



LEADING THE WAY IN ENERGY EFFICIENCY

The new Green for Life program presents your city and residents with the unique opportunity to cut energy use, save money, reduce your carbon footprint, and promote job growth.

Program Benefits

The Green for Life program brings new tools to your community, to give a significant boost to valley-wide efforts to achieve energy independence, find energy savings and cost reductions, and thus have more revenue for local projects and services. Green for Life builds on what your city has already accomplished and provides funding for your jurisdiction to:

- Improve energy efficiency in existing municipal facilities by identifying new opportunities and fixing energy leaks that can **save you money** for other projects.
- Develop your jurisdiction's Greenhouse Gas Emissions Inventory and Climate Action Plan (**a \$50-100K value**) to enhance your permit & project approval processing.
- Take advantage of **FREE** training and tools that will provide your staff, boards and commissions with green expertise and prepare them for upcoming **AB 32 and SB 375 compliance**.
- Become eligible for **higher rebates and incentives** through the Desert Cities Energy Partnership and identify **funding opportunities** for projects.
- Develop a regional green building approach to promote **cost-effective** residential and commercial construction.
- Find new ways to guide your residents and businesses on how to become more energy efficient and **save money**.

A Call to Action

Our region is at a crossroads. We need your support to realize our potential as a front-runner in energy efficiency and sustainability. We need your thoughts, your wisdom and your leadership to make this program a success and help shape the future for the entire region.

Join us in this uniquely local opportunity and find out how to participate now!

About the Program

The Green for Life program provides jurisdictions with **free tools** and **staff training** to understand your emissions and “carbon footprint”, identify energy waste and further advance the energy efficiency and **cost savings** of new and existing municipal, commercial and residential properties.

The Coachella Valley Association of Governments (CVAG) received one of the largest awards in the region from Southern California Edison (SCE) and the California Public Utilities Commission (CPUC) in early 2011 to advance energy efficiency and sustainability. We are working with member agencies on a uniquely local program to build on our efforts to date and leverage this opportunity for leadership in energy efficiency and sustainability.

Did you know that approximately \$1.5 billion in energy costs leave the desert annually....Imagine putting that money back into our local economy!

It pays to go GREEN! Identifying and fixing energy waste in your facilities will save the City \$\$\$ that can go back into the General Fund to be used on other projects.

Be proactive! Stay ahead of the curve! Use our free training and tools to prepare for upcoming mandated policies and regulations.

Why should your residents go GREEN? Studies show that energy efficiency measures reduce utility costs & improve the resale value of homes.

A Regional Approach

The recent economic **BLUEPRINT** prepared for the region by the Coachella Valley Economic Partnership (CVEP) identified the renewable energy/green/sustainability sector as a future economic driver for our area.

Through the Green for Life program, funding is available for our communities to take local action in forming the policies and programs necessary to promote energy efficiency, stimulate job growth and encourage new businesses to come to the region. We have the chance to market our area as a forward thinking, sustainable community that provides a first-rate quality of life and economically advantageous environment in which to work and live. The opportunity to really grow our own **green economy** is here!

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