

# South Bay Partnership

|                                      |           |                  |
|--------------------------------------|-----------|------------------|
| <b>1. Projected Program Budget</b>   | <b>\$</b> | <b>1,390,167</b> |
| <b>2. Projected Program Impacts</b>  |           |                  |
| MWh                                  |           | n/a              |
| MW (Summer Peak)                     |           | n/a              |
| <b>3. Program Cost Effectiveness</b> |           |                  |
| TRC                                  |           | n/a              |
| PAC                                  |           | n/a              |

## 4. Program Descriptors

Market Sector: Cross-cutting  
Program Classification: Local  
Program Status: Existing (Revised)

## 5. Program Statement

The South Bay Partnership is an alliance between the South Bay Cities Council of Governments (SBCCOG), Southern California Edison (SCE), and the Southern California Gas Company (SCG). The Partners propose to build on the current successful partnership program that established the South Bay Energy Savings Center (SBESC) in 2004 to become a more comprehensive source of energy information and expanding its efforts to deliver significant energy savings through project facilitation.

The 2006-08 program will be enhanced to deliver information regarding demand response, self-generation and low income programs, integrate more CTAC and ERC classes and identify retrofit opportunities in municipal facilities. 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 South Bay Energy Savings Center (SBESC) can be instrumental in identifying retrofit opportunities in South Bay municipal buildings and distributing comprehensive energy information as well as provide support for cities as they transition their communities to the new energy codes.

## 6. Program Rationale

The South Bay Partnership will optimize the opportunities for the fifteen local governments of the South Bay 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, CEC, DOE, EPA and energy management assistance (low income energy efficiency and 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 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 energy efficiency programs. These customers represent significant energy savings and demand reduction potential, as well as potential lost opportunities if not given targeted consideration.

In addition, the SBCCOG region includes a number of markets, such as non-English speaking consumers, renters, small businesses and government organizations that traditionally have not taken optimum advantage of energy savings programs. The partnership will expand awareness of energy efficiency programs and increase participation levels for all market sectors.

## **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 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.

## **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 program will be:

### South Bay Energy Savings Center - Energy Information

The South Bay Energy Savings Center (SBESC) is a local central clearinghouse for energy efficiency information, education and technical resources. The SBESC 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 SBESC. 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.

### The South Bay Public Facilities Energy Efficiency Project (EE+)

The SBCCOG conducted a needs assessment in the South Bay in 2005 and have identified opportunities for building retrofits in all 15 member cities. This program element would provide technical resources for these cities to identify, plan and execute various energy efficiency projects. The initial feasibility assessments identified over 3 million kWh and over 500 kW of savings possible in 56 facilities in 13 of the 15 cities.

These cities will be provided with technical assistance and incentives offered by the IOUs to retrofit municipal buildings through the full range of programs and services provided by the IOUs. It is anticipated that SBESC will also facilitate early identification of residential and nonresidential new construction projects through their network and the cities permitting process. Retrofitting of municipal buildings will support compliance with the Governor's 'Green Building Action Plan.'

The program will provide for the means to reserve funds for specific projects to enable cities to incorporate incentives into their budgets for these projects.

## **9. Program Objectives**

It is anticipated that the Partnership will funnel approximately 3 million kWh and 500 kW by facilitating energy efficiency retrofits in municipal buildings. Other objectives include:

1. Significantly increase the marketing of energy information, education and IOU incentive programs to all market segments in the South Bay 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 program will achieve the following annual targets:

- Twelve (4) workshops for Business
- Six (2) Workshops for Government
- Thirty (10) Workshops for Residential

- Three (1) Community Sweeps
- Eighteen (6) Community Outreach Events

## **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 partnership representative on a full- or part-time basis, who will be the single point of contact between the SBESC and SCE Program Managers. SBCCOG will work with the member cities to designate Energy Champions for respective cities or group of cities. SBESC personnel may perform this function on behalf of the SBCCOG members.

### Energy Savings Center

The South Bay Partnership will continue to operate from the centrally located SBESC office established by the SBCCOG to ensure easy access to the public, including handicap access. SCE /SCG will ensure that all energy-related information and marketing materials are made available for use or distribution by the SBESC and will be responsible for providing technical support and energy and demand information as appropriate. The partners will work to strengthen the energy efficiency displays and the lending library.

### Training and Workshops

At the beginning of the program period, SBESC will develop a training plan, including quarterly schedule. Workshop offerings will respond to the needs identified in the 2004-2005 Energy Efficiency Assessment. All training and workshop events will specifically promote relevant IOU energy savings programs.

### Municipal Retrofits

SCE/ SCG will utilize existing infrastructure to process and pay rebates and incentives, to 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.

Cities identifying municipal building retrofit opportunities will enter into agreement with the relevant SCE/SCG programs to secure incentives for the projects. Audits will be performed by SCE's Business Customer Division. SBCCOG may work with cities/energy champions to implement the projects. Savings will be tracked and credited to SBCCOG's efforts.

### 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 direct install sweeps, mobile home direct installations and re-lamping programs. The SCE

partnership representative will identify SCE appropriate resources such as marketing materials, the mobile educational units, EE program support, trainers, etc. SBCCOG staff or contractor will implement community events.

SBCCOG member cities will use their communication channels, 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, Refrigerator Recycling, Multi-family and Mobile Home and Integrated School-Based Programs. SCE Government Energy Action Resources materials will be used to support these efforts.

### **11. Customer Description**

The Partnership will target SBCCOG member cities. All SCE residential and non-residential customer segments,, that can be positively influenced by SBESC 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 SBESC activities.

### **12. Customer Interface**

In the case of cities, partnership personnel will initiate person to person contact with appropriate city staff or elected official. 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**

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.

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

This is an information only program.

#### **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 elements.

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

Partnership 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.

Because of the ‘uncertainty in savings estimates’ issue identified in the National Energy Efficiency Best Practices Study on Non-Residential Large Comprehensive Incentive Programs (Quantum Consulting Inc., December 2004), SCE will participate actively in the estimation of energy savings for each project.

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

The South Bay Partnership will utilize existing energy efficiency programs, and the existing program’s inspection criteria will apply as appropriate.

### **13.6. Marketing Activities**

SBESC will develop a comprehensive marketing and media plan that is flexible and responsive to include additional seasonal initiative promotions. Marketing is addressed through direct mail, E-Newsletter, program literature, fact sheets, face-to-face meetings, customer education and outreach events, 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 increase participation in IOU programs and services. CFLs will be distributed at outreach events to help generate interest in the program.

SBESC will develop public service announcements for local cable television (CATV) as well as coordinate opportunities for local cable television interview shows with our local elected officials, IOU’s and SBESC representative.

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/SCG will provide program materials to the SBESC including information including statewide campaigns.

### **14. Program Changes**

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