

Santa Barbara Partnership

1. Projected Program Budget	\$	347,543
2. Projected Program Impacts		
MWh		n/a
MW (Summer Peak)		n/a
3. Program Cost Effectiveness		
TRC		n/a
PAC		n/a

4. Program Descriptors

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

5. Program Statement

The Santa Barbara County Partnership is a new residential and non-residential partnership between the Southern California Edison (SCE) and the County of Santa Barbara which includes the cities of Santa Barbara, Goleta, and Carpinteria. The program will assist and facilitate residents and businesses and other city and county government officials in understanding, managing, and reducing their energy use and costs, and position the partners as leaders in the region in energy management practices.

The program will provide Retro-Commissioning (RCx), Green Building Initiative Executive Order Compliance Assistance, energy and best practices education for facilities managers, design consultation as well as energy analysis of new construction and renovation project plans. Analysis of city facilities will be conducted to identify demand reduction projects with energy conservation measures (ECM) alternatives to optimize the energy and environmental performance of a new building design or extensive retrofit projects in the partner facilities.

The Partnership will deliver information regarding demand response, self-generation and low income programs, co-sponsor Agricultural Technology Application Center (AgTAC) and Customer Technology Application Center (CTAC) classes. In addition, 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). The partnership can be instrumental in identifying retrofit opportunities in Santa Barbara municipal buildings and distributing comprehensive energy information as well as support county and cities' efforts to transition their communities to the new energy codes.

6. Program Rationale

The Santa Barbara Partnership will optimize the opportunities for local governments in the Santa Barbara area 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.

The partnership will help promote an energy efficiency ‘ethic’ by increasing awareness and participation in energy efficiency, demand response, self generation, California Energy Commission (CEC), Department of Energy (DOE), Environmental Protection Agency (EPA) and energy management assistance (low income energy efficiency and California Alternative Rates for Energy [CARE]) programs. Energy code training will feature strongly in the Partnership.

This partnership 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 similarly 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 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

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 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.

The Santa Barbara Partnership will:

- Provide specialized energy efficiency offerings to the Santa Barbara communities, businesses, and municipal facilities;
- Leverage their communication infrastructure to inform their local communities about the wide variety of energy efficiency and demand reduction offerings available to them and encourage participation;
- Identify opportunities for municipal building retrofits, new construction and to funnel i.e. increase participation in energy efficiency programs.

8. Program Strategy

Considerable progress towards the 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 program will adopt some of the following strategies:

Green Building Initiative Executive Order Compliance: Leadership in Energy and Environmental Design (LEED) certification and implementing the Governor's Executive Order S-20-04, The Green Building Action Plan.

Energy Audits and Technical Assistance: Santa Barbara Partnership will facilitate access to services provided by the IOUs 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. IOUs will provide planning and project management support to help with coordination and implementation of energy efficiency projects.

Energy Efficiency Training: Energy code training and other energy efficiency training targeted to meet Santa Barbara's needs. Training may be targeted to building professionals, energy managers and local government facility managers. This training will be developed and delivered by existing energy programs and will help Santa Barbara communities transition to the new energy codes.

Energy Information: The IOUs will provide the Partnership 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 to be distributed to government, businesses and residents.

Energy Efficiency Rebates/Incentives:

Revitalize communities and create awareness of energy efficiency and increased participation in energy efficiency rebate and incentive programs. They will utilize their existing infrastructure, for example water bills, and outreach activities to funnel energy efficiency programs which may include the following:

Multi-family Rebates: Sweeps of city/county housing and multi-family dwellings to include Compact Fluorescent Lamps (CFL) change-outs and torchiere turn-ins.

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

Residential Energy Efficiency Incentives: Promote available incentives at community events, for example county fairs.

California New Homes: Outreach to builders through their building departments and training events.

Small Business Direct Install: Identify areas of need and conduct neighborhood sweeps to install lighting, HVAC and other measures.

Residential In-Home Surveys – Coordinate with local agencies to distribute welcome package 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 CFLs per visitor.

9. Program Objectives

It is anticipated that the Partnership will funnel kWh by implementing the respective program strategies. Other objectives include:

1. Significantly increase the marketing of energy information, education and IOU incentive programs to all market segments in the Santa Barbara enabling and encouraging customers to make informed decisions to change energy use and practices
2. Increase small business participation in the installation of energy efficient equipment
3. Identify retrofit opportunities in municipal facilities
4. Leverage the city's institutional strengths and communication infrastructure to identify and respond to the specific needs of constituents.

The partners are working on a detailed program plan. Goals will be set for a partnership kick-off event, workshops, community events and municipal retrofit projects and/or new construction projects.

10. Program Implementation

All partners will participate equally in program development and the establishment of goals, deliverables and milestones for the program and share commitment to achievement of program goals.

SCE will identify a SCE partnership representative on a full- or part-time basis, who will be the single point of contact between Santa Barbara and SCE program managers. Santa Barbara County will work with the member cities to designate Energy Champions for respective cities or group of cities. The partnership representative will work with the Santa Barbara Energy Champion(s) to identify opportunities, schedule sweeps, coordinate CTAC, Business Customer Division (BCD) and Public Affairs participation as well as all SCE resources.

Training and Workshops

At the beginning of the program period, Santa Barbara will develop a training plan, including quarterly schedule. The partnership representative will help to identify relevant

CTAC/AgTAC classes or trainers. All training and workshop events will specifically promote relevant IOU energy savings programs.

Municipal Retrofits

Cities identifying municipal building retrofit opportunities will enter into agreement with the relevant SCE programs to secure incentives for the projects. Audits will be performed by SCE Business Customer Division or appropriate SCE vendor. SCE partnership representative will assist the City with program implementation. Savings will be tracked and credited to the Santa Barbara Partnership.

Community Events

SCE partnership representative 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 as well as the home energy surveys. The IOU Partnership Representative will identify SCE appropriate resources such as marketing materials, the mobile educational units, EE program support, trainers, etc. Santa Barbara will implement community events.

Some community events will be specifically designed to ‘funnel’ energy programs such as the Small Business Direct Install, Refrigerator Recycling, Multi-family and Mobile Home Programs.

Santa Barbara County and member cities will use their communication channels, where possible, to conduct outreach to business and residential customers, community-based organizations, building officials and energy efficiency contractors.

11. Customer Description

The partnership will target the County of Santa Barbara. All SCE customer segments, residential and non-residential, that can be positively influenced by the partnership 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 could be better served by partnership activities.

12. Customer Interface

In the case of cities, SCE partnership personnel will initiate person to person contact with appropriate city staff or elected official. Customers benefiting from partnership through ‘funneling’ efforts will be subject to the customer interface feature of the respective program.

13. Energy Measures and Program Activities

This is an information only program. Activities include workshops, community sweeps and community outreach events.

13.1. Measures Information

Measures will be funneled through the existing programs. The partnership will identify municipal retrofits and other projects which will be funneled through existing energy savings programs.

13.2. Energy Savings and Demand Reduction Level Data

Not applicable

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/facilitate 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

SCE partnership representatives 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

Local Government Partnerships will utilize existing energy efficiency programs, and the existing program's inspection criteria will apply as appropriate.

13.6. Marketing Activities

The partnership will develop a comprehensive marketing and media plan that is flexible and responsive to community needs. Marketing is addressed through direct mail, E-Newsletter, program literature, fact sheets, face-to-face meetings, customer education and outreach events, welcome packages for new home owners, web links and selected media advertising. Partners will be encouraged to participate in community events, including 'neighborhood sweeps' to create excitement and generate interest in energy efficiency and participation in IOU programs and services.

Marketing and Outreach Materials: Partners, especially local governments, use their communications channels which include, water and waste removal bills, and tax notices to outreach to customers. SCE will provide program materials to Santa Barbara including information on statewide campaigns. The partnership 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.