



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

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MONDAY 13, OCTOBER 2014

## Free Workshop for Property Owners

Join the Sonoma County Energy Independence Program (SCEIP) for a free workshop to learn how to reduce energy and water use with HVAC improvements, windows, insulation, solar PV, and other qualified measures.



The program will include a presentation on financing options for energy improvements including Property Assessed Clean Energy (PACE) financing. With PACE financing you can take immediate action to make your home or business more efficient, healthy, and comfortable while increasing its value and durability.

Participants will also learn about Energy Upgrade California incentives and Bay Area Regional Energy Network (BayREN) programs available to help them implement a retrofit project. These resources include rebates of up to \$6,800, a free Home Upgrade Advisor service, and access to a network of trained and certified participating home performance contractors.

Come early for light refreshments, giveaways, and door prizes. Workshop presentations will begin promptly at 5:30pm.

What: Free workshop on energy/water efficiency, solar, and financing for residential and commercial property owners

When: November 12, 2014 from 5 pm – 7 pm

Where: 2300 County Center Drive, Ste A212 in Santa Rosa

For more information or to RSVP call (707) 565-6470 or email [SCEIP@sonoma-county.org](mailto:SCEIP@sonoma-county.org).

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## Also this month

### Sebastopol Solar Education Night

Brookhaven School  
Wednesday, October 15th  
6:30pm - 8:30pm

### The Business of Local Energy

Petaluma Sheraton Hotel  
Thursday, October 23rd  
9am - 4:30pm

### Free Net Energy Metering Workshop

Sonoma Veterans Building  
126 1st St West, Sonoma  
6pm - 7pm

## Sonoma Business Showcase in Carneros

Carneros Brewing Company  
Wednesday, October 29th  
5pm - 7pm

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## Connect with us



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## Contact Us

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## October is National Energy Action Month

In 2012, President Obama proclaimed October National Energy Action Month to bring awareness to the role that energy plays in our economy and in our daily lives. It is also a reminder that our actions and habits have tremendous impacts on energy efficiency and conservation.



Just about every home wastes energy and water in some way. Learn how you can make a difference today by visiting the Sonoma County Energy Independence Program (SCEIP) website at [www.sonomacountyenergy.org](http://www.sonomacountyenergy.org). SCEIP's residential program offerings include "My Action Plan," a web tool that helps you identify and take action on simple measures to reduce energy consumption. The interactive tool also allows users to create personalized action plans, search for a contractor, and connect to applicable rebates, incentives, and Property Assessed Clean Energy (PACE) financing.

It's as easy as 1, 2, 3...

1. Enter information about your energy use.
2. Review your custom plan of action built to maximize your energy and water savings.
3. Put your plan into action.

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## New Water Conservation Programs Available for North County Residents

North county residents in Healdsburg, Geyserville, and Cloverdale will soon be able to participate in water conservation programs for high-efficiency toilet installation and turf replacement.



The programs are provided through the Sonoma-Mendocino Immediate Drought Relief Project, a collaborative of multiple cities and irrigation districts in northern Sonoma County and Mendocino County. Entities including Sonoma County Public Works, northern Sonoma County cities, the Sonoma County Water Agency, the cities of Ukiah and Fort Bragg, and multiple Mendocino County irrigation districts collectively raised over \$500,000 to fund the Drought Relief Project. An additional \$1 million was requested from the State of California and received for the creation of the project.

With the funding, officials intend to make available water savings programs that are “as simple and inexpensive as possible,” said Supervisor Mike McGuire. One program will focus on replacing traditional toilets, which use about 1.6 gallons per flush, with high efficiency toilets that use half that amount, 0.8 gallons per flush. The other will incentivize replacing lawns, which have proven to be, on average, households’ most water-thirsty feature, with drought tolerant landscaping.

Through the Drought Relief Project, officials hope to ease the burden placed on the upper Russian River, which is witnessing its driest period in the last 300 years. They have set a goal of saving 41 million gallons of water per year, the result of newly established smaller targets for each conservation area. According to McGuire, officials hope to replace 3800 traditional toilets with high-efficiency toilets and remove 500,000 square feet of lawn, which is the equivalent of 10 football fields.

For more information go to: <http://www.sonomacountywater.org/drought>.

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## Symposium on Cost-Effective, Local, Clean Energy

Can cleaner energy be an economic development strategy? This question and methods of building the energy system of the future, increasing local renewable



THE BUSINESS OF  
LOCAL ENERGY  
SYMPOSIUM

generation, and stimulating our economy will be the subjects of the Business of Local Energy symposium hosted by Climate Protection Campaign on October 23 at the Petaluma Sheraton Hotel from 9am – 4:30pm.

The event, sponsored by Sonoma County General Services Department and others, will bring together cleantech entrepreneurs, operators of Sonoma Clean Power and Marin Clean Energy, and representatives of other jurisdictions and communities throughout California to discuss how to increase local renewable power generation while keeping rates competitive. Community Choice Aggregation (CCA) energy advocates, utility experts on integration, businesses interested in renewable energy and grid modernization, energy entrepreneurs, and anyone interested in the energy system of the future are invited to attend.

Speakers at the event will include author Jigar Shah, founder of SunEdison and CEO of the Carbon War Room; California Energy Commissioner David Hochschild, co-founder of the Vote Solar initiative and former director of a national consortium of solar manufacturers; and Sonoma Clean Power CEO Geof Syphers. The forum will also feature County of Sonoma representatives Liz Yager, Energy and Sustainability Program Manager, and David Worthington, Fleet Operations Manager, discussing innovations in clean energy deployment.

The symposium will address how to balance efficiency, demand response, and storage of energy using low cost financing and state-of-the-art communications and data processing to keep our rates competitive while significantly increasing local renewable energy. It will also include lessons learned from both the Sonoma Clean Power and Marin Clean Energy, which has successfully operated a CCA program for four years.

For registration: <https://www.eventbrite.com/e/the-business-of-local-energy-symposium-tickets-12536841029>

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## Net Energy Metering Workshops Planned

Do you have or are you considering installing solar on your home or business?



NetGreen is Sonoma Clean Power's Net Energy Metering (NEM) program that allows their customers to make their meter "spin backward" and offset their electrical usage by installing a generating system, e.g. a solar system on your roof. Sonoma Clean Power's program has a few unique benefits to incentivize more local renewable power.

For more information visit the NetGreen website or attend one of the upcoming free informational meetings.

Free Public Workshops:

Monday, October 27th, 6pm – 7pm  
Sonoma Veterans Building, 126 1st St West, Sonoma

Se Habla Español  
Lunes, 3 de noviembre, 11:45am – 1pm  
Church of the One Tree, 492 Sonoma Avenue, Santa Rosa

Thursday, November 6th, 5:30pm – 6:30pm  
Sebastopol Community Center Annex, 390 Morris St, Sebastopol

Thursday, November 13th, 6pm – 7pm  
Cotati Police Station Community Room, 216 East School St, Cotati

Saturday, November 15th, 10am – 11am  
Church of the One Tree, 492 Sonoma Ave, Santa Rosa

Wednesday, November 19th, 6pm – 7pm  
Windsor Senior Center, 9231 Foxwood Dr, Windsor

For Solar Professionals:

Brown Bag Discussion  
Wednesday, November 5th, 11:45am – 1pm  
Sonoma County Water Agency, 404 Aviation Blvd, Redwood B, Santa Rosa

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## Changes to Residential Lien-to-Value (LTV) Calculation Coming Soon

Effective January 1, 2015, the underwriting criteria for residential PACE financing will be changed. The current calculation allows for 100% LTV and does not factor the amount of the PACE financing in the overall ratio. Once this change takes effect, the total of the current liens on the property PLUS the requested financing amount cannot exceed the current market value of the property. This change does not affect commercial properties.



For more information contact the SCEIP office at (707) 565-6470 or email [sceip@sonoma-county.org](mailto:sceip@sonoma-county.org).

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## Contractors Corner

There will be no Contractor Forum in October.

The next forum is scheduled for November 19th. The topic will be the benefits of a PACE Financing Marketplace and how it can help drive your business.



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