

# Local Government Energy Action Resources

<b>1. Projected Program Budget</b>	\$	<b>5,420,032</b>
<b>2. Projected Program Impacts</b>		
MWh		8,385
MW (Summer Peak)		1.77
<b>3. Program Cost Effectiveness</b>		
TRC		0.58
PAC		0.81

## 4. Program Descriptors

Market Sector: Cross-cutting  
Program Classification: Local  
Program Status: New

## 5. Program Statement

Local Governments, especially cities, counties and special districts (collectively referred to as Jurisdictions) have access to residential, commercial and institutional constituents that are also SCE customers. Also, local government economic redevelopment and similar designated areas are specifically designed to increase community prosperity and represent a vital source of energy savings across a diverse residential and business market sector that has had lower participation in traditional energy efficiency programs.

Our past experience with the SCE Local Government Initiative (LGI) program indicates that jurisdictions are not being sufficiently utilized to aid the energy efficiency effort through educating their communities and distributing information on energy efficiency, demand response, self-generation and low income programs. SCE's 2002 and 2003 LGI Evaluation prepared by Wirtshafter Associates suggested that SCE was missing opportunities to partner with local jurisdictions to address energy efficiency in municipal buildings. The studies recommended that SCE increase its efforts to "...achieve its true potential in partnering with local Jurisdictions to deliver energy savings." In addition, local jurisdictions 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. Further, the Program Advisory Group (PAG) is also desirous of a vehicle to disseminate comprehensive energy information to cities and to help communities transition to the new energy codes.

## 6. Program Rationale

Government Energy Action Resources program (GEAR) will optimize the opportunities for jurisdictions and their communities to work toward the common goal of achieving short and long-term energy savings, reduced utility bills, and an enhanced level of comfort in municipal and commercial buildings as well as homes. GEAR will help promote an energy efficiency 'ethic' by increasing awareness and participation in energy

efficiency, demand response, self generation and energy management assistance (low income energy efficiency and CARE) programs. Energy code training will feature strongly in GEAR. As recommended by the PAG, GEAR will deliver energy code training to all cities in SCE's service territory.

This new program involves the creation of energy partnerships with cities and local governments to set energy efficiency goals and generate measurable, verifiable energy savings through identification of specific energy efficiency projects and community outreach activities. Municipal building retrofits will further jurisdictions' objective to comply with the Governor's 'Green Building Action Plan.'

GEAR supports the policy set forth in Decision (D.) 05-01-055 which notes that "current or future partnerships between IOUs and local governments can take advantage of the unique strengths that both parties bring to the table to deliver cost-effective energy efficiency services." Local government economic redevelopment and similar designated area are specifically designed to increase community prosperity and represent a vital source of energy savings across a diverse residential and business market sector that has had lower participation in traditional energy efficiency programs. These customers represent significant energy savings and demand reduction potential, as well as potential lost opportunities if not given targeted consideration.

## **7. Program Outcomes**

The desired outcomes of this program are:

- Short and long-term energy savings and demand reduction for Local Government organizations and the communities they serve as well as reduction of greenhouse gas and emissions. Jurisdictions will leverage their local infrastructure to "spread the word" about energy efficiency and deepen the reach of SCE's statewide and local EE programs and services.
- An energy efficiency 'ethic' resulting from delivery of energy information to the communities, training and education for local government facility managers, energy managers and other staff in the use of 'best practices' methodology for identifying and implementing energy efficiency opportunities in their facilities; and possibly HVAC and other training targeted at the refrigeration/HVAC technicians.
- The implementation of demand side management (DSM) strategies in government organizations and progress towards the goal of 10% reduction of grid based purchases by the year 2010 and 20% by 2015.

## **8. Program Strategy**

The level of involvement for each GEAR participant will vary as individual Jurisdictions will require a different approach depending on climate zone, customer mix, market characteristics and individual need. Each participant will have the opportunity to funnel, i.e. increase participation in, existing programs and will contribute to SCE's 2006-2008 energy savings and demand reduction goals through the identification of energy savings projects.

Standard Program offerings are as follows:

Energy Efficiency Rebates/Incentives:

Opportunities to revitalize communities and create awareness of energy efficiency and participation in energy efficiency rebate programs. They will utilize their existing infrastructure, for example water bills, and outreach activities to funnel residential energy efficiency programs as follows:

Multi-family Rebates: Conduct sweeps of City/County Housing and multi-family dwellings to include, CLF change-outs, torchiere turn-ins and refrigerator rebates.

Appliance Recycling: Neighborhood Sweeps in which neighborhoods are mobilized to turn in refrigerators, freezers or air conditioners or make reservations for pick-up by the SCE vendor.

Residential Energy Efficiency Incentives: Promote available incentives at Community Events.

California New Homes: Conduct outreach to builders through conferences and training events.

Small Business Direct Install: Work with cities to identify areas of need and conduct Neighborhood Sweeps to install lighting, HVAC and other measures.

Upstream Lighting: CFL giveaways in public facilities.

Residential In-Home Energy Surveys – Coordinate with local agencies to distribute Welcome Home Kits to new home owners and conduct In-home energy surveys.

Mobile Educational Unit – Utilize the Mobile Education Unit for residential community events and distribute energy information and two CFLs per visitor.

Mobile Home Direct Install Program: Identify mobile home parks that can benefit from the mobile home direct install program.

Energy Information: Provide government, businesses and residents with information on energy efficiency programs and services, demand response, self-generation, low income, CEC, DOE and other energy assistance programs such as gas and water efficiency resources. In addition, state-wide and national energy marketing campaigns will feature in the program.

Energy Efficiency Training: Conduct energy code training and other energy efficiency training targeted to meet the needs of the region. Training may be targeted to building professionals, energy managers and local government facility managers in all cities in SCE's service territory. This will help communities transition to the new energy codes.

### Customized Offerings

Individual jurisdictions will require a different approach depending on climate zone, customer mix, market characteristics and individual need. Cities that have shown a stronger interest in energy efficiency and/or a proactive approach to implementing the Governor's Executive Order S-20-04, The Green Building Action Plan, will probably require a greater level of support. In such cases, GEAR will provide more support as follows:

Energy Audits and Technical Assistance: These services will be provided free of charge to support local government investments in energy efficiency retrofits, renovation, new construction and retro commissioning of municipal buildings. Technical assistance will be provided by the relevant energy efficiency programs, for example Savings by Design, where applicable. In addition, GEAR will provide planning and project management support to help with coordination and implementation of energy efficiency projects.

Bench-marking and Performance Tracking: Assist Local Governments in benchmarking their energy use by providing energy use data for municipal buildings.

Marketing and Outreach Materials: A menu of marketing and outreach materials and activities will be prepared by SCE to be utilized by partners in their community outreach efforts, for example flyers to be placed in water bills.

The full range of SCE energy efficiency programs will be available to partners including Check Point, Savings By Design, Standard Performance Contract, Express Efficiency. Funding from special projects will be secured from the budget available for future partnerships.

## **9. Program Objectives**

SCE anticipates the program will funnel at least 3,888,000 kWh and 1083 kW by implementing the program strategies.

There is tremendous residential and commercial growth in the Inland Empire, Riverside County, Los Angeles County and Kern County. For those cities that have a pro-active interest in being recognized as a community that practices mindful growth with such environmentally friendly programs as Green Building and ENERGY STAR® rated homes, the GEAR is a perfect venue for SCE to develop partnerships that will assist Jurisdictions to further establish themselves as an energy resource. GEAR participants may want to address energy efficiency in municipal buildings and help implement the Governor's Energy Action Plan.

Enrollment of New GEAR Cities: Approximately five GEAR cities will be enrolled in the program in 2006-2008. Cities who have participated in SCE's Local Government Initiative Program will be targeted for enrollment.

Training: The GEAR will schedule 12 free energy code training events, including Title 24 updates across the territory. Workshops will be spread over each SCE region to ensure access by each Jurisdiction. .

## **10. Program Implementation**

GEAR will identify cities designated by SCE to be hard-to-reach cities and encourage them to participate in the program. City managers will be targeted initially and support will be provided to help them pilot the proposal to become a GEAR participant through the City Council. Once the proposal has been adopted by the City Council, the city manager will designate the appropriate staff, for example, community development or facility manager, to work with SCE to identify opportunities and plan the program.

Cities are provided with energy code training and a menu of energy efficiency programs and activities from which to select a program which they believe would best meet their needs and DSM planning support. Energy savings activities will include torchiere exchanges or other measures for their public housing units, refrigerator and freezer recycling sweeps, small business hard-to-reach retro-fit sweeps, mobile home direct installations and re-lamping programs.

Jurisdictions identifying municipal building retrofit opportunities will enter into agreement with SCE to deliver the energy savings. Goals will be met by utilizing the statewide and local energy efficiency rebate/incentive programs but will be funded from the partnership fund. GEAR will also facilitate policies, tools and incentives that will assist Jurisdictions to meet the Governor's goal of 10% reduction of grid based purchases by the year 2010 and 20% by 2015 by providing information on available energy resources including self-generation, demand response and CEC and DOE programs and services.

The plan is for GEAR participants to generate measurable, verifiable energy savings through identification of specific energy efficiency projects as well as promote new construction, small business and residential and non-residential energy efficiency programs. They will reach out to constituents through their water bills, business renewal notices, in-house displays, trash collection information and other outreach materials and community events.

## **11. Customer Description**

GEAR will target cities, counties and local government organizations. All SCE customer segments, residential and non-residential, that can be positively influenced by local governments to harvest greater energy efficiency than would otherwise be possible through traditional marketing and outreach efforts, will benefit from the program.

## **12. Customer Interface**

SCE representatives will meet in person with building officials, community development personnel and other decision makers within Jurisdictions to present the program and solicit participation. A one-page GEAR Registration form is completed to indicate commitment and select programs that they may wish to utilize. Jurisdictions advancing

to energy savings partnership arrangements will negotiate a contract that will identify the roles of each partner. Customers benefiting from the program through the funneling efforts of the GEAR will be subject to the customer interface feature of the respective program. Registration for training will be done through their SCE contact.

Jurisdictions will have a single SCE contact that will coordinate all their services, including community events and enrollment in applicable training program.

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

Measure installations/upgrades are provided through the wide array of energy efficiency programs offered via GEAR information and marketing materials. The GEAR program will coordinate efforts with the other energy efficiency programs that already have the infrastructure to pay incentives/rebates.

Specific measures for each program are not listed in the workbook as many programs will be funneled through the program. Instead, an estimate of the energy savings to be gained from each program is provided.

#### **13.1. Measures Information**

Measure information has not been identified at this time. Measure selection will depend on the menu of standard and customized offerings selected by the Jurisdictions.

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

Savings for the GEAR program will come from statewide and local programs. It is anticipated that the program will funnel over 8 million kWh and 1.77 MW.

#### **13.3. Non-energy Activities**

Presentations, attendance at conferences, meetings, community fairs, outreach events, marketing materials such as brochures and information packets, on-site visits and Title 24 and other energy efficiency training classes are all non-energy related activities associated with GEAR. In addition, GEAR will facilitate energy audits and basic energy efficiency planning.

#### **13.4. Subcontractor Activities**

GEAR will coordinate with various organizations and competitively select subcontractors help deliver the training element.

#### **13.5. Quality Assurance and Evaluation Activities**

GEAR staff will verify that work invoiced by subcontractors have actually being performed through appropriate documentation of all activities for which the vendor requests payment as well as regular on-site visits to ensure that training events and outreach activities are executed as planned. Back-up documentation will include marketing and outreach materials, attendance register, evaluation forms and expense reports as appropriate.

##### **13.5.1. Expected Number/Percent of Inspections**

GEAR will utilize existing energy efficiency programs, and the existing program inspection criteria will apply as appropriate.

### **13.6. Marketing Activities**

Jurisdictions to be targeted will be selected from SCE's list of cities and local government organizations. Marketing is addressed through direct mail, program literature, fact sheets, face to face meetings, customer education and outreach events, web links and selected media advertising. Jurisdictions will be encouraged to participate in community events, including neighborhood sweeps that target the hard to reach to create excitement and generate interest in energy efficiency. The GEAR will develop a menu of support materials and tools to be used by cities, for example bill inserts and newspaper advertisements, as well as energy efficiency recognition programs. In addition, there will be presentations at city council meetings, builder conferences and other outreach events as requested by the jurisdictions and/or customers.

### **14. Program Changes**

The PIP for this partnership has been developed for this Compliance Filing.