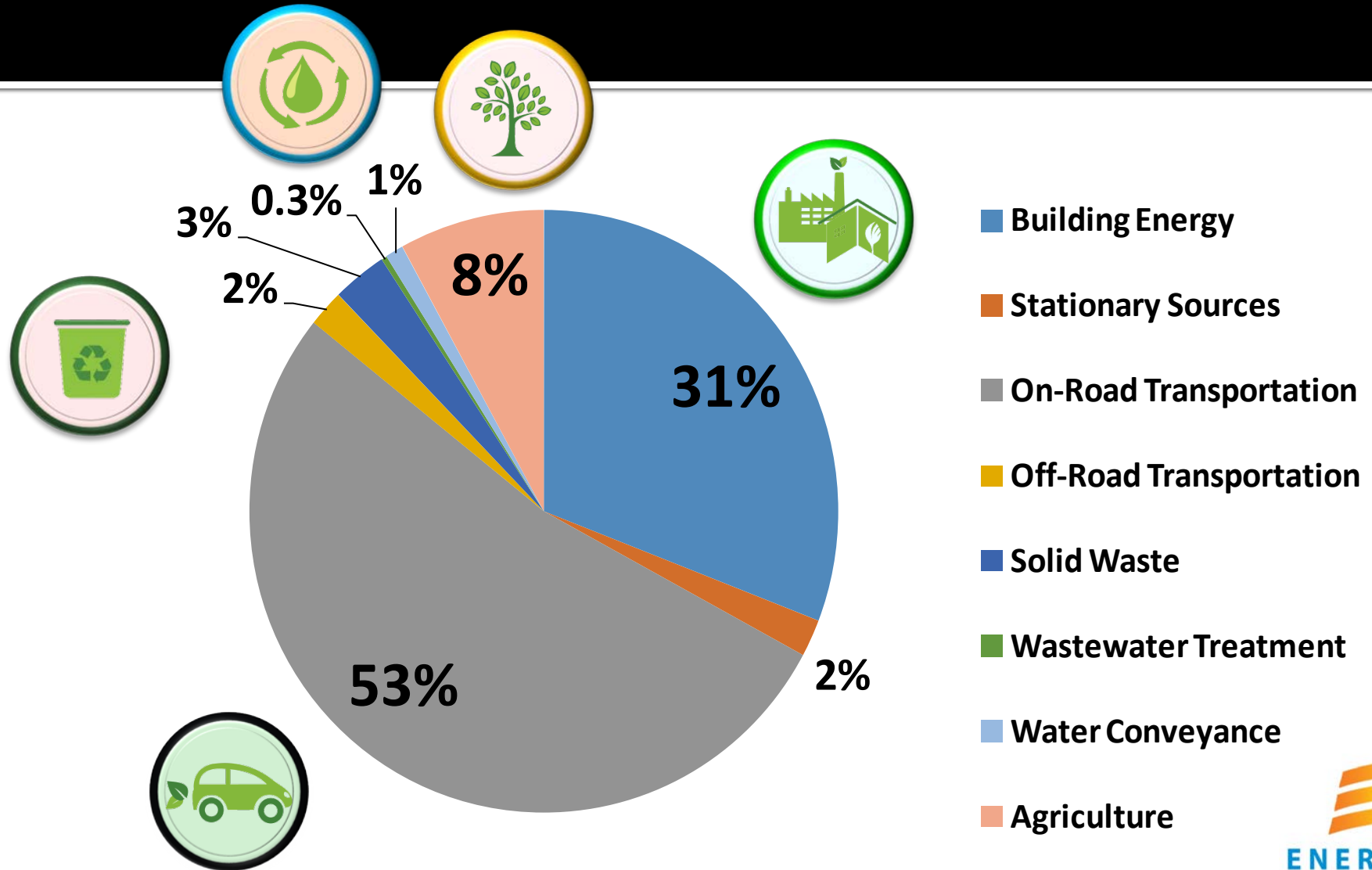


Residential PACE Market Update

ACEEE Energy Efficiency Finance Forum – San Francisco
June 2, 2015



Why PACE in Sonoma?

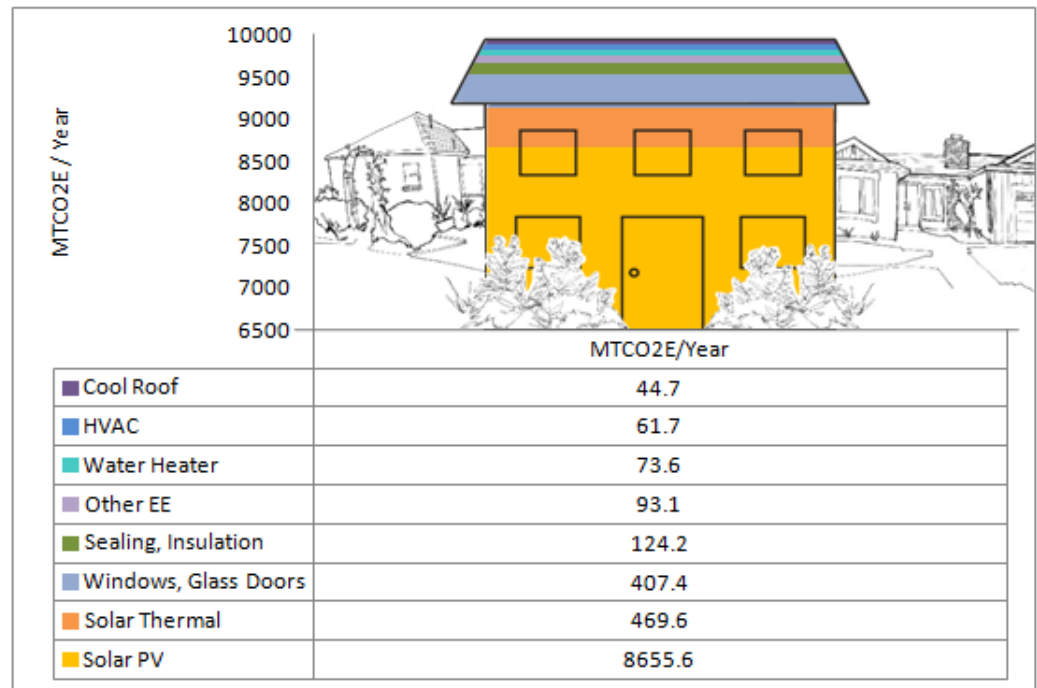


Sonoma County Energy Independence Program

PACE by the Numbers

March 2009 – April 2015

32,331	PACE financing inquiries
\$70.4 M	Amount funded
\$17.66 M	Funding available
3,048	Applications received
2,204	Applications funded
0.35%	Tax delinquency rate
0.00%	Default rate
1,408	Jobs created (ACEEE formula)
159	Participating contractors
>85%	Jobs done by local contractors



Total of 9929.9 MTCO₂E Reduced Annually

Sonoma County Energy Independence Program



For us, it was about
thermostat wars.

For us, it was about
doing it right the first time.



For us,
it's all about the kids.

Advantages of PACE

- No income qualifications
- Easy application process
- Disclosures and schedules provided
- Statewide Loss Reserve Program



Advantages of PACE

- Permits pulled and finalized for the work
- Improvements have specifications equal to or greater than code
- Reasonable or average cost for each improvement



Advantages of PACE

- Contractors must be licensed and in good standing
- Provide additional insurance
- Program standards



Advantages of PACE

- Customer satisfaction and survey
- Tax deductible interest
- Ability to transfer to the new owner



Sonoma County Energy Independence Program

Storefront open 8-5 Monday – Friday

- ✓ Local contractor bid requirement
- ✓ Neutral, third party, not-for-profit PACE operator

EDUCATION:

- ✓ Contractor Programs: includes forums, sales training, workshops and classes
- ✓ Homeowner workshops throughout the County
- ✓ Local Energy Action Forums in each city
- ✓ Collaborative Agreement with other PACE providers
- ✓ Collaboration with agencies, cities, other programs, departments, etc.

PACE Replication – How to Guide

Property Assessed Clean Energy (PACE) Replication Guidance Package for Local Governments



March 30, 2012

- Guides
- Best Practices
- Lessons Learned
- Forms
- Webinars



PACE Replication - Marketplace

- Request for Information Process
- Collaborative Services Agreement
- Co-marketing
- Comparison charts
- Click n' Compare PACE web tool

The Sonoma County Energy Independence Program
welcomes the

PACE FINANCING MARKETPLACE

- ✓ Consumer choice
- ✓ Easy application
- ✓ No income qualifications
- ✓ Customer assurances
- ✓ Contractors vetted

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*PACE (Property Assessed Clean Energy) is a simple and effective way to finance energy efficiency, renewable energy, and water conservation upgrades to buildings.



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SONOMACOUNTYENERGY.ORG

