

2006-2008 Energy Efficiency Programs Sonoma County Energy Watch

PGE2032 SONOMA COUNTY ENERGY WATCH (SCEW)

1. Projected Partnership Budget

\$2,922,644

2. Projected Net Partnership Impacts

MWh:	8,893
MW (Summer Peak):	1.393
Therms:	150,928

3. Partnership Cost-effectiveness

TRC:	1.91
PAC:	2.29

4. Partnership Descriptors

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

Partnership Classification: Local
Partnership Status: New

5. Partnership Statement

PG&E, Sonoma County, GeoPraxis, Inc. and Quest will work together on the Sonoma County Energy Watch (SCEW), a new, innovative partnership which provides the opportunity to realize significant energy savings by leveraging a whole community's public commitment to reduce greenhouse gas (GHG) emissions.

6. Partnership Rationale

Inspired by the Climate Protection Campaign (CPC) in August 2002, Sonoma became the first county in the nation where 100 percent of its municipalities—the county and all nine cities—signed a resolution to measure and reduce their GHG emissions. Energy efficiency is the first and most cost-effective source for such reductions, obligating this community's strong motivation and the unique opportunity for PG&E.

Working closely with the Climate Protection Campaign, SCEW will focus first on reducing emissions from internal operations of municipalities such as buildings and secondarily on emissions from all sectors in the municipal jurisdictions.

SCEW will be modified as needed to reflect availability of services from existing third parties and other offerings. SCEW will address most market sectors including residential, agricultural process, schools/colleges, retail stores, food manufacturing and processing, fabrication industries, medical facilities, office buildings, process industries, lodging

2006-2008 Energy Efficiency Programs Sonoma County Energy Watch

facilities, and high technology facilities. For the remaining sectors (heavy industry and transportation) interested parties will be directed to the appropriate PG&E program.

7. Partnership Implementation Strategy

The implementation strategies for the 2006-2008 SCEW are listed below in detail.

- 7.1 California Water Process Optimization Program (Energy Efficiency Retrofits in Wastewater and Water Treatment Facilities): Technical consultants will survey County wastewater and water treatment facilities in order to identify potential energy-saving opportunities. Financial incentives may be available to help support the investment in energy-efficiency retrofits at select municipal and private facilities.
- 7.2 Building Tune Up Plus: Energy analysis experts will perform a free evaluation tailored to help business customers who have larger, complex buildings optimize their building's control, heating, ventilation, air conditioning and lighting systems. Customers will also receive written guidelines to help facilities managers ensure that the energy savings last and funding to help cover the cost to recommission their building's systems. Facilities may then use SCEW staff or contractor to perform the measure installation in a turn key manner or use their own staff or contractor.
- 7.3 EnergyWise™ REALTOR: EnergyCheckup, a service of GeoPraxis, Inc., will implement the EnergyWise REALTOR. This highly innovative energy efficiency resource acquisition and information campaign will be targeted to active real estate agents practicing in Sonoma County. It provides a series of realtor training sessions to increase awareness of combined building inspections and energy retrofit audits, and training to home inspectors in energy efficiency audits, an audit tool and appropriate instruction.

8. Partnership Outcomes and Objectives

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

Additional objectives for SCEW include:

- Using energy efficiency to reduce GHG emissions from internal operations of municipalities; and
- Using energy efficiency to reduce GHG emissions from all sectors in the municipal jurisdictions.

9. Partnership Customer Description

Customer types targeted by SCEW vary depending on the services provided and include:

- Residential - EnergyWise REALTOR
- Medium Business –Building Tune Up Plus

2006-2008 Energy Efficiency Programs Sonoma County Energy Watch

- Large Business –Building Tune Up Plus
- Municipal – California Water Process Optimization Program
- Agricultural - California Water Process Optimization Program
- Industrial – California Water Process Optimization Program

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 SCEW implementer will coordinate with other energy efficiency programs in PG&E's service area including programs implemented by PG&E, other non-IOUTs, and local government partnerships, as well as programs targeting low-income customers, to enhance consistency in program 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)

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

2006-2008 Energy Efficiency Programs Sonoma County Energy Watch

11.4. Subcontractor Activities

GeoPraxis, Inc is responsible for assisting PG&E with the implementation of the EnergyWise REALTOR element.

Quest is responsible for assisting PG&E with the implementation of the California Water Process Optimization Program and Building Tune Up Plus.

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 SCEW, 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 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

SCEW 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 and religious and ethnic-based organizations. In addition, the SCEW 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 SCEW marketing, advertising and outreach through existing implementer and PG&E channels.

Specific activities/channels may include:

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