

2006-2008 Energy Efficiency Programs AMBAG Energy Watch

PGE2016 ASSOCIATION OF MONTEREY BAY AREA GOVERNMENTS (AMBAG) ENERGY WATCH

1. Projected Partnership Budget

\$6,995,084

2. Projected Net Partnership Impacts

MWh:	19,689
MW (Summer Peak):	5.679
Therms:	404,350

3. Partnership Cost-effectiveness

TRC:	2.72
PAC:	2.57

4. Partnership Descriptors

Market Sector: Residential: Single Family, Multifamily; Nonresidential:
Commercial; Industrial

Partnership Classification: New
Partnership Status: Local

5. Partnership Statement

PG&E, the Association of Monterey Bay Area Governments (AMBAG) and Staples Marketing Communications will work together on the AMBAG Energy Watch, which will promote reduced energy use and energy savings targets for the AMBAG member jurisdictions by providing energy efficiency information and direct installation of energy-efficient equipment free of charge to eligible PG&E customers. Eligible PG&E customers include residential and small business customers located within the designated target areas of Monterey, Santa Cruz and San Benito counties.

6. Partnership Rationale

AMBAG Energy Watch is modeled after PG&E's successful Bakersfield and Kern County Energy Watch partnership and will replicate this success in the AMBAG area. The partnership will serve residential and commercial customers, including the public sector, in the counties of Monterey, Santa Cruz and San Benito and the 18 cities in those counties. Residential and business customers in selected cities and county areas would be offered direct installation of energy-efficient measures, while home buyers and municipalities throughout the area would be offered design assistance and financial incentives for energy efficiency retrofits and new construction projects.

The AMBAG Energy Watch will coordinate its services with other activities provided by the participating cities, counties and PG&E to provide information to customers on all programs for which they might be eligible (e.g., CARE, demand response and community

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block grant assistance). The marketing and outreach campaign will educate non-residential and residential customers about other energy efficiency programs. The local utility staff will assist customers to benefit from of such programs.

7. Partnership Implementation Strategy

The implementation strategies for the 2006-2008 AMBAG Energy Watch are listed below in detail.

- 7.1. Single Family and Multifamily Residential Direct Install:** Energy efficiency experts will canvass designated neighborhoods (as determined by the local cities and counties) and identify single and multifamily homes that qualify for the installation of a variety of free energy-efficient measures. Residents with single-family homes may also receive a free energy analysis that can help them identify how they are using their energy and ways to save.
- 7.2. Small Hospitality Business Direct Install:** This strategy will provide energy efficiency retrofit services to small customers in the hospitality industry in targeted areas. Energy efficiency experts will contact small hotels and motels, offer to perform free energy audits to help identify energy-saving opportunities and provide information regarding energy-efficient equipment. Qualifying customers may gain a number of energy-efficient upgrades free of charge.
- 7.3. Energy Efficiency Services and Incentives for Municipal Buildings:** Technical consultants will survey major energy-consuming systems within targeted municipal facilities in order to identify potential energy-saving opportunities. Financial incentives and project management services may be available to help support the investment in energy efficiency retrofits at select municipal facilities. Services are available to existing AMBAG member municipal facilities as well as in the planned, new AMBAG office building in Marina, CA.
- 7.4. Home Buyers Component:** This element will provide specialized services to home buyers which may include an energy audit of the recently purchased home and free energy-efficient measures such as low flow showerheads, faucet aerators, and pipe insulation. Qualifying home buyers will be referred to other programs as appropriate. To reach homebuyers, the marketing contractor will leverage area Realtor[®] association marketing vehicles, participate in home shows and homebuyer fairs, and provide information for use by home loan counselors and HUD/FHA first-time homebuyer classes to generate requests for site visits.
- 7.5. Energy Efficiency Education and Information Services:** PG&E will provide energy clinics and classes designed specifically for residents and businesses throughout Monterey, Santa Cruz and San Benito Counties. Through these free training opportunities, residential and business customers can receive suggestions for reducing energy bills and operating more energy efficiently.

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8. Partnership Outcomes and Objectives

AMBAG Energy Watch will work towards the achievement of immediate, long-term energy and peak demand savings and the establishment of a permanent framework for a sustainable, long-term energy management programs for partner entities.

Specific objectives for AMBAG Energy Watch include:

- Gaining the ability to provide specialized energy efficiency offerings to partner local communities, businesses, and for their own municipal facilities; and
- Informing partner local communities about the wide variety of energy efficiency and demand reduction offerings available to them and encouraging participation.

9. Partnership Customer Description

Eligible PG&E customers include residential and small business customers located within designated target areas. Customer types targeted by the AMBAG Energy Watch vary depending on the services provided and include:

- Residential – Single Family and Multifamily Residential Direct Install; Home Buyers Component
- Small Business – Small Hospitality Business Direct Install
- Municipal (City and County) – Energy efficiency Services and Incentives for Municipal Buildings

10. Partnership Customer Interface

Customers will interact with contractors, vendors and retail outlets. They will receive information from mass media and investor-owned utility (IOU) marketing, as well as through innovative outreach efforts.

The AMBAG Energy Watch implementer will coordinate with other energy efficiency programs in PG&E's service area including programs implemented by PG&E, other non-IOUs, and local government partnerships, as well as programs targeting low-income customers, to enhance consistency in offerings where applicable, minimize duplicative administrative costs, and enhance the possibility that programs can be marketed together to avoid duplicative marketing budgets.

11. Energy Measures and Partnership Activities

11.1. Measures Information

The cost-effectiveness calculator contains end-use summary measures for the calculated incentive component. Traditional deemed savings elements are provided in the cost-effectiveness calculator for the Mass Market program. Incentive levels for the targeted market programs were developed to reflect current market conditions.

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11.2. Energy Savings and Demand Reduction Level Data

As noted in section 11.1 above, measure-specific energy savings and demand reduction level data are contained in the cost-effectiveness calculators. The end-use specific values provided in the Large Commercial program calculator are based upon historic values from statewide programs such as Savings By Design. The achieved energy savings and demand reduction levels will be calculated for each project employing the calculated savings approach.

11.3. Non-energy Activities (Audits, Trainings)

AMBAG Energy Watch will include non-energy activities such as energy audits, marketing and outreach, administration, and training and education. These activities will be limited and targeted to enhance the overall achievement of the partnership's energy goals and stated objectives. See Section 7 on Partnership Implementation Strategy for more detail on specific activities.

11.4. Subcontractor Activities

AMBAG and Staples Marketing Communications are responsible for assisting PG&E with implementation of the following AMBAG Energy Watch elements:

- Marketing and Outreach;
- Energy Efficiency Retrofit;
- Technical Assessments;
- Single Family Direct Install;
- Multifamily Direct Install;
- Small Hospitality Business Direct Install;
- Training and Education; and
- Homebuyers' Component.

Other contractors will be selected to assist with implementation as necessary for such elements as direct install.

11.5. Quality Assurance and Evaluation Activities (including EM&V)

PG&E, working with the AMBAG Energy Watch, will establish and oversee quality assurance measures for its activities including oversight and verification of subcontractor activities. These procedures and the associated reporting will be developed in more detail as a part of implementation. In general, however, PG&E and the LGPs will continue the level of due diligence and quality assurance of its present energy efficiency offerings, including a representative percentage of pre-/post-installation confirmation inspections for small hardware projects, and pre-/post-inspections on all large or specialized hardware projects.

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11.5.1. *Expected Number/Percent of Inspections (planned percent of projects)*

Approximately 10 percent of all residential and small business installations will be inspected. 100 percent of projects using calculated savings will have a pre-installation and a post-installation inspection or whatever inspection rate is required under PG&E's core programs for calculated savings.

11.6. Marketing Activities

AMBAG Energy Watch will utilize a variety of marketing efforts to reach end-use customers and will leverage the unique local communication channels of local governments including local government mailings, religious and ethnic-based organizations, and tenant and landlord associations.

AMBAG Energy Watch will coordinate its services with other activities provided by the participating cities, counties and PG&E to provide information to customers on all programs for which they might be eligible (e.g., CARE, demand response, community block grant assistance). The marketing and outreach campaign will educate nonresidential and residential customers about other energy efficiency programs. The local utility staff will assist customers to benefit from such programs. In addition, AMBAG Energy Watch will work with the IOU) partners on an overall Partnership initiative to leverage the Energy Watch brand.

A specific marketing and outreach plan will be developed for each implementation strategy as listed above describing how offerings will be marketed to diverse customer bases. AMBAG and PG&E along with services provided by contractor Staples Marketing Communications will have overall responsibility for AMBAG Energy Watch marketing, advertising and outreach through existing implementer and PG&E channels.

Specific activities/channels may include:

- Local radio and television;
- Display tables at home improvement centers; and
- Display tables and booths at county fairs, street fairs, business conferences and other local events.