

2006-2008 Energy Efficiency Programs Bakersfield and Kern County Energy Watch

PGE2017 Bakersfield and Kern County Energy Watch

1. Projected Partnership Budget

\$6,695,765

2. Projected Net Partnership Impacts

MWh: 24,122

MW (Summer Peak): 3.887

Therms: 80,854

3. Partnership Cost-effectiveness

TRC: 2.44

PAC: 1.97

4. Partnership Descriptors

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

Partnership Classification: Local

Partnership Status: Existing Renewed

5. Partnership Statement

Bakersfield and Kern County Energy Watch will build on the success of the 2004-2005 program. This partnership is a cooperative effort of Pacific Gas and Electric Company (PG&E), Southern California Edison (SCE) and Southern California Gas Company (SCG). Partnership offerings are available to residents, businesses and municipalities of the City of Bakersfield and Kern County.

6. Partnership Rationale

The partnership will build on its prior achievements in reducing energy use by providing energy efficiency information and direct installation of energy-efficient equipment to homeowners in general and small businesses in targeted areas. The 2006-2008 Bakersfield and Kern County Energy Watch will be enhanced by a new component that offers training to city building inspectors.

7. Partnership Implementation Strategy

PG&E will serve as the lead utility and directly oversee the residential direct install contractors for SCG, SCE and PG&E customer installations, the marketing contractor, and the small business direct install contractor. SCG will directly oversee the municipal building projects and work directly with the county of Kern to identify opportunities. All partners will review marketing materials and outreach efforts.

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The implementation strategies for the 2006-2008 Bakersfield and Kern County Energy Watch are listed below in detail.

- 7.1. Single Family and Multifamily Residential Direct Install: Energy efficiency experts will canvass designated neighborhoods and identify single and multifamily homes that qualify for the installation of a variety of free energy-efficient measures.
- 7.2. Small Business Direct Install: For small business customers, a selected contractor will canvass targeted areas, as referred by the city of Bakersfield and the county of Kern, to sign up small business customers, arrange for energy audits to be conducted by California Home Energy Efficiency Rating System (CHEERS)-trained auditors, and install screw-in compact fluorescent lamps, occupancy sensors and T5 or T8 lamps as needed to replace inefficient existing equipment and other energy efficiency measures.
- 7.3. Municipal Retrofits: This component will serve municipal buildings in the county of Kern, conduct audits of chosen facilities, and identify project opportunities.
- 7.4. Education and Training: This element will provide locally-based energy efficiency, demand reduction technology and energy-efficient design education and training as appropriate for the geographic and demographic areas served. The component will provide education including 20 energy efficiency training classes at SCE's Agricultural Technology Application Center and PG&E's Pacific Energy Center.
- 7.5. Specialized Marketing and Outreach: A marketing company will be selected to:
 - Develop marketing and advertising plans based on partners' needs and input;
 - Design and produce partnership brochures, radio and television commercials;
 - Staff an outreach booth/table at various local area stores to promote the partnership services;
 - Create, print and store partnership marketing materials;
 - Identify local events which can be used to market the Energy Watch partnership services.

In addition, the selected marketing contractor will employ third-party partners to market partnership offerings. For the residential component, new homebuyers will be reached utilizing marketing and communications vehicles of the real estate community such as banner ads on multiple listing services (MLS) Web-sites. For more detail on marketing activities, see section 11.6 below.

- 7.6. Home Buyers Component: This element will provide specialized services to homebuyers 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. 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.

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7.7. Energy Audits and Technical Services: This component will offer energy audits to residents and businesses in participating local jurisdictions. Technical services will be offered primarily to government facilities in the targeted geographical areas. Targeted energy audits will identify and develop projects to be implemented through the energy efficiency retrofit offerings. Energy Watch will provide residential and comprehensive commercial (small business) on-site energy audits. In addition, Energy Watch will train city building inspectors to incorporate energy audits into their services.

8. Partnership Outcomes and Objectives

Bakersfield and Kern County Energy Watch will work towards achieving 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, and set the foundation for sustainability and best practices for the partnership's participating jurisdictions and customers.

Specific objectives for the Bakersfield and Kern County Energy Watch include:

- Gaining the ability to provide specialized energy efficiency offerings to partner local communities, businesses, and for their own municipal facilities;
- Informing partner local communities about the wide variety of energy efficiency and demand reduction offerings available to them and encouraging participation;
- Enhancing current urban renewal projects through the addition of energy efficiency upgrades; and
- Incorporating energy audits as a standard practice for city building inspectors.

9. Partnership Customer Description

Customer types targeted by Bakersfield and Kern County Energy Watch vary depending on the services provided and include:

- Residential – Single Family and Multifamily Residential Direct Install; Home Buyers Component; Technical Services
- Small Business – Small Business Direct Install; Energy Audits and Technical Services
- Municipal (City and County) – Municipal Retrofits

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. This partnership features direct interface with

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customers through canvassing of business areas and scheduling of on-site visits to residences.

The Bakersfield and Kern County 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.

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)

Bakersfield and Kern County 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 achievement of the energy goals and stated objectives. See Section 7 on Partnership Implementation Strategy for more detail on specific activities.

11.4. Subcontractor Activities

Staples Marketing Communications, Inc., is a full-service marketing communications firm with direct experience in conceptualizing, developing and implementing marketing and outreach for residential and commercial energy customers using a combination of targeted communications and third-party interventions. This company was integral to the success of the 2004-2005 partnership efforts and will also help implement the 2006-2008 Bakersfield and Kern County Energy Watch.

The marketing contractor may provide the following services:

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- Primary responsibility for marketing and outreach, promotion and development of collateral materials.
- In coordination with the Partnership's direct install contractor, Staples Marketing will hire and train staff for on-site residential education and audits (as necessary); and nonresidential canvassing, education and audits. The Partnership will provide management and oversight of all education, audit and installation activities associated with activities.
- The Partnership will coordinate with the PG&E's Education and Training program to deliver residential audits.

Other contractors will be selected to assist with implementation as necessary.

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

PG&E, working with the Bakersfield and Kern County 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.

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

Bakersfield and Kern County 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. Bakersfield and Kern County Energy Watch will also 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 describing how offerings will be marketed to diverse customer bases. A marketing company will be selected to:

- Develop marketing and advertising plans based on partners' needs and input;
- Design and produce partnership brochures, radio and television commercials;

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- Staff an outreach booth/table at various local area stores to promote the partnership services;
- Create, print and store partnership marketing materials;
- Identify local events which can be used to market the Energy Watch partnership services.

In addition, the selected marketing contractor will employ third-party partners to market the partnership offerings. For the residential component, new homebuyers will be reached utilizing marketing and communications vehicles of the real estate community to reach, such as banner ads on Web-based MLS listings.

Partners within the business community such as the Greater Bakersfield Chamber of Commerce and Hispanic Chamber of Commerce will help educate members about Energy Watch. Targeted business lists will be provided by city and county partners.

In addition, Bakersfield and Kern County Energy Watch will use paid media schedules (TV and radio), as well as an infomercial on K-GOV television channel, to generate residential requests for a site visit.

Local governments will assist the effort through local and city channels by providing access to such channels as bill inserts, local cable television channels, Web sites and local newspapers to distribute information. A specific telephone number and Web site will also be used to disseminate information. The partners will also have in-house personnel who will answer questions and direct customers to the services offered.