



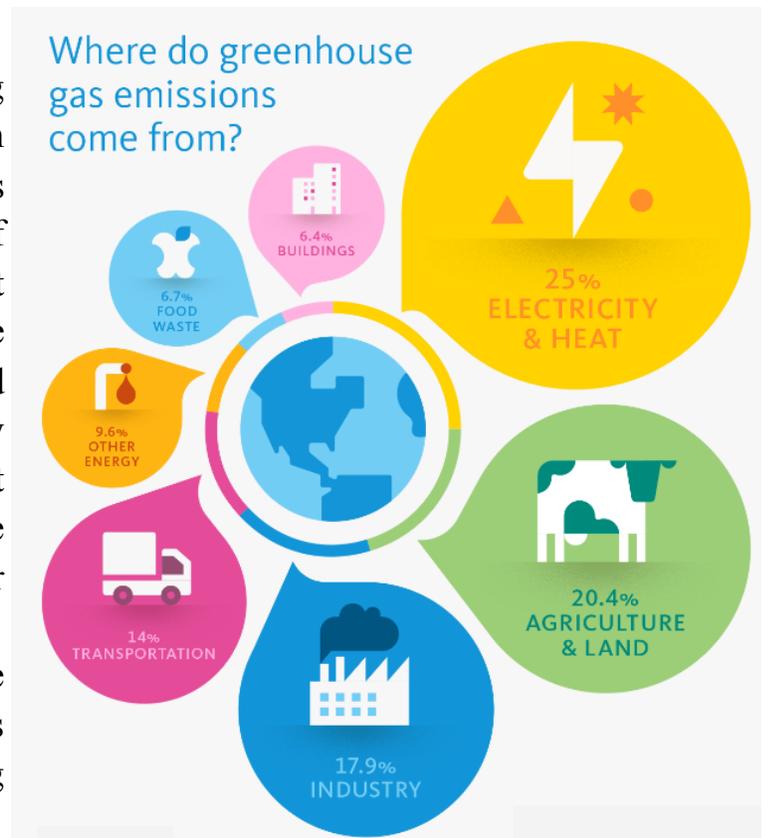
“Power the Tower” Energy Fair

Power the Tower, a partnership between Fresno City Councilmember Esmeralda Soria, California State University Fresno, City of Fresno, and the Environmental Defense Fund aims to assist Tower District residents and businesses to become more energy efficient and aware of clean energy opportunities in our community. Our vision is to transform the Tower District into a leading community powered by smart, connected, clean energy technologies and to serve as a model for economic growth in Fresno and beyond.

Why Energy Efficiency?

California has led the country in reducing greenhouse gas emissions and air pollution in recent years. Still, **86%** of California’s emissions were related to the consumption of **energy**. Here in the San Joaquin Valley, most of these emissions are from the **transportation and electricity** sectors and contribute to our poor air quality. Energy efficiency upgrades provide some of the most cost effective solutions to help reduce pollution and help you save money on your energy bills.

There are many tools and resources available to help Fresno residents and businesses achieve energy efficiency. Continue reading for more details!



Contact Us

If you have any questions or concerns or would like to participate, please feel free to reach out to Councilwoman Soria’s staff at District1@fresno.gov or 559.621.7810.



Understanding Your Energy Use

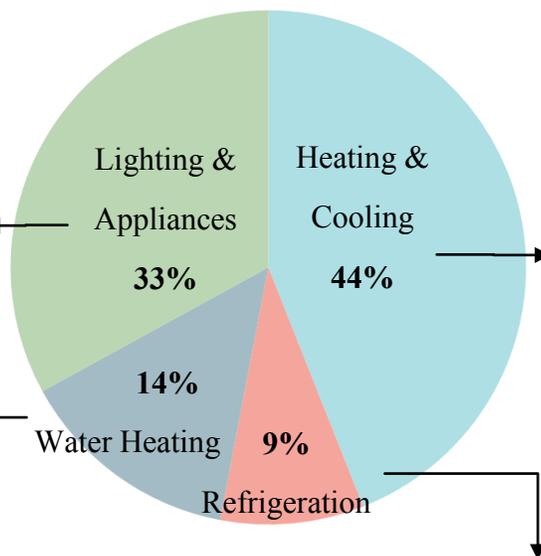
Energy efficiency upgrades can **save an average of 10-30%** on electricity bills and also make your home or business **more comfortable and safe**. Performing a DIY energy audit (see hes.lbl.gov/consumer for instructions) or contacting a local energy audit contractor can help you identify how you use energy and where you can make the most effective energy efficiency improvements.

The Energy Star website (energystar.gov) provides the most up-to-date information on energy efficient products, tools, and resources that help consumers understand their energy use, save money, and the environment. Energy Star certified products often qualify for rebates and other incentives to help you save even more.



Simple Ways to Save

- * Replace lights with **LEDs**: they can save more than **85%** over their lifetime
- * **Unplug** electronics when not in use
- * Dry clothes at the **lowest** possible setting



- * Save **1-3%** for each degree of adjustment on your thermostat
- * Regularly **clean air filters** to maximize efficiency

- * Set your thermostat to **120°**
- * **Insulate** hot water pipes and tanks with self-sealing sleeves

- * A **2/3 full** refrigerator runs more efficiently
- * **Clean condenser coils** 2-3 times per year
- * Avoid **frost** build-up

Learn More!

Visit coolcalifornia.org to learn more, easy ways to save money and the environment at home, school, and at work.

Topics include: Eco-Drive | Reduce Waste | Shop Green | Energy Actions | Save Water