



Sonoma Clean Power turns the MendoNoma Coast EverGreen

Along the rugged coastline where Sonoma and Mendocino counties meet, the area known by locals as “MendoNoma” is forging a renewable future. When local business leader Steve May made the decision to power his Surf Market store with Sonoma Clean Power’s 100% local, renewable energy service, EverGreen, he knew fellow businesses would be interested in following suit, and a partnership was formed.

Objective

A year-long campaign was launched to educate businesses, residents, and municipal entities about SCP’s EverGreen service, with the goal of driving conversions and showcasing the MendoNoma coast as a leader in working toward carbon neutrality.

Strategy

Using Surf Market as an example, May and SCP informed local business owners and residents of the environmental, economic, and social benefits of going EverGreen.

- Choosing EverGreen is the quickest and easiest way to reduce your carbon footprint, requiring no power or business interruptions.
- EverGreen’s small premium is less expensive and more environmentally conscious than installing solar, which does not produce energy at night, in cloudy weather, or in heavily forested areas.
- Sharing your choice to go EverGreen with the community positions you and your business as a local climate leader.

Results

In a one-year period, 71 accounts converted to EverGreen, correlating to an estimated annual load of 536,000 kWh.

A 24/7 powerhouse

You've probably heard of the Geysers before, but did you know it's one of the largest geothermal power plants in the world? We're incredibly fortunate to have this baseload resource right here in our service territory.

The Geysers generates renewable energy 24/7 by harnessing steam produced by magma located just over four miles beneath the surface. Tapping into this steam turns a large turbine connected to a generator, which converts mechanical energy to electrical energy. To create more steam, the Geysers utilizes reclaimed water from the City of Santa Rosa.

The Geysers power our EverGreen service when the sun isn't shining and provides energy insurance when energy demand is high.

What EverGreen customers are saying

"Surf Market was founded in 1956 to serve the needs of our community. Now, as we celebrate more than 65 years of service, our commitment to benefitting our community has evolved to include powering the market with 100% renewable energy. We are very proud of our partnership with SCP."

- **Steve May, Owner, Surf Market**

"The Mendocino Woodlands Camp Association is proud to be an EverGreen customer. We feel that our work is mission-aligned with SCP's commitment to a clean energy future, as we foster the next generation of environmental stewards and connect the community with our historic Mendocino Woodlands State Park."

- **Cyrus Kroninger, Executive Director, Mendocino Woodlands Camp Association**

SCP feed-in tariff projects

SCP is the first and only utility in the United States to provide you with the option of 100% renewable, locally produced energy day AND night for your home or business. The premium for EverGreen is \$0.025/kWh, so for only about \$13 more per month (based on an average residential customer), you can eliminate nearly all greenhouse gas emissions from your electricity use.

Our EverGreen power mix is made up of geothermal energy from the Geysers and solar energy from three local feed-in tariff projects.

