

From: [RCPA's Energy Upgrade E-News](#)
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Reduce Energy Use, Save Money, Increase Comfort

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Santa Rosa Homeowner Finds Savings and Comfort. With the exception of dual-paned windows, Dennis Layden's 1950-era home had not been upgraded for efficiency. In the winter, the house was drafty, cold, and damp, and still had its original furnace, which would continuously turn on/off in a futile (an ultimately expensive) attempt to keep the house warm. "I decided I didn't want to go through another winter," said Layden, who tried to control his heating costs by turning the old furnace off at night. Last January while shopping for a new furnace, a friend told Layden about the whole-house approach to energy efficiency. Enter Craig Lawson of Pinnacle Homes, an Energy Upgrade participating contractor. "Craig ran all kinds of tests," said Layden, as he described how Lawson tested for air leaks, insulation levels, and heating/duct system problems, providing Layden with a custom upgrade plan showing the most effective measures based on the home's needs. The energy-analysis plan "makes sense because you can see where to put your money," said Layden, who financed his upgrade through the Sonoma County Energy Independence Program.

"It is easy with these older homes to provide immediate comfort and energy savings, plus a nice rebate," said Lawson, whose upgrade plan resulted in a 40-percent energy use reduction and a \$4,000 rebate for the 1,016 square-foot home. The upgrade plan included removing what was left of the original 60-year-old attic insulation, improving attic ventilation, redesigning/replacing the duct system using state-of-the-art air flow measurements to ensure comfort, blowing in a thick layer of R-38 attic insulation that buried the new ducts for added efficiency, installing Energy Star bathroom fans for moisture control, and installing cellulose insulation in the walls. Then, because the shell of the home was now tight and insulated, Lawson was able to replace the original furnace with a new smaller unit. Using the whole-house approach, "homeowners can be comfortable and have lower energy bills at the same time," said Lawson.

Layden concurred, "The comfort is something you can physically feel in the winter and summer. It makes me happy to come home to a comfortable house."

Learn about Energy Upgrade at 350 Home and Garden Challenge. On May 14 and 15, hundreds of people across Sonoma County will rise to the challenge of creating a more sustainable community by taking individual actions. The goal is to inspire 1,000 actions to grow food, conserve water, and save energy by upgrading homes, apartments, offices, and neighborhoods with gardens, grey-water systems, and energy efficiency. Everyone can sign up for the challenge: <http://dailyacts.org/350-challenge>. You may register your own project, volunteer, or attend a community project; get involved, have fun, and make the world a better place, one action at a time.

Energy Upgrade contractors will be among the local efficiency professionals hosting FREE demonstrations of a Home Energy Assessment with Blower Door Testing on Saturday, May 14, and Sunday, May 15, in Santa Rosa, Sonoma, Windsor, Cloverdale, and Petaluma. Time and location details for the energy assessment demos are available at: <http://dailyacts.org/images/stories/PDF/350-directory-e-version.pdf>

How to Get Started. When it comes to making your home efficient, there are plenty of options. So many, in fact, that it is sometimes hard to know where to begin. At Energy Upgrade California, you will find a wealth of efficiency/solar resources — and the expertise to help you choose the right upgrade measures to meet your needs. Energy Upgrade is your one-stop source for information, incentives and rebates, trained contractors, consumer protections, and a range of financing options — all in one convenient Web site. Here's how it works:

- Visit: www.energyupgradeca.org
- SonomaCountyInfo:On the home page, type your County name or zip code in the box in the lower right corner. This takes you to Sonoma County information and resources.
- Learn How to Stop Energy Waste:Energy Upgrade features the best efficiency options to enhance your project. You can learn more about these options and how they work on the [Take a Tour](#) page. Click on the leaf logos in the home image and learn about all the ways you can stop energy waste in your home.
- Learn How to Reduce Project Costs: Energy Upgrade offers a suite of incentives and rebates to lower your project cost. Click the [Explore the Program](#) link to learn about the whole-house incentive program that provides incentives from \$1,000 to \$4,000 to homeowners who choose multiple measures for optimal energy savings.
- Design Your Action Plan:On the [My Action Plan](#) page, select your property type and enter your home address to access a custom list of incentives (be sure to check the consent box):
- Choose a Package:To select an incentive package that meets your energy goals, simply click the big blue Select button. (As you move through the Action Plan, your choices are displayed in the upper right corner.)
- Add Enhanced Options:If you are interested in adding solar or more sustainability measures, simply click on the "I'm Interested" box(es), then click the big blue Next button.
- Choose a Contractor: Click the [View these Contractors](#) button to see a list of all the Energy Upgrade contractors that serve your area, their qualifications and services, and contact information.
- Email a Contractor: Once you've determined which contractor you wish to contact, simply click on the Email Contractor button and fill out the registration form; then the contractor contact page will appear where you may submit a message to the contractor of your choice.Registration allows you to use the Website contact features, keep track of vendors you've contacted, and retain the personal information you've entered for future reference.
- Find Financing: On the [Find Financing](#) page you will find information about financing in Sonoma County including the [Sonoma County Energy Independence Program](#) (see Local column far right).
- And Much, Much More...: The Energy Upgrade California site has a wealth of information on rebates, science-based efficiency best practices, and much more — at your finger tips for affordable, effective energy upgrades.

What Is a Home Energy Analysis? Increasing your home's efficiency isn't just switching out light bulbs or buying new appliances. It's approaching your home as a complete system because heating, air-conditioning, water, and other systems can work together to more effectively lower your bills. Designing an upgrade plan starts with an energy analysis: a comprehensive diagnostic of your home that identifies how much energy your house

currently uses, determines specific ways to save more, and estimates potential energy savings that may result from the upgrade. Based on the results of your energy assessment, you and your Participating Contractor can select a combination of applicable measures to achieve a 15-percent to 40-percent energy efficiency improvement — and from \$1,000 to \$4,000 in incentives.

Info Packed Videos Tell Whole-House Story. Want to know more about whole-house upgrades? Visit this link to watch a 2-minute video on how you can reduce energy waste, save money, and increase comfort in your home using the Energy Upgrade California program:

https://energyupgradeca.org/county/sonoma/news/watch_the_video_vignette-145; (Click No in pop-up window.)

Clean Energy Advocates FREE Lecture Series. Clean Energy Advocates (CEA) provides an independent, unbiased advocate to assist homeowners in navigating the renewable energy, energy efficiency, and water-use efficiency upgrade process. CEA's free Clean Energy Series features "CPR – Conserve, Preserve, then Renew — A Lesson in Home Energy Efficiency," on Wednesday, May 11, 6:00 to 7:00 p.m. at 35 Stony Point Road, UFO Building, Room M. For more information, visit: <http://ci.santa-rosa.ca.us/departments/utilities/Projects/Pages/CleanEnergyAdvocate.aspx>

Energy Upgrade in Sonoma County E-News is prepared by the Climate Protection Campaign on behalf of the Sonoma County Regional Climate Protection Authority, lead agency for the Energy Upgrade California™ in Sonoma County. Questions: Mike Sandler, Program Manager, RCPA, (707) 565-5379; Chris Cone, Climate Protection Campaign, (707) 889-1328; or find Energy Upgrade participating contractors on the Web at: <https://energyupgradeca.org/contractors>.

You are receiving this e-newsletter because you requested updates on the RCPA building retrofit program at a community or stakeholder event or signed-up on the Web. This e-newsletter will provide the latest news on the Energy Upgrade California -- Sonoma County program, community events, and energy innovations. If you no longer wish to receive this e-newsletter, please click [Unsubscribe](#) to send an email request to be removed.

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