

## **Join us for the HERO Financing Program Pre-launch meeting on February 5, 2014**

The South Bay Cities Council of Governments (SBCCOG) is pleased to announce that the HERO Financing Program will officially launch in twelve of the cities in the South Bay on Monday, February 10, 2014. At the same time, HERO will staff a desk at the SBCCOG office so that contractors and property owners will have easy access to a person who can explain the program and assist with their questions.

We are pleased to be able to make this Program available to the property owners in our area and want to make sure that each municipality understands both how the HERO Program works and how the launch will be handled. For this reason, representatives from the HERO Program will come to our office on February 5<sup>th</sup> to give us an orientation on the Program, discuss the launch, and answer any questions we may have. They have also graciously offered to provide us with lunch, which will be available starting at 12:30pm. The meeting will begin at 1pm and will last 60 to 90 minutes depending, on the level of discussion.

For those of you who are not familiar with the HERO Program, it is the largest energy efficient financing program in the nation. Through a partnership with our municipalities, they offer low interest, tax deductible financing to property owners who make energy efficient upgrades to their homes.

More than 150,000 products qualify for financing through the HERO Program, including whole-home heating and cooling (HVAC), solar power panel installations, energy-saving windows, roofing, and insulation, among other types of energy and water efficient improvements.

Please join us on February 5<sup>th</sup> at 12:30pm at the SBCCOG office to learn more about this exciting program and RSVP to [Natalie@southbaycities.org](mailto:Natalie@southbaycities.org)

All South Bay cities are invited to send representatives. Currently participating cities are: Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, [Lomita](#), [Rancho Palos Verdes](#), [Rolling Hills](#), [Rolling Hills Estates & Torrance](#)