

Palm Desert Partnership Demonstration Project Program Implementation Plan (Revised)

Dated: January 16, 2007

Palm Desert Partnership Demonstration Project

1. Projected Program Budget	\$	14,000,000
2. Projected Program Impacts		
MWh		26,866
MW (Summer Peak)		9,442
3. Program Cost Effectiveness		
TRC		1.07
PAC		1.51

4. Program Descriptors

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

5. Program Statement

The Palm Desert Partnership Demonstration Project (the “Project”) presents a model for community energy partnerships that brings the City of Palm Desert (the “City”) and its energy utilities, Southern California Edison Company (SCE) and Southern California Gas Company (SoCalGas), together in a partnership in which each of the partners brings its experience, expertise and resources to bear on the task of saving energy. The facilitating partner for this demonstration project is The Energy Coalition, which also advises the partners on partnership principles. This partnership between the City, its energy utilities and the facilitating partner provides the foundation for a long-term energy partnership commitment and a five-year, comprehensive demand-side management campaign.

Partner City

Palm Desert

Partner Utilities

Southern California Edison Company

Southern California Gas Company

Facilitating Partner

The Energy Coalition

California benefits from this powerful partnership model because the City’s residents and businesses are empowered to become reliable providers of cost-effective, environmentally-advantaged, demand-side management (DSM) energy resources that help meet the State’s growing energy needs. In return, the City’s citizens and businesses reap the economic benefits of their participation in a comprehensive program that helps them save energy and save money.

6. Program Rationale

The City of Palm Desert is already an acknowledged leader in wise energy policy and civic commitment. Similarly, SCE is recognized as a national leader in energy efficiency, and offers one of the largest portfolios of customer programs in the country. The Energy Coalition brings policy expertise and facilitation skills to the Partnership. By joining together in the Project, the City, SCE, SoCalGas and The Energy Coalition will leverage each other's strengths and resources for the benefit of the City's residents and businesses.

The City's residents and businesses will continue to enjoy complete access to all of the programs currently offered under SCE's and SoCalGas' portfolios, including the services offered through the existing 2006-2008 Community Energy Partnership. However, under the Project, the City and the utilities will join together to deliver these additional unique offerings:

- A suite of comprehensive cost-effective packages of DSM measures and behavioral changes that also incorporate emerging technologies as they become commercially available for HVAC, lighting, refrigeration, and pumping;
- A focused, comprehensive HVAC program that maximizes on-peak energy savings and demand reduction by focusing on early replacement through higher incentives offered through special seasonal "sales" and aggressive promotion of services;
- Closely coordinated local education, training, marketing and outreach (including neighborhood "sweeps" and events) in which the utilities and the City work together to educate consumers and co-promote programs;
- Packaging financial incentive bundles that marry cost-effective utility incentive levels with various financing packages arranged by the City to make it easier for customers to choose to participate in programs; and
- Tying together the City's new energy codes and mandates with utility-offered technical assistance and incentives to facilitate compliance.

7. Program Outcomes

This Project is envisioned as a five-year, sustained campaign. Over the course of those five years, SCE and its Project partners have set an objective to reduce overall energy usage and peak load in the City by thirty percent (30%). To launch the Partnership on this remarkable goal, SCE will spend up to \$14 million in incremental energy efficiency funding over the 2006-08 program cycle. SCE plans to request funding to implement the Project during 2009-11 in SCE's 2009-2011 energy efficiency funding application.

8. Program Strategies

The Project offers a unified approach where all DSM program offerings work together seamlessly to help customers take actions. The Partnership will rely on a combination of short- and long-term program solutions over a 5-year period in order to achieve the City of Palm Desert's stated energy goals for its community. The overarching principle of the Project is to provide comprehensive approaches to all customer groups through targeted strategies with a focus on early replacement of inefficient equipment. Marketing, outreach and delivery strategies are intended to leverage the strengths of each of the partners.

8.1 Program Strategy: Promotion and Outreach

- A multi-faceted approach impacting all residents and businesses
- Energy surveys for all customers with an emphasis on in-home energy surveys.
- Continuous, targeted communication and education
- Neighborhood sweeps to sell, finance and install measures
- Demonstration projects showcasing efficiency opportunities within the program
- School curriculum promoting efficiency and demand reduction

8.2 Program Strategy: Comprehensive HVAC

- Robust program to encourage early replacement in all markets
- Incentives and financing to encourage early retirement
- Trained, certified contractor/dealer network
- Includes proper installation and air duct repair

8.3 Program Strategy: Residential Consumers

- Surveys and sweeps provide specific customer info for ongoing targeted communication
- Sales events, point-of-sale incentives and neighborhood sweeps increase participation and make things easy
- A set of HVAC measures unique to Palm Desert, designed to significantly increase participation and to test their acceptance in the market
- Addresses all areas: behavioral changes, appliances, cooling, lighting, pools
- Addresses all segments: single family, multifamily, condominiums, and mobile homes

8.4 Program Strategy: Nonresidential Consumers

- Incented equipment replacements for small businesses
- Detailed audits, technical assistance and incentives for large businesses

- Segment focused (golf courses, building tune-ups, motel/hotel)

8.5 Program Strategy: Residential and Nonresidential New Construction

- New ordinance mandating higher efficiency construction
- Technical and design assistance for developers to meet higher requirements

9. Program Objectives

This Project is envisioned as a five-year, sustained campaign.

The tables below summarize preliminary estimates of program costs and energy savings for the electricity component of the Program.

Total Partnership Program Summary			
Measure Category	Energy Savings		Cost (\$M)
	GWh	MW	
Residential Portfolio	TBD9.6	4.0	TBD\$10,089,451
Non Residential Portfolio	30.7	8.2	TBD\$7,910,549
Total	40.2	12.3	\$14,000,000

Residential Portfolio Summary		
Measure Category	Energy Savings	
	GWh	MW
HVAC	5.30	2.7
Pool Pumps	0.11	0.00
Other	0.67	0.60
Total	9.6	4.0

Non-Residential Portfolio Summary		
Measure Category	Energy Savings	
	GWh	MW
Refrigeration	0.57	0.03
Water heating	-	-
Lighting	15.27	2.66
Other	4.80	1.44
Total	30.7	8.2

10. Program Implementation

SCE's partnership approach has proven to be an appealing model from a participant standpoint because it bundles services that have been disparate and sporadically utilized by customers. Partnership participants are exposed to "the bigger picture" of local, state and global energy resources, and they are presented with a variety of energy savings opportunities through electric, gas, and water utility programs and sustainable practices. Results are not delivered in isolation. This is facilitated by administrators from both SCE and SoCalGas who are deeply involved in the program and are in routine communication with the facilitating partner, The Energy Coalition, as well as the City, serving as a link between the utilities and the City.

The table below highlights the activities involved in implementing the Project, and provides preliminary roles and responsibilities based on each partner's experience, expertise and resources. The roles and responsibilities of each partner are subject to change.

Partnership Roles & Responsibilities

Activity	Palm Desert	SCE/SCG	Energy Coalition
Policy & Operations Planning	<ul style="list-style-type: none"> • Team lead on the City of Palm Desert data • Team lead on the City actions • Team lead on program design for the City & non-utility-funded programs, including local codes 	<ul style="list-style-type: none"> • Team lead on tie to resource planning • Team lead on program design for utility-funded programs • Team lead on technical expertise 	<ul style="list-style-type: none"> • Team lead on the development of unified plan principles and is supported by all partners • Team lead on the planning for energy co-op program • Policy guidance
Administrative Functions	<ul style="list-style-type: none"> • Team lead on the City reporting to local government 	<ul style="list-style-type: none"> • Track & report results to CPUC • Oversight of budget & expenditures • Oversight of Measurement/Quality Assurance/Audits 	<ul style="list-style-type: none"> • Planning and coordination of meetins • Publishing of meeting minutes and action items
Program Operations & Oversight	<ul style="list-style-type: none"> • Team lead on the City & non-utility-funded programs 	<ul style="list-style-type: none"> • Team lead on IOU-funded program operation • Overall project/program management 	
Marketing Functions	<ul style="list-style-type: none"> • Team lead on the City-only marketing materials • Team lead on local media contacts 	<ul style="list-style-type: none"> • Coordination w/ Energy Star/Flex Your Power/Save Energy, Save Money campaigns • Team lead on developing campaign plans and messaging • Team lead on joint marketing efforts and program collateral materials 	<ul style="list-style-type: none"> • Team lead on Energy Coalition newsletter to interested stakeholders
Local (Face-to-Face) Community Outreach	<ul style="list-style-type: none"> • Local team lead on coordination of face-to-face community outreach & recruitment 	<ul style="list-style-type: none"> • Community outreach, including provision of “feet-on-the-street” local presence 	<ul style="list-style-type: none"> • Participate in local outreach • Team lead on PEAK program

11. Customer Description

The City of Palm Desert is primarily a residential, commercial and resort community. System-wide residential customers account for 33% of usage, where in the City of Palm Desert this proportion is 44%. The City has a different demographic profile than the Coachella Valley in general of the SCE service territory. The population is predominantly white and highly educated. Average household income is virtually identical to SCE in general, but average income is 13% higher, reflecting double the percentage of residents making \$200,000 or more per year (7% and growing). The City community is a more mature population with a median age of 47 versus 34 for the SCE area.

Residential electricity usage in the City reflects the hot climate and higher usage of air conditioning and pool pumps and is presently 50% higher than for the typical SCE customer. The greatest difference in consumption is in single-family and mobile homes, both are nearly double the system average, while apartment and condo usage is relatively similar to system average usage.

In the case of markedly greater than system average usage in the City of Palm Desert's single-family homes, the increased usage may partially reflect larger home size than the system average, and is attributable in large part to higher air conditioner usage. In the case of mobile homes, the greater than average usage is almost entirely due to the very warm summer climate and much higher usage of air conditioning. Another obvious – but nevertheless key -- driver of electricity consumption in the City of Palm Desert's residential market is the customer resides in the City year-around or only in the winter season.

Usage in the City of Palm Desert has increased over time, although due to the energy crisis in California and a weaker economy, usage on a per-capita basis is now slightly lower than it was in 2000. The City of Palm Desert accounts for 0.8% of system electricity usage and customers, but less than 0.4% of the customer base. In general, more customers are moving to the eastern portion of the SCE service area (Riverside and San Bernardino counties) into larger homes with more air conditioning. Riverside County is expected to double in population from 2000 to 2030.¹ With one of the fastest growing populations in Riverside County, demand for peak electricity in the City will continue to increase, particularly to serve air conditioning load.

There are 31,800 residential dwellings in the City of Palm Desert and nearly all represent at least some level of opportunity for retrofits. Of those, the largest potential may exist in the condominium sector, since it constitutes over one half of the market—and 67% were built before 1984, when efficiency building standards were far less rigorous. These units

¹ Some reports indicate that the population in Riverside County is expected to double by 2030. *See* Southern California Association of Government's 2004 Regional Transportation Plan/Growth Vision: Socio-Economic Forecast Report, at page 43. (<http://scag.ca.gov/forecast/downloads/forecastreport2004.pdf>).

were built with single-pane windows, low SEER air conditioning, little or no energy efficient lighting, and may contain refrigerators manufactured before higher energy efficiency models were available. Empirical data suggests that the potential for HVAC replacement in this market may be less than some estimates, because many of these 20+ year old units may have been already replaced or substantially repaired, due to their heavy use during the long hot summer months experienced in the City of Palm Desert. Where air conditioners have already been replaced with more efficient units that cannot be cost-effectively replaced as part of the Project, high performance windows, window tinting or awnings (that reduce heat gain) along with lighting and appliance measures, could be of real value to residents living in these older condominiums. However, windows should only be considered on a case-by-case basis, for reasons explained in Section 14, Energy Measures and Program Activities.

Older single family homes and mobile homes are another key market: over 2,600 of the 9,800 single family dwellings were built prior to 1984 and mobile homes typically have oversized air conditioners and poorly installed air ducts. Swimming pool circulation pumps are usually one-speed with horsepower ratings that exceed that needed with new pump designs. Estimates indicate that upgrading HVAC, pool pumps, windows, insulation and appliances could achieve 28% in energy savings and 20% in demand reduction.

There are few very large industrial or commercial accounts (12 in total) but there are many smaller and medium accounts. The table below shows customers and usage by SCE rate group. Five segments comprise 75% of nonresidential usage: Offices, retail, miscellaneous small commercial, hotels, and water agencies.

Rate Group	Usage (kWh)	No. of Customer Accounts
DOMESTIC	316,354,478	29,977
GS-1	64,016,453	4,723
TC-1	355,508	74
GS-2	181,842,995	1,128
TOU-GS-2	14,269,014	95
	260,483,970	6,020
TOU-8/PRI	44,452,414	4
TOU-8/SEC	16,092,205	8
	60,544,619	12
PA-1	5,078,361	52
PA-2	7,480,826	59
AG-TOU	27,153,658	61
TOU-PA-5	36,930,299	41
	76,643,144	213
ST.LIGHT	2,961,742	305
TOTAL	716,987,953	36,527

Peak electricity demand continues to be a critical issue for Southern California in particular because it is the peak demand that determines the need for resources. Figure I below shows a 24-hour chart of average residential electricity demand per customer for the City of Palm Desert and for the SCE system. Peak usage “spikes” a great deal more than for the system. In the City of Palm Desert, the average residential customer’s summer peak usage is 267% of off peak usage, compared to 147% for the system. For this reason, SCE will emphasize energy saving measures that also target peak demand reductions in order to maximize the value of measures to all customers in general.

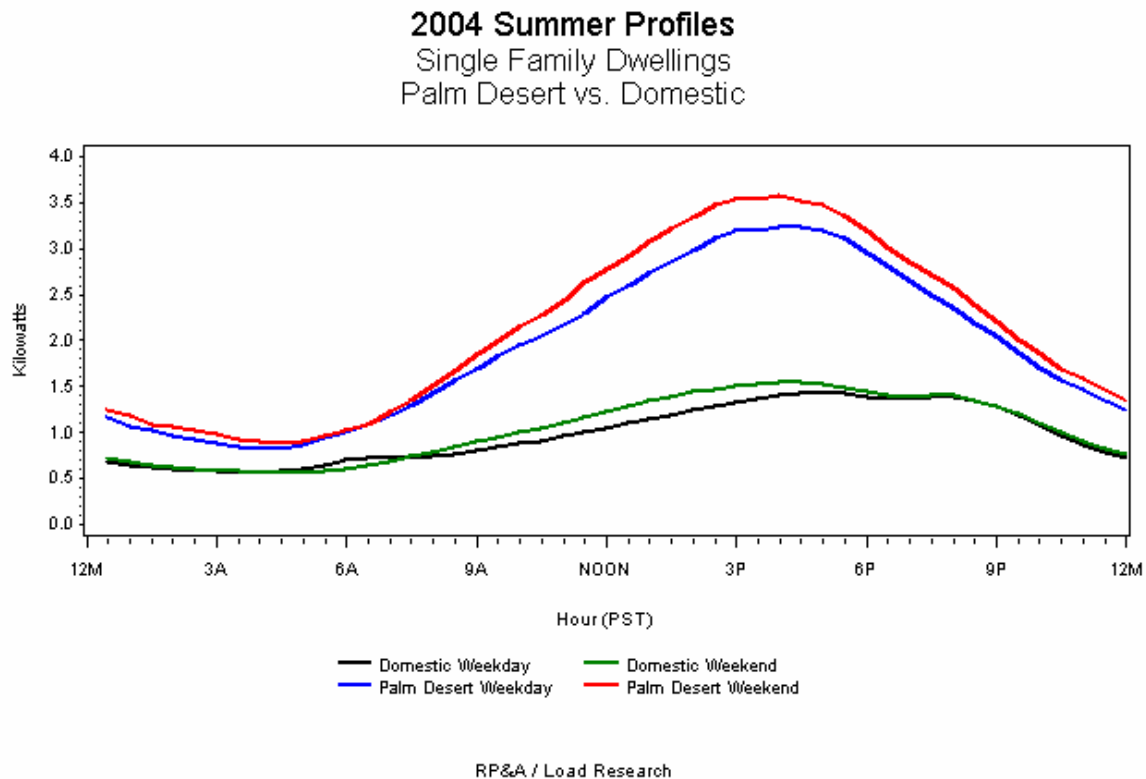


Figure I

12. Customer Interface

Critical to the Project, and a key driver to customers taking actions to reduce energy use and peak demand, is an outreach and information campaign that continually promotes the energy efficiency ethic and contains a follow-up mechanism with residents who have expressed interest in energy efficiency. The Project’s Home Energy Efficiency Survey offering will be promoted through a joint SCE/SCG/City of Palm Desert communication strategy that may include announcements in local media, newsletter articles, direct mail campaigns, etc.

First, a cadre of energy use specialists will be available to complete comprehensive in-home energy surveys, either as part of energy efficiency “events” targeted especially to mobile home parks and condominiums or from customer requests. These surveyors will identify appropriate measures for the home, and discuss incentive and financing options. The surveyors will also install compact fluorescent light bulbs (CFLs) and water/gas-savings measures. Online and mail-in surveys will also be available.

The collected survey information will be made available for additional communication opportunities, including special “sale” offerings, retailer promotions, and reminders to take advantage of energy efficiency opportunities.

Installation contractors will serve as another primary marketing tool. Using program materials provided by the Project (including a package that outlines the energy savings of various devices, environmental impacts, bill reductions, testimonials, available financing, and utility incentives), these contractors will have the ability in many cases to apply incentives at time of sale, making the transaction as streamlined as possible for the consumer. They will also participate in energy events and presentations made to condominium association meetings, at clubhouse events, etc.

13. Energy Measures and Program Activities

Among the opportunities that will be available in the residential market to help reach the Project’s goals are:

- **Appliance Recycling**— Offers cash incentives, and free pick-up and disposal of inefficient refrigerators and freezers.
- **Room Air Conditioner Turn-In Events**— Offers cash incentives to turn in inefficient room air conditioners and purchase new ENERGY STAR® qualified models. Turn-in incentive and point of sale instant discounts will be available at the time of purchase at participating home improvement centers.
- **Lighting Exchange/Turn-In Events**— Free replacement of halogen torchiere floor lamps and incandescent plug-in table, desk, non-torchiere floor lamps, and night lights through local outreaches.
- **Hardware Incentives**— Incentives for the purchase of ENERGY STAR® qualified refrigerators or room air conditioners, and qualifying energy-efficient whole house fans, pool pumps and motors, and electric storage water heaters paid as a point-of-sale discount instant discount or rebate.
- **Innovative Pool Pump Technology**— Trains local contractors on how to install new variable-speed pool technology that minimizes energy use and achieves savings of up to 90%. These pumps can be programmed to operate during off-peak hours only.

- **Comprehensive Packaged Air Conditioner Replacement, Maintenance and Finance**— See description under Non-Residential Measures and Incentives, Section 4 B below.
- **Early Replacement HVAC Incentives**— Early replacement of air conditioners delivered through the Comprehensive HVAC Program.
- **Window Treatment**— Inefficient windows present a special set of issues for the Project. Incentives and financing to either retrofit single pane windows or treat them with window tinting or awnings that reduce heat gain are included in the Project plan as an option.

In addition to window treatment, the Project will promote measures that reduce heat gains through windows such as shading and awnings. Window film is a relatively inexpensive measure, applicable to only single pane clear windows, but is not as effective or as long lasting as high performance windows. External shading such as awnings can help reduce heat gains especially through south and west facing windows.

- **Comprehensive Mobile Home**— Direct installs for mobile home occupants and property managers, including HVAC refrigerant charge and air flow tune-up, duct test and seal, occupancy sensors, interior and exterior CFLs, night lights, interior and exterior hardwire fixtures.
- **Multifamily Rebates**— Cash rebates for property owners or managers of multifamily complexes with two or more units that purchase and install HVAC equipment or services, Energy Star® labeled Room Air Conditioners, pool pumps and motors, exit signs, occupancy sensors, and photocells.

New Construction—There is no New Construction component in the \$14M approved. This entire section should be deleted.

- **Comprehensive HVAC Replacement and Maintenance**— A significant opportunity for energy savings and demand reduction lies in the thousands of existing air conditioning systems in the City. Energy savings can be realized by replacing older equipment, properly installing new equipment, and properly servicing and maintaining existing systems. Information and financial incentives available through SCE’s Comprehensive HVAC Program, as well as information regarding financing options provided by the City, will ensure quick, widespread customer action. This Project offering will:
 - Address all customer segments, and be delivered in conjunction with the other programs, services, and promotions that form the Partnership plan.
 - Communicate to residential and commercial customers the financial benefits of replacing older, inefficient systems with state of the art high efficiency systems, and create a call to act immediately.

- Train and certify air conditioning dealers/contractors on state of the art diagnostic, repair and installation techniques including duct leakage testing and sealing, and refrigerant and air flow adjustment, and offer financial incentives for performing energy saving services.
 - Offer a financial incentive to customers to retire their existing systems early.
- **Comprehensive Commercial Retrofit**— There is ample opportunity to reduce energy consumption in the commercial sector. A portfolio of program strategies will be deployed to systematically and comprehensively address energy savings in each customer segment in the City.

1. Small Business Lighting, Refrigeration, and HVAC

This offering will provide free comprehensive replacement of inefficient lighting systems, and maintenance and repair of refrigeration systems, to small businesses in the City of Palm Desert. The program will conduct an audit of the business and assess the condition of the systems. Lighting will be replaced and certain refrigeration energy efficiency measures will be installed at no cost to the business owner. A condition assessment will determine what additional programs and services could be applicable, and the necessary referrals will be made to ensure follow up services are offered/provided.

2. Comprehensive Business Incentives Services

The Comprehensive Business Incentives Services offering (CBIS) integrates information, design assistance, and financial incentives into one comprehensive offering to help customers adopt energy efficient practices and equipment by addressing informational, financial, performance uncertainty, and transactional cost barriers. As such, the CBIS will offer a multi-strategy approach for key nonresidential customer segments.

a. Standard-Offer Financial Incentives

The CBIS is available to all of the more than 6,400 service accounts identified in the City. The Express Efficiency element will provide customers with opportunities to apply for prescriptive type of incentives and calculated approach with more complex projects utilizing the Standard Performance Contract. Opportunities that will be emphasized include indoor lighting, refrigeration, professional wet cleaning systems, and waste water aeration improvements and controls.

b. Energy Audits

Beginning in 2006, SCE’s Business Customer Division will perform business audits as part of the Warm Climate Outreach Effort. This effort may benefit another 500 customers in the City that receive facility audits and other energy efficiency offerings. Remote energy audits will also be available through phone, internet, and mail. These audit activities will be closely coordinated with the Direct Install offering and other Project

offerings to minimize and avoid duplication of efforts and conflicts in program offerings.

c. “Project Champion” Technical and Implementation Assistance

For the largest, most promising opportunities developed from energy audits, specialized project technical services, and a “project champion” will be provided. This approach will ensure that whatever barriers that may exist to a customer’s implementation of the project will be addressed, and that the project will be driven from inception through to completion.

d. LED Traffic Signal Retrofits

Another targeted effort includes converting the remaining traffic signals in the City to LED. Traffic control tariff with its 74 accounts still have retrofit opportunities although the City participated in the 2001 SCE Traffic Indicator Program, where 700 green and 300 pedestrian LED indicators were replaced to achieve an energy saving of 650,430 kWh and a demand reduction of 125 kW. The Project effort will include converting the red and amber colored traffic signals.

e. Agriculture and Golf Course Energy Efficiency

The Agricultural and Golf Course Energy Efficiency offering is a portfolio of products and services designed to enhance adoption of energy efficient equipment and practices among agricultural customers. This offering addresses two characteristics of the sector that have historically been a stumbling block to adoption of energy efficiency throughout all regions of the country, and California in particular: diversity of the customer base, and the relatively small role of electricity in their costs.

The program is designed to enhance the energy efficiency of the agriculture sector that include a tests and audits of pumping systems, education and design assistance, financing and incentives, load management, and pilots and feasibility assessments. The agriculture/pumping customers in the City of Palm Desert consist of 213 service accounts with an energy use of 77 million kWh annually. This segment of the market consumes about 10% of the total energy for the City. However, comparing to all business accounts, it is about 20% of the business energy usage.

SCE can provide services to all 213 service accounts to perform pumping assessments and provide incentives to replace the motors to more energy efficient units and also include variable frequency drives and controllers. Other enhancements may be added to target additional energy efficiency measures typically found in pumping operations. The offering will also include a targeted strategy for golf courses ensuring the most energy efficient landscape irrigation options are available to the numerous golf courses in the City.

- **Thermal Energy Storage** — TES is the process of cooling (or freezing) water during off-peak or night-time hours and storing it for use the next day to air condition commercial, industrial, and institutional buildings. TES is a technology that, when properly designed, implemented, and commissioned, can improve cooling system efficiency by up to 10% (energy savings), and reduce cooling system related peak electrical demands by 60% to 80% (load reduction) on the hottest summer afternoons.
- This offering is designed to help commercial facilities reduce peak load for installing a thermal energy storage system that provides space cooling during critical peak hours. Small commercial customers can take advantage of an ice storage TES system. For larger commercial facilities, chilled water TES systems have the capability of removing large cooling loads off SCE's grid during periods of high peak demand.

13.1 Measures Information

Measure information is provided in the corresponding cost-effectiveness calculators.

13.2 Energy Savings and Demand Reduction Level Data

Energy savings and demand reduction estimates are provided in corresponding cost-effectiveness calculator.

13.3 Non-energy Activities (Audits, Trainings, etc.)

13.3.1 Residential Surveys

The Project will implement residential On-Line Survey advertising and marketing campaigns to encourage customer participation. The residential On-Line Survey, available on SCE's web site, provides customers with a detailed set of recommendations tailored to the customer's energy use profile. Customers will be encouraged to spend 15 minutes to answer specific questions and instantly receive this analysis of energy use and a set of recommendations. On-Line Surveys are available in English, Spanish, Chinese and Vietnamese.

In-Home Energy Surveys provide customers, who may not respond to On-Line surveys, with a more personalized, face-to-face energy survey option. After responding to the call for energy efficiency in the City, customers can have an in-home survey. A trained energy auditor inspects the home and provides the customer with immediate answers to basic questions as well as specific recommendations on how customers can save energy and water. The energy auditor and provides valuable energy-saving information.

13.3.1 Residential Surveys

For large and medium nonresidential customers, facility surveys and audits will be conducted by SCE or third party program implementer staff to make the customer aware of opportunities that may exist to implement energy efficiency

projects. These surveys and audits can be initiated through a customer or vendor request to SCE, through SCE's account management staff, or third party program staff. Detailed information will be recorded in a tracking system, including equipment inventories and project recommendations. Recommendations will be followed up periodically to determine implementation status and whether additional assistance will be required to cause a project to be implemented.

For smaller customers, onsite audits may be conducted, or information may be provided through direct mail, email, telephone or other means through the Education, Training and Outreach program. Detailed information will be recorded in a tracking system, including equipment inventories and project recommendations. Recommendations will be followed up periodically to determine implementation status, and whether additional assistance will be required to cause a project to be implemented. If a project resulting from a survey or audit is implemented without design or financial assistance, energy savings will be logged into the tracking system, and claimed toward program goals.

13.4. Subcontractor Activities

Third parties will be utilized extensively to perform application reviews, on-site inspections, and measurement and energy savings verification activities. For the onsite audit service, SCE's Business Solutions Group will perform audits for the unassigned (i.e. small) customers, and the Business Customer Division will perform audits for the assigned (i.e. large) customers. Depending on the size and complexity of the facility the audit is either performed by an account representative or field engineer. The automated audit tool, a pocket PC, portable printer and audit software, are provided by a third-party.

13.5. Quality Assurance and Evaluation Activities

SCE and its partners will support the California Public Utilities Commissions' Energy Division staff to evaluate and measure the Palm Desert Partnership in accordance with the adopted program measurement protocols (California Energy Efficiency Evaluation Protocols: Technical, Methodological, and Reporting Requirements for Evaluation Professionals, dated April 2006).

Quality assurance activities will include ride-alongs with the installation contractors and unannounced on-site visits during scheduled installation activity. Post-installation on-site visits will verify that contractor recorded measures have been installed. Program staff will survey customers post-participation for satisfaction ratings and measures installation verification.

13.5.1 Expected Number/Percent of Inspections

It is anticipated that approximately 3% of all participating customers or customer sites will receive quality assurance and inspection efforts. This percentage may change depending on individual program strategies and further refinement of program design and plans.

13.6. Marketing Activities

Critical to this Project, and a key driver to making customers take actions to reduce energy use and peak demand, is an outreach and information campaign that continually promotes the efficiency ethic and contains a follow-up mechanism with residents who have expressed interest in efficiency. The survey service will be promoted through a joint SCE/SCG/Palm Desert communication strategy that may include announcements in local media, newsletter articles, direct mail campaigns, etc.

First, energy use specialists will be available to complete comprehensive in-home energy surveys, either as part of energy efficiency “events” targeted especially to mobile home parks and condominiums or from customer requests. These surveyors will identify appropriate measures for the home, and discuss incentive and financing options. The surveyors may also install compact fluorescent light bulbs (CFLs) and water/gas-savings measures. Online and mail-in surveys will also be available.

The collected survey information will be input into a database that can be mined for additional communication opportunities, including special “sale” offerings, retailer promotions, and reminders to take advantage of energy efficiency opportunities.

Installation contractors will serve as another primary marketing tool. Using program materials provided by the Project (including a package that outlines the energy savings of various devices, environmental impacts, bill reductions, testimonials, available financing, and utility incentives), these contractors will have the ability to apply incentives in many cases at time of sale, making the transaction as streamlined as possible for the consumer. They will also participate in energy events and presentations made to condominium association meetings, at clubhouse events, etc.

Also included in outreach activities is assistance to City staff, residences, builders and developers in promoting standards that ensure that all new construction and retrofit projects incorporate the most energy efficient designs and measures possible.