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FOR IMMEDIATE RELEASE

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Madera County launches HERO PACE program to help homeowners conserve water and energy

Payments for efficiency improvements made through property tax bill; Interest is tax-deductible

Madera County, Calif. – In an effort to combat the drought and help residents reduce energy use, the County of Madera has officially launched the HERO Property Assessed Clean Energy (PACE) Program, which enables homeowners and commercial property owners to pay off energy- and water-efficiency improvements through their property tax bill.

A wide variety of energy- and water-saving products are available through the HERO Program, including whole-home heating and cooling (HVAC) systems, solar power panel installations, energy-saving windows, doors and roofing, and insulation. Property owners repay the assessment over 5, 10, 15 or 20 years through their property tax bill. Interest is tax deductible, and homeowners see immediate savings on utility bills.

“We are excited to have the HERO Program launch in our County,” said Tom Wheeler, Madera County Supervisor and 2014 Board Chairman. “This program is completely voluntary and offers Madera County homeowners a worthwhile option to finance energy-saving and water-efficiency improvements to their homes.”

As California’s drought drags on, HERO-eligible retrofits give homeowners a fast, affordable way to lower their water bill and conserve a desperately-needed resource. HERO has more than 50 product lines to help homeowners save water, including high-efficiency toilets, faucets and showerheads; drip irrigation systems; rainwater catchment systems; gray water systems; as well as artificial turf and drought-tolerant landscaping.

“HERO will help Madera County save water and energy and enable local homeowners to make immediate efficiency-improvements to their homes,” said Matt Messina, HERO Community Development Manager. “Based on our experience in other communities, we also expect HERO to create local jobs by increasing demand for construction services.”

The HERO Program has helped to create more than 3,000 jobs in California since its launch in December 2011. The program has been adopted by 206 communities in California and helped to fund more than 19,000 residential projects, totaling more than \$350 million in financing.

HERO is one of several Property Assessed Clean Energy (PACE) programs active in California communities. Taking part in the HERO Program is 100% voluntary for both jurisdictions and property owners. The program is cost neutral to participating local governments. All registered contractors are provided with a comprehensive training program to ensure they provide excellent service and accurate information to customers.

The HERO program has received the Governor’s Environmental and Economic Leadership Award, the Urban

Land Institute Best of the Best, and the Southern California Association of Governments President's Award for Excellence.

To learn more about the HERO Financing Program, and to apply, property owners can visit www.HEROProgram.com or call 855-HERO-411 ([855-437-6411](tel:855-437-6411)).

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