

# Initial Fact Sheet

## Lead Locally EPC-17-041

**The Lead Locally project seeks to establish a collaborative laboratory to develop and deploy scalable game changing technologies and strategies aimed at doubling the efficiency of existing buildings by 2030.**

### The Issue

Sonoma Clean Power recognizes the substantial potential for electricity savings that remains untapped in existing residential and commercial properties. This is due in part to cost and implementation barriers for many advanced energy efficiency technologies and the limitations of existing energy efficiency programs to secure widespread customer interest and adoption. The “Lead Locally” project will provide a collaborative laboratory to test, promote, and facilitate the installation of scalable technologies and strategies in existing residential and commercial properties in Sonoma County. Consistent with the goals of AB 758 and SB 350 to significantly improve the energy performance of existing buildings, this work will help the State to develop and deploy scalable game changing technologies and strategies aimed at doubling the efficiency of existing buildings by 2030.

### Project Innovation + Advantages

The “Lead Locally” project will include applied research and technology deployment activities, each of which will propose innovations that could stimulate the energy efficiency market. With the applied research work, the team will investigate a series of innovative technologies that have the potential to be integrated into existing program models. Lessons learned from the applied research projects will be funneled directly to consumers, contractors, real estate professionals, and building officials through Sonoma Clean Power and its local partner organizations. The technology deployment work will be driven in part through the Sonoma Clean Power “Energy Marketplace”, a physical storefront where consumers can directly procure energy efficient products and services. The Energy Marketplace has the potential to speed deployment of energy efficiency, make energy efficiency programs more accessible to all customers, and increase customer knowledge of energy efficiency and energy code requirements.

### Anticipated Benefits for California

The Lead Locally project will develop and deploy scalable and game changing strategies that involve innovative and market-ready technologies, financing mechanisms, and consumer resources to help overcome barriers to achieving the state’s energy goals. The project will address cost and implementation barriers that include: time-consuming and expensive building shell improvements; low compliance with code requirements for Heating, Ventilation & Air Conditioning system replacement; cumbersome energy efficiency program models; and a lack of funding options that serve all customers. Equally as important is the need to test and demonstrate innovative technologies that can dramatically improve efficiency in existing buildings at significantly reduced cost.

### Specific Benefits

- Lower costs: Promising technologies will demonstrate significant reductions in building electricity consumption and cost savings to consumers. Consumer resources available from the Energy Marketplace

Sonoma Clean Power team educating at the Rebuild Green Expo.



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will help customers procure technologies that best fit their usage pattern to maximize cost savings.

- **Greater reliability:** Several of the innovative technologies tested in the applied research activities will have the potential to integrate into the existing Sonoma Clean Power demand response platform for additional grid reliability.
- **Increase safety:** Contractor and inspector trainings will improve proper measure installation and encourage best practices, with the resulting safety benefits promoted to real estate professionals to enhance the valuation of efficient properties.
- **Economic development:** Serving as a catalyst for local economic development, the Energy Marketplace will provide a contractor matching tool for customers to directly connect with appropriately trained contractors, resulting in increased leads with less upfront time for contractors.
- **Environmental benefits:** Innovative technologies and midstream incentives will drive additional benefits such as water efficiency and greenhouse gas emission reduction. Midstream incentive values based on greenhouse gas reductions will accelerate the deployment of technologies with the greatest potential to reduce the environmental impacts of existing buildings.
- **Public health:** Widespread adoption of air sealing and ventilation systems will help address underventilation, a serious and widespread health and safety issue in the multifamily housing sector.
- **Consumer appeal:** By offering an engaging experience with hands-on displays and demonstrations of energy efficiency products, the Energy Marketplace will accelerate the adoption of market-ready technologies.
- **Energy security:** By reducing total electricity consumption in Sonoma and Mendocino Counties, California will be able to more readily diversify its energy sources.

Gary Klein instructing a SCP class on Advanced Energy Rebuild.



Sonoma Clean Power with customers at Inspiring Hope Event.



### Contacts

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