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TUESDAY 20, MAY 2014

Officials and Honorees Praise County Services at Local Energy Action Forum

The County of Sonoma Energy and Sustainability Division hosted its first annual Local Energy Action Forum on April 17th at beautiful Paradise Ridge Winery in Santa Rosa. In attendance at the event were representatives of over 70



businesses, property management companies, economic development agencies, and Chambers of Commerce. The forum focused on the many resources and programs available in Sonoma County to help local businesses become more energy efficient.

U.S. Representative Mike Thompson gave the keynote address, in which he spoke to the issue of U.S. dependence on foreign oil and gave details on the recent reintroduction of his bipartisan-supported PACE Assessment Protection Act of 2014 (H.R. 4285) legislation into Congress. In his remarks, Sonoma County Board of Supervisors Chair David Rabbitt lauded the impact of the County energy efficiency programs and included statistics showing SCEIP's progress delivering PACE financing.

Also this month

Builders Energy Code Training

2300 County Center Drive, Ste A212
 May 22nd & May 23rd

Training includes:

- Overview of Title 24
- Lighting design
- Quality control practices and procedures
- Common insulation installation problems
- Duct installation and

The Sonoma County Green Business program and the event sponsors – Sonoma County Energy Independence Program, Sonoma County Energy Watch, and Pacific Gas and Electric Company – also presented. The highlight of the evening, however, was an award ceremony recognizing six local business leaders who have utilized these programs to complete energy efficiency and solar generation projects. The award winners all expressed immense enthusiasm and satisfaction when relating why they used these programs and how they each uniquely benefitted.

The 2014 Local Energy Action Leader Award recipients were:

- Speer's Market** (Forestville) – Received substantial rebates for a refrigeration upgrade
- Unitarian Universalist Life Church** (Santa Rosa) – Received lighting retrofit incentives

diagnostic testing
◦ Field verification requirements
◦ 2013 Code changes
◦ Green building and solar programs in California
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Sonoma Veterinary Clinic (Sonoma) – Used PACE financing to make solar viable for this small business
Simon Properties (Santa Rosa) – Financed Santa Rosa Plaza mall’s cool roof with PACE
Empire College (Santa Rosa) - Received lighting retrofit incentives
Redwood Empire Food Bank (Santa Rosa) - Received lighting retrofit incentives

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SCEIP Brochures and Spanish Resources Available

Attractive, reader-friendly brochures about the Energy Independence Program and PACE financing are now available in English and Spanish for the general public and contractors. You can pick some up from our office or download them in PDF format from our website:

[How SCEIP Financing Works](#)

[Cómo funciona el Financiamiento SCEIP](#)

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- [Utility Bill Too High? / ¿Es su factura de servicios públicos muy alta?](#)
- [SCEIP Financing / Financiamiento SCEIP](#)

Please also contact us or view our [Frequently Asked Questions / Preguntas frecuentes](#) sections for more information. Bilingual SCEIP staff is available to answer general questions in Spanish; however, as our application materials are still only available in English, we recommend that non-English speakers work with a trusted translator when applying for PACE financing.

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Windsor Efficiency PAYS Extended Additional Year - Wins 2014 Green California Leadership Award

Windsor, CA – The Town of Windsor has been awarded a 2014 Green California Leadership Award for Windsor Efficiency PAYS®, a Town sponsored water conservation program that has been helping Windsor residents install water saving devices and landscaping since October of 2012. With recent calls from local officials for voluntary reductions in water use of 20 percent because of the drought, the award from the Advisory Board of the Green California Summit in the category of Water Management, highlights how important water conservation is to the Town.



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At the May 7, 2014 Town Council meeting, the decision to extend the program an additional year was passed in a 5-0 vote. "The Town of Windsor is pleased to offer our residents an array of options like PAYS® so they can do their part in reducing water use and helping us reach our conservation target during the drought," said Town Vice Mayor Steve Allen, Windsor’s representative for the Sonoma County Regional Climate Protection Authority.

Windsor Efficiency PAYS® features a unique on-bill repayment arrangement that allows customers to enjoy efficiency upgrades for homes and apartments with no out of pocket expense for most measures, and no loan or debt associated with repayment. Participants pay a surcharge on their water bill to cover efficiency upgrades with the assurance that their estimated savings on combined utility bills (energy and water) will exceed the bi-monthly water surcharge. Customers that move can simply transfer any remaining surcharge payments and associated bill savings to the successor customer at the service location where the measures remain installed. Once the repayment term is complete the customer benefits from 100 percent of the utility bill savings.

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A New Report Finds Energy Efficiency is America's Cheapest Energy Resource

Washington, D.C. (March 26, 2014): According to a new report released by the American Council for an Energy-Efficient Economy (ACEEE), energy efficiency



is the cheapest method of providing Americans with electricity. Energy efficiency programs aimed at reducing energy waste cost utilities only about three cents per kilowatt hour, while generating the same amount of electricity from sources such as fossil fuels can cost two to three times more.

"The cheapest energy is the energy you don't have to produce in the first place," said ACEEE Executive Director Steven Nadel. "Our new report shows that when utilities are examining options on how to provide their customers with cheap, clean electricity, energy efficiency is generally the best choice."

The report looks at the cost of running efficiency programs in 20 states from 2009 to 2012 and finds an average cost of 2.8 cents per kWh---about one-half to one-third the cost of alternative new electricity resource options, as illustrated by the following graph from the report:

The report analyzes energy efficiency costs from states across the country, including: Arizona, California, Colorado, Connecticut, Hawaii, Illinois, Iowa, Massachusetts, Michigan, Minnesota, New Mexico, New York, Nevada, Oregon, Pennsylvania, Rhode Island, Texas, Utah, Vermont, and Wisconsin.

Other key findings include:

- At an average of 35 cents per therm, natural gas utility energy efficiency programs are also highly cost-effective (in 2013, the national average natural gas commodity price was 49 cents per therm).
- Both electricity and natural gas efficiency programs have consistently remained low-cost resources over the past decade, which shows the reliability of efficiency as a long-term resource.
- Each dollar invested in electric energy efficiency measures yields \$1.24 to \$4.00 in total benefits for all customers, which include avoided energy and capacity costs, lower energy costs during peak demand periods like heat waves, avoided costs from building new power lines, and reduced pollution.
- Incorporating higher levels of energy efficiency in long-term planning can protect utilities and their customers against volatile and rising costs of traditional energy resources.

To read the report, *The Best Value for America's Energy Dollar: A National Review of the Cost of Utility Energy Efficiency Programs*, visit:

<http://aceee.org/research-report/u1402>

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Free Building Science Training for Multi-family Contractors

A new regional incentive program offered by the Bay Area Regional Energy Network (BayREN) is



driving increasing demand for energy efficiency retrofits in multifamily buildings –over 40,000 units worth of buildings have expressed interest upgrades so far. By participating in a free training on June 10th and 11th you will be added to a referral list for property owners in these programs looking for contractors. The training will cover how various components of buildings interact to affect their overall performance and prepare you for the Building Performance Institute’s “Building Science Principles” certification, a distinction that will set your business apart.

To register visit: <http://www.multifamilygreen.org/training>.

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Contractor's Corner

PLEASE NOTE:

The May SCEIP Contractor's Forum has been postponed due to the Builders Energy Code Training on May 22nd & 23rd.

Regularly scheduled forums occurring on the 3rd Wednesday of the month at 4:00 pm - 5:30 pm will resume on June 18th.



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