



# Semi-Annual Sonoma County Energy Independence Program Update

March 16, 2021

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# Program Results and Alignment

## Cumulative Impact 2009-2020

- Eliminated over 100,000 metric tons of carbon dioxide emissions
- Created or retained over 1,673 jobs
- Financed 12.96 MW – 9% of all solar in Sonoma County since the financing began
- Installed 4,346 energy, water, generation, wildfire and seismic improvements
- Aligns with the County's 5-year Strategic Plan
  - Climate Action and Resiliency Pillar



## Program Trends – Projects

### Disbursements: 2009-2020

Projects	Amount Funded	Average Cost
<b>All</b>	<b>\$83,661,464</b> 2645 projects	<b>\$31,630.04</b> per project
<b>Residential</b>	<b>\$70,882,687</b> 2567 projects	<b>\$27,613.05</b> per project
<b>Commercial</b>	<b>\$12,778,777</b> 78 projects	<b>\$163,830.50</b> per project



## Program Trends – Improvements Installed: 2009-2020

Improvements	Residential	Commercial	Total
Energy	2430	79	2509
Water	70	5	75
Generation	1701	52	1753
Wildfire/ Seismic	9	0	9
Total	4210	139	4346



# Marketing and Outreach Efforts - 2020

Over 664 participants through the County



Workshops and Presentations



## Multi-Channel Marketing

Increasing and improving brand awareness

Radio and Television Ads



Traditional Print Media



Website Page Views



Over 25k Website hits

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

Contractor Relationship Building



New and Refreshed Collateral



118 participating contractors



### Benefits:

- 10 or 20 year terms
- Fixed "simple" interest rate
- Property-based financing
- No income or credit qualifications
- Creation up to 50% of your current market value

### Over 100 Eligible Improvements Including:

- Battery storage and solar
- Fire resistant Roofing, Siding and Decking
- Seismic retrofitting
- Energy efficient HVAC
- And more...



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[SONOMACOUNTYENERGY.ORG/FINANCING](http://SONOMACOUNTYENERGY.ORG/FINANCING)



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## planned

- training center buildout
- contractor drive thru
- bus & other static ad
- multi agency collaboration



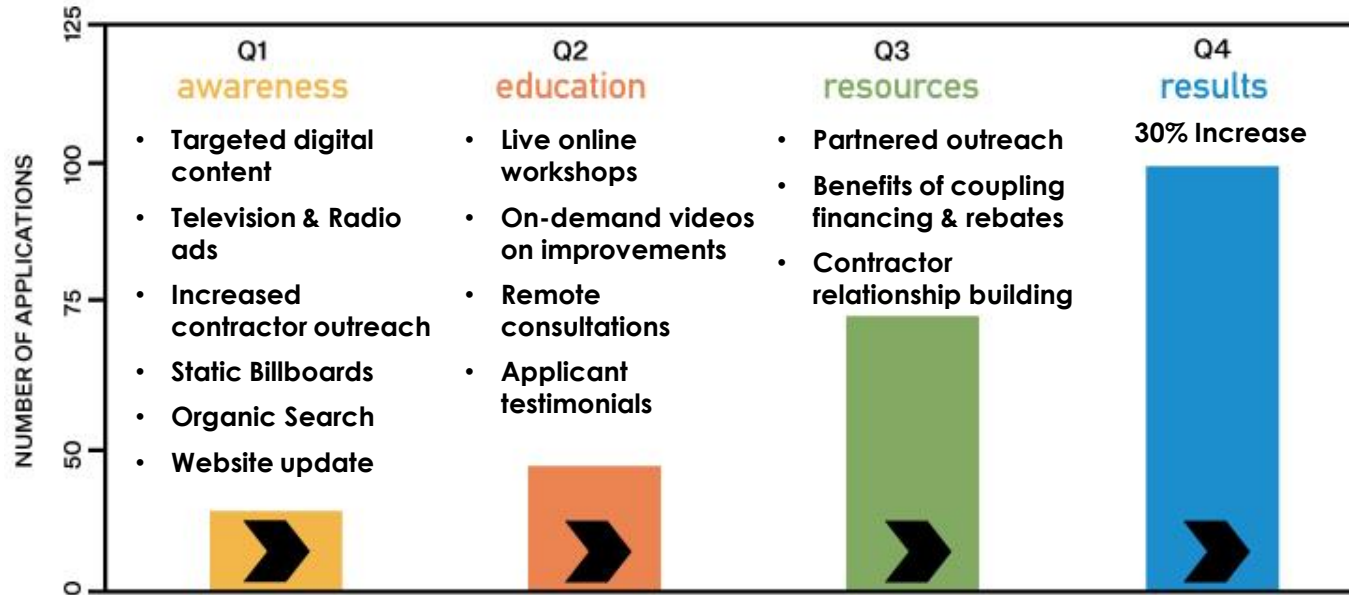
## affected

- workshops
- events
- traditional advertising
- contractor outreach



## re-strategize

- increased digital
- online/virtual trainings
- remote services
- television advertising



# Recommended Actions - March 16, 2021



- A. Acting as the County of Sonoma Board of Supervisors: Accept the Sonoma County Energy Independence Program update through calendar year 2020.
- B. Acting as the County of Sonoma Board of Supervisors: Approve revisions to the Program Report and Administrative Guidelines, including a delegation of authority to the Program Administrator to waive specific eligibility requirements or program procedures on a case-by-case basis so long as any such waiver is consistent with applicable law and furthers the purposes of SCEIP.
- C. Acting as the Board of Directors of the Sonoma County Public Finance Authority: Adopt resolutions and approve agreements with the County authorizing continued issuance and sale of revenue bonds, to fund the Sonoma County Energy Independence Program.
- D. Acting as the County of Sonoma Board of Supervisors: Adopt resolutions authorizing the Treasurer to invest in bonds issued by the Sonoma County Public Finance Authority and authorizing execution of various related agreements with the Sonoma County Public Finance Authority, including a bond purchase agreement and a loan agreement.
- E. Acting as the Directors of the Sonoma County Water Agency: Adopt resolutions withdrawing funds from the Sonoma County Treasury Pool, and authorizing the withdrawn funds to be invested in Sonoma County Energy Independence Program bonds as a long-term Water Agency investment.
- F. Acting as the Board of Directors of the Sonoma County Public Finance Authority: Adopt resolutions and approve agreements with the County authorizing continued issuance and sale of revenue bonds, determination of the interest rate and loan of funds to the County, to fund the Sonoma County Energy Independence Program.

