilities.

Following an audit, lighting experts will present detailed recommended upgrades of your business, available incentives, and estimated savings and payback. Don't wait. The incentives are only available for projects completed by **December 31, 2012**.



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Also this month

[06/19/2012 - Find Out How EUC Can Help You Build Your Business!](#)

[06/21/2012](#) - Disbursement Deadline for July Bonding

[06/25/2012](#) - Marin WIB CalCERTS Training

[06/27/2012 - Clean Energy Series "Why Go Solar?"](#)

[07/04/2012](#) - Office Closed for Independence Day

PG&E's On-Bill Financing Program for Businesses

Despite the typically quick paybacks for most lighting upgrades, the upfront cost of such projects can sometimes represent a barrier to businesses. PG&E's 0%



Holiday

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interest loan program called on-bill financing (OBF) can help customers overcome this obstacle. The program allows customers to pay back the cost of a project with the monthly energy savings generated by the upgrades, thereby making the project bill-neutral. Once the loan is paid off, customers reap all the savings. The [Sonoma County Energy Watch](#) (SCEW) program, a local government partnership with PG&E designed to save money and energy for businesses, nonprofits, and municipalities, has been able to help several customers pay for projects via the OBF program that they otherwise wouldn't have been able to do. Businesses wishing to finance a project this way may borrow between \$5,000 and \$100,000 with a loan period of under five years. Most SCEW projects have a simple payback that falls in this range.

To learn more about on-bill financing or the Sonoma County Energy Watch, contact Kelly Rector at (707) 565-2160 or kelly.rector@sonoma-county.org.

This program is funded by California utility customers and administered by Pacific Gas and Electric Company under the auspices of the California Public Utilities Commission.

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Energy Improvement Financing

The Sonoma County Energy Independence Program (SCEIP) remains the County's leader in energy improvement financing. SCEIP has financed over \$57 million in Property Assessed Clean Energy (PACE) financing over the past 3 years. PACE financing is attached to your property as an assessment. The interest rate is 7 percent and the terms are 10 or 20 years. PACE financing offers many benefits that traditional financing does not, including:



For more information on PACE financing through SCEIP, visit www.sonomacountyenergy.org.

- no credit check, no income qualifications
- does not count against debt/income ratio
- billed annually with property taxes
- no risk pricing; everyone pays the same fixed 7% interest rate
- interest may be tax deductible (verify with your CPA)
- wide range of both residential and commercial projects eligible

There are alternative financing sources available like the PowerSaver Loan Program. PowerSaver Loans will provide eligible homeowners with up to \$25,000 for energy saving measures including insulation, air sealing, HVAC systems, and solar PV. The loans will be available to borrowers with good credit and reasonable debt-to-income levels who have some equity in their homes. Any loans over \$7,500 will be secured by a second lien on the property and consequently the underwriting process will closely resemble that of obtaining a home equity line of credit.

For more information on PowerSaver loans, visit www.powersaverloan.com.

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Greentivities at the Sonoma County Fair

There is an exciting opportunity to provide a new experience at this year's Sonoma County Fair running from July 25 to August 12. SCEIP is supporting the Fair's new effort to have an entire exhibit hall focused on providing fair attendees with a fun, experiential interaction with "green" concepts and programs happening right here in Sonoma County. If you know of anyone that wants to help gathering and providing, and possibly even building some of these exhibits for the fair, please contact Anita Adams at anita.adams@sonoma-county.org. For more information, please click [HERE](#).



****Closed Mondays****

Attention Vendors: Please contact Katie Young at 545-4200, ext 207, if you are interested in showcasing your product or service at the Sonoma County Fair. There are a few spots left, so call Katie today. Greentivities is for non-vendors only.

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California Exceeds 4,500 Upgrades

The Energy Upgrade California (EUC) program has exceeded 4,500 whole house performance installations completed or in progress statewide with over 3,500 of the homes within PG&E's service territory. By working with participating contractors, homeowners can receive up to \$4,000 in incentives when they complete upgrades customized for their home's needs. Learn more at www.energyupgradeca.com.



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CEC Approves More Efficient Buildings for California's Future

In a move to reduce energy costs, save consumers money, and increase comfort, the California Energy Commission (CEC) unanimously approved energy efficiency standards for new homes and commercial buildings.

"Improving the energy efficiency of buildings in which we will live and work will save Californians energy for decades," said Energy Commissioner Karen Douglas. "These Standards will help save consumers money on their utility bills, keep them comfortable in their homes, and reduce greenhouse gas emissions through better, more efficient buildings."

The CEC's 2013 Building Energy Efficiency Standards are 25 percent more

efficient than previous standards for residential construction and 30 percent better for nonresidential construction. The Standards, which take effect on January 1, 2014, will ensure buildings have better windows, insulation, lighting, ventilation systems and other features that reduce energy consumption. For more information, click [HERE](#).



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Report: "Evaluation, Measurement and Verification of Residential Behavior-Based Energy Efficiency Programs: Issues and Recommendations"

Lawrence Berkeley National Laboratory (LBNL), Environmental Energy Technologies Division recently announced a new report released by the State Energy Efficiency Action Network (SEE Action) and prepared by researchers at LBNL entitled "Evaluation, Measurement and Verification of Residential Behavior-Based Energy



Efficiency Programs: Issues and Recommendations." Designed for regulators, evaluation professionals, program administrators, and other energy efficiency program stakeholders, the report provides guidance and recommendations on methodologies that can be used for rigorously estimating energy savings from behavior-based efficiency programs.

Residential behavior-based energy efficiency programs have been identified as a major potential source of new energy savings and are increasingly being implemented by energy efficiency program administrators nationwide. However, the widespread adoption of these programs faces obstacles, including questions about whether observed energy savings are valid, whether they are attributable to the behavior program and whether the savings persist over time.

To view the report in its entirety, click [HERE](#).

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Contractor's Corner

For all SCEIP Participating Contractors

If you haven't already, please submit current general liability insurance certificates to SCEIP via email sceip@sonoma-county.org, via fax (707) 565-6474, or via mail to 404 Aviation Blvd., Suite 200, Santa Rosa, CA 95403. We have sent out emails requesting updated insurance certificates, but many contractors have not yet responded. We need current insurance certificate copies in order for contractors to remain SCEIP Participating Contractors. Please call us at (707) 565-6470 if you have questions.



Contractor Portal

If you have not yet claimed your account on the SCEIP Contractor Portal, please do so soon! It is your responsibility to maintain the accuracy of your contact information as well as the types of services you provide. If you want your general company description modified, please send an email to sceip@sonoma-county.org, which includes your new text. All other changes must be made by you. For help in navigating the contractor portal, please click [HERE](#).

PG&E and Energy Upgrade California Regional Forum

Share your feedback and offer suggestions for program improvements directly to Pacific Gas and Electric (PG&E) Company and Build it Green implementation team. Your participation and input is essential to the continued success of the PG&E Whole House Rebate Program.

Scheduled for Tuesday, July 10 at the North Coast Builders Exchange in Santa Rosa and Thursday, July 19th at the Terrace at Willow Glen Hall in San Jose, contractors will hear about program updates, network with other participating contractors working in the PG&E Whole House Rebate Program, which is a part of Energy Upgrade California, and participate in facilitated discussions. For more information and to register, click [HERE](#).

Find Out How EUC Can Help You Build Your Business!

As a business owner, you're always looking for new ways to build out your services and get new clients. EUC can help you do just that.

Join EUC for a free Participation Workshop where you'll learn how to get involved, gain visibility with homeowners who are looking for contractors doing the work, and make the most of program rebates and incentives. For more information on this and other EUC trainings, click [HERE](#).

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