

Sonoma County Energy Independence Program

February 8, 2013



California's Next Gold Rush:
Local Energy Program Increases Jobs,
Economic Development and Climate Resilience

Some Sonoma County Stats

35 miles north of San Francisco

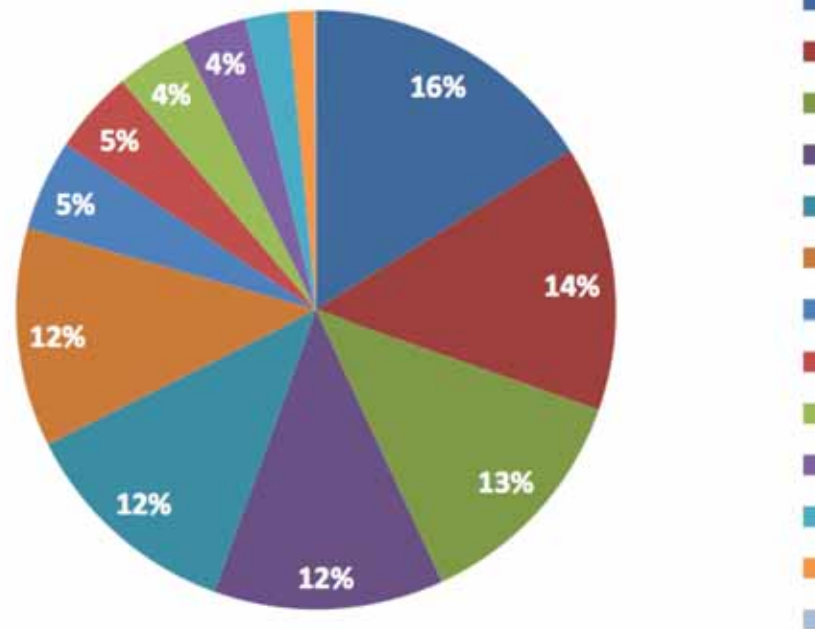
“The Redwood Coast”

Total land area of 1,576 square miles

Some grapes and dairy

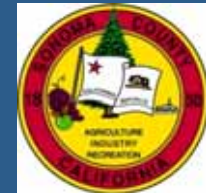
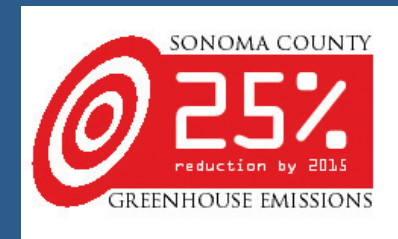
Almost 50%

~180,000



Having the Foundation

- Common Community Goals
- Political will and support
- Existing partnerships to leverage competencies, minimize duplication and decrease consumer confusion
- Utility Support
- Legislation



Foundation of Countywide Goals

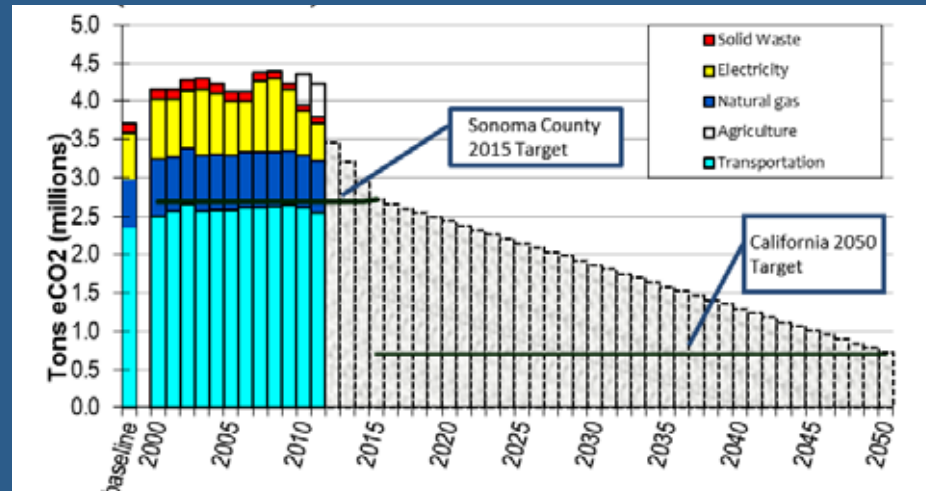
Decrease Emissions

County for 2012

- 2% solid waste (landfill)
- 10% agriculture (dairy)
- 60 % transportation
- 11 % electricity
- 17% natural gas

Local Generation

Local Resilience



What are the Opportunities

Renewable generation & building retrofits to:

- Save energy, water and money
- Increase health and comfort
- Decrease emissions
- Develop the local economy and workforce
- Feed the “Local Multiplier Effect”



"Local Multiplier Effect"

HERE'S THE IDEA

Buying local products at locally owned businesses keeps money circulating closer to where you spend it. This creates a ripple effect as those businesses and their employees in turn spend your money locally. Corporate chains send most of your money out of town.



For every \$1 spent at a local business ...



A LITTLE GOES A LONG WAY

If everyone in a community spends a certain percentage locally, the multiplier effect turns that spending into big bucks for the local economy. Increasing local spending from 10% to 25% more than doubles the local effect.

Increasing percentages of \$100 spent locally

The local effect of that spending

\$1,200

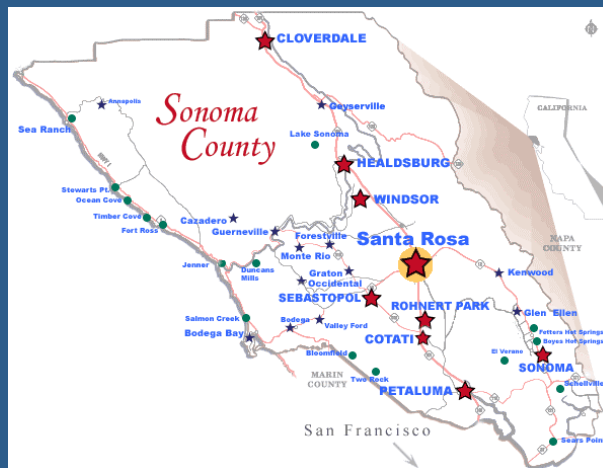
Impact by Business Type	\$ Per HH	Total 172,000 HH	% Market Share Shift		
			1% Shift	10% Shift	25% Shift
Grocery	\$5,565	\$957,180,000	\$9,571,800	\$95,718,000	\$239,295,000
Restaurants	\$3,262	\$561,064,000	\$5,610,640	\$56,106,400	\$140,266,000
Retail	\$2,092	\$359,824,000	\$3,598,240	\$35,982,400	\$89,956,000
Clothing	\$647	\$111,284,000	\$1,112,840	\$11,128,400	\$27,821,000
Home Store	\$136	\$23,392,000	\$233,920	\$2,339,200	\$5,848,000
Services	\$393	\$67,596,000	\$675,960	\$6,759,600	\$16,899,000
Home Improvement	\$1,517	\$260,838,000	\$2,608,380	\$26,083,800	\$65,209,500
Housekeeping/Child Care	\$568	\$97,610,000	\$976,100	\$9,761,000	\$24,402,500
Spa	\$693	\$119,196,000	\$1,191,960	\$11,919,600	\$29,799,000
Healthcare	\$3,783	\$650,590,000	\$6,505,900	\$65,059,000	\$162,647,500
Entertainment	\$2,982	\$512,904,000	\$5,129,040	\$51,290,400	\$128,226,000
Education	\$519	\$89,268,000	\$892,680	\$8,926,800	\$22,317,000
Cash Contributions	\$1,826	\$314,072,000	\$3,140,720	\$31,407,200	\$78,518,000
Miscellaneous	\$459	\$78,948,000	\$789,480	\$7,894,800	\$19,737,000
Total	\$24,441	\$4,203,766,000	\$42,037,660	\$420,376,600	\$1,050,941,500
Increased Output			\$10,509,415	\$105,094,150	\$262,735,375

Where are the dollars going?

Estimated Annual Fossil Fuel Consumption	Estimated Annual Economic Impact Local dollars leaving Sonoma County
213 M gal gasoline, 55 M gal diesel	\$831,915,471 (@ \$3.09 /gal for gas and \$3.16/gal for diesel)
2,579,590 MWh electricity	\$165,764,693 (@ \$0.153/kWh)
115,203,510 therms	\$115,203,510 (@ \$1.00/therm)
	\$1.11 B in fossil fuel expenses

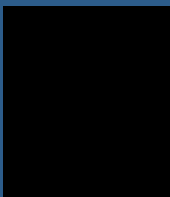
← **Food**

← **"Stuff"**



Fuels →

Utilities →



Energy Independence Program

1. “Storefront” office and website portal

- Calendars, news, information, “Action Plan” tool, on-line application for financing, and more

2. Education and outreach

- Presentations, events, marketing, collateral

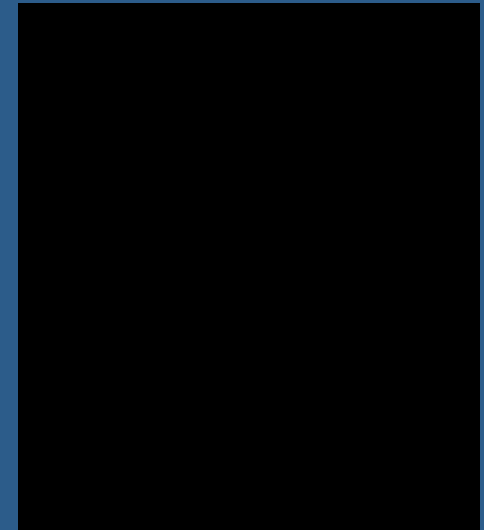
3. Rebate and incentive programs

4. Contractor resources

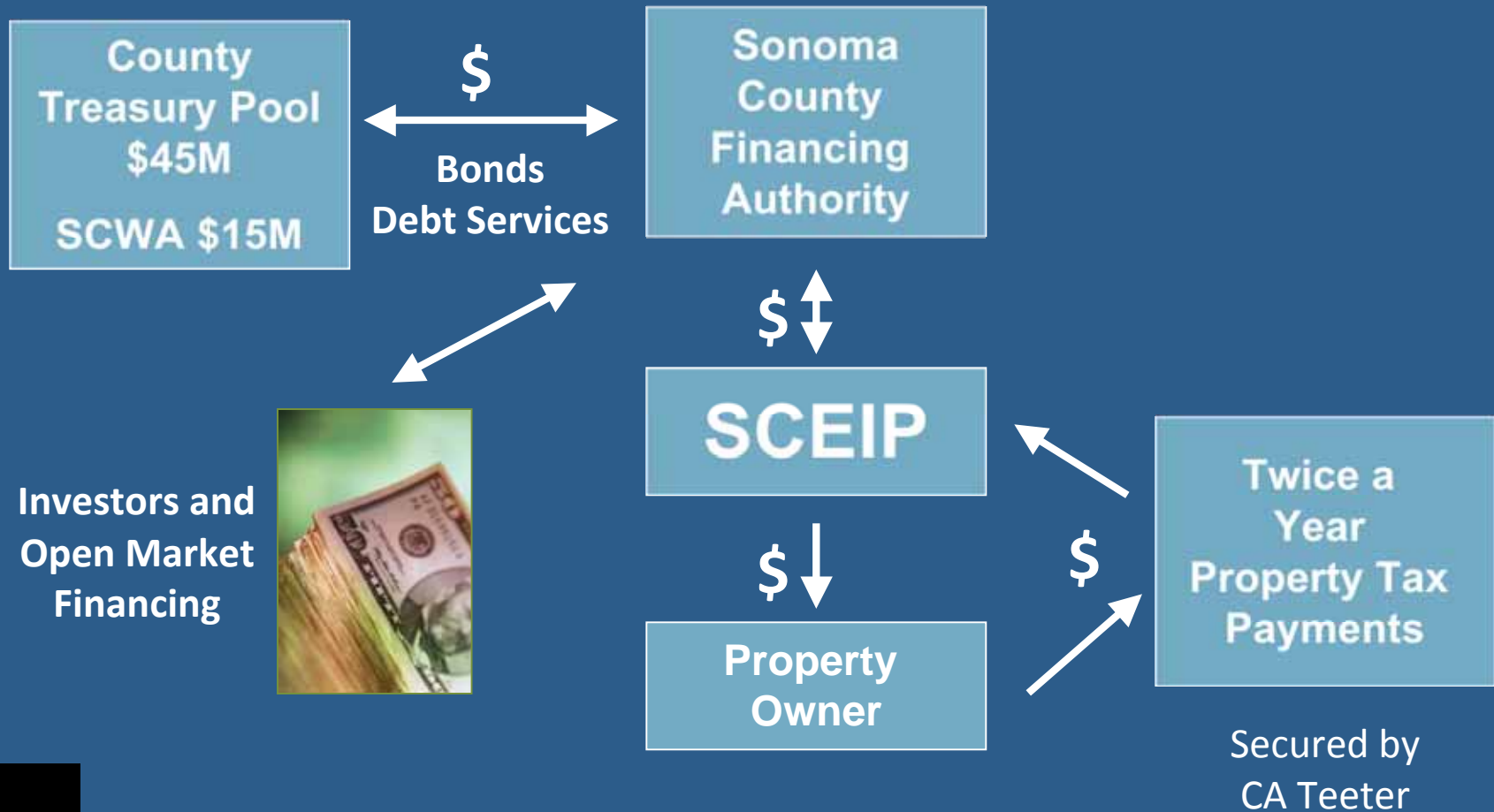
- Tool Lending Library and contractor training

5. Financing marketplace

- **PACE – County Treasury**
- PACE – Companion providers
- Pay as You Save (PAYS®)



Financing Warehouse



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



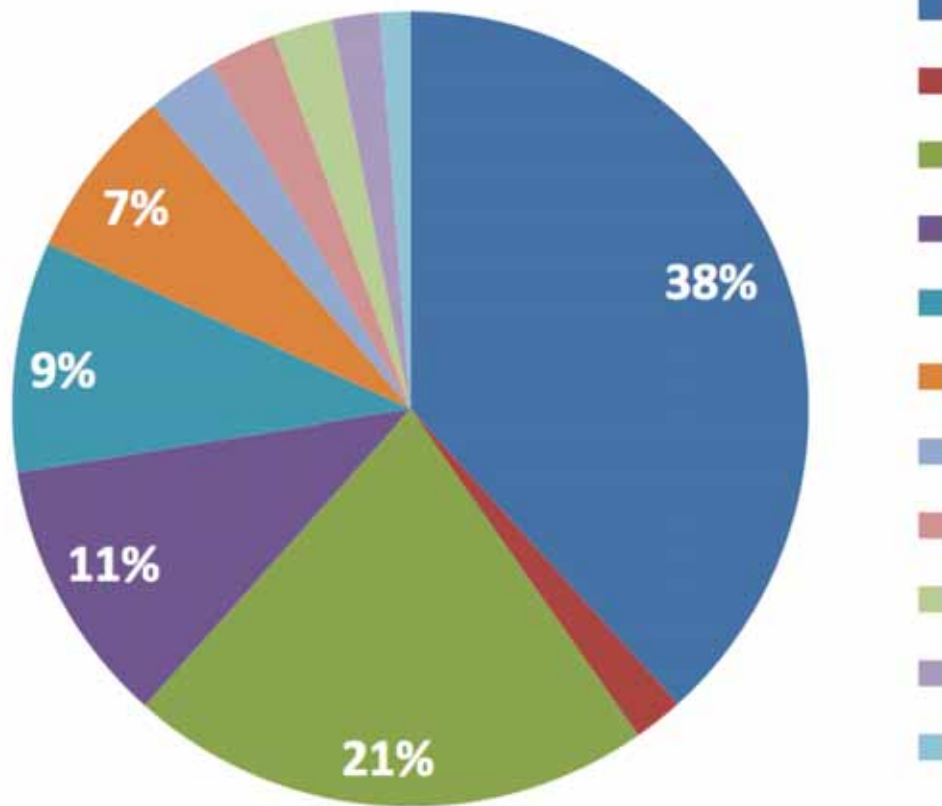
Financing Criteria

- 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

Improvement Types using PACE



Energy Independence Program Highlights

Program Activity through December 31, 2012

Residential Projects	1760, \$49.2 million, \$28k avg.
Commercial Projects	58, \$10.7 million, \$185k avg.
Job - years	730 by ARRA formula 77 local construction
Residential solar PV	6.1MW, 1068 systems, 5317 GHG eTons/yr
Non-residential solar PV	2.1 MW, 44 systems, 1864 GHG eTons/yr
Efficiency	109,539 therms/yr plus 1,369,189 kWh/yr, for 1 MW of “Nega-watts”), 965 GHG eTons/yr
Energy Upgrade CA	124 jobs completed, 31% avg. energy savings

Challenges / Opportunities

- Getting the message out
 - Building performance
 - Tell the stories – savings, ROI, health, comfort
 - **Replication Manual available on-line !**
- Acceptance by banks and lenders
- Interest rate competition, new class
 - Secondary investment market development
- On-bill financing for tenants

Thank you

energy upgrade CALIFORNIA

ENERGY INDEPENDENCE

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Contractor Login

Find Rebates Action Plan Find a Contractor Apply for Financing

Welcome to Sonoma County's Energy Independence Program!
Your one-stop-shop for efficiency and solar improvements for both home and business

Search Contractors
Find qualified local service providers to do the work

My Action Plan Find Rebates Search Contractors Apply For Financing

Program Activity To Date

Our program provides financing strategies for home and businesses, enabling owners to apply whole house energy improvements which improve the property value, stimulate the economy, and create jobs for our community. Here are the results of our program to date:

PROJECTS FUNDED	
Residential	Commercial
1750	57

Total Contracts Funded \$59,756,859

Jobs Created/Retained 730

Percent of Projects Completed by Local Contractors 86%

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