

# 2006-2008 Energy Efficiency Programs Silicon Valley Energy Watch

## PGE2034 SILICON VALLEY ENERGY WATCH (SVEW)

### 1. Projected Partnership Budget

\$760,000

### 2. Projected Net Partnership Impacts

MWh: n/a

MW (Summer Peak): n/a

Therms: n/a

### 3. Partnership Cost-effectiveness

TRC: n/a

PAC: n/a

### 4. Partnership Descriptors

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

Partnership Classification: Local

Partnership Status: Revised Existing (formerly Silicon Valley Energy Program or  
SVEP)

### 5. Partnership Statement

Silicon Valley Energy Watch (SVEW) is a continuation of an existing PG&E local government partnership. This collaborative effort between the City of San José and PG&E proposes to build on the most successful elements of the 2004-2005 program to become a more comprehensive source of energy information and training and deliver significant energy savings through project facilitation.

The 2006-2008 SVEW can be instrumental throughout Santa Clara County in distributing comprehensive energy information as well as providing support for cities as they transition their communities to new energy codes and standards.

### 6. Partnership Rationale

The City of San José and PG&E will work together with all targeted parties to continue successes realized in the 2004-2005 partnership and optimize the opportunities for the Santa Clara County local governments and their communities to work toward the common goal of achieving short- and long-term energy savings and reduced utility bills.

The SVEW Partnership will help promote an energy efficiency ethic by increasing awareness and participation in energy efficiency and demand response programs. Energy code training will also feature strongly in the Partnership. Cities are now more than ever interested in energy efficiency as they develop strategies to implement the Governor's Executive Order S-20-04 (the Green Building Action Plan) and Executive Order S-3-05

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(Climate Change Action Plan). Local government's economic and redevelopment activities are designed to increase community prosperity and represent a vital source of energy savings across Silicon Valley's diverse residential and business market sectors.

The desired outcomes of this Partnership are:

- Short and long-term energy savings and demand reductions for residents, small businesses and local government organizations in Santa Clara County; and
- An energy efficiency ethic resulting from the deliver of energy information to all sectors of the communities, training and education for local government facility managers, energy managers and other staff in the use of best practices for identifying and implementing energy efficiency opportunities in their facilities and communities.

### **7. Partnership Implementation Strategy**

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

- 7.1. Energy-Efficiency Educational Outreach and Classes: PG&E and the City of San José's Energy/Green Building Program will offer training classes at Silicon Valley locations. Classes are tailored for South Bay municipalities, architects, designers, lighting professionals, HVAC engineers, building owners, and facility managers. Classes focus on how to design, implement, purchase, and install energy-efficient features and equipment for long-term energy savings. Outreach activities will also be coordinated at various community events in order to reach all aspects of the community—residential and business.
- 7.2. Codes and Standards Support: SVEW seeks to collaborate and coordinate with interested Silicon Valley cities to gather ideas and develop plans for adopting local energy codes and standards that address specific needs in partner communities.

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

SVEW 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 the SVEW include:

- Significantly increase the marketing of energy information, education and investor-owned utility (IOU) incentive offerings to all market segments in Santa Clara County to enable and encourage customers to make informed decisions on energy use and practices;
- Increase customer participation in the installation of energy-efficient equipment;
- Provide seamless, hassle-free access for customers to appropriate programs (PG&E, third party, and local government programs);

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- Identify program gaps and work with PG&E to fill those gaps so that more customers are served; and
- Promote market transformation by building supply-chain relationships.

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

Customer types targeted by SVEW through outreach and training are:

- Residential;
- Small Business; and
- Architects/Builders.

### **10. Partnership Customer Interface**

Customers will interact with SVEW staff (City and PG&E) contractors, vendors and retail outlets. They will receive information from mass media and IOU marketing as well as through innovative outreach efforts.

The SVEW implementer will coordinate with other energy efficiency programs in PG&E's service area including programs implemented by PG&E, statewide marketing programs, 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**

This is an information- and outreach-only initiative. Activities include seminars, workshops and community outreach events.

#### **11.2. Energy Savings and Demand Reduction Level Data**

This is an information-only initiative.

#### **11.3. Non-energy Activities (Audits, Trainings)**

SVEW will include non-energy activities such as energy audits, marketing and outreach, administration, and training and education.

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

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

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

PG&E, working with the SVEW, 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

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implementation. In general, however, PG&E and the partnership 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.

### **11.6. Marketing Activities**

SVEW will use both existing utility infrastructures such as statewide outreach, rebate processing and outreach opportunities that will increase the saturation and reach of marketing efforts. SVEW will also utilize a variety of marketing efforts to reach end-use customers and will leverage the unique local communication channels of local governments including but not limited to local government mailings, economic development, land use, community based religious and ethnic-based organizations, and tenant and landlord associations. A specific marketing and outreach plan will be developed for each implementation strategy as listed above describing how program offerings will be marketed to diverse customer bases. The City of San Jose and PG&E will have overall responsibility for SVEW 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.
- Professional seminars in conjunction with the Pacific Energy Center and Energy Training Center.