



First Energy Upgrade Incentive Awarded! Comfort, energy savings, and investing in a sustainable future were top priorities for former Rohnert Park Mayor Tim Smith, whose home upgrade project is the first to be completed in Sonoma County under the new Energy Upgrade California™ in Sonoma County program.

Implemented by Pinnacle Homes, Smith's project included a comprehensive suite of energy saving measures including sealing the home's air leaks, upgrading the insulation to R-50, replacing the duct system, converting the heating equipment to a combination hydronic (hot water) system, installing a crawlspace moisture barrier, replacing the home's original single-paned metal framed windows, and installing a cool roof.

"My home is much quieter due to the upgraded windows and better insulation," said Smith, who noted that he expects his overall energy costs will be reduced significantly with the energy upgrades. Pinnacle Homes project manager Mike Fitzpatrick estimates Smith's upgrades will produce a 30 percent energy reduction, which earns him a \$2,375 incentive under the Energy Upgrade's progressive formula that increases the incentive amount as the energy savings increase.

"[I was motivated by] environmental sustainability concerns and the belief that [my] home energy use over time will be much less than it would otherwise have been," said Tim Smith, former Mayor of Rohnert Park and first Energy Upgrade customer.

What motivated Smith to upgrade his home? "It was environmental sustainability concerns and the belief that home energy use over time will be much less than it would otherwise have been," said Smith. "In addition, the livability of my home has been enhanced and its useful life has also been extended by choosing to make a wise investment decision that will provide power reduction paybacks far into the future."

"The [Energy Upgrade] program as a whole was very contractor friendly," said Fitzpatrick. Regarding the market building potential of the program, Fitzpatrick said that, while offering the incentive does involve an extra step for the contractor, "in the long run the contribution of this program toward consumer education will be worth the additional cost."

The Ink is Dry, Implementation Officially Begins.

RCPA has received contract approval for both its State Energy Program (SEP) and Better Building Program (BBP; federal) grants, which means Energy Upgrade California™ program has officially entered "implementation mode." The completion of contract process initiates a series of action steps that will create tools and resources to support full program launch, set for early 2011. On behalf of RCPA's seven Bay Area SEP partners, it is developing a detailed implementation plan that establishes a regional framework to support the Energy Upgrade goals, objectives, and strategies; coordinates the roles of grant partners and subcontractors; coordinates data tracking and reporting; and establishes timelines for achieving program objectives. The implementation plan will also include a regional marketing plan, which will be customized for local conditions; a workforce development plan; PG&E incentive guidelines for incentives and scholarships; and methodology for establishing a HERS-II type energy analysis process for multi-family buildings.

Getting on Homeowner's Radar. A top priority is creating effective marketing and outreach methods to motivate high property owner participation. Property owners are typically unaware of the benefits of comprehensive energy retrofits, and retrofit programs that rely primarily on economic arguments to drive participation ignore a broad range of behavioral factors and non-energy benefits that are known to strongly motivate action.

Regional Outreach Tools: As part of its regional marketing/outreach plan, Bay Area SEP program will employ an array of innovative outreach methods that reflect current behavioral science research, more effectively communicate current value propositions, and create new ones to promote whole-house energy upgrades. The marketing/outreach plan will build on Bay Area SEP and CEC market research that clarified benefit messages and target audiences. Among the marketing tools used to build property owner participation will be (1) creation of a one-stop-shop information portal (i.e., Web, hotline, and storefront), (2) mass-media and advertising (including multi-lingual materials), (3) existing industry outreach channel partnerships, (4) retail/in-store marketing/education, (5) com-

munity-based social marketing to generate word-of-mouth buzz, (6) geographically targeted outreach campaigns, (7) property-owner organization outreach (e.g., homeowners associations), and (8) green building labeling outreach. All of these tools and more will be customized for local outreach efforts. These consumer education efforts will be coordinated with the Sonoma County Energy Independence Program, which is an Energy Upgrade California partner.

Contractor Marketing Support: Energy Upgrade contractors are on the frontlines of consumer education as they talk with customers about their home's energy upgrade opportunities. It is through these one-on-one discussions that many consumers will be introduced to the benefits and science involved in improving a building's energy performance. As the frontline educators, Energy Upgrade contractors will receive a marketing tool kit and sales support to ensure they deliver high quality customer education and service.

Job Gap Analysis Provides Tool for Job Creation.

The RCPA's Energy Upgrade program aims to complete 13,000 retrofits by end of March 2012, which is a warm up to the ultimate goal: 80 percent of Sonoma County buildings by 2015. To do this, Energy Upgrade will need a not-so-small army of certified contractors.

Gap Analysis Report: To aid in building this building performance army, the Energy Upgrade program is preparing a job gap analysis report that identifies (1) the current workforce, (2) the needed workforce, (3) training resourced needed to grow the workforce, and (4) strategies for preparing local workers for performance contracting jobs. The gap analysis will be a tool for a number of local partners including the Sonoma County Workforce Investment Board, which runs the Sonoma Job Link employment service, local training providers, and building-related trade and industry groups. The gap analysis will identify the types and numbers of jobs that will be needed to meet the goal; a preliminary assessment indicates 70 percent of energy upgrade jobs will be in construction-related and field positions; 25 percent of jobs will be administrative/customer support positions, and 5 percent of jobs will be in the manufacturing sector providing retrofit equipment and supplies. The gap analysis will evaluate a range of efficiency professional career options including building analyst and/or HERS II/GreenPoint raters (identifies energy savings opportunities), building performance technicians/installers (implement selected upgrades), specialty subcontractors (e.g., HVAC, plumbing), and administrative support for sales, rebate/incentive processing, and financing assistance. Using survey information and a variety of database resources, the gap analysis will provide an overview of available resources, job training goals, and strategies to ensure local workers are equipped to take advantage of job creation within the emerging building performance

industry. The finalized report will be available on the [RCPA Web site](#) in the coming weeks.

Workforce Handbook: RCPA is also preparing a workforce handbook to provide access to local and regional training resources that provide the Building Performance Institute Building Analyst certification required by Energy Upgrade and related trainings to ensure new entrants to the clean energy industry are qualified and effective. A Sonoma County workforce handbook is in development to provide local contractors and new clean energy entrants with guidance on a range of training resources and providers as well as scholarship and subsidy funding to offset the cost of obtaining training/certification. In addition, Energy Upgrade continues to collaborate with local workforce development partners such as the Sonoma County Workforce Investment Board's (SCWIB) Sonoma County [Job Link](#) program.

Local Field Training House: Finally, RCPA and its workforce development partners are leading an effort to establish local a local field training house, similar to the test house at the PG&E Energy Training Center in Stockton; this local field house would allow local training providers and Energy Upgrade incentive program instructors provide local hands-on mentoring and training. A local field house could also serve additional student populations through high school or junior college programs.

Energy Independence Program Hosts Contractor Forms. SCEIP will host two Contractor Forums entitled "Contract Signing Training" on Monday, December 6, from 8:00 to 9:30 a.m. and on Thursday, December 9, from 2:00 to 3:30 p.m.; both forums will be held at the SCEIP office, 404 Aviation Blvd., Santa Rosa. To receive updates on future forums, subscribe to the SCEIP newsletter at: www.sonomacountyenergy.org/

Energy Upgrade in Sonoma County E-News is provided on behalf of the Sonoma County Regional Climate Protection Authority, lead agency for the Energy Upgrade California™ in Sonoma County. You can find contact information for local Energy Upgrade contractors at: http://www.cbpc.org/homeowners/rebates_incentives.html#contractorlist

Questions: Mike Sandler, Program Manager, RCPA, (707) 565-5379; Chris Cone, Climate Protection Campaign, (707) 889-1328; or for Contractor Registration, visit CBPCA: <http://www.cbpc.org/contractors/pge.html>

RCPA Web site: www.sctainfo.org/efficient_build.htm
Energy Upgrade Web site: www.energyupgradecalifornia.org