

**PGE2074 Small Business Energy Alliance (SBEA)—RLW Analytics Energy Savers Program**

2006 - 2008

1. Projected Budget*	\$3,046,825
2. Projected Net Impacts	
MWh	9,980
MW (Summer Peak)	2.1
Therms	0
3. Cost Effectiveness*	
TRC	2.04
PAC	2.35

\*Does not include PG&E contract administration costs, which are estimated at 5 percent of expected contract value and included at the portfolio level.

**4. Descriptors**

Market Sector: Nonresidential Mass Market  
 Classification: Existing Third Party  
 Status: Extension

**2006-08 Small Business Energy Alliance Program Description**

The Small Business Energy Alliance (SBEA) provides comprehensive turnkey energy efficiency services to the small business sector. The focus of this program is to reduce peak demand and energy usage through short-payback energy efficiency measures. Specifically, the program is expected to:

- Target business that are “very small,” “small,” and “medium” (500kW and less) in size. They are hard-to-reach, underserved, and located in transmission-restricted counties. The program operates in the following counties: Lake, Marin, Napa, Solano, and Sonoma.
- Offer no-cost energy surveys to eligible small business customers.
- Offer small businesses financial incentives for implementing recommended measures.
- Coordinate program activities with existing local energy efficiency programs, Local Government Programs such as the Marin Public Facilities Energy Management Team and the Sonoma Energy Partnership, The Sonoma County Climate Protection Campaign.
- Educate and train both customers and contractors on energy-efficient practices.
- Offer 100 percent pre- and post-construction inspections by SBEA project managers.

***Measures***

- Comprehensive Lighting Measures: The SBEA plans to pay \$0.13 per kilowatt-hour saved, up to 75 percent of the cost. Lighting measure savings also include lighting control measures, such as occupancy sensors, and voltage regulators.
- HVAC Tune-up Measures: The SBEA plans to pay \$50.00 toward the cost of an HVAC tune-up
- Refrigeration Tune-up Measures: The SBEA plans to pay \$75.00 toward the cost of a refrigeration tune-up.
- Programmable Thermostat Measures: The SBEA plans to pay \$100.00 per thermostat, up to 50 percent of the cost.
- New Package Unit Air Conditioners: The SBEA plans to pay \$160.00 per ton for units less than 12 tons that exceed the requirements of the new Title 24 standards. This measure is available for the very small and small business sectors

***Target Market***

The Small Business Energy Alliance Program is a *calculated* energy efficiency program serving customers in PG&E's North Bay service territory (Lake, Marin, Napa, Solano, and Sonoma Counties). The program serves customers of all types and demographics. Market segments served by the Small Business Energy Alliance Program include: Schools/colleges, retail stores, office buildings, process industries, and lodging facilities. In addition, our program has penetrated the following market segments: restaurants/lounges, municipal buildings, small grocery stores, wineries and storage/warehouse facilities.

***Energy Savings Delivery***

Energy savings will be delivered in full by the end of the program cycle. However, we will be pursuing our total goal throughout the program cycle and expect to deliver quarterly savings as outlined in the E3 calculator. Our progress will be reported on a quarterly or monthly basis as required.

The SBEA program is a direct install program in which the customer shares a portion of the installation cost based on the estimated energy savings of the installed measures. The program consist of five main energy saving installation measures.

***Comprehensive Lighting Retrofit***

During the free lighting audit of the facility our auditors will look at all lighting fixtures and controls in order to identify conservation measures. Our goal is to leave no lighting measures undone. We will upgrade older T12 lamps and standard magnetic ballasts to energy efficient T8/T5 lamps (second and third generation only) and electronic ballasts. We will replace incandescent lamps CFL's, LED's, or more efficient incandescent lamps. We will retrofit HID fixtures with pulse start metal halide, high pressure sodium, compact fluorescent, or T8/T5 fixtures as applicable. We will install occupancy sensors, dimming controls, and voltage regulators where possible.

### ***HVAC Tune Up***

SBEA intends to use the Verified Refrigerant Charge and Air Flow program to conduct HVAC tune-ups for our customers. Verified™ uses a computer diagnostic software that quickly determines whether or not there is a problem, and then provides recommendations for quickly correcting problems for proper RCA. The program provides several innovative and cost effective communication methods to verify technician-supplied measurement results through: 1) web-enabled personal digital assistant (PDA); 2) cell-phone telephony; 3) web-enabled cell phone; 4) web-enabled PC notebook; or 5) toll-free telephone support with an EPA-certified technician. The program offers multiple communication methods to make it easy for technicians to check proper RCA for air conditioners. Data is collected and archived on a secure database using the patent-pending Verified™ PDA expert-system. Stickers and locking [Novent™](#) Schrader caps are installed on each Verified™ job. This helps save energy, maintains the life of the air conditioning compressor, and avoids venting refrigerant, an illegal and ozone-depleting substance.

### ***Refrigeration Tune Up***

The refrigeration tune-up consists of the following items:

- Checking the refrigerant charge
- Cleaning the evaporator and condenser coils
- Checking filters and suction line insulation
- Visual inspection of the refrigeration system
- Checking the case temperature
- Checking suction pressure

### ***Programmable Thermostat***

- *Specifications:*
  - Energy Star® compliant
  - Seven-day or two-day type thermostat programming
  - Customer must have air-conditioning to qualify
- *Installation Standards:*
  - Must be installed by qualified contractor.
  - Must be operational upon installation.
  - Contractor shall program the thermostat with customer.

### ***New Package Unit Air Conditioners***

- AC units with cooling capacity less than 65,000 Btu/hour. Must have SEER greater than or equal to 14.0 in order to qualify for the incentive.

- AC units with cooling capacity  $\geq 65,000$  Btu/h and  $< 135,000$  Btu/h. Must have an EER greater than or equal to 11.0.
- AC units with cooling capacity  $\geq 135,000$  Btu/h and  $< 240,000$  Btu/h. Must have an EER greater than or equal to 11.0.

## **5. Statement**

The SBEA program is a turnkey program that will continue to serve the underserved and hard-to-reach businesses in the five North Bay counties in which it is presently operating. Typically, our customers are too engrossed in the day-to-day operation of their businesses to seek out energy efficiency programs and projects. They also do not have energy engineers on staff who keep up with the latest energy savings programs and technologies. While they all understand the need to conserve energy, their primary concern is to ensure the success of their businesses.

Our goal is to make energy conservation and efficiency a simple and painless process. We not only save the small business owner money, but improve their work environment and long range prospects for maintaining a successful enterprise. In addition, we educate the business owner about energy conservation possibilities and encourage them to ask questions.

### **Market Barriers include but are not limited to the following:**

- Lack of consumer information about energy efficiency benefits
- Lack of financing for energy efficiency improvements and inability of customers to cover the cost of improvements and wait for a rebate
- Split incentives
- Lack of a viable and competitive set of providers of energy efficiency services in the market
- Insufficient resources or lack of time to pursue implementing energy efficiency measures

During the course of our program, we occasionally come across customers who do not meet our participation criteria. We promptly inform them of other potential programs.

The strategies employed by the proposed program include customer incentives and information programs.

## **6. Rationale**

### **Addressing Market Barriers**

#### **Summary of Key Barriers and How We Overcome Them**

The charts below summarize the market barriers facing the Small Business Energy Alliance team and describes some of the strategies and tactics that we have employed to overcome these barriers.

Overcoming Market Barriers	
Barrier	Strategy or Tactic

**Lack of consumer information about energy efficiency benefits**

Customers who don't know the benefits and savings potentials of specific energy efficiency measures are highly unlikely to implement them.

We expect to overcome this barrier through:

- **A comprehensive and aggressive outreach program** that “takes the program to the customer.”
- A **no-cost energy survey** that spells out potential cost savings and clearly identifies the generous SBEA incentives for participating in the program.
- **“Where you want it, when you need it” education** for small business owners and operators as well as building managers.

The education component of the program includes clear, concise informational materials that may be used in both formal seminars and informal discussions between survey technicians and small business owners. Materials include energy conservation tips, information about Public Goods Charge funding, CO2 reduction, and the benefits of new energy efficient lighting.

We also address the lack of information barrier by bringing the program to the customer's place of business. Our well-trained “feet-on-the-street” staff not only provide free energy audits, but also inform, educate, and train business owners on the fundamentals of energy conservation. Myths are dispelled, factual information is provided, and trust is built from day one. The approach works because we are in the customer's place of business, and are able to capture their interest and signature once they realize their potential monetary savings and improvements in overall business operations.

Overcoming Market Barriers	
Barrier	Strategy or Tactic
<p><b>Lack of financing for energy efficiency improvements</b></p>	<p>When up-front investments are high, or payback periods are long, customers in the target market segments are typically reluctant to participate.</p> <ul style="list-style-type: none"> <li>• The recommended measures are more affordable as a result of the financial incentives in the <i>SBEA Program</i>.</li> <li>• We have selected the measures identified for the <i>SBEA Program</i> specifically because they will provide the customer with the maximum energy savings and the shortest payback periods when incentives are included.</li> <li>• We may put customers in touch with financing options, such as Safe-Bidco, offering low-interest 4 percent financing on energy efficiency loans.</li> <li>• By paying the incented portion of the measures directly to the contractor, the customer does not need to front the capital for the entire project and then wait for an incentive. The customer only pays their portion of the cost for the energy-saving improvement.</li> <li>• We were able to completely remove the financial barrier for participating customers who resided in the Sonoma redevelopment zone. These customers were able to leverage city funding through the redevelopment agency. We are currently working with the Sonoma County Redevelopment Agency. However, removing the financial barrier does not make any of this work a sure thing; customers still require energy use education and assurance that they are making a sound, fiscal decision, even at no cost</li> </ul>

<b>Overcoming Market Barriers</b>	
<b>Barrier</b>	<b>Strategy or Tactic</b>
<b>Split incentives</b>	<p>Business owners who lease a facility typically are reluctant to invest in energy efficiency measures when they perceive that they will reap the benefit only for a relatively short period (the length of the lease). The split incentives barrier is one of the most difficult barriers to overcome because the majority of customers in the market we serve lease their buildings. As a result, making improvements to the building is not always viewed by the customer as a prudent investment.</p> <ul style="list-style-type: none"> <li>• Our survey technicians remind property owners that they and their facilities will benefit for the lifetime of the measure with improved property values.</li> <li>• We encourage property owners to approach their tenants with an offer to split the incentive with the tenant. This technique has proven very successful—tenants are more likely to participate in the program knowing they will share in the savings.</li> <li>• SBEA outreach to building management firms allows us to reach property owners with a clear message about the benefits of saving energy.</li> <li>• Our survey technicians remind customers who are leasing space that they will benefit from the savings on their electric bill.</li> </ul>
<b>Lack of a viable and competitive set of providers of energy efficiency services in the market</b>	<p>Even if they are convinced of the potential cost-benefit of an energy efficiency measure, many customers falter with the implementation because they find it difficult and time-consuming to find a reliable, cost-competitive service provider.</p> <ul style="list-style-type: none"> <li>• We make implementation fast, easy, and attractive because we identify the product and service providers.</li> <li>• As unbiased consultants, we offer customers the assurance that they are receiving the products and services they want at competitive prices. We keep the service providers honest and hold them accountable for quality and cost.</li> <li>• Through the program’s contractor-direct rebate, we ensure that contractors offer “the big business price” to the small business owner.</li> </ul>

<b>Overcoming Market Barriers</b>	
<b>Barrier</b>	<b>Strategy or Tactic</b>
<p><b>Insufficient resources or lack of time to pursue implementing energy efficiency measures</b></p>	<p>Many customers in our target population are fully occupied with the day-to-day requirements of running the business. They don't have time to pursue information about energy efficiency; nor do they have the time or resources to coordinate and monitor the actual installation and implementation of energy efficiency measures. They may agree that the measures and technology they've heard about are good, but they are just too busy to investigate and take action.</p> <p>Small business owners, on average, do not implement energy efficiency measures on their own for many reasons, mainly the lack of financial resources and time required to hire an energy expert. The SBEA overcomes these barriers by providing each business owner with an SBEA project manager (PM). The SBEA PM makes recommendations to the customer, brings the most cost-effective, yet reputable, contractor to the customer, manages the contractor and all activities required to complete the job, inspects and verifies the installation, and takes care of the paperwork for the business owner. Through this process, we educate the customer and remove the time burden associated with the work, thereby allowing the customer to go about business as usual.</p> <ul style="list-style-type: none"> <li>• Because SBEA will “do the research for them,” customers do not need to take time away from the business at hand.</li> <li>• Because SBEA screens and selects contractors, customers do not need to spend time going through that process. Customers can feel assured the contractors will do the job promised at a reasonable price.</li> </ul>

**Avoiding or Minimizing Lost Opportunities**

The Small Business Energy Alliance Program was designed as a comprehensive solution for the small, hard-to-reach commercial and industrial sector. The Small Business Energy Alliance Program offers measures most likely to be adopted by the typical participant, including comprehensive lighting measures, lighting controls, HVAC tune-ups, refrigeration tune-ups, programmable thermostats, and new energy-efficient package HVAC systems.

Split incentives and limited access to capital impose the most significant barriers to program participation in the market we serve. These barriers, faced by the majority of participating small businesses, have been a key consideration in selecting our energy efficiency measures and the associated incentive levels. Since the majority of our customers are leasing or renting space (~70 percent), it is critical that we provide measures that pay back within the typical lease period (3 years).

The SBEA recognizes that the majority of our program savings result from comprehensive lighting measures (no lost opportunities in lighting EEM's) because these measures provide participants with the greatest opportunity for the shortest return on their energy-saving

investment. This also mirrors PG&E estimated savings potential in which it is estimated that almost 60 percent of the energy savings opportunities will come from lighting measures. Our philosophy, however, is to leverage the typically high value economics of the lighting retrofit with the SBEA's other less cost-effective measures. This sales approach promotes comprehensiveness, reduces lost opportunities, and increases short and long-term energy savings.

## **7. Outcomes**

In the following paragraphs we illustrate the intended goals of the program as they relate to achieving our stated energy savings goals and the bullets point out some of the anticipated non-energy related goals. We expect to reach our stated goals in a progressive manner throughout the course of the program. The E3 calculator contains our quarterly goals. The annual goals below can be divided by the total number of quarters during which the program will be operating (12 quarters) to give an indication of the anticipated achievement by quarter. We plan to start the new program cycle in April of 2006 and wrap up final installation and verification by the end of the first quarter of 2008.

The table below illustrates the number of direct implementation (DI) activities, such as cold calls and energy audits, which the SBEA will undertake in order to meet our energy-reduction goals. The gray rows show these estimates by activity, customer size, and in total. The table shows that 73 percent of our DI activities will be in the very small sector, 20 percent will be in the small sector, and 7 percent will be in the medium sector. A total of 1,860 estimated cold calls and 1,500 estimated free energy audits will be conducted over the duration of the program cycle.

The table also shows the number of measures that the SBEA is estimating for the program, shown by measure type and by customer size. Once again, the very small customers will receive the majority of the program benefits, receiving 66 percent of the total program measures, or 894 installed measures. *Note that the definition of a "measure" for lighting includes all lighting at a participant site. For example a lighting measure refers to all the lighting fixtures retrofitted at a particular building. The definition of a HVAC tune-up or new unit is per unit at a customer site.*

The SBEA has designed the program so that the very small and small customers receive the majority of the program benefits in terms of direct implementation activities. We have kept the medium customers in the program to help keep the Programs total resource test competitive with other energy efficiency programs. Medium customers will receive about 8 percent of the total program measures.

TABLE 1

Customer Size	Very Small		Small		Medium		Total		
<b>Activity/Measure</b>	#	percent	#	percent	#	percent	#		
	Cold Calls	1365	73 percent	375	20 percent	120	6 percent	1860	
	Audits	1092	73 percent	300	20 percent	108	7 percent	1500	
<b>DI</b>	Total DI Activities	2457	73 percent	675	20 percent	228	7 percent	3360	<b>percent of Total</b>
	Lighting	273	69 percent	75	19 percent	48	12 percent	396	<b>44 percent</b>
	Tstat	30	71 percent	12	29 percent	0	0 percent	42	<b>5 percent</b>
	New HVAC	24	67 percent	12	33 percent	0	0 percent	36	<b>4 percent</b>
<b>Measures</b>	HVAC TU	129	46 percent	126	45 percent	27	10 percent	282	<b>32 percent</b>
	Refer T-UP	72	52 percent	66	48 percent	0	0 percent	138	<b>15 percent</b>
	<b>Total Measures</b>	<b>528</b>	<b>59 percent</b>	<b>291</b>	<b>33 percent</b>	<b>75</b>	<b>8 percent</b>	<b>894</b>	<b>100 percent</b>

Energy savings for the duration of the program cycle are illustrated below based on energy efficiency measures installed.

TABLE 2

<b>SBEA 2006 - 2008 Summary of Installed Energy Efficiency Measures and Savings</b>			
<b>Energy Efficiency Measure</b>	<b>No. Of Measures</b>	<b>Net kW Reduction</b>	<b>Net kWh</b>
<b>LIGHTING MEASURES</b>	<b>396</b>	<b>1,935</b>	<b>8,915,263</b>
<b>TSTAT INSTALLATION</b>	<b>42</b>	<b>9</b>	<b>39,698</b>
<b>NEW HVAC UNIT</b>	<b>36</b>	<b>44</b>	<b>201,385</b>
<b>HVAC TUNE-UP</b>	<b>282</b>	<b>79</b>	<b>364,463</b>
<b>REFRIGERATION TUNE-UP</b>	<b>138</b>	<b>100</b>	<b>458,835</b>
<b>Totals</b>	<b>894</b>	<b>2,167*</b>	<b>9,979,643*</b>

\* Totals are based on the E3 calculator.

The expected non-energy benefits for the customer are numerous. The bullets below illustrate a few.

- Carbon dioxide reduction of more than 85,000 tons.
- Increased employee performance and reduction in absenteeism
- Increased sales in retail environments
- Improved aesthetics
- Reduced overall operating cost of energy-consuming systems, which directly affect the business owner's bottom line
- Improved operations, especially when lighting control devices are implemented

- Improved comfort level for employees and owners

## **8. Strategy**

The Small Business Energy Alliance (SBEA) provides comprehensive turnkey energy efficiency services to the small business sector. The focus of our program is to reduce peak demand and energy usage through short-payback energy efficiency measures. Specifically, the program:

- Targets businesses that are very small, small, and medium (500kW and less) in size. They are hard-to-reach, underserved, and in transmission restricted counties. The program operates in the following counties: Napa, Solano, Marin, Lake, and Sonoma.
- Offers no-cost energy surveys to eligible small business customers.
- Offers small businesses financial incentives for implementing recommended measures.
- Coordinates program activities with existing local energy efficiency programs, government, and community based organizations.
- Educates and trains both customers and contractors on energy-efficient practices.
- Offers 100 percent job pre- and post-construction inspections by SBEA project managers.
- Is built on the success of the proven 2002-03 and the 2004-05 *Small Business Energy Alliance Program*.

### ***Measures***

- Comprehensive Lighting Measures: The SBEA plans to pay \$0.13 per kilowatt-hour saved, up to 75 percent of the cost. Lighting measure savings also include lighting control measures, such as occupancy sensors, dimming controls, and voltage regulators.
- HVAC Tune-up Measures: The SBEA plans to pay \$50.00 per HVAC tune-up
- Refrigeration Tune-up Measures: The SBEA plans to pay \$75.00 per refrigeration tune-up.
- Programmable Thermostat Measures: The SBEA plans to pay \$100.00 per thermostat, up to 50 percent of the cost.
- New Package Unit Air Conditioners: The SBEA plans to pay \$160.00 per ton. Units will be less than 12 tons, and customer participation is limited to the “very small” and “small” sectors. This is to encourage customers to upgrade from the code requirements to more efficient air conditioner units.

## **9. Objectives**

The SBEA program’s overall objective for the program cycle is to reduce energy consumption in our target market by a net 9,979,643 kWh with a corresponding total demand reduction of 2,166 kW. Of the total demand reduction goal we estimate that 2,100 kW would be peak demand. Please see Tables 1 and 2 for a description of the estimated market segment penetration by measure type and for energy and demand reduction by measure.

## 10. Implementation

The mechanisms and momentum for conducting this program are in place and are ready to be continued in the five counties of Northern California served by Pacific Gas & Electric Company.

### 1 Program Startup and Plan Refinement

The first step is to coordinate with all program team members and assess “lessons learned” from 2004–2005 implementation of the *SBEA Program* to identify ways to increase the efficiency and effectiveness of program operations. Specific areas addressed during the startup step will include:

- Refine the work plan and revise standard practices as necessary
- Refine and expand the database structure
- Modify survey instruments and customer authorization forms as necessary
- Review and revise customer eligibility if necessary and begin outreach
- Conduct survey technician training and orientation
- Review Goals and protocols with the SBEA team

### 2 Outreach and Participant Enrollment

Once we’ve refined the details of the program plan, we will reach the target population and enroll them in the program. We use a variety of marketing techniques and educational efforts to reach our target population, and businesses have multiple options for enrolling:

- Mail in a filled-out application form
- Go on-line and enroll at the SBEA website
- Call our toll-free phone number and enroll with our representative’s assistance

### 3 Survey Scheduling

After customers are enrolled, we schedule the survey at a time that is convenient for them.

- The SBEA project manager will contact each interested customer and set an appointment to visit the business in order to conduct an on-site survey. Permission is granted by signing an Access Agreement Form
- As appropriate, the project manager will conduct follow-up calls to confirm appointments before arriving at the site to conduct the audit

### 4 Cost-Benefit Analysis and Authorization

At the customer’s site, the SBEA project manager will identify and recommend EE measures, describe cost-benefit considerations, and gain the customer’s authorization to proceed.

- The project manager perform an inventory of what is installed at

**5** Incentive Allocation  
and Implementation



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the business site (lighting, HVAC, and refrigeration equipment).

- SBEA calculates costs of proposed energy efficiency measures and present a simple cost-benefit analysis, Energy and Cost Savings Recommendations Report, to the customer explaining what will be done and answering questions.
- Customers then sign an “Authorization to Proceed” form agreeing to pay their portion of the energy efficiency measures they decide to implement.

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After a customer formally enrolls, incentive money is allocated and SBEA coordinates and monitors the implementation.

- The project manager will notify the contractors and assist in scheduling the installation with the business owner.
- The survey technician and contractors resolve any possible issues, and answer any questions the business owner may have.
- The customer signs a contract with the contractor agreeing to pay for the work.
- After the work is performed and verified the customer pays the contractor for their share (the remainder due after the incentive). Because the customer is given credit for SBEA portion of the payment at the time of installation, there is “zero turnaround time” for the incentive to the customer.
- SBEA pays its share to the contractor after verification, and reports the incentive compensation on it’s monthly report to PG&E.

**7** Data Entry



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SBEA keeps current and complete records on all relevant program activities.

- Project managers enter all pertinent information about the business and the measures that were implemented into a central SBEA tracking database (we will be using a web-based system for the 2006-2008 program cycle).

**8** Reporting

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Over the span of the program, SBEA will submit regular reports as required by PG&E program management.

- Monthly reports will present a concise summary of all Direct Implementation and marketing activity.
  - An annual report and a program summary report will summarize overall program results.
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**11. Customer Description**

The proposed program targets business that are very small, small, and medium (500kW and less) in size. They are hard-to-reach, underserved, and located in transmission-restricted counties.

Targeted market segments include retail and commercial customers, small markets, process industries, small offices, as well as institutions, such as schools and small colleges and municipal buildings.

## **12. Customer Interface**

The SBEA team understands how busy small business owners are running the day-to-day operations of their businesses. Therefore, we strive to make the energy conservation process as simple and easy as possible. Our customers have only four SBEA documents that they must sign throughout the entire process. SBEA project managers are part of our “Feet on The Street” approach. They work with our customers throughout the entire process. Most of the required business is conducted face-to-face in the customer’s place of business. In addition to face-to-face time, we communicate via email, telephone, and fax as necessary. Since our program is widely known in our operating territory we also get referrals from electrical contractors, lighting maintenance contractors, and local lamp sales people. During the 2004-2005 program cycle, we receive referrals from local government programs as well as those mentioned above. Below is a brief description of the forms used in the SBEA program:

- The Access Agreement Form: This gives the SBEA representative official permission to audit the facility. We also gather some basic information about the business with this form.
- The Authorization to Proceed Form: This form summarizes the work to be done and the project cost payment schedule.
- The Customer Disclosure Form: This form covers double dipping, insures that the customer has received other applicable energy conservation information, and the customer is under no obligation to purchase any services beyond that which is funded through the Public Goods Charge.
- The Final Installation Report: This form finalizes the installation process and provides the 100 percent quality control that our program mandates. The project manager and customer are both required to sign the FIR prior to any monies being dispersed.

## **13. Energy Measures and Activities**

### 13.1 Prescriptive measures.

The SBEA program is a calculated program and does not offer prescriptive measures.

### 13.2 kWh Level Data.

Please see the cost effectiveness calculator for measure energy impacts.

### 13.3 Non-energy Activities

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Customer energy efficiency education as applicable. The SBEA team members strive to help our customers save energy wherever feasible. We respond to customer questions either with simple explanations or we direct to them to the appropriate resources as necessary.

Quantitative Activity Goals: 100 percent of businesses receiving an audit will receive education about energy conservation and information about other energy efficiency and demand response programs in their area as applicable

The SBEA program is not an educational program however as pointed out in other parts of this document we strive to provide our customers with as much information and assistance as they require in order to answer any questions they may have regarding energy use and conservation. The bulk of this education occurs during the entire conservation sales process as we explain what will be done and why

#### 13.4 Subcontractor Activities

**Geltz Communications:** Will provide marketing strategy and communications.

**Strategic Energy Innovations (SEI):** Will provide lead generation. SEI is a non-profit organization serving communities within and outside of California, to empower underserved markets such as schools, small businesses and multifamily and affordable housing to accomplish their energy efficiency goals..

#### 13.5 Quality Assurance and Evaluation Activities

To assure quality, SBEA proposes the following quality and evaluation activities:

- SBEA will stipulate that contractors use quality products purchased from reputable manufacturers with proven track records in their respective business.
- SBEA will use only California companies and Contractors State License Board certified contractors.
- SBEA will conduct pre- and post-installation inspections of 100 percent of the installed customers.
- Customers are asked to sign a final installation report. Contractors are not paid until all service issues are resolved to the customer's satisfaction and a fully satisfied customer signs the final report.

#### 13.6 Marketing Activities

Geltz Communications will apply a "diffusion of innovations" communications approach to small business energy program outreach. This approach incorporates the following techniques:

- Using direct mail and mass media to build customer awareness and knowledge.
- Using a variety of new and existing communication channels (interpersonal, trusted third parties, such as community-based organizations, chambers of commerce and city government) to reach the targeted customers with objective and subjective messages throughout their decision-making process.