

Community Energy Partnership (Non-Resource)

1. Projected Program Budget	\$	4,633,891
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: SCE Service Territory
 Program Status: Existing

5. Program Statement

The Community Energy Partnership is a hybrid and multidimensional partnership for the delivery of sustainable energy efficiency in Southern California. For seven years, The Energy Coalition has facilitated the development of a far-reaching, innovative program for engaging communities in responsible energy use, raising their awareness about energy efficiency, the importance of peak demand reductions, as well as renewables and transportation energy. It is a demonstration that draws upon the strengths of key energy stakeholders in each city to create a powerful synergy.

Partner Cities

Irvine
 Santa Monica
 Moreno Valley
 Palm Desert
 Brea

Corona
 San Bernardino
 Cathedral City
 Hermosa Beach
 Santa Clarita

Partner Utilities

Southern California Edison

Southern California Gas

Facilitating Partner

The Energy Coalition

The Community Energy Partnership is a demonstration partnership that has the potential to dramatically change the relationship between utilities and the cities they serve, and the responsibility that all consumers take for their energy use. Through the partnership, a traditional

equation is turned on its head: No longer are utilities perceived as commodity providers. Cities step up to the plate and play an active role in their energy future. The partnership ultimately defines a new relationship and a new business model for electric and gas utilities.

6. Program Rationale

The Community Energy Partnership covers a variety of program types, or components, that collectively constitute the partnership, and the involvement of approximately one hundred thousand Californians taking action on energy issues. It is a continually evolving set of initiatives in the partner communities to raise awareness about efficiency, and to get efficient products into the hands and homes and small businesses. It is purposefully broad and continually evolving to find ways of engaging people – supported by efficient technologies -- and includes education, training, direct installations, as well as marketing and outreach, and efficient product distributions and promotions. It involves and engages participants in many different ways, from basic information on efficiency to a Community Efficiency Tune-Up to designating Energy Champion participants.

The Community Energy Partnership model is not just a program, it is a movement. It involves people working together to foster responsible energy use and smart energy management in California cities. It involves leadership and volunteerism. In the 2006 – 2008 funding cycle, the partnership will build on the plethora of relationships and the trust established thus far, allowing for greater levels of participation and penetration, and additional linkages to other utility services to maximize smart energy management.

The Community Energy Partnership is a demonstration model that has huge ramifications to the State's power system.

Proven Success

For the past two energy efficiency funding cycles, activities in the Partnership have far exceeded expectations, real efficiency savings were delivered, and there is remarkable enthusiasm on the part of each of the partners, to carry on and to dig deeper for sustainable energy savings.

Enthusiasm

The original partner cities are eager to extend their initiatives. Many of their citizens are ready to “take the controls” of their current energy use and energy future. The cluster of cities is working well, the program designs are effective, and the Coalition has a solid track record of implementation experience. The summary results of Planning Forum 2, attended by all the cities and held in November of 2005 to refine the program for 2006 – 2008 are presented below:

- We're on the right track; now its time to be creative and expand.
- Aggressively pursue energy solutions during time of peak demand
- Let's use the foundation set to leverage existing utility programs

- Modify the Tune-Ups to best meet community needs
- Integrate PEAK – bring more hands-on serving learning to the community
- Create new partnerships within the community, with students, churches, business associations, police and fire, and those already working with hard-to-reach groups.

Trust

The Community Energy Partnership works in a unique way and in doing so has been able to reach energy consumers that are most in need of energy and dollar savings. The partnership works with participants who have been largely cynical about their prospects of having an impact at the community or state level.

Ethics

The partnership educates participants and organizes communities to fundamentally change the way people think about energy and other finite resources. The Community Energy Partnership that has now grown to ten Southern California Edison cities, representing a million Californians, will build a responsible energy ethic to transform attitudes and markets.

Tapping “Ordinary People”

The model is proving that "ordinary people" can be educated and inspired to reap the benefits of immediate action and become part of a process of creating a healthy energy future. Through collaboration stimulated by the cities and the strategic partnerships developed by The Energy Coalition, Community Energy Partnerships are a potent model and expression of community energy responsibility.

Respect

The respect Community Energy Partnership has gained as an innovative and essential approach to delivering an energy efficiency ethic and measures has been hard-earned. It speaks to the success of a robust set of activities in the partner cities that are at once providing immediate energy-savings benefits and building community responsibility for energy use through an energy ethic that has been heretofore missing.

7. Program Outcomes

The Community Energy Partnership model is a hybrid approach that fully integrates both “non-resource” and “resource” savings into an effective program design. Non-resource savings come from raising awareness and educating the community about means of taking responsible and effective energy actions. This involves a broad spectrum of “educational” activities, from educating Team Leaders in the partner cities, to linking city partners, to spending time with senior communities, to customizing the message for each Tune-Up recipient, and to PEAK Student Energy Actions, a sophisticated student curriculum that SCE and The Gas Company

have supported. Non-resource savings from a host of community education activities are hard to measure and are qualified herein, but not quantified.

Non-Resource / Community Education

The Community Energy Partnership is rooted community organizing, and educating multiple audiences in the partner cities about the benefits of energy efficiency. There is special attention placed on opening doors and gaining the involvement of hard-to-reach customer segments, those that reap a disproportionately high benefit from basic efficiency measures. PEAK student lessons, Energy Rallies with guest speakers, highly publicized Efficiency Makeovers, quizzes at community events, practical information and fact sheets distributed through household and small business Tune-Ups -- provide persistent explanations of the benefits of efficiency and responsible energy use. Throughout the process, the partner cities are essential to this unique delivery channel for energy efficiency, and thus considerable resources are devoted to working with cities and aligning their missions with the partnership’s resources and direction.

Only a portion of the savings that the partners believe are being generated in the ten cities can be quantified using current CPUC reporting and tracking rules. The partners believe, however, that the partnership approach is generating a wide array of real and sustainable savings made possible through diligent community organizing. Much of the “proof” of savings stem from the behavioral change that is invoked, and which will not be forthcoming for a number of years. The ultimate partnership success will be the transformation in the way that generations view and use energy resources.

Resource Activities / Efficient Devices

The partnership has a track record of delivering a stream of immediate, "hard" savings through product distributions and direct household and small business efficiency installations. The aspect is particularly valued by lower income participants as well as seniors on fixed incomes. These resources can be measured by the partner utilities and their regulators, the efficiency measures appear in the DEER database, and are thus quantified in the Partnership Resource Workbook. A summary breakdown of Non-Resource and Resource activities follows:

Resource and Non-Resource Activities

	Resource	Non-Resource
Community Promotions		Community organizing Energy Rallies Senior citizen activities Contests Multi-Media Outreach
	CFL Giveaways, Exchanges Torchiere Exchanges	Fan and shade tree distributions Other efficiency measures
Demonstration Efficiency Makeovers		Community outreach Project management

	Lighting measures HVAC measures	Material costs, eg. paint Other efficiency measures
Municipal Services	CFL distributions, exchanges	Building city relations Energy Rallies Energy advising Strategic planning Working on city energy issues Designating Energy Champions Engineering assessments
Community Efficiency Tune-Ups Household	Lighting measures HVAC measures	Energy Rallies Participant education Information sheets Linking with other programs Other efficiency measures
Small Business	Lighting Measures HVAC Measures	Energy Rallies Youth Services outreach Participant education Information sheets Linking with other programs
PEAK Student Energy Actions Student Education	CFL Distribution CFL Fundraisers	Core Curriculum Curriculum Variations Summer PEAK program Contests and Exchanges
School Facility Activities	School energy demos Demonstration retrofits	Advisory services School energy patrols Green Clubs Engineering assessments
Community Activities		Marketing Tune-Ups Staffing Energy Rallies

8. Program Strategy

The Community Energy Partnership is unique in its flexibility and thus its ability to be continually creative and to make quick corrections. If a certain set of anticipated activities appear unlikely

to deliver results, the partnership can elect to change course reapply both staff time and program funds to another, more promising area. Inversely, wild success with one energy efficiency strategy may warrant an infusion of project funds.

The partnership also reserves the right to shift resources between participating cities based on progress or lack thereof. This is all done with the primary program objectives in mind, that is to stimulate awareness and activity that will lead to sustained savings for eager communities, their serving utilities, and the State. Some Non-Resource activity funds may result in Resource savings that can be counted, and will be in this event. In fact, the Partnership will take credit for measurable energy savings that it stimulates.

The Community Energy Partnership is marked by persistent innovation to garner community interest and action. To keep a close eye on this big picture, and to avoid the pitfall of being constrained by stricture, the Community Energy Partnership is governed by an Executive Committee made up of officials from the cities, Southern California Edison, Southern California Gas, and The Energy Coalition. Committee members meet quarterly to refine the partnership's strategic direction, encourage continued development of the model, guide work plans, and approve budgets based on forecasts of quarterly expenditures.

9. Program Objectives

The partnership drives the process of organizing communities to take greater responsibility for their energy use. It involves building relationships with city governments, and with their constituents. It also involves bringing in all manner of stakeholders into the process of community organizing, from architects to teachers to the neighborhood, small business owner. The partnership touches the community at many levels.

Engaging Diverse Audiences

The Community Energy Partnership presented herein reaches out to a plethora of different audiences, many of whom realize quite different benefits from energy efficiency and smart energy management. Each requires its own marketing strategy and execution. The following list contains some of the tools used by the Partnership to get the message out there... and more will continually be developed to raise and sustain interest.

Sample Materials

e-newsletters
Door Hangers
Banners and Exterior Signage
Flags
Posters and Enlarged Maps
Flyers

Select Media

One on One
Radio
Television
Newspapers
City Web Sites
Bulbman Mascot!

By their very nature, community education activities take a number of forms and are cross-cutting, requiring custom articles for community newsletters, video and radio productions, press

releases and video news releases, e-mail communications, printed materials for distribution to participants... all kinds of communications appropriate to each audience.

City Value Proposition Promotion

The most profound program design element in terms of marketing is marketing with substance, and this is explicitly why the city partners become engaged in the Partnership: They see value in the project and are pleased to present the partnership’s multiple benefits to their diverse constituents. With the Coalition’s assistance, the cities “market” the project on their web sites, in newsletters, through special mailings, on their city television stations, in city council meetings, and in many other ways giving the project credibility. Program participants include:

- Senior Centers
- Apartment Complexes
- Mobile Home Parks
- Neighborhood Associations
- Community Centers
- Homeowners Associations
- Parks and Recreation Departments
- Community Libraries
- School Classes and Sports Teams
- Senior Retirement Communities
- Fire and Police Departments
- Small Business Groups
- Chambers of Commerce
- Boy and Girl Scouts
- Service Clubs (Rotary, Kiwanis)
- College Fraternities and Sororities
- Private Businesses
- Government Agencies

The Community Energy Partnership focuses on the four primary areas with target participation numbers presented for the three-years, doing Community Organizing, working with partner cities on energy issues in a variety of ways, providing Tune-Ups to the communities, and educating youth and the community through PEAK Student Energy Actions:

Program Components	Participation Targets
Community Organizing	
Compact Fluorescent Lamps	30,000
Fluorescent Torchieres	3,000
Other Efficient Device Distributions	5,000
Energy Efficiency Makeovers	6

Municipal Activities	10
Employee Distributions	6,000
Community Efficiency Tune-Ups	
Household Tune-Ups	5,400
Small Business Efficiency Tune-Ups	450
PEAK Student Energy Actions	
PEAK Students	36,000
PEAK Households	27,000
PEAK Schools	~100
PEAK School Districts	8
Total Project Participants	~100,000

Community Organizing

Community organizing takes many forms and unexpected directions and involves all types of participants. To get students, households, and businesses “fired up” about the potentials for energy efficiency, the Community Energy Partnership hosts a variety of special events. Community Energy Rallies often use discounted product and face-to-face interaction on the benefits of efficiency. Promotions are generally held within specifically targeted areas for program activity by the partner cities, known as Energy Districts, and support participation in subsequent initiatives such as Community Efficiency Tune-Ups.

Building an Ethic

The Resource Portion of the partnership plan includes tens of thousands of CFLs distributed and thousands of halogen torchieres exchanged for safe and efficient fluorescent models. In these cases, the product is secondary to the message, but often lures participants. The partnership’s continual challenge and success, has been its ability to “touch” the community, to reach out to individuals and engender in them a sense of caring about energy and the environment. While the project will reach perhaps 100,000 participants, it is raising participant awareness – on-by-one - that is likely its most profound impact. For then, a participant is a believer and will continue to practice efficiency and sustainability to the best of his or her means, for life.

Continual Innovation

The Partnership’s success has been its flexibility. By working closely with cities and their stakeholders, the program design continually evolves. Activities can be ramped up and down based on demand. The partnership budget includes resources for “other” promotions that are not prescribed at this time. To be truly innovative and flexible, the Partnership reserves the time to get it right, to listen to its city partners – done continually – and to devise new and effective

means of exciting people about the energy efficiency message. For example, this past funding cycle's creation of Bulbman, the program mascot, has been a huge success, and came about mid-stream with much input from city officials. As such, the project is owned by the cities. This flexibility is a key to the program and to keeping it fresh. Contests, recognition, public relations, etc.... all form the fabric of effective community organizing, and are at the core of the project.

Building Trust in the Communities

Another key aspect of community organizing involves building relationships. To effectively organize around responsible energy use, program staff spends countless hours in the field, in the cities, serving as the bridge between the serving utilities and the cities. The partnership's funds bring essential community organizing to the table, which in turn lays a foundation for innovation as well as the full-scale delivery of SCE and Gas Company programs. Through the partnership, participants get a holistic view of energy management – merging energy efficiency with conservation, demand response, and renewable energy resources. This integration is done because it is logical to the cities.

Working with Seniors

The Community Energy Partnership continues an impressive track record working with mobile home communities. Often occupied by seniors on fixed incomes, these communities are specifically included and have been the sites for Energy Rallies promoting energy efficiency as well as signing up participants for Community Efficiency Tune-Ups. Partnership activities also bring low-income-qualified utility and social services into these communities.

Apartment Tenant Outreach and Services

Rental apartments are also fundamental to the partnership, often occupied by lower-to-moderate income consumers in need of lower utility bills as well as increased comfort and safety. The project brings Tune-Ups to this customer segment as well as Energy Rallies and other forms of special events, often with Spanish presenters working for the Partnership. At these events, participants are often given soft drinks and snacks, they hear a brief presentation, often get sample CFLs, and sometimes they can even sign up for a Tune-Up, in cases which start in the community right after the Energy Rally. This “fires up” the community, and the word spreads. As a result, dramatic participation levels have been achieved, and will be achieved using the concentrated approach. Marketing and outreach is fundamental to the partnership's work.

Municipal Activities

The Community Energy Partnership is not a program, per se, but instead a process, an ongoing business relationship between vested parties. SCE and the Gas Company are vested, as are the partner cities. Each partner city makes a commitment to the Partnership – be it public works, police and traffic, fire, insurance, graphics, public endorsement, etc. -- and provides invaluable

services. With this quid pro quo squarely in place, a resilient structure is at work and both parties can gain. The partnership has built a foundation in the ten partner cities that now can serve as a uniquely powerful delivery channel for energy efficiency.

The Partnership works closely with each city, staying in routine contact with one or two Team Leaders, planning special events, convening quarterly Team Leaders meetings, and at appropriate city council meetings, maintaining a close working relationship. A Memorandum of Understanding, executed by the city manager as authorized through resolution of the city council, spells out expectations and responsibilities, but experience has shown the cities that the more they put in to the relationship between city and utility, the more services that they receive. In fact, there is a friendly competition between the cities, an unexpected but important program design element. Several of the partner cities have really stepped up and have developed active demonstration projects with the Coalition, SCE, and the Gas Company that are separately funded, but which also show the value of the program as a platform for further activity and to further the partnership business model established by the Partnership.

To be effective in their communities, partner cities must be actively involved in “getting their own houses” in order. The Community Energy Partnership promotes a number of planning and management functions for the city itself to become a model energy consumer and a champion of smart energy management over time. The Community Energy Partnership requires its partner to be actively engaged in the smart energy management of its own facilities. Therefore, in terms of participation, all 10 partner cities will be involved.

Household Tune-Ups: 5,400

During the 2006 – 2008 funding cycle, the Community Energy Partnership will deliver approximately 5,400 Household Tune-Ups to deserving participants. Each city will target the Tune-Ups differently, to neighborhoods, apartment complexes, senior communities, mobile home parks, etc. The Tune-Ups are targeted and generally are provided to hard-to-reach customer segments in rental apartments and mobile homes, though this funding cycle will introduce single family retrofit activity. The Coalition markets the Tune-Ups, backed up by trained, professional installers. Tune-Ups take about an hour, sometimes less depending on the size of the crew.

During each Tune-Up, participants get information as well as the installation of energy-efficient devices, encapsulating the hybrid program approach. The Tune-Ups are not intended to complete the energy-saving task at each home, but instead are intended to serve as “the starter” and to inspire participants to continue to penetrate their efficiency opportunities, and to encourage their neighbors and friends, to do same. The Tune-Up strategy is to offer as complete and valuable a package of services... to get in the door and to have time with the head of household to educate him or her about the benefits of energy efficiency. Sophisticated training has led to dramatic success with installers doing an exceptional job in the field.

Each Tune-Up necessarily involves the head of household to assure that the efficiency message is delivered to the household decision-maker. Each household will get approximately \$250 worth of goods and services. Tune-Up installers are paid for one hour of time at each Tune-Up to discuss efficiency with the head of household. A detailed checklist filled out with the head of household covers lighting, air conditioning, refrigerators, miscellaneous end-uses, building envelope, water use, as well as household safety. By engaging the participant, the Tune-Up is made relevant, and the message about the efficiency opportunity spreads.

Small Businesses: 450

The Community Energy Partnership also focuses on local small businesses that often form the fabric of the community. The key to the inclusion of small business is to engage this critical market segment, and to help it become the voice of energy efficiency and smart energy management. This requires education, stimulated in large part by the \$1,000 bundle of services offered. Working closely with the city partners, the Partnership tries to identify how to best target the limited number of Tune-Ups so that they can spread... the message that efficiency makes sense, and that there are other programs out there to help.

Small Business Tune-Ups address lighting, air handling, and refrigeration efficiency opportunities head on, while checking into business owners' unusual energy use and problem areas. Water-saving measures, funded through local water agencies, are often installed and safety is discussed, providing a comprehensive Tune-Up service... the news of which will spread. The Partnership also designates participating small business owners as Energy Champions who serve as emissaries to colleagues and customers. During the 2006-2008 program years, the Community Energy Partnership will deliver 450 Small Business Efficiency Tune-Ups to small businesses in the partner cities.

PEAK Student Energy Actions

Students: 36,000

PEAK Student Energy Actions, an educational curriculum and activities program for grammar, middle, and high school students, will continue in seven school districts, with at least two additional school districts exploring the program at this time. With the existing school districts currently on board, and the expectation of adding one more major school district, 36,000 students will be involved with PEAK over the three-year program period.

PEAK Households: 27,000

The PEAK Student Energy Actions program teaches the cities' youth an appreciation of how to manage energy consumption as well as how to manage the demand for electricity so as to clear up the "electricity traffic jam." Armed with this awareness and knowledge of how to take action, and simulations of their homes' optimal energy use, PEAK students take the message home. And that's where the action begins as PEAK Students become "household energy managers."

Evaluations of the PEAK program reveal broad savings effects in student households.

For the 2004-2005 program years, the Community Energy Partnership will engage approximately 27,000 PEAK households. This participation is 75% of the number of PEAK students, reflecting the situation in which a household has more than one child in the program, and that some older students have already been through the program and thus their homes are not double counted.

PEAK School Districts 8

During the 2006-2008 program years, The Energy Coalition projects that it will work with eight school districts to implement the PEAK Student Energy Actions program. This includes the four school districts squarely on board, plus the three pilot programs underway, and as stated above, the assumption that at least one of the two interested districts will also come on board with teaching the smart energy management curriculum.

The Community Energy Partnership provides a powerful platform for energy efficiency. Now the cities are on a path to achieve exemplary levels of participation in and penetration of efficiency services. For the past two energy efficiency funding cycles, activities in the Partnership have far exceeded expectations, real efficiency savings were delivered, and there is remarkable enthusiasm to carry on and to dig deeper.

10. Program Implementation

In each city, the Community Energy Partnership captures unique needs and interests and builds a stream of customized programs. Throughout the three-year funding cycle, the Coalition, cities, and utility partners will continue to innovate and to devise new programmatic approaches to spur interest and action in energy efficiency.

Strategic Planning

At the onset of the funding cycle, a strategic activity plan will be developed for the delivery of services to target participants in each city. The approach flourishes with community input. And it is grounded in incremental and sequential developments. Whichever initiatives are begun must effectively set the stage for the next. And it is this multiplicative effect that provides the basis for the synergy of results that leads to high levels of participation and penetration. This build out of activity is at the root of the Community Energy Partnership process.

Flexibility

The Community Energy Partnership is unique in its flexibility and thus its ability to be continually creative and to make quick corrections. If a certain set of anticipated activities appear unlikely to deliver results, the partnership can elect to change course reapply both staff time and program funds to another, more promising area. Inversely, great success with one energy efficiency strategy may warrant an infusion of project funds. The partnership also reserves the

right to shift resources between participating cities based on progress or lack thereof. This is all done with the primary program objectives in mind, that is to stimulate awareness and activity that will lead to sustained savings for eager communities, their serving utilities, and the State.

Executive Guidance

The Community Energy Partnership is marked by persistent innovation to garner community interest and action. To keep a close eye on this big picture, and to avoid the pitfall of being constrained by stricture, the Community Energy Partnership is governed by an executive committee made up of officials from the cities, Southern California Edison, Southern California Gas, and The Energy Coalition. Committee members meet quarterly to refine the partnership's strategic direction, encourage continued development of the model, guide work plans, and approve budgets based on forecasts of quarterly expenditures.

Leverage and Synergy

The Partnership is compelling business relationship for many reasons. And it has and will continue to link up with other organization and programs to leverage resources, be it collaboration at an event, a donated energy-efficient appliance, a group of volunteers for four hours, or a federal or state program. It also provides key linkages to other existing Southern California Edison programs, Southern California Gas programs, water efficiency opportunities, and community development and small business services. Partnership funds are judiciously expended where other funding is not available and used strategically raise awareness through demonstrations and leveraged outreach.

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

11. Customer Description

Customers participating in the Community Energy Partnership program are residential or small commercial customers residing within one of the participating program cities within the SCE service territory.

12. Customer Interface

The Community Energy Partnership outreaches to participants in many different ways. Community rallies may be held at Civic Hall or in the neighborhood grammar school parking lot. Apartment residents are invited to meet in the complex's recreation room for soda and pizza and to hear how they can benefit from receiving an energy efficiency tune-up. Outreach is

tailored to match the type of customers found residing or doing business within the project's efforts.

Partner cities do they're share of outreach through various resources available. Events may be broadcast on the city's cable channel, written-up in city newsletters, or the program may have its own promotional Web page on the city's Web site.

The Partnership brings together all partners, participants and resources in a grass-roots community effort to reach as many customers as possible.

13. Energy Measures and Program Activities

Energy and demand savings are not quantified for Non-Resource activities. However, all measurable impacts that accrue from Non-Resource activities will be tallied and reported as part of the Resource savings.

The partnership's ten diverse cities, with an aggregate population of about a million Californians, are out to make a difference and are demonstrating their commitment to a new partnership business model. Through the partnership, cities work closely with their serving utilities to bring about a win-win situation, and both SCE and The Gas Company develop strong ties by working closely with active cities eager to engage in all manner of program offerings to benefit their constituents and their utility systems.

- Cities and their utilities work together to deliver customized efficiency programs
- Traditionally underserved customers are targeted for highly valued services
- Students are the core of demonstration and are integral to community activities
- Building trust and relationships in each city opens doors for other energy assistance
- A resource efficiency ethic is created, renewed, and supported

The Community Energy Partnership cities are eager to continue to be involved in the 2006 – 2008 funding cycle. They have proven through action their unique abilities to use their connections to their communities to build viable efficiency initiatives. Their collective program designs and planning stimulate a robust set of activities that “raise the flag” about the value of energy efficiency in particular and smart energy management in general. Building on each city's good standing in its community, the Community Energy partnership delivers “hardware” savings while creating a long-lasting ethic of responsible resource use.

Community Promotions

During the 2006-2008 program period, thousands of residents are expected to participate in community promotions. While these events take many forms, the Community Energy Partnership will provide discounted lighting products – notably compact fluorescent lamps and fluorescent torchiere lamps – to these participants (and that are counted in the Resource Workbook). However, the technology – the promotional item – is just that, it is an item used to

convey a message, and this is the gist of the Non-Resource portion of the Community Energy Partnership.

- PEAK Packs
- Table Fans
- Other Promotional Items

Beyond the two specific, community organizing measures accounted for in the Resource Workbook, the Partnership will find other means to innovate with promotions, again to convey a message. PEAK Packs developed in 2005 are insulated cooler bags stuffed with information and technologies to educate and engage participants in cutting peak demand in California. The PEAK Packs caught every city's interest and were delivered in a number of interesting collaborations. In another case, desert cities requested fan distributions to offset air conditioning use. Raffles for energy-efficient devices have and can be used to raise awareness and excite communities. The partnership will continue to innovate with promotional items and approaches, understanding full well that changing behavior of Californians on energy use requires sophisticated marketing and outreach, involving a combination of message and reward.

- Demonstration Efficiency Makeovers

The Demonstration Efficiency Makeovers are a new and now major aspect of the community organizing. Two Makeovers were completed in the 2004 – 2005 funding cycle and garnered significant press attention, which again served to spread the efficiency message. Given their appeal in the press, the partnership will again fully tap its city connections to identify and work with the right Makeover participants. And the success in getting the message out has been dramatic. Naturally the energy-savings from a single bungalow in San Bernardino or a mobile home in Palm Desert are not large on a system basis. But the message can be huge: The San Bernardino Makeover of “Grandma’s” house resulted in press coverage hitting 1.4 million Californians. Makeovers may include demand response and alternative energy installations to demonstrate the value of integrated approaches with energy efficiency.

Municipal Facilities

The Community Energy Partnership will continue to work in a variety of ways with municipal facilities to cut energy use throughout city government, notably in city halls, as well as community centers, libraries, police and fire stations, corporate yards, etc. By doing so, cities “walk the talk” and save energy and money. Success will be achieved through a number of strategies including the provision of technical assistance, supporting consultants and staff to assess energy-savings opportunities, and by working with the cities to assure that they develop updated Strategic Energy Plans.

Sample Municipal Facility Opportunities

- Initial Employee Awareness-Raising Activities
- Developing City Energy Management Plans
- Engineering Assessments of Municipal Facilities
- Design Charrettes for New Facilities
- Incentives for High Visibility Demonstration Projects
- Incentives for Facility Operators
- Demand Responsiveness Opportunities
- Supporting Energy Advisors in City Government

In the hotter climate zone cities, the Community Energy Partnership will focus on the implementation of demand response strategies to realize capacity savings in key municipal facilities.

Community Efficiency Tune-Ups

There are two forms of Community Efficiency Tune-Ups: Household Tune-Ups and Small Business Tune-Ups. The Partnership takes direct action in the communities it serves by offering a number of Community Efficiency Tune-Ups in each participating city, thereby demonstrating the benefits of energy efficiency in practical household applications. The Tune-Ups are performed by licensed contractors, screened, selected and trained by the partnership. Working with the head of household, the installation contractors determine the optimal savings measures and recommendations for that particular home.

The following is a partial list of measures that will be provided through the Community Energy Partnership Tune-Ups. Recent city suggestions for new equipment that may be included in the 2006 – 2008 funding cycle are fluorescent tube retrofits for homes, flashlights, fire extinguishers, and carbon monoxide sensors. The key is to find a package of offered measures that capture participant willingness to “open the door” and allow a variety of measures to be installed. Installers use a triplicate checklist in the field to track installation activity and to provide a record of the Tune-Up and the installer’s top three recommendations for further savings.

Lighting Measures

- Exchange incandescent light bulbs for compact fluorescent bulbs
- Install efficient kitchen and bathroom fluorescent fixtures
- Install energy-saving LED night lights, fluorescent porch lights and safety lights
- Exchange halogen torchiere lamps with fluorescent models

Household Electrical Appliances

- Check, replace or repair refrigerator seals
- Maintain/clean refrigerator compressor
- Recommend disconnect, removal and recycling of second refrigerator

- Recommend: new Energy Star® refrigerator and washing machine
- Behavioral: Turn off or unplug unnecessary lights and appliances

Space Heating and Cooling Savings Measures

- Adjust thermostat
- Replace furnace and air conditioner filters
- Caulk, weatherstrip windows, doors, and skylights
- Install ceiling fans, distribute table or standing fans
- Install window film, shades; plant shade trees
- Recommend: low-e windows, insulation

Small Business Efficiency Tune-Ups

The Community Energy Partnership will work with approximately 450 small businesses in the 2006-2008 program years and to implement energy-efficient measures. As with the household Tune-Ups presented above, select small businesses in each partner city will be presented with Small Business Efficiency Tune-Ups that provide each participant with a customized set of efficiency measures intended to maximize the value of the \$1,000 spent at each location.

PEAK Student Energy Actions

PEAK is a multifaceted program that involves classroom activities – both during the normal school year and as special features of summer school programs – as well as campus, household, and community activities. The resource savings from each PEAK student is minimal but key to triggering a far greater savings stream in PEAK schools and PEAK homes and communities.

During the 2006 – 2008 funding cycle, PEAK will build on the impressive foundation established. At the urging of the city partners, new lessons will be developed to include student learning about transportation energy. Saving Energy At School (SEAS) will continue to be a focus, as well as the promotion of PEAK Green Clubs... after-school clubs for students interested in all kinds of green initiatives from energy efficiency to water efficiency, and recycling. PEAK will also continue to innovate with artwork and essay contests, using incentives to inspire students to focus on responsible energy use and to take action at school and home and in their communities.

Student Fundraising

Every student enrolled in the program is given a compact fluorescent lamp as a symbol of how energy-efficient technologies can leverage energy and dollar savings at home. These savings will be counted in the Resource Workbook. It is projected that an additional 12,000 CFLs will be sponsored through the Partnership for school fundraising activities. As such, approximately 48,000 CFLs will be distributed through PEAK students.

PEAK Households

PEAK students become household energy managers, taking PEAK's ethic of resource efficiency home and to their families. Their actions are multiple and diverse but focused on lighting, refrigeration, air conditioning, and water heating measures. By raising awareness within PEAK households through the kids, homes get "relamped" using fluorescent technology, Energy Star appliances become the norm, new furnaces become high-e and noted to neighbors and extended family, windows and doors get that much tighter, and clothes dryers now have sophisticated moisture sensors.

Savings actions – which in many cases feature their child's newly learned information on smart energy management – are taken by parents voluntarily. Evidence suggests that each household will invest in some form of electrical and gas efficiency – be it behavioral or through the installation of a highly efficient appliance -- in the next five years as a result of PEAK. In many cases these actions will be supported by utility rebates; the Partnership serves as a catalyst. The following is an illustrative list of energy-saving measures at PEAK Households:

Lighting Measures

- Exchange incandescent light bulbs for compact fluorescent bulbs
- Install energy-saving LED night lights, fluorescent porch lights and safety lights
- Exchange halogen torchiere lamps with fluorescent models
- Use LED Christmas Lights

Household Electrical Appliances

- Purchase high-efficiency Energy Star® refrigerators
- Maintain and repair refrigerator gaskets
- Maintain and repair refrigerator compressor
- Discard and recycle second refrigerator
- Install ceiling fans
- Install solar swimming pool pump timers
- Behavioral: Turn off, unplug unnecessary lights and appliances

Space Heating and Cooling Savings Measures

- Adjust thermostat
- Purchase high-efficiency furnaces and air conditioning units
- Maintain and repair ductwork
- Replace furnace and air conditioner filters
- Install better household insulation
- Install better windows, doors, and skylights

- Install window film, shades; screen doors
- Plant shade trees

Water Heating Savings Measures

- Purchase highly efficient Energy Star® clothes washers
- Purchase high-efficiency Energy Star® dish washers
- Purchase high-efficiency water heater installation
- Add water heater insulation
- Hot water pipe insulation
- Check water temperature for optimal efficiency
- Behavioral: Use clothes washer and dish washers only when full
- Install low-flow showerheads
- Install low-flow faucet aerators

PEAK School Districts

Each school district participating in the PEAK Student Energy Actions program will benefit from energy savings stimulated by students' actions along with those of their teachers and custodians as energy awareness is raised on campus.

Saving Energy at School

The Energy Coalition and its partner cities work with PEAK schools in a number of ways, from policy guidance to engineering assistance. One of the most unique aspects of the partnership is the linkage between PEAK students and school facilities personnel. Through PEAK, kids are treated with respect and become the eyes and ears of energy use, and specifically waste, on campus. And they are recognized and rewarded in a number of ways, from awards at school board and city council meetings, to prizes such as Nano iPods and amusement park tickets and scholarships.

A recent Saving Energy at School (SEAS) scavenger hunt, a PEAK activity, has thousands of middle and high school students throughout the Partnership tracking waste on campus and devising plans to cut the waste, plugging the leak of dollars out of their school so that they can be better applied to school's primary teaching purpose. The SEAS scavenger hunt is one example of innovation that may or may not be replicated in coming years, but that tests an outreach strategy and engages students with their school facilities.

Technical Services

The Coalition will continue to innovate with the PEAK program, just as last year the City of Moreno Valley suggested creating a mascot, what turned out to be Bulbman. Another innovative approach developed were PEAK Light and Amp Logger kits provided to

participating districts. The kits have been used by students and maintenance staffs to monitor energy use and find waste, the data is then downloaded to computers on campus and analyzed. Students armed with light meters found significant over-lighting at their school – using IES footcandle standards. With their teachers, they then developed strategies for cutting lighting intensity in classrooms.

Sample School District Opportunities

- Developing School District Energy Management Plans
- Supporting PEAK Student Energy Patrols
- Engineering Analyses of School Facilities
- Design Assistance for New Facilities
- Incentives for High Visibility Demonstration Project
- Incentives for Leading School Efforts
- Training for Students, Administrators, and Facility Operators

Policy Initiatives

The Community Energy Partnership works with school districts in a number of ways, for instance working with facilities staffs to eliminate the split incentive between school districts and individual schools. In other cases, the partnership will work with select districts to enable individual schools to track their consumption. In some cases the Partnership will benchmark energy intensity and then track monthly consumption for significant variations that represent savings potentials.

The following budget overview for the Non-Resource activities of the Community Energy Partnership is approximately 67% of the total project budget.

Program Budget Overview

Administration Cost	
Overhead, G&A	\$2,515,583
Other admin	\$294,805
Marketing and Outreach	\$216,636
Total Incentives Paid	\$1,862,116
Total Budget	\$4,889,140

13.1 Measures Information

This narrative represents the Non-Resource component of the Community Energy Partnership program and thus has no measures per se, but rather, supports and enables the Resource component of the program where tangible energy efficiency measures are provided to customers. Those measures are spoken to above.

13.2 Energy Savings and Demand Reduction Level Data

This narrative represents the Non-Resource component of the Community Energy Partnership program and thus has no direct savings, but rather, supports and enables the Resource component of the program.

13.3 Non-Energy Activities

This Non-Resource component of the Community Energy Partnership program is primarily about non-energy activities. Please see above descriptions detailing activities.

13.4 Subcontractor Activities

There will be no subcontractors used to deliver Non-Resource activities.

13.5 Quality Assurance and Evaluation Activities

Quality assurance for Non-Resource activities will be of a more qualitative nature than quantitative. Program marketing and outreach efforts will be constantly monitored and evaluated to determine effectiveness and appropriate messaging and program representation.

Especially important will be attempting to quantify the broader effect of the partnership, and to quantify those measures not reported in the Resource savings aspect of the 2006 – 2008 program.

13.5.1 Expected Number/Percent of Inspections

Not applicable.

13.6 Marketing Activities

The entire effort of the Non-Resource component of the Community Energy Partnership program is about marketing, outreach, awareness, supporting Resource activities, and finding new and exciting ways to get this message across to the partner cities and their constituents. That being said, please refer to the program description above which outlines marketing activities and more.

14. Program Changes

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