

Sierra Energy Reimagined (SERi) in Western Nevada County

Board of Supervisors Meeting
May 13, 2025



Presentation Overview



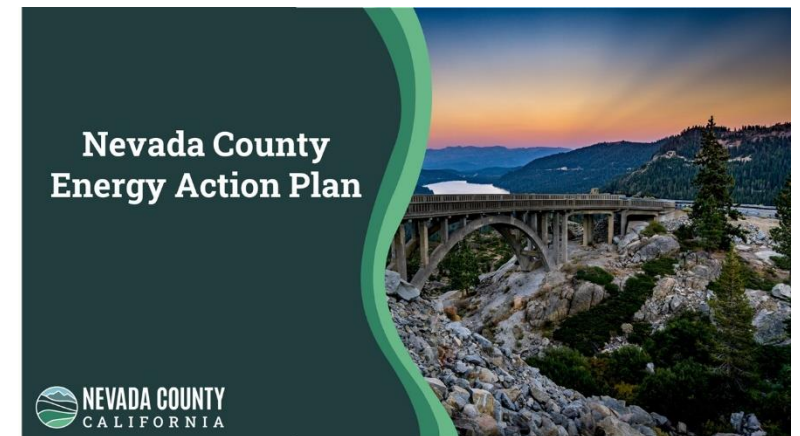
1. Intro to SERi
2. Vision / Strategy / Goals
3. Programs
4. Accomplishments
5. Communication
6. Future Plans
7. Partnership Opportunities



What is SERi?

- A non-profit established in Western Nevada County in 2024
 - Inherited funding from the Clean Power Co- op (CPC) of Nevada County formed in 2006
 - Two members of the **NC Energy Action Plan Working Group (EAP WG)** responded to CPCs call for new board members
- With a revised mission, SERi incorporated as a 501- c3 charitable organization
 - Registered our new name with the IRS and completed other administrative actions
 - Four additional members of the NC EAP WG are now active volunteers in SERi

CPC



Mission/ Vision / Strategy

Our Mission

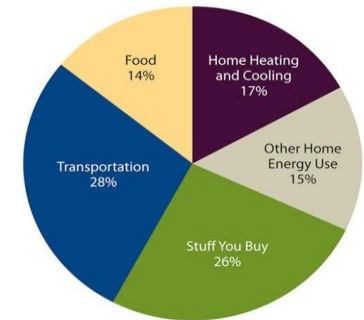
We advocate for and facilitate energy conservation and the use of clean energy in the Sierra by inspiring, informing and empowering our communities



Vision

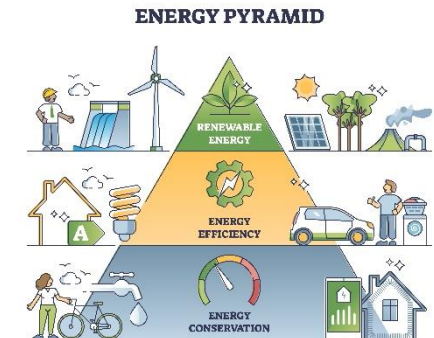
*Promote a sustainable energy future in NC, with emphasis on reducing energy usage in buildings and homes. **25%** of CA emissions are associated with buildings*

Where the Average American's Carbon Emissions Come From



Strategy

*Energy conservation, efficiency and **affordable** renewable energy*



Intended Outcomes

Savings



Savings from
reduced
energy bills

Lower Footprint



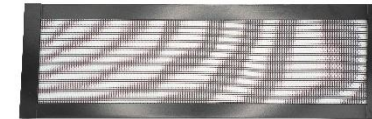
Lower
carbon
footprints

Resilience



Resilience to high
heat events and
wildfire smoke

Wildfire Protection



Wildfire
protection

Local Workforce



Workforce
development
in clean

Home Energy Wise Program



- Home Energy Wise Visits
 - Trained volunteers perform walk-throughs with homeowners
 - Together they develop a plan and identify incentives for home energy improvements
- Home Energy Wise Workshop
 - A Home Energy Analytics (HEA) Specialist from Home Intel taught workshop attendees how to **Save Energy. Save Money.** Worksheets were provided
 - Reed Hamilton, a SERi volunteer who conducted several home energy efficiency visits, presented practical tips for conserving energy. Reed is also a member of the EAP WG
- Home Energy Coach In the Library
 - Rob Katzenstein owner of Power Structures in Grass Valley, President and founder of the former CPC, answers questions on interpreting power bills and offers ways to reduce energy usage
- SERi newsletter and website
 - Provide seasonal weatherization tips and information on upcoming events
 - Publishes event details



Home Energy Wise Program

March 29, 2-4 PM at Madelyn Helling Library

Evaluation Form

Thank you for attending our *Home Energy Wise* Workshop! Your feedback will help us improve and better support your home energy goals. Please take a few minutes to complete this form.

Workshop Content Feedback For each topic below, please share your thoughts on what you liked, what was missing, and how we can improve.

a. Home Energy Assessment (HomeIntel)

- What did you find most useful?
- What was missing or unclear?
- How could we improve this section?

Home Energy Wise Workshop

- Home Energy Analytics (HEA) Specialist – Greg Pfotenhauer provided strategies to reduce energy consumption and **SAVE** money as a result
 - Attendees were given a Home Energy Wise Plan worksheet to assist in taking action on the techniques offered during the workshop
 - Enrollment instructions for Home Intel were provided



Make Your Home Energy Wise



Most people use more energy than they need and waste a lot without even knowing. And since our electricity and gas rates are some of the most expensive in the country, all that wasted energy translates into wasted money, that (literally) flies out of the window. SERI is here to support homeowners and renters with the knowledge they need to save energy – and money (a lot of it) – right away!

The Home Energy Wise program focuses on seven strategies to help you reduce your energy consumption and the money you can save as a result. Depending on your current energy use and the extent you want to make changes, you may be able to save hundreds dollars annually.

- 🏠 Optimize your utility rate and take advantage of any incentives
- 💡 Understand your home energy use
- 🔧 Learn about energy saving behaviors that can save you a lot of money right away
- 💡 Improve home energy efficiency through affordable improvements that pay off quickly
- 🔌 Consider electrifying your heating and cooling system and water heater
- ☀️ Go solar with or without your own rooftop panels
- 💰 Save more money through Rebates, Discounts and Tax Credits

Saturday, March 29 2:00 PM

Madelyn Helling Library, Nevada City



This workshop is brought to you by Sierra Energy Reimagined (SERI)

Register NOW!!!

<https://www.sierraenergyreimagined.org/event-details/home-energy-wise-workshop>



Energy Wise Coach in the Library



- Sponsored in conjunction with the Madelyn Helling Library
 - Last Thursday of each month



Home Energy Wise Coach

Madelyn Helling Library

Last Thursday of each Month

4-6:30pm

- April 24, May 29, June 26 -



Do you have questions about:



- How to read your PG & E Bill
- What is Pioneer Community Energy & rates
- Ways to decrease your Energy Use
- Electrification
- Interested in Solar and/or Battery Backup
- Electric car charging
- Ways to SAVE! \$\$



Our Energy Wise Coach can help!

- Bring a couple of summer and winter PG&E bills with you or know your PG&E account log-in so we can review your bills together.
- If you're on Propane for a heat source and hot water- knowing how many gallons you've consumed over the winter is very helpful.
- We can also help clarify what the charges are from Pioneer Community Energy on those PG&E bills- for those in the cities of Grass Valley and Nevada City, and coming to residents of Nevada County in 2027



For more information or to schedule a time, contact Rob:

robk@sierraenergyreimagined.org

*Sponsored by Sierra Energy Re-Imagined



Accomplishments



- Awarded and executed **CARB grant to hold Zero-Emission Space and Water Heater Standards Listening Sessions** in this rural county
- Co - hosted **Tackling Climate Change Together in Nevada County**
 - With the Sierra Streams Institute as part of their SciPub series
- Developed and began implementation of **Home Energy Wise Program**
- Established partnerships with local energy experts



California Air Resources Board (CARB) Listening Sessions

- Awarded and executed CARB grant to hold Zero-Emission Space and Water Heater Standards Listening Sessions in this rural county
 - Organized and facilitated two listening sessions
 - Total of over 60 attendees
 - Collaborated with CARB and Sac State staff members



CARB LISTENING SESSION

ZERO EMISSION SPACE AND WATER HEATER STANDARDS

NORTH COLUMBIA SCHOOLHOUSE

THURSDAY, SEPTEMBER 26, 5:30 PM



LET YOUR VOICE BE HEARD!!





CARB will present proposed zero emission space and water heater standards starting in 2030.

Your voice matters because CARB is coming to North San Juan to listen to how these standards will affect YOU!

PLEASE RSVP HERE





Presented in conjunction with
Sierra Energy Reimagined

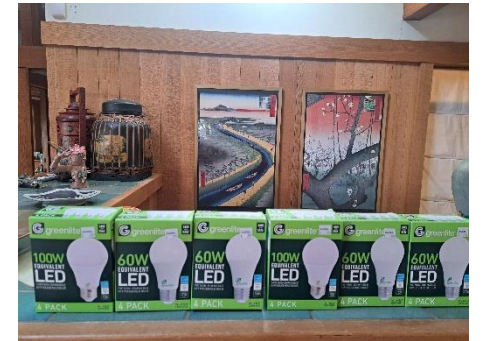
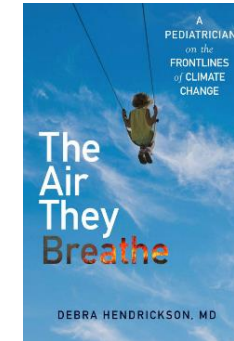
VISIT US

www.sierraenergyreimagined.org

Events in 2025



- Co - Hosted "***The Air They Breathe : A Pediatrician on the Front Lines of Climate Change***"
- ***Bioenergy Forum*** at the Nevada City Hall
- Participated in ***Career and Earth Day events*** in the community



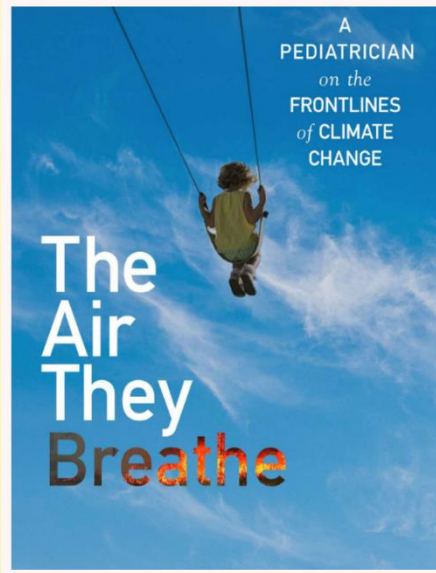
“The Air They Breathe”

- Dr. Debra Hendrickson from Reno, NV Lead the Conversation about what we do to the Earth affects the lives of children
 - Co-sponsored by NC CAN and NCC CCL
 - Total of over 50 attendees
 - Several local doctors were present and joined the conversation



PARENTS, GRANDPARENTS AND EVERYONE!
JOIN THE CONVERSATION
SUNDAY, JANUARY 26 @ 4:00 PM
IN PERSON OR ON ZOOM

WITH AUTHOR DR. DEBRA HENDRICKSON



A PEDIATRICIAN
on the
FRONTLINES
of CLIMATE
CHANGE


The Air They Breathe

THE AIR THEY BREATHE
SHAPES CHILDRENS
FUTURES

It continues to shape their
bodies throughout their lives.
What we do to the Earth, we do
to our children, and ourselves.
Let's fight for the "possible
world"!



Several local doctors will be
present to join the conversation

R
S
V
P



HEALTH CRISIS FOR CHILDREN
... and all life

ORGANIZED BY THE CLIMATE
CHAMPIONS COALITION



JOIN US IN PERSON AT
MADELYN HELLING LIBRARY
OR IN THE ZOOM ROOM
RSVP
[HTTPS://WWW.EVENTBRITE.COM/E/HEALTH-
CRISIS-FOR-CHILDREN-TICKETS-1128219558069?](https://www.eventbrite.com/e/health-crisis-for-children-tickets-1128219558069?AFF=ODDTDTCREATOR)
AFF=ODDTDTCREATOR

BYO REFILLABLE WATER BOTTLES PLEASE!!!

Bioenergy Forum



- Panel Discussion on **ecologically responsible forest management, fire resilience, climate change and bioenergy**
 - **Julia Levin** - Executive Director, Bioenergy Association of CA
 - **Jeff Lauder** - Executive Director, Sierra Streams Institute
 - **Dana Nuccitelli** - Research Manager, Citizens' Climate Lobby of California
 - **Jan Maes** - President and Executive Director, SERi moderated
- **Recommendation:** Multi-stakeholder feasibility Study **of Bioenergy** in NC

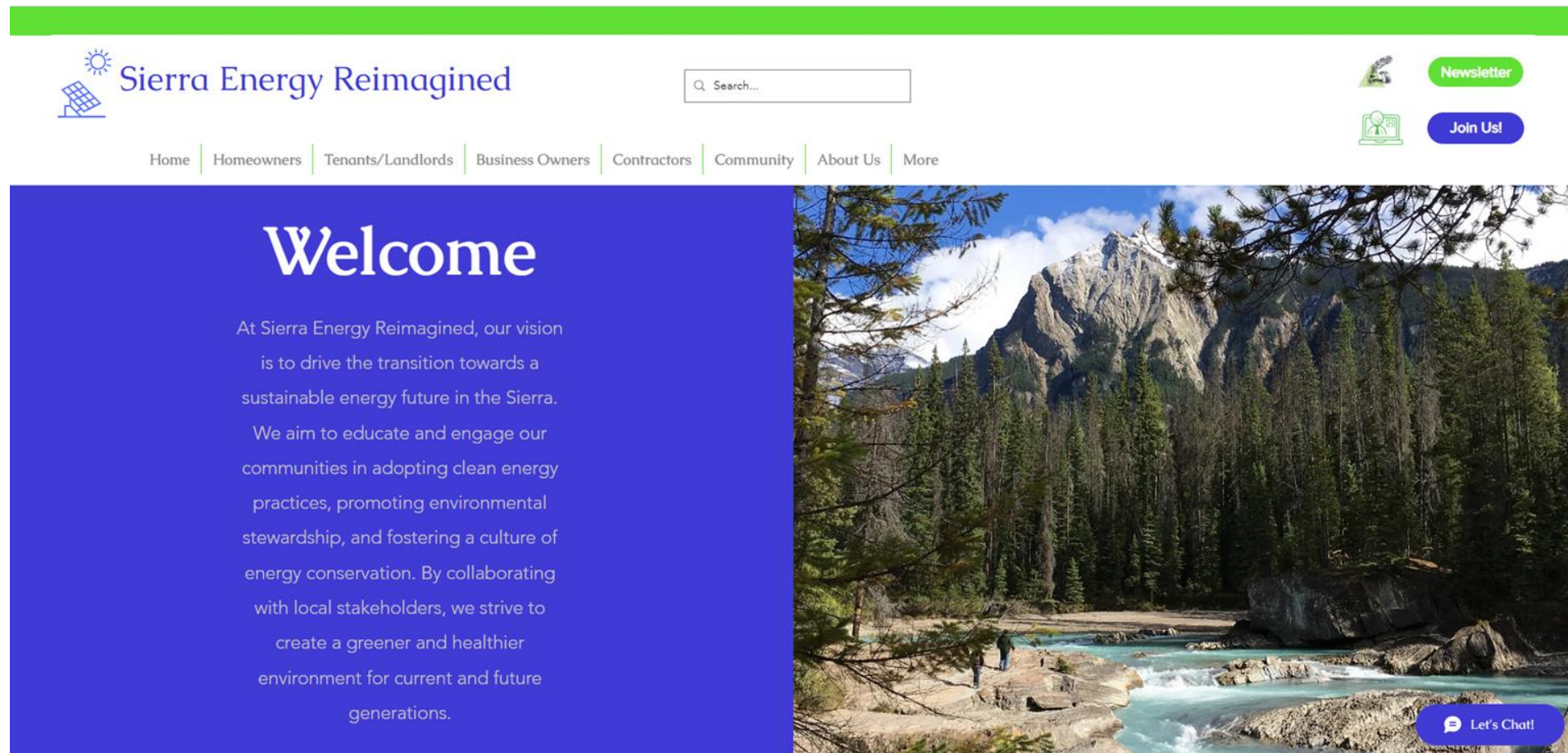
Event was organized by Sierra Energy Reimagined and sponsored by Nevada County Climate Action Now, Citizens' Climate Lobby and Sierra Streams Institute.



SERi Website



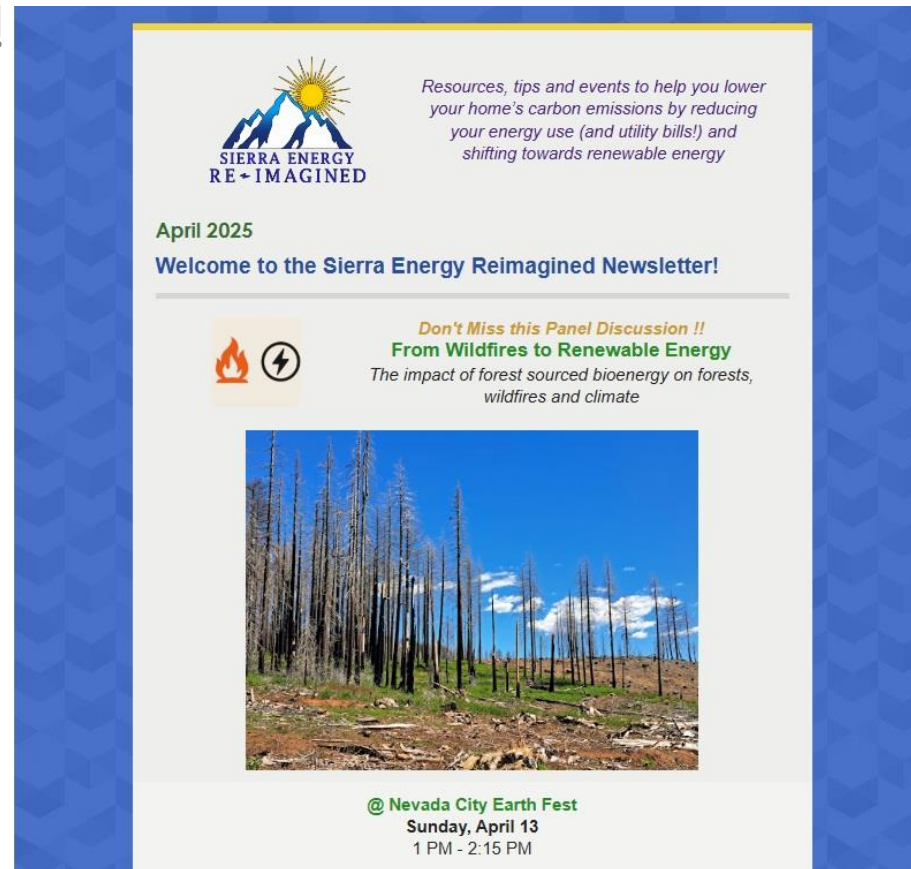
- Created a website <https://www.sierraenergyreimagined.org>



... and Newsletters, Appliance Installation Videos



- Launched monthly newsletter in January – currently 186 subscribers
- Sign up here!!!



- Created 8 videos of home energy efficient appliance installations

https://drive.google.com/drive/u/0/folders/14JUqbWsOo_5LYeEF-Euu3w7_xedi01-5

https://drive.google.com/drive/u/0/folders/16ax6fJ_UT1UvN88dnROa6HnCD_tHuEyG

SERi Partnerships with Local Energy Experts



- Established partnerships with local energy experts
 - **Pioneer Community Energy**
 - SERi Board Member, Rob Katzenstein, serves on the Community Programs Advisory Committee
 - **HomeIntel** Home Energy Analytics (HEA) Specialist – Greg Pfotenhauer
 - **Switch Is On**
 - Online tool that allows residents to search for rebates, incentives and contractors
 - **Tech Clean CA** – Jeffery Liang
 - A statewide initiative to accelerate the adoption of clean **space and water heating technology** across California homes



SERi Partnerships with other Organizations



- Currently engaged in conversation with
 - **Hospitality House**
 - Provide consulting services to Creekside Builders in Auburn on the selection sub-contractors to install solar panels for projects including Sierra Guest Home
 - **Northern Rural Energy Network** (NREN)
 - Continue relationship development with the Executive Director based in Grass Valley
 - **Gold Country Senior Services and FREED**
 - Work with low-income seniors and people with disabilities in lowering their home energy bills
 - **Connecting Point**
 - We are hosting two Home Energy Wise Workshops for both clients and staff



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- 1. Optimize your utility rate and take advantage of any incentives
- 2. Understand your home energy use
- 3. Learn about energy saving behaviors that can save you a lot of money right away
- 4. Improve home energy efficiency through affordable improvements that pay off quickly
- 5. Consider electrifying your heating and cooling system and water heater
- 6. Go solar with or without your own rooftop panels
- 7. Save money through Rebates, Discounts and Tax Credits

Wednesday May 21, 2025 - 3:00-4:30 PM
at Connecting Point, 208 Sutton Way, Grass Valley



This class is brought to you by Sierra Energy Reimagined (SERi)
Register Now! (530) 274-5601
or connectingpoint.org/cp-classes



Future Plans for Scaling and Capacity Building



- Conduct a community needs assessment
- Expand collaboration on CAAP, Western County Climate Collaborative and NREN
- Act as a Trusted Messenger / Last Mile Service Provider for home energy incentives
- Promote Home Energy Efficiency through Our Video Series
 - Eight videos of recent appliance installations in the community were created and will be available on our website
 - Videos were edited at Nevada County Media
- Capacity Building
 - Identify additional board members
 - Attract additional volunteers
 - Expand community outreach by hosting events and publishing monthly newsletters
- Expand website content

Ways that Nevada County Can Help



- Promote SERi in realizing the initiatives defined for the Climate Resilience Objective
- Begin the process of identifying grant opportunities
 - Authorize county grant specialists to consult SERi when applying for grants that require Community Based Organizations (CBOs) partnerships
- Support a Home Energy Wise Campaign for County Employees
 - Publicize and promote attendance at lunch and learn Home Energy Wise Workshop hosted by SERi



Thank You!!

Contact us at

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