

LOS ANGELES
NORTHERN CALIFORNIA
CENTRAL CALIFORNIA
INLAND EMPIRE



SAN DIEGO
ORANGE COUNTY
CALIFORNIA CENTRAL COAST
REDWOOD EMPIRE

CALIFORNIA

Dear California Chapter Leader,

Announcing a rather interesting development: The **USGBC California Sungevity Program**. The target date is January 20th (a few days after the relaunch of the usgbc-california.org website) but the landing page can be viewed here right now: <http://www.sungevity.org/usgbc-ca>. Sungevity is a top-rated solar provider (and top B Corporation) based in Oakland that has a great record with customers. Following in the footsteps of the Sierra Club and Credo Mobile, we've partnered with them as the beginning of our affinity marketing efforts to further add value to Chapter membership, actively promote the Clean Energy Economy and help fund our organizations, all at the same time.

Our mission will be to make our members aware of this program, and, if they're interested, request an iQuote to see if their home is a good candidate for solar. If they decide to go solar with Sungevity, they score a triple win—for themselves (a \$750 discount), for the planet (see Dan Kammen's new "suburban carbon footprint hurricane" map at <http://coolclimate.berkeley.edu/maps>) and for their favorite (ahem) organization (a \$750 donation to us from Sungevity that gets split 50/50 with the local Chapter).



One of the web banners available that sums up the deal.

They say that mechanics have the worst cars, and if you're at all like me, there's probably a few things left to do on the sustainable home checklist. Despite not having a big electricity bill, we were able to install a system that gets us down into the bottom of the lowest tier rate and pencils out cash flow positive from day one. The process was quite easy, the crews well-trained and the overall hassle factor quite low. Check out my Yelp review. And so much for eating your own dogfood: by essentially changing out my electric utility, I save money and generated \$375 for USGBC California and \$375 for the ye ol' local (NCC).

FUN FACTS: DID YOU KNOW...

- *California installed more solar in 2013 than in the last 30 years combined?*
- *Well over 75% of new solar installs are lease deals?*
- *Sierra Club has gained over \$700k through this program?*

A successful program like this does not happen on its own. It will take some work setting up and sticking to an awareness campaign, integrating banners within websites and coordinating Sungevity reps into Chapter and Branch events. But it will be well worth the trouble.

By now hopefully you're thinking "How can I help?" ...well, we do need point people to work on Chapter campaign coordination (and attain local hero status),

along with Marcia Sitcoske, Scott Watkins, myself, Doug Kot, Dominique Smith and the Sungevity team. If you have further questions or want to get going, please email me at the address below.

Cheers,
A handwritten signature in black ink that reads "DM".

Dennis Murphy

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Members of the USGBC seek to transform the way buildings and communities are designed, built and operated, enabling a sustainable and socially responsible, healthy, and prosperous environment that improves the quality of life.