

# 2006-2008 Energy Efficiency Programs

## Motherlode Energy Watch

### PGE2027 Motherlode Energy Watch

#### 1. Projected Partnership Budget

\$6,581,863

#### 2. Projected Net Partnership Impacts

MWh:	25,583
MW (Summer Peak):	4.791
Therms:	126,704

#### 3. Partnership Cost-effectiveness

TRC:	2.98
PAC:	2.61

#### 4. Partnership Descriptors

Market Sector: Residential: Multifamily; Nonresidential: Commercial, Municipal

Partnership Classification: Local

Partnership Status: Revised Existing (formerly El Dorado Energy Partnership)

#### 5. Partnership Statement

PG&E, the Counties of Sierra, Nevada, Placer, El Dorado, Amador and Calaveras, and the Cities of Nevada City, Grass Valley, Auburn, Placerville, Jackson and Angeles Camp will work together on Motherlode Energy Watch. The partnership will promote reduced energy use and energy savings targets for partner Cities and Counties 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 multifamily residential and small business customers located within designated targeted areas.

#### 6. Partnership Rationale

Motherlode Energy Watch is an expansion of the successful 2004-2005 El Dorado County Energy Partnership. Motherlode Energy Watch will serve the vast majority of the Sierra Foothill Region. The primary market served by the Partnership is the residential and small business mass market. Mass market customer participation in this area has been less than that in more urban service areas. Other significant market segments include small retail and agriculture due to the large number of wineries, orchard crops such as apples, pears and peaches, and specialty nurseries.

#### 7. Partnership Implementation Strategy

This partnership will coordinate the strengths of the counties and cities within the foothill region and PG&E to overcome energy efficiency market barriers, better serve unique city and county needs and the rural utility customers, and increase participation in PG&E energy efficiency programs.

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The implementation strategies for the 2006-2008 Motherlode Energy Watch are listed below in detail.

- 7.1.** Multifamily Residential Direct Install: Energy efficiency experts will canvass designated neighborhoods and identify multifamily homes that qualify for the installation of a variety of free energy-efficient measures.
- 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 and/or qualify for rebate incentives on applicable energy-efficient equipment.
- 7.3.** Energy Efficiency Services and Incentives for Municipal Buildings: Technical consultants will survey major energy-consuming systems within City and County facilities in order to identify potential energy-saving opportunities. Financial incentives may be available to help support the investment in energy efficiency retrofits at select municipal facilities.
- 7.4.** Energy Efficiency Education and Information Services: PG&E will provide energy clinics and classes designed specifically for residents, community-based organizations and businesses in Partnership communities. Through these free training opportunities, residential and business customers can gain suggestions on how to reduce their energy bills and operate more energy efficiently.
- 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 Motherlode Energy Watch communities.

### **8. Partnership Outcomes and Objectives**

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

Specific objectives for Motherlode Energy Watch include:

- Overcoming market barriers for mass market customers via direct install energy-efficient retrofits and rebates;
- Developing upstream delivery channels – discount at point of sale of specific measures through expansion of retailer relationships;

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- Increasing customer awareness and knowledge via residential and small business energy efficiency information services to include energy clinics, utility bill analysis, on-site energy audits and objective advice for permanent energy savings;
- Increasing customer awareness and knowledge via energy efficiency training tailored for community based organizations;
- Exploring continuous improvements in codes and standards to increase energy savings in the future via the Codes and Standards element;
- Accelerating investment at municipal facilities to reduce summer peak electric demand and winter gas usage via customized energy efficiency management services and financial incentives;
- Promoting the development and implementation of local energy efficiency building codes to encourage greater energy efficiency via targeted training and assistance to county and city staff;
- Expanding outreach efforts to include manufacturer, distributor, retailer and contractor relationships;
- Furnishing technical resources, information and financial services during the design stage to support private new construction within Motherlode Energy Watch communities, municipal buildings or other government facility construction;
- Introducing the latest innovative and promising technologies in energy through community road shows or energy efficiency centers; and
- Developing financing channels through existing financial institutions in the Foothill Region.

### **9. Partnership Customer Description**

Customer types targeted by Motherlode Energy Watch vary depending on the services provided and include:

- Residential –Multifamily Direct Install; Energy Efficiency Education and Information Services
- Small Business – Small Business Direct Install; Energy Efficiency Education and Information Services
- Agricultural - Small Business Direct Install; Energy Efficiency Education and Information Services
- Municipal – Energy Efficiency Services and Incentives for Municipal Buildings

### **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.

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The Motherlode Energy Watch implementer will coordinate with other energy efficiency programs in PG&E's service area including programs implemented by PG&E, other non-IOUTs, 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)**

Motherlode Energy Watch 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 success of the program's energy impact goals and stated objectives. See Section 7 on Partnership Implementation Strategy for more detail on specific activities.

#### **11.4. Subcontractor Activities**

PG&E will contract with the El Dorado Management Group (EMG) to provide implementation support for the partnership. EMG is based in the Sierra Foothill region and assisted with the implementation of the successful 2004-2005 El Dorado County Energy Partnership.

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 Motherlode Energy Watch, 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

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as a part of implementation. In general, however, PG&E and the partnership 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**

Motherlode Energy Watch 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. In addition, Motherlode Energy Watch will work with the IOU partners on an overall partnership initiative to leverage the Energy Watch brand. 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 implementer, EMG, and PG&E will have overall responsibility for Motherlode Energy Watch marketing, advertising and outreach through existing implementer and PG&E channels.

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.