



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

## IN THIS ISSUE

WEDNESDAY 7, NOVEMBER 2012

- ▶ [SCEIP Rolling out Updated Action Plan Tool](#)
- ▶ [Sonoma Clean Power Under Development](#)
- ▶ [Nation's Largest Residential PACE Program](#)
- ▶ [Seasonal Energy Efficiency Tips](#)
- ▶ [Contractors' Corner](#)

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## Also this month

### Coming Events

**Veterans Day Holiday** -  
SCEIP office closed November 12th

**Thanksgiving Holiday** -  
SCEIP office closed November 22nd - 23rd

**"DIY Energy Efficiency"**  
presented by Clean Energy Advocates - **November 28th 6-7:00pm at Sonoma Mountain Village**

**Monthly Contractor Forum** - November 30th  
8:30 - 10am at SCEIP

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## Connect with us

## SCEIP Rolling out Updated Action Plan Tool

SCEIP has launched a new and improved Action Plan online tool! This free, quick, and easy to use utility optimization tool, developed and powered by Planet Ecosystems, provides homeowners solutions for their energy savings goals: maximizing savings or improving health and comfort conditions.

Designed to tailor recommendations to the unique property characteristics and preferences 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. Additional enhancements to the tool will be released over the next two months. The Action Plan tool is accessible on the SCEIP [home page](#).

[back to top](#)

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## Sonoma Clean Power Under Development

Sonoma Clean Power is a community choice aggregation (CCA) program currently undergoing investigation and development through the Sonoma County Water Agency (SCWA). CCA programs allow cities and counties to form a service area to purchase and deliver electricity to their residents. Sonoma Clean Power is being studied because it may provide multiple benefits including offering a cleaner electricity supply as well as



developing local renewable energy projects. SCWA provides a monthly newsletter with information regarding the CCA effort. Please [email](#) them to receive their newsletter.

[back to top](#)

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## Contact Us

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## Nation's Largest Residential PACE Program

Momentum continues to grow for the HERO Financing Program, which allows homeowners in Western Riverside County to finance home energy and water efficiency improvements through their property taxes. As of October 31, 2012, \$66 million in home energy retrofits (2,230 projects) have been financed since the Program was launched in December 2011. The size of the Program has increased rapidly, with half of the total dollars financed through HERO since July alone. With \$325 million to be invested, WRCOG expects the HERO Program to create as many as 4,000 jobs and save about 15 million kilowatt-hours in the area. *Read complete article [here](#).*



[back to top](#)

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## Seasonal Energy Efficiency Tips

As the weather turns cold and the rain starts to fall it is a great time to inspect your home for energy inefficiencies and take measures to protect yourself from high energy bills.

Small maintenance procedures like checking the weather stripping around doors and windows can

ensure that your house stays comfortable. Also installing a programmable thermostat, insulating hot water pipes, and other weekend projects can help shield you from rising energy costs as the temperatures drop.

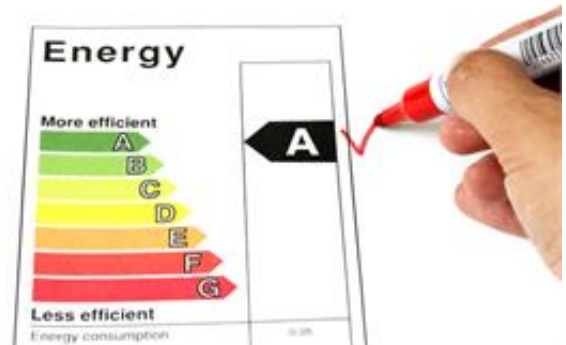
For those serious about saving money, saving energy and living comfortably this winter, consider taking advantage of Energy Upgrade California™ in Sonoma County. This program helps residents and business owners reduce energy use and save money by providing access to approved contractors, rebates, incentives, and financing. Through this program, Sonoma County property owners address their energy saving needs by taking a “whole-building” approach, because it takes more than just switching out light bulbs to achieve maximum efficiency. Contact SCEIP or visit the [website](#).

[back to top](#)

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## Contractors' Corner

**The next monthly Contractor Forum will be held on Friday, November 30, 2012 at SCEIP.**



## Classes & Trainings

SCEIP will be hosting **Contractor trainings** every other month during our Contractor Forums. If you have topic suggestions, please [email](#) them to us!



***Building Science for Sales Teams*** Wednesday, November 14th at noon. [Webinar](#)

***Home Performance, Putting It All Together:*** Thursday, November 15 from 9am-5pm at the Marin Builder's Association in San Rafael. [Info](#)

***Solar Sales and Marketing*** (PG&E class co-sponsored by Solar Sonoma County) Thursday, November 15th 8:30am - 4:30pm in Rohnert Park. [Info](#) (class full, wait list available)

Additional Contractor Training Resources on SCEIP [website](#)

## News & Updates

***Energy Analysis Tool Lending Library*** You don't need to purchase thousands of dollars worth of equipment to perform an energy analysis when you can borrow from our extensive [Tool Lending Library](#) FREE of charge!

[back to top](#)

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