

# 2006-2008 Energy Efficiency Programs Madera Energy Watch

## PGE2024 MADERA ENERGY WATCH

### 1. Projected Partnership Budget

\$511,680

### 2. Projected Net Partnership Impacts

MWh: 2,095

MW (Summer Peak): 0.378

Therms: 6,976

### 3. Partnership Cost-effectiveness

TRC: 2.84

PAC: 2.44

### 4. Partnership Descriptors

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

Partnership Classification: Local

Partnership Status: New

### 5. Partnership Statement

PG&E, the City of Madera, and Richard Heath and Associates, Inc. (RHA) will work together on the Madera Energy Watch, which will promote reduced energy use and achieve the energy savings targets for the City of Madera 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 designated targeted areas.

### 6. Partnership Rationale

The Madera Energy Watch will serve residential and nonresidential customers in the City of Madera. A majority of those served will represent diverse cultural and language backgrounds, many of whom have traditionally been hard-to-reach. By leveraging local government communications channels and resources, Madera Energy Watch hopes to break through some of the barriers to participation in energy saving activities by these groups. Market segments will include single and multifamily homes, retail stores and restaurants, offices, lodging facilities, medical offices and various small businesses.

### 7. Partnership Implementation Strategy

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

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- 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:** This strategy will provide energy efficiency retrofit services to small commercial customers in targeted business districts. Energy efficiency experts will contact small businesses, offer to perform free energy audits to help businesses 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 Education & Information Services:** Local energy efficiency classes will be offered for building professionals who are either designing new commercial buildings (including multifamily housing) or managing existing buildings. Building professionals include architects, engineers, lighting designers, contractors, energy consultants, energy planners, local government staff involved with building projects or advocacy, electricians, building managers, and facility managers. Participants will learn about the latest developments in energy-efficient heating, ventilation and air conditioning technology; lighting; windows; hot water systems; and more.

### **8. Partnership Outcomes and Objectives**

Madera 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 Madera Energy Watch include:

- Achieving long-term savings and peak demand reduction through free direct install and municipal components;
- Achieving equity of access to energy efficiency services by targeting marketing messages to zip codes that include residential customers (limited income, non-English speaking and renters) and small business customers and by providing free direct install and energy audit services to these customers;
- Overcoming market barriers, including lack of consumer information, lack of financing for energy efficiency improvements, and lack of a viable and competitive set of providers of energy efficiency services in the market;
- Enabling and encouraging customers to make informed decisions to change energy use and practices; and
- Urging customers not targeted by the direct install elements of the partnership to participate in PG&E's rebate programs to encourage installation of energy efficient equipment.

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### **9. Partnership Customer Description**

Customer types targeted by Madera Energy Watch vary depending on the services provided and include:

- Residential – Single Family and Multifamily Residential Direct Install
- Small Business – Small Business Direct Install

### **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 Madera Energy Watch implementer will coordinate with other energy efficiency offerings 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 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)**

Madera 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 Partnership's energy goals and stated objectives. See Section 7 on Partnership Implementation Strategy for more detail on specific activities.

#### **11.4. Subcontractor Activities**

RHA is responsible for assisting PG&E with implementation of the following elements:

- Marketing and Outreach;

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- Energy Efficiency Retrofit;
- Single Family Direct Install;
- Multifamily Direct Install; and
- Small Business Direct Install.

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 Madera 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**

Madera 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. In addition, the Madera 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. The implementer and PG&E will have overall responsibility for Madera 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.