

# Ventura County Partnership

<b>1. Projected Program Budget</b>	<b>\$</b>	<b>2,201,099</b>
<b>2. Projected Program Impacts</b>		
MWh		5,700
MW (Summer Peak)		1.24
<b>3. Program Cost Effectiveness</b>		
TRC		2.43
PAC		1.56

## 4. Program Descriptors

Market Sector: Cross-Cutting  
Program Classification: Local  
Program Status: Existing

## 5. Program Statement

The Ventura County Partnership is an alliance between the Ventura County Regional Energy Alliance (VCREA), SCE and Southern California Gas Company (SCG.) The VCREA is a Joint Powers Agency (JPA) representing the County of Ventura, Ventura Community College District, Casitas Municipal Water District, Ventura Regional Sanitation District and the Cities of Ventura, Oxnard, Thousand Oaks and Santa Paula. Membership is open to all public agencies in the region and additional members are expected to join.

In 2004, the partnership established the Ventura County Energy Resource Center (VCERC) as a local clearinghouse of energy information including energy efficiency, demand response, self-generation, CEC, DOE, EPA, and low-income and CARE programs. In addition, the Comprehensive Public Sector Program was implemented. This program element offered technical assistance and project management support which resulted in energy efficiency retrofits to several public facilities in the region. While a variety of projects have been successfully completed, there remains ever increasing opportunities as more agencies choose to participate in the offered programs. These energy efficiency opportunities are less likely to turn into energy savings projects without the technical support and project management support offered by the VCREA.

The partners have decided to continue the program in 2006-2008. Enhancements to the program involve targeting 'community asset' organizations, including schools, hospitals, museums and community centers. Although these are small customer accounts, they collectively form a group of facilities that have had few energy upgrades. The opportunities for energy efficiency are significant. With over 21 districts and 237 facilities, the schools provide a great opportunity to engage in existing energy programs and will be funneled by the Partnership. Attempts will also be made to funnel statewide

and local energy efficiency programs to the 6,000 small businesses in the county member cities.

## **6. Program Rationale**

This partnership supports the policy set forth in CPUC Decision 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.”

The partnership will find new opportunities for providing energy efficiency services to public agencies and community asset organizations within the region. Historically, these sectors have lagged behind in taking advantage of the IOU statewide energy programs. While cost has been perceived as the main barrier, a number of other issues impact the decision of local agencies to implement energy projects. The partnership has found that a local resource such as the VCERC is a vital step in developing customer awareness, providing local training as well as planning and project management support to help with coordination and implementation of energy efficiency projects. VCERC has the experience and capability to:

- Conduct energy audits and feasibility studies
- Develop scopes of work and specifications
- Pre-qualify contractors through a competitive selection process
- Assist in the preparation of loan applications for the CEC low-interest loan program
- Provide project management during the construction phase
- Develop local training for maintenance, operation and technical staff.

The above functions will continue to be at the center of the Ventura County Partnership program.

## **7. Program Outcomes**

SCE's objectives for the Local Government Partnerships (LGPs) include:

- 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 emissions. Jurisdictions will leverage their local infrastructure to “spread the word” about energy efficiency and deepen the reach of statewide and local energy efficiency 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.

The primary objectives of Ventura Partnership are to:

- Provide specialized energy efficiency service offerings to Ventura local governments, community asset organizations and small businesses and other target market segments in the region;
- Identify opportunities for municipal building retrofits, new construction, commissioning and retro commissioning as well as funnel existing IOU energy programs.
- Leverage local government communication infrastructure to inform their local communities about the wide variety of energy efficiency and demand reduction offerings available to them and encourage participation.

## **8. Program Strategy**

The Partners believe that considerable progress towards our energy savings goals will come from partnering with local communities to help bring the message about energy efficiency, conservation and savings to our customers. IOUs are aware that our partners at the local level can be most effective in reaching out to their communities.

The primary elements of the 2006-2008 Ventura Partnership program are:

### Ventura County Energy Resource Center - Energy Information

The Ventura County Energy Resource Center (VCERC) is a local clearinghouse for energy efficiency information, education and technical resources. The VCERC is designed to significantly increase the exposure and availability of energy efficiency programs and to assist all sectors of the community to derive the maximum benefit from energy efficiency programs. The center will provide government, businesses and residents with information on energy efficiency programs and services, demand response, self-generation, low income, CEC, DOE, EPA and other energy assistance programs such as gas and water efficiency resources. In addition, statewide and national energy marketing information will be distributed by the VCERC. Other features include an Energy Lending Library and exhibits and displays that focus on energy efficiency.

### Training and Workshops

The Partnership will conduct energy code training and other energy training targeted to meet the needs of the region. Workshops will target businesses, residents, homeowner associations, business and social groups, seniors and mobile home parks and building professionals. In 2006-2008, a central strategy will be employed in the connection between training offerings and project implementation. Training will be tailored to targeted groups where it is believed that the outcome of the training will result in direct implementation of an energy efficiency project. Each training event will be an opportunity for the Partnership to provide the attendees with information on available programs and how the programs can be implemented and will provide information on removing the barriers (technical, operational, financial, etc.) to project implementation.

### Comprehensive Public Sector Program

This program element will continue to provide technical resources for member agencies to identify, plan and execute various energy projects. The partnership will continue its strategy to create opportunities for energy services that will cut across jurisdictional

boundaries, such as competitive bidding for multiple agencies, information sharing, etc. The key strategy is to provide energy management services to entities whose budgets are too small to justify technical energy staff expertise but, when taken together, represent a sizeable regional energy user.

A key feature of the partnership will be the deployment of local and statewide energy programs with a vigorous and focused local effort. The program will also provide for the means to reserve IOU program funds for specific projects to enable cities to incorporate incentives into their budgets for these projects.

## **9. Program Objectives**

The partnership has the capability to bring strong leadership and technical skills to the region and expects to produce energy efficiency that compliment the Business Incentives & Services package (BIS) and other utility programs, as well as leverage these programs to create real savings in lighting and controls, motors and VFDs, HVAC and controls, and retro-commissioning projects. Based on prior experiences and projected facility opportunities for the 2006-08 funding cycle, the Ventura Partnership expects to generate savings of over 5,700,000 kWh and 1,237 KW over three years.

Annual goals 2006-08 Ventura Partnership program are:

1. General Awareness Campaign
  - 4 quarterly newsletters
  - 6 VCEDA/Star Press Ads
  - A marketing campaign to include flyers, billing inserts and posters
2. Community Events
  - 12 Recycling/clean-up events
  - 3 Earth Day events
  - 1 Energy efficiency expo
  - 2 Community multi-family lighting days
  - 2 Best Practices energy efficiency events
  - 3 VCEDA business conferences
  - 3 Ventura Chamber of Commerce business expos
3. Education and Training Classes/Workshops
  - 4 Public sector workshops
  - 6 Business sector workshops
  - 6 Residential workshops/events

## **10. Program Implementation**

All partners will participate equally in program development and the implementation of goals, deliverables and milestones for the program. All parties will also share commitment to achievement of program goals. VCREA will continue to be the implementing partner with primary responsibility for the program goals.

SCE will identify a partnership representative on a part-time basis, who will be the single point of contact between the VCERC and the SCE program managers. VCERC will work with the county and member cities to designate 'Energy Champions' for respective jurisdictions to encourage and facilitate action on municipal retrofits and other energy initiatives.

#### Ventura County Energy Resource Center

The Ventura Partnership will continue to operate from the centrally-located VCERC office established by the VCREA. SCE/SCG will ensure that all energy-related information and marketing materials are made available for use or distribution by the VCERC and will be responsible for providing technical support and energy and demand information as appropriate. In addition, specialized templates from the Government Energy Action Resources Program will be providing to support community outreach activities. The partners will work to strengthen the energy efficiency displays and the lending library.

In addition to the incentives available through the partnership for Ventura county municipal facilities, VCERC will direct projects to the most likely IOU programs for successful implementation. Local government agencies and community asset facilities, such as schools, hospitals and community centers, will be encouraged to participate in a full range of utility programs and energy efficiency services ranging from information and training to energy audits and technical services, leading to installations, retrofits and facility retro commissioning that enhance the impact of the partnership.

Training and Workshops At the beginning of the program period, VCERC will develop a training plan and quarterly schedule. All training and workshop events will specifically promote incentives available through the partnership as well as relevant IOU energy savings programs.

By providing training, workshops and continuing education units, the partnership funds will help grow local capacity for certified energy managers, building operators, installers, contractors, vendors, suppliers, etc., to support a higher level of energy efficiency activity in future years. The partnership will address lost opportunities by providing a high level of training that will result in building the local job market and creating more sustainable work and career opportunities within the region.

#### Municipal Retrofits

The IOUs will utilize their existing infrastructure to process and pay incentives available through the partnership. The IOUs will also assist with pre- and post-inspection and verification as well as coordinate any evaluation, measurement and verification efforts. SCE/SCG will also facilitate the identification and scoping of energy savings projects and commit the required incentive funds available through other IOU programs where necessary.

#### Community Events

Partnership personnel will work with appropriate city officials to plan and implement community outreach events. Events could include CFL change-outs or other measures for public housing units, refrigerator and freezer recycling sweeps, small business hard-to-reach retro-fit sweeps, mobile home direct installations and re-lamping programs.

VCREA member cities will use their communication channels such as water bills and business renewal notices, where possible, to conduct outreach to customers, community-based organizations, building officials and energy efficiency contractors.

Some community events will be specifically designed to "funnel" energy programs such as the Small Business Direct Install, Appliance Recycling, Multi-family, Mobile Home and Integrated School-Based Programs.

VCREA staff will staff booths and events as appropriate from the existing program budget. The Mobile Educational Unit and other SCE departments may also participate in such events.

#### **11. Customer Description**

The Partnership will target the County of Ventura, VCREA member cities and other cities in Ventura as well as non profits and "community asset" organizations. All SCE customer segments, residential and non-residential, that can be positively influenced by VCERC to harvest greater energy efficiency than would otherwise be possible through traditional marketing and outreach efforts, will benefit from the program. Low income customers, multi-family residences, small businesses and customers with primary languages other than English will also be better served by partnership activities.

#### **12. Customer Interface**

In the case of cities and the County, partnership personnel will initiate person-to-person contact with appropriate city staff or elected official. Organizations identifying retrofit projects that qualify for partnership incentives will indicate their commitment in writing by letter or e-mail, once a decision has been made to implement the project.

Customers benefiting from the partnership through "funneling" efforts will be subject to the customer interface feature of the respective program.

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

The Ventura Partnership expects to undertake programs that will include the following type measures:

- Lighting and controls
- Motors and VFD's
- HVAC and controls
- Retro-Commissioning

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

Detailed measure information is not currently available. Projects to be completed by the partnership will be audited and recommended retrofits identified at that time.

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

Program activities will yield 5,700,000 kWh and 1,237 KW.

### **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 training classes are all non-energy related activities associated with the partnership. In addition, the partnership will conduct energy audits.

### **13.4. Subcontractor Activities**

The partnership will coordinate with various organizations and competitively select subcontractors to help deliver various program activities/elements.

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

The local partnership staff will verify that work invoiced by subcontractors has actually been 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 registers, evaluation forms and expense reports as appropriate. These materials will be included in the regular reporting process to minimize duplicated efforts by utility administrative staff.

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

All large retrofit projects utilizing customized incentives will be inspected. The partnership will also utilize existing energy efficiency programs, and the existing program's inspection criteria will apply as appropriate.

### **13.6. Marketing Activities**

Partnership marketing may be enhanced through direct mail, program literature, fact sheets, face to face meetings, customer education and outreach events, web links and advertising in local media. The Ventura Partnership will be strengthened with the support of the utilities who can provide tailored support materials and tools to be used in local billing inserts and newspaper advertisements. All partners will engage in community events designed to increase participating in other local and statewide energy efficiency programs. The Government Energy Action Resources program will provide templates and other marketing materials to facilitate marketing and promotion of community 'sweeps' and other outreach events.

## **14. Program Changes**

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