



General Services Academy IV

# Sonoma County Energy Independence Program and Energy Upgrade California

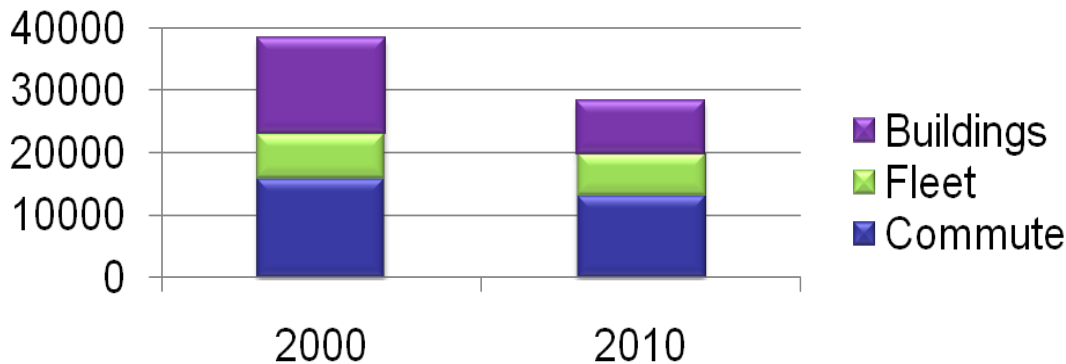
October 13, 2011



in partnership with  
energy  
**upgrade**<sup>™</sup>  
CALIFORNIA

# Beginning of the Sonoma County Energy Trek

- 1998 - Task Force – SP3 (Sustainable Policies and Practices Project)
- 2001 - Joined ICLEI
- 2002 - Made our first climate pledge and needed a plan
- 2004 - All Cities plus the County adopt aggressive GHG goals
- 2006 - Climate Protection Action Plan – **20% ↓**



**Percent Target Achieved 116%**



# Collaboration and Partnerships

- Cities
- Agencies
- Non-profits
- Air Districts
- Other Counties
- County Departments and Divisions
- Sonoma County Water Agency (SCWA)
- Regional Climate Protection Authority (RCPA)
- Pacific Gas and Electric Company (PG&E)
- Sonoma County Transportation Authority (SCTA)
- Local building and trade organizations
- Educational institutions
- State and Federal Agencies
- The list truly runs off the page...

**Non-Profit Organizations:**

Faith-based Organizations, Climate Protection Campaign  
Occidental Arts and Ecology, Community Action Partnership  
Leadership Institute for Ecology and the Economy  
Solar Living Institute, Volunteer Center  
Solar Sonoma, SMART Train

**Business and Workforce:**

Trade Unions, North Bay Labor Council,  
North Coast Builders Exchange  
Business Environmental Alliance  
Sonoma County Alliance  
North Bay Leadership Council  
PG&E

**State and Federal Agencies:**

Department of Energy  
Housing and Urban Development  
Health and Human Services  
Department of Labor

**Local Agencies:**

Workforce Investment Board  
Economic Development Board  
Innovation Council  
Energy & Sustainability

**Education:**

Sonoma State University  
Santa Rosa Junior College  
Sonoma County Office of Education  
Emerging "Green Jobs" Charter Schools  
Build It Green

# Sonoma County Energy Independence Program

- SCEIP opened March 2009
- County wide, comprehensive program
- Billed once a year as an assessment on your property taxes
- Wide range of both residential and commercial improvements eligible (> 85), energy efficiency, water conservation and renewable generation measures



Reduce and Produce

# SCEIP and Energy Upgrade California

*One-Stop-Shop program designed to deliver the tools and resources that make it easy for property owners to reduce energy use, increase comfort, save money and help the environment using a “whole building” approach*

- Whole Building Approach
- Energy Analysis
- On-line and office support
- Rebates, incentives and financing
- Qualified contractors and quality assurance



# Who is Eligible?

- Improvements permanently affixed to the property
- Within geographical boundaries of the county
- Applicants are legal owner(s) of property
- Request less than 10% value of the property
- Commercial:
  1. Lender Acknowledgement
  2. Utility Company Energy Evaluation
  3. Organizational Documents



# 'Underwriting'

- No credit check required, No income qualifications
- Does not count against debt/income ratio
- No risk pricing; everyone pays the same fixed 7% simple interest rate, Interest may be tax-deductable (verify with your CPA)
- Less than 100% lien to value ratio
- No bankruptcy or involuntary liens on the property
- Current on ALL liens against the property
- Current on ALL property taxes



Reduce and Produce



# SCEIP Highlights

<b>June 2011</b>		
<b>Residential</b>	<b>1484 properties \$41.3 million</b>	<b>\$28k average</b>
<b>Commercial</b>	<b>41 properties \$7.3 million</b>	<b>\$178k average</b>

<b>Job-years retained/created</b>
<b>570 ARRA formula</b>
<b>60 Local Construction</b>



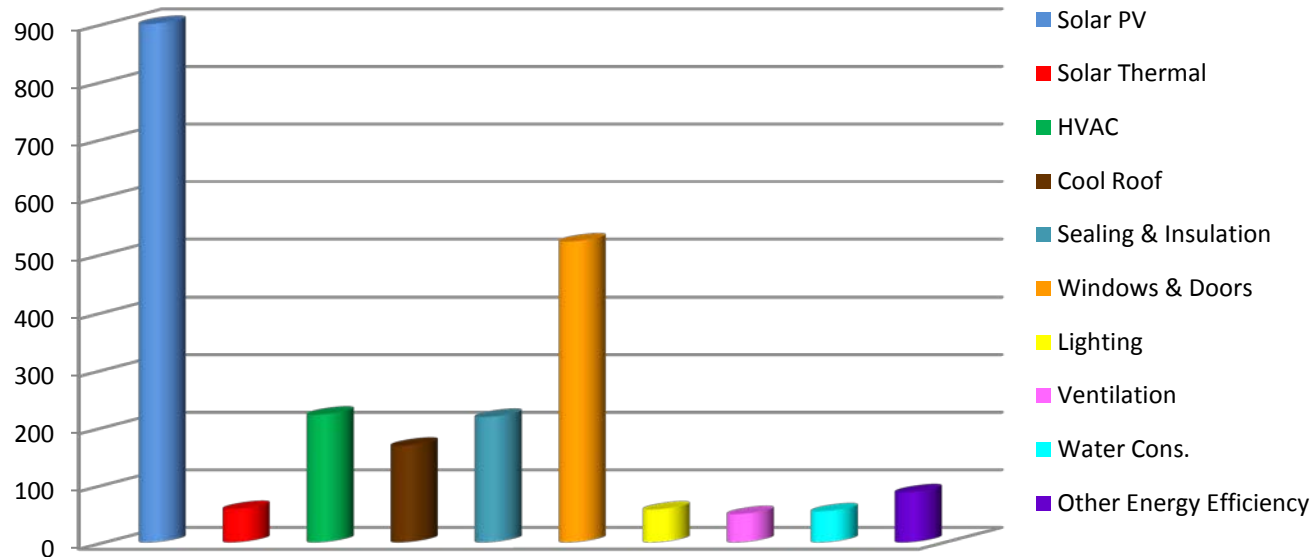


# Projects Through SCEIP

## Generation

**Residential: 5.2 MW, 893 systems, 2464 tons eCO<sub>2</sub> annual reduction**

**Non-residential: 695kW, 27 systems, 329 tons eCO<sub>2</sub> annual reduction**



## Jobs

- Tool Lending Library
- Contractor Trainings
- Marketing
- Education



# One Stop Shop Approach



Contact or visit us for information and assistance online or in the office



Learn about your building as a system with an energy analysis and water audit



Consult with contractor(s) and your financial advisor to determine your best project plan



Secure your financing, maximize incentives and rebates and prepare applications



Complete your projects and reap your rewards: lower costs, better building environment and healthier buildings

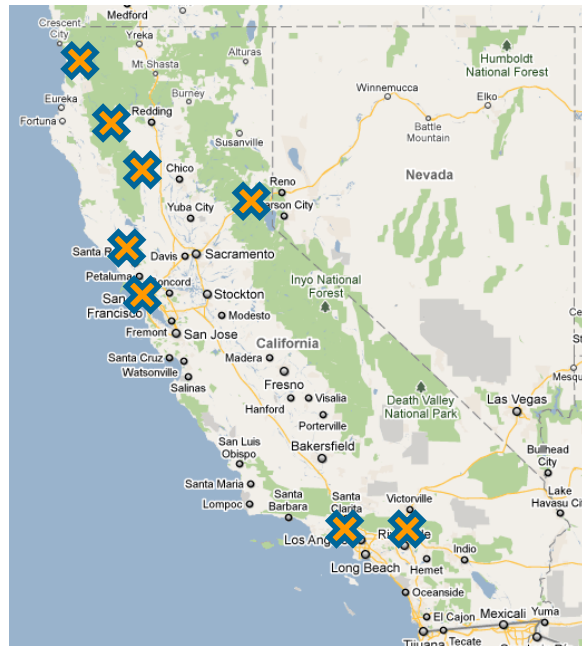
*Save  
Money*

*Save  
Energy*

*Go  
Green*

*Live  
Comfortably*

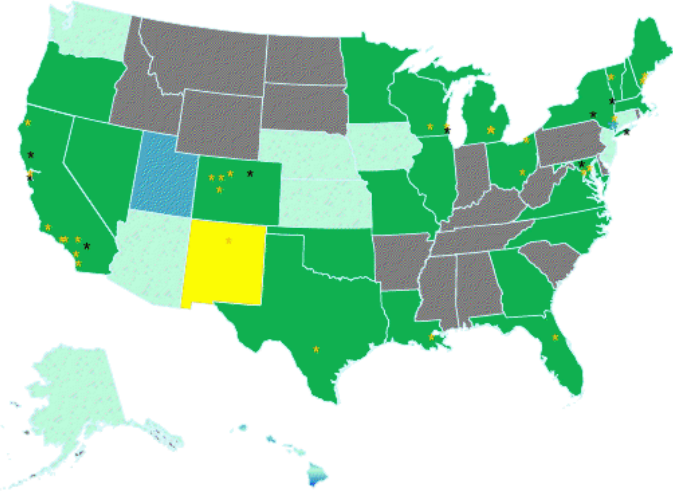
# Expansion on the Horizon



26 states currently allow local governments to create PACE programs

- Comprehensive PACE Legislation (23)
- Limited PACE legislation (1)
- Pre-existing authority (2)
- Legislation considered, but not adopted (8)
- No legislation proposed or in place

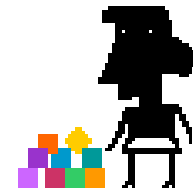
- \* Active programs
- \* Emerging programs



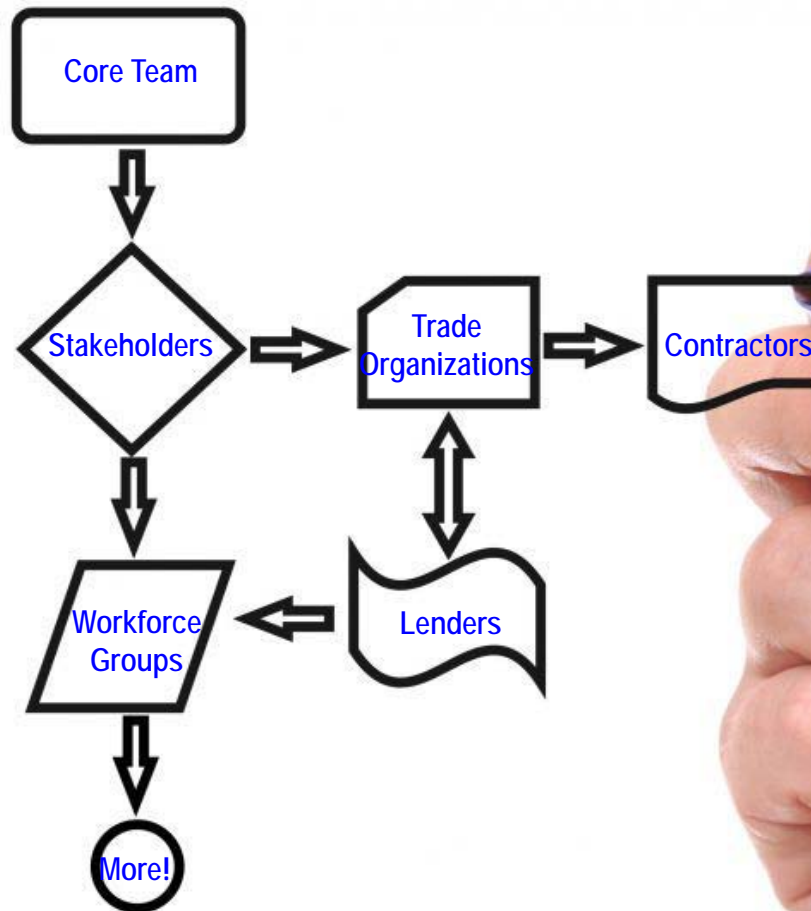
Note: list of emerging program is not exhaustive

# To Build a Flourishing Program

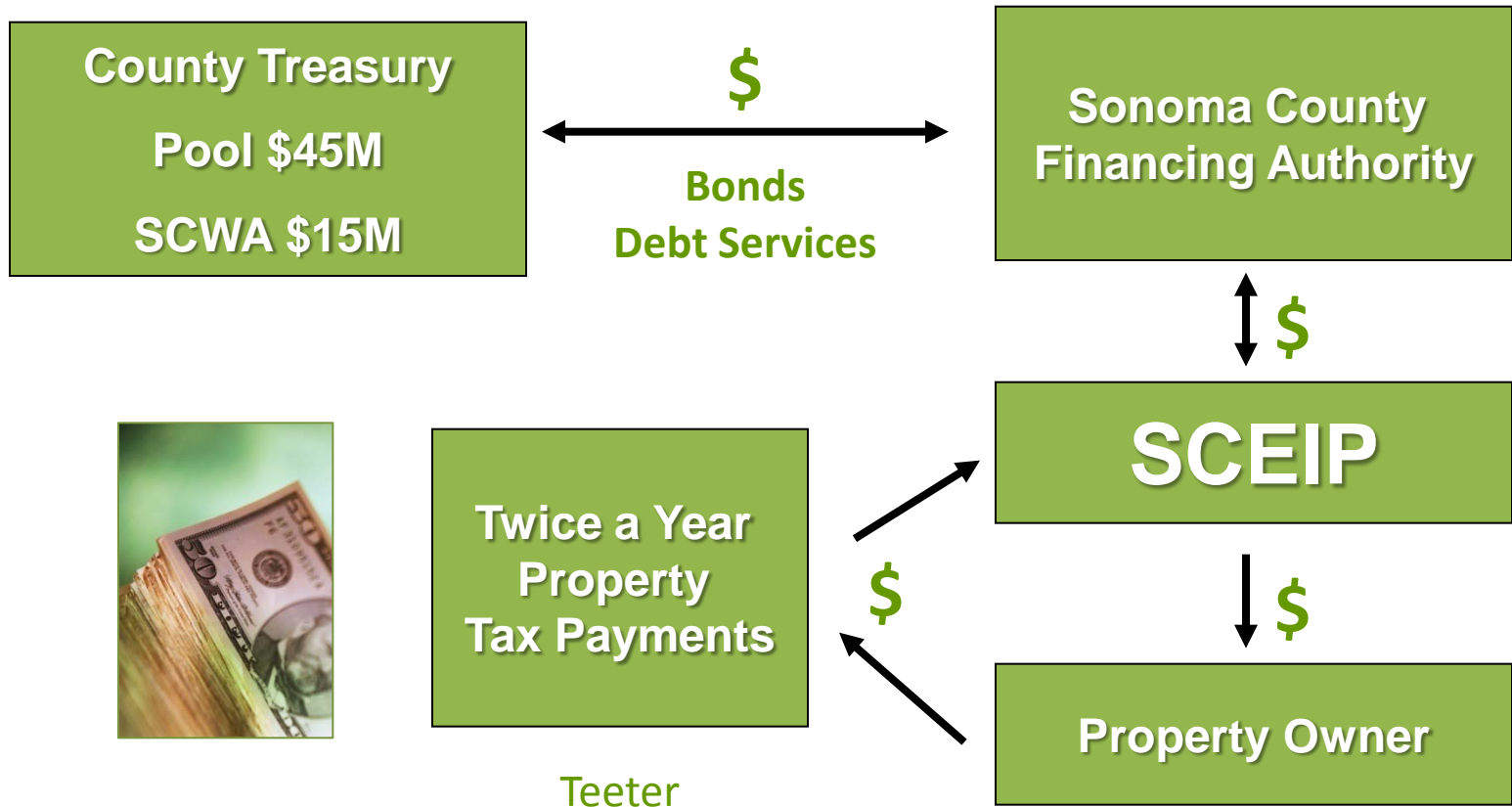
- Public, Private, Education and Non-profit collaboration
- Community Goals
- Work with Stakeholders: Lenders, Partnering Agencies, Contractors, Local Utilities
- Plan for a Storefront and/or Web Site
- Tools and Applications
- Administrators, Staffing, Steering Committee, Legal Team, Financing Team
- Marketing, Education & Outreach!



# Key Steps



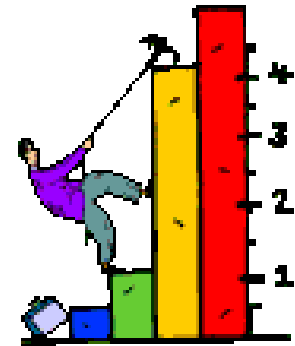
# SCEIP Financing Warehouse





# Challenges / Opportunities

- Getting the message out
- Return on investment stories
- Need more robust energy evaluation protocol for commercial properties
- Acceptance by banks and lenders
- Interest rate competition
- Long term financing options
- On-bill financing for renters



# Program Benefits

- Saving energy and money
- Increasing health and comfort
- Decreasing emissions
- Developing the local economy and workforce
- Building new partnerships to leverage competencies, minimize duplication and decrease consumer confusion



# News

- \$5million grant from the California Energy Commission
- Replication opportunity with Marin County
- HR 2599 the PACE Assessment Protection Act of 2011



# Questions?



SCEIP  
404 Aviation Boulevard, Suite 200  
Santa Rosa, California 95403  
FAX (707) 565-6474

[SCEIP@sonoma-county.org](mailto:SCEIP@sonoma-county.org)

[www.sonomacountyenergy.org](http://www.sonomacountyenergy.org)

[www.energyupgradeca.org](http://www.energyupgradeca.org)

**(707) 565-6470**