

2006-2008 Energy Efficiency Programs Fresno Energy Watch

PGE2021 FRESNO ENERGY WATCH (FEW)

1. Projected Partnership Budget

\$6,483,987

2. Projected Net Partnership Impacts

MWh:	26,110
MW (Summer Peak):	5.009
Therms:	133,048

3. Partnership Cost-effectiveness

TRC:	2.96
PAC:	2.59

4. Partnership Descriptors

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

Partnership Classification: Local

Partnership Status: Revised Existing (formerly Fresno Energy Savings Alliance)

5. Partnership Statement

PG&E, the City of Fresno, and Richard Heath and Associates, Inc. (RHA) will work together on the Fresno Energy Watch (FEW). FEW will promote reduced energy use and energy savings targets for the City of Fresno by providing energy efficiency information and direct installation of energy-efficient equipment free of charge to eligible PG&E customers. Eligible PG&E customers include residential and small business customers located within designated targeted areas.

6. Partnership Rationale

FEW will continue this successful partnership for 2006-2008 to provide energy audits and direct install of energy saving measures to mass market customers, enhanced incentives to municipal facilities, and a targeted information/education component. FEW will continue serving primarily mass market customers within the City of Fresno. FEW will seek out additional opportunities for savings through the installation of measures in municipal facilities beyond retrofits done under the 2004-2005 partnership.

7. Partnership Implementation Strategy

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

- 7.1. Single Family and Multifamily Residential Direct Install:** Energy efficiency experts will canvass designated neighborhoods and identify single and multifamily homes that qualify for the installation of a variety of free energy-efficient measures such as

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compact fluorescent lamps, interior and exterior hardwired fluorescent lighting fixtures, water faucet aerators, and low-flow showerheads.

- 7.2. Small Business Direct Install: This strategy will provide energy efficiency retrofit services to small commercial customers in targeted business districts. Energy efficiency experts will contact small businesses, offer to perform free energy audits to help businesses identify energy-saving opportunities and provide information regarding energy-efficient equipment. Qualifying customers may gain a number of energy-efficient upgrades free of charge.
- 7.3. Energy Efficiency Services and Incentives for Municipal Buildings: Technical consultants will survey major energy-consuming systems within City facilities in order to identify potential energy-saving opportunities. Financial incentives may be available to help support the investment in energy-efficient retrofits at select municipal facilities.
- 7.4. Energy Efficiency Education and Information Services: Local energy efficiency classes will be offered for building professionals who are either designing new commercial buildings (including multifamily housing) or managing existing buildings. Participants will learn about the latest developments in energy-efficient heating, ventilation and air conditioning technology; lighting; windows; hot water systems; and more.
- 7.5. Codes and Standards Support: Title 24 training and educational seminars related to energy codes and standards for existing and future building designs are available. These courses are targeted to designers, engineers, architects and building officials in Fresno.

8. Partnership Outcomes and Objectives

FEW will work towards the achievement of immediate, long-term energy and peak demand savings and the establishment of a permanent framework for sustainable, long-term energy management programs for partner entities.

Specific objectives for the FEW include:

- Achieving long-term savings and peak demand reduction through the free direct install and municipal components;
- Achieving equity of access to energy efficiency services by targeting marketing messages and by providing free direct install and energy audit services to these customers;
- Overcoming identified market barriers including lack of consumer information, lack of financing for energy efficiency improvements, and lack of a viable and competitive set of providers of energy efficiency services in the market;
- Exploring continuous improvements in codes and standards to increase energy savings in the future through the Codes and Standards element;
- Enabling and educating customers to change energy use and practices; and

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- Marketing and/or encouraging participation in other applicable PG&E rebate programs for installation of energy-efficient equipment not covered under the partnership.

9. Partnership Customer Description

Customer types targeted by the FEW vary depending on the services provided and include:

- Residential – Single Family and Multifamily Direct Install
- Small Business – Small Business Direct Install
- Municipal – Energy Efficiency Services and Incentives

10. Partnership Customer Interface

Customers will interact with contractors, vendors and retail outlets. They will receive information from mass media and investor-owned utility (IOU) marketing as well as through innovative outreach efforts.

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

The cost-effectiveness calculator contains end-use summary measures for the calculated incentive component. Traditional deemed savings elements are provided in the cost-effectiveness calculator for the Mass Market program. Incentive levels for the targeted market programs were developed to reflect current market conditions.

11.2. Energy Savings and Demand Reduction Level Data

As noted in section 11.1 above, measure-specific energy savings and demand reduction level data are contained in the cost-effectiveness calculators. The achieved energy savings and demand reduction levels will be calculated for each project employing the calculated savings approach.

11.3. Non-energy Activities (Audits, Trainings)

FEW will include non-energy activities such as energy audits, marketing and outreach, administration, and training and education. These activities will be limited and targeted to enhance the overall achievement of the energy goals and stated objectives. See Section 7 on Partnership Implementation Strategy for more detail on specific activities.

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11.4. Subcontractor Activities

RHA is responsible for assisting PG&E with implementation of:

- Marketing and Outreach;
- Energy Efficiency Retrofit;
- Single Family Direct Install;
- Multifamily Direct Install; and
- Small Business Direct Install.

RHA will coordinate with vendors, if applicable, to assist customers who may be interested in emerging technologies.

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

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

PG&E, working with FEW, 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 implementation. In general, however, PG&E and the LGPs 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.

11.5.1. *Expected Number/Percent of Inspections (planned percent of projects)*

Approximately 10 percent of all residential and small business installations will be inspected. 100 percent of projects using calculated savings will have a pre-installation and a post-installation inspection or whatever inspection rate is required under PG&E's core programs for calculated savings.

11.6. Marketing Activities

FEW will utilize a variety of marketing efforts to reach end-use customers and will leverage the unique local communication channels of local governments including local government mailings, 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 offerings will be marketed to diverse customer bases. The FEW implementer and PG&E will have overall responsibility for FEW marketing, advertising and outreach through existing implementer and PG&E channels.

The FEW implementer will deliver outreach, marketing and training to small business customers within the Enterprise Zone or south of Belmont Avenue within the city limits of Fresno. The FEW Implementer will deliver outreach, marketing and training to single family

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and multifamily customers within the city limits of Fresno. In addition, FEW will work with the IOU partners on an overall Partnership initiative to leverage the Energy Watch brand.

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.