



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

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Also this month

Upcoming Events

Community Solar Night:
Wednesday, Sept 19th 6:30 – 9pm Sebastopol Independent Charter School, 200 S. Main Street, Sebastopol.

Fall Home Show: Friday, Sept 21st – Sunday, Sept. 23rd, Friday noon-7pm, Saturday 10am – 7pm, Sunday 10am – 6pm. Sonoma County Fairgrounds, 1350

THURSDAY 6, SEPTEMBER 2012

SCEIP Offers Free Workshops at Fall Home Show

Stop by and visit the SCEIP booth at the [Fall Home Show](#) September 21st through 23rd at the Sonoma County Fairgrounds in Santa Rosa.

The Fall Home Show is open Friday noon to 7pm, Saturday 10am to 7pm, and Sunday 10am to 6pm. Bring a food donation and save \$2 on adult admission!



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FHFA Proposed Rule - Comment Now!

Make your voice heard before the end of the public comment period - September 13th

Following the direction of the Federal District Court, the Federal Housing Finance Agency (FHFA) published a PROPOSED rule for Property Assessed Clean Energy (PACE) programs. Contrary to the experience of Sonoma County, the FHFA still believes that PACE programs present a risk to mortgage holders, such as Fannie Mae and Freddie Mac, and is working to restrict and even prevent PACE programs as a financing option available to property owners throughout the United States.

The proposed rule reiterates FHFA's position that a property owner's agreeing to participate in a PACE program violates the terms of Fannie Mae and Freddie Mac uniform mortgage documents, and could be considered a default on the mortgage, at the mortgage holder's option. FHFA also instructs Fannie Mae and Freddie Mac not to consent to placement of a PACE lien on a property.



Bennett Valley Road, Santa Rosa.

Contractor Forum: Friday, Sept 28th 8:30 - 10am at SCEIP office.

Connect with us



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FHFA is required to consider alternatives to its proposed rule. Alternatives that FHFA is willing to consider include allowing PACE programs in jurisdictions that set up default insurance, and permitting PACE liens in programs with strict underwriting requirements. We will continue to analyze the proposed rule and explore the alternatives.

Adoption of the proposed rule would not be beneficial to the participants in SCEIP or other programs like it throughout the nation. We are extremely disappointed that, despite the overwhelming show of support for PACE programs and the evidence that mortgage holders suffer no harm from PACE liens, the FHFA still opposes these programs.

The current step in the process is a public comment period through September 13, 2012. FHFA will then review the comments and publish its final rule. The County will be responding with comments to the proposed rule by their due date. See the [full text](#) of the proposed rule, as well as full instructions for submitting comments.

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Turning PG&E's Time-Varying Pricing to Your Business's Advantage

This November the electric rate structure for all small and medium business owners will transition from a flat rate to a Time Varying Pricing (TVP) structure. How will TVP affect your business? Customers will have two pricing options. The first, Time-of-Use, means that electric rates will be higher during summer weekday afternoons when electricity demand is higher. When electricity demand is lower, customers will pay a lower electricity rate. The second option, called Peak Day Pricing, combines time-of-use rates with Peak Day Pricing Event Day surcharges and summer credits. The new rate structure not only helps businesses to become aware of how much electricity they use, but stresses the importance of when they use it.



Time Varying Pricing has already taken effect for large commercial and industrial customers in PG&E territory, many of whom have managed to gain financially from the new structure. By upgrading facilities with energy efficient equipment and employing more energy efficient behaviors, these customers have been able to lower their overall consumption while shifting energy demand to cheaper, off-peak hours.

Businesses can leverage Sonoma County's local programs to help identify and pay for no and low-cost ways to upgrade facilities. One such program is Sonoma County Energy Watch (SCEW), a partnership between the County and PG&E that offers free energy audits, rebates and incentives, technical advice, and project facilitation to make upgrading your business as seamless as possible. Programs including the Sonoma County Energy Independence Program (SCEIP) and PG&E's on-bill financing can help customers to cover the initial investment of a project. For more information on how your business will be affected by Time-Varying Pricing, visit www.pge.com/mybusiness or call your local account representative today.

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California Plug-in Electric Vehicle Owner Survey

Survey shows broad consumer and environmental benefits

California leads the nation in the adoption of plug-in electric vehicles (PEVs) with roughly 35 percent of the nation's total, adding about 1,000 more PEVs each month. These vehicles are reducing California's demand for oil and cutting smog-forming particles and greenhouse gas emissions.



The first quantitative report on the driving and charging habits of the Clean Vehicle Rebate Project rebate recipients is available [here](#). The data was collected in February 2012 and reflects the actions of some 1,400 PEV owners throughout the state.

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Study Shows Green Label Homes Are Worth More

“The Value of Green Labels in the California Housing Market” is the first study to provide statistical evidence that, holding other factors constant, a green label on a single-family home in California provides a market premium compared to a comparable home without the label. The research also indicates that the price premium is influenced by local climate and environmental ideology. To reach these conclusions, researchers conducted an economic analysis of 1.6 million homes sold in California between 2007 and 2012. See study [here](#)



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Windsor Efficiency PAYS® Program – WATER and ENERGY Upgrades That Pay YOU to save!

Windsor Efficiency PAYS® provides water and energy saving upgrades for

Windsor residential properties that provide immediate utility bill savings, new water/energy saving appliances, and drought-resistant landscaping – with no upfront cost or debt.

Windsor homeowners and renters can “pay as you save” by installing:

- Low-flow showerheads and aerators
- High efficiency measures — toilets, CFLs, clothes washers/dryers, refrigerators, and hot water recirculation pumps
- Drought-resistant landscaping — *This is the single most important action you can take to improve the water supply*



PAYS® upgrade measures are available to eligible Windsor residents based on current water and energy usage. The Certified Contractor will help determine if a customer meets eligibility. Upon installation of selected efficiency appliances or landscape, you pay a surcharge on your water bill with the assurance that estimated savings on your combined utility bill (energy/water) will exceed the bi-monthly surcharge.

Windsor Efficiency PAYS® is a program of the Town of Windsor in partnership with Sonoma County Energy Independence Program, Sonoma County Regional Climate Protection Authority, Sonoma County Water Agency, and Climate Protection Campaign.

Are you interested? Send an [email](#) and be sure to include your name and phone number, or call (707) 565-6472.

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Are You A Healdsburg Electric Customer?

The City of Healdsburg and SCEIP are excited to announce their new partnership in energy efficiency!

Healdsburg Electric Department, as a publicly owned utility, provides [energy efficiency programs and other incentives](#) to Healdsburg Electric customers.

Today, the program consists of low-income subsidies for electric customers, energy efficiency programs for residential and commercial customers, incentives for new solar systems, and some development of renewable energy projects. Funding for these programs comes from the Public Benefits surcharge of each monthly electric bill.



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Contractors' Corner

SCEIP will host a Contractor Forum on Friday, September 28 from 8:30 - 10am at 404 Aviation Blvd, Suite 200 in Santa Rosa.

TRAININGS

Keep up to date with training opportunities by visiting the SCEIP Training Resources [webpage](#).



Friday, Sept 7th – FREE webinar - California Crawl Spaces (Part 2). Register [here](#)

Tuesday, Sept 18th - Find Out How EUC Can Help You Build Your Business! Register [here](#)

Wednesday, Sept 19th - Sustainable Ideas Webinar: Sales Process Improvement. Register [here](#)

Wednesday, Sept 26th – LEDs vs Everything Else

How do LEDs currently compare with high performance incumbent technologies and other new technologies? How will these comparisons change in just one or two years? What are the best applications for currently available LED products? These are just a handful of the questions instructor Stan Walerczyk will explore in this class first introduced at last year's Lightfair, the largest lighting conference in North America. This free class will be held on Wednesday, September 26, from 9:00 a.m. to 4:00 p.m. at the SCEIP storefront. Sponsored by PG&E and co-sponsored by Sonoma County Energy Watch (SCEW). For more information, click [here](#).

Wednesday, October 3rd - Energy Auditing Techniques for Small and Medium Commercial Facilities

This free class will be held on Wednesday, October 3rd, from 8:00 a.m. to 4:30 p.m. at the SCEIP storefront. Sponsored by PG&E and co-sponsored by SCEW. For more information, click [here](#).

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