

# MAP Energy Efficiency Program

<b>1. Projected Program Budget</b>	<b>\$</b>	<b>1,800,000</b>
<b>2. Projected Program Impacts</b>		
MWh		6,936
MW (Summer Peak)		1.78
<b>3. Program Cost Effectiveness</b>		
TRC		2.82
PAC		3.34

## 4. Program Descriptors

Market Sector: non-residential  
Program Classification: SW  
Program Status: IDEEA

## 5. Program Statement

Lack of strong access to decision makers and split incentives continues to be among the most significant barriers to energy efficiency in the commercial office building and retail market segments. This Program provides an opportunity to address these barriers by gaining the involvement and partnering with the decision-making level of property management companies to secure preferred access to the decision makers of the management company clients and for the property managers to be given a directive by their management to work with the Program to identify and implement energy efficiency opportunities.

## 6. Program Rationale

The key differentiating factor of MAP is its high policy-making level partnership with property management companies, whose senior management will establish the interest in the Program opportunities with the decision makers of their client companies and will direct the activities of the property managers at their client sites to engage in the process to identify energy efficiency opportunities. The focus on emerging technologies provides the Program with a fresh approach and greatly broadens the potential applications for energy efficiency, especially for companies that have already completed most conventional type energy projects.

## 7. Program Outcomes

Education and training are main components. Under this Program, with its attractive incentives and focus on emerging technologies, the management companies see a valuable opportunity for them to serve their clients. As a result, management companies are making their resources available for training and education of their property manager, staffs, and client base to fully recognize the breadth of energy efficiency opportunities and its impact on net operating income, property value, employee productivity, improved

aesthetics, improved environment, and the contribution toward more efficient use of energy in America

## **8. Program Strategy**

MAP will gain preferred access to decision-makers and will be positioned by the management company as a program that can have a major impact on the operating costs and value of the properties, provides a very attractive incentive, and which can provide creative financial structuring to enable owners to complete comprehensive projects to significantly benefit their buildings without any capital outlay. This access will enable MAP to engage in a comprehensive needs analysis that includes everything – retrofits (lighting, HVAC, emerging technologies), demand response, self generation, photovoltaic, etc.

1. The primary focus will be to expand the use of emerging technologies with proven performance or enhancements of existing technologies, but which are not yet in general use in the market. The initial technologies proposed for MAP are:
  - Lighting Power Regulator for indoor and outdoor lighting
  - HVAC Cycle Manager for packaged HVACR
  - CO Sensing System for garage exhaust fans
  - CO2 sensing system for Demand Control Ventilation
  - Turbocor Oil-Free Compressor
2. The MAP program will not provide rebates to companies for conventional energy projects, such as a lighting retrofit, HVAC upgrade, or high efficiency motors.

## **9. Program Objectives**

To leverage MAPS relationships to install Lighting Power Regulators, HVAC cycle Managers, CO Sensing Systems, CO2 sensing systems, and Turbocor Oil-Free Compressors in Commercial Buildings with the goal of achieving a cumulative of 7,132,212 kWh annual savings.

## **10. Program Implementation**

**Task 1 – Re-assess Implementation Timeline, Marketing Plan, and Staffing Rates or Unit Pricing with SCE for Inclusion in the Purchase Order**

**Task 2 – Assemble and Submit SCE Approved Purchase Order Kit**

**Task 3 – Build Tracking System**

The MAP team will develop a database to track the data element requirements for each business in the program. These include:

- The date of the field audit
- Measures recommended to the customer based on the audit

- Date of contract signing by the customer and the measures agreed to
- Date of completion of installation of the measures
- Measures installed at the business
- Estimated and achieved kWh and kW savings saved
- Rebate provided to customer for corresponding kWh and kW savings
- Verification/approval of installation by SCE
- Date of verification

#### ***Task 4 – Develop Marketing Materials and Obtain Approval from SCE***

We will develop marketing materials for participating property management companies to use, to include:

- Direct mail to approximately up to 400 management company clients
  - Email alerts to property managers of all buildings managed by management company
- Technology Opportunity Identifier form for each property manager for use in obtaining basic key customer information used in the qualification process (ex. size and age of facility, hours of operation, previous installation of energy efficiency measures, type HVAC system, lighting, garage exhaust fans, etc.)
- Web pages of management company describing the program and the process for clients to participate
- Inserts for management company to provide in new client information packages
- Program information to be included in newsletters with distribution probably of approximately 1,500.
- 1,000 Program flyers to be provided to clients and property managers.
- Technology descriptions of all technologies approved for program to be provided to management companies for their knowledge and also to clients.
- Training materials for management company staff to enable them to discuss the program with their clients.

All materials will be approved by SCE and include the SCE logo.

#### **Task 5 – Implement Marketing Campaign**

EIG will elaborate on the task of initiating the marketing campaign and will show a direct correlation of what marketing efforts or materials are implemented or distributed to obtain specific desired program results.

#### **Task 6 – Enroll Customers**

After EIG has received information from property managers about their buildings' operations, has identified energy efficiency opportunities, and has secured interest from owners, a detailed facility assessment will be completed. The emerging technologies, which are the focus of this Program are a key basis of development interest, but the assessment will encompass all opportunities, including the services and opportunities of SCE, other third party programs, and demand response programs. Once a facility assessment has been performed, all facility and equipment data will be uploaded into the

Program database. Measures applicable to the customer will be selected and an energy analysis will be performed. Customized incentives will then be calculated. The incentive of \$0.16 per kWh is targeted to bring the customer cost of the measures below a one year simple payback; however, this payback cannot be guaranteed in all cases.

#### **Task 7 – Install Energy Efficient Hardware, Issue Customer Rebates, and/or Perform Program Services**

EIG has a network of Program contractors that have performed services for EIG's management for up to 10 years, including EIG managed rebate programs with the CEC and the CPUC. EIG's management has performed these services for 29 years. Once a customer has approved a proposal, the appropriate supplier(s) will enter into a contract with the customer. Once the contract is signed, the contractor will request a pre-installation inspection and provide a copy of the proposed scope of work and contract to EIG. Once the ATP is signed by the customer, a work order is generated by EIG authorizing the appropriate subcontractors to perform the installation.

#### **Task 8 – Inspect Installed Jobs**

EIG will present a quality control plan that involves inspection of the job site for hardware installation. This task shall also include a plan to address customer complaints.

#### **Task 9 – Remedy Installation Issues**

EIG will provide procedures in addressing customer issues (customer complaint resolution), including plans to correct any deviation from specification or workmanship issues. EIG operated a rebate for the California Energy Commission resulting in almost 400 participating companies without a single complaint.

To correct any complaints or questions, should they arise, the situation is forwarded to the project manager, Ed Berlen, at 310-313-1917. The project manager will speak with both the customer and subcontractor, if necessary, to allow them to properly remedy the dispute. The subcontractor shall reasonably attempt to resolve the dispute within 3 business days of notice. If the subcontractor has not reasonably resolved the dispute within the 3-day period, EIG will work with both the customer and the subcontractor to arrive at a mutually beneficial solution within 30 business days of the original dispute date.

#### **Task 10 – Perform Customer Satisfaction Surveys**

During the course of, and upon completion of all installations, Program staff will contact every customer to complete a Program report of customer satisfaction both during the process of the installation and upon completion.

#### **Task 11 – Address Customer Satisfaction Issues**

As part of the Program's process to complete a post inspection and to complete a customer satisfaction interview, EIG will identify any customer satisfaction issues. EIG will work closely with contractors and customers to assure that any issues are appropriately resolved.

#### **Task 12 – Invoice SCE for Completed Jobs**

Every invoice will contain the direct tie-in to energy savings, based on the completed spreadsheets and energy savings calculations for every project.

### **Task 13 – Perform Program Reporting**

- Program Workbook
- Program Narrative, in the required format
- CSV flat files, including all data elements specified

### **Task 14 – Program Ramp Down**

The Program will be structured to have all projects completed by June 30, 2007 with a cut off of April 30, 2007 for any pre-installation inspection requests. It is expected that all Program invoicing, processing, and reporting requirements will be completed by August 31, 2007.

### **Task 15 – Shut Down the Program**

### **Task 16 – Respond to Miscellaneous Utility / CPUC Data Requests**

### **Task 17 – Follow Up with Remaining and New Customer Issues**

EIG will remain available to customers throughout and after the warranty period. As part of the communication with customers, property managers and the management companies, EIG will provide a Certificate of Service that guides all parties of the contact information for any information or assistance at any time, during and subsequent to the completion of the Program.

### **Task 18 – Submit Final Program Report**

- 1) Program Achievements will be presented in terms of:
  - a. Number of building owners or managers that were introduced to us by management companies.
  - b. Number of buildings for which we received completed data information.
  - c. Number of buildings for which an opportunity assessment/audit was performed.
  - d. Number of Opportunity Reports/proposals that were issued.
  - e. Number of projects that were completed.
  - f. Number of projects that included more than a single measure
  - g. Number of projects created for SPC and Express Efficiency and the kW and kWh savings achieved through those projects.
  - h. Number of projects created for other third party programs and the kW and kWh savings achieved through those projects.
  - i. Customer satisfaction reports of 100%
  - j. Absence of customer complaints that required intervention by EIG or involvement of SCE
- 2) Program Challenges, if any, would be reported with respect to:

- 3) Goal Attainment will be addressed as Total kW and kWh to be equal or greater than Program targets
- 4) Lessons Learned will encompass any Program design, preparation, strategy, and implementation experience that caused the Program to not achieve its maximum objectives

## **11. Customer Description**

Commercial Buildings

## **12. Customer Interface**

Management Affiliates Partnership

## **13. Energy Measures and Program Activities**

### **13.1. Measures Information**

Lighting Power Regulator for indoor and outdoor lighting

- HVAC Cycle Manager for packaged HVACR
- CO Sensing System for garage exhaust fans
- CO2 sensing system for Demand Control Ventilation
- Turbocor Oil-Free Compressor

### **13.2.1 Energy Savings and Demand Reduction Level Data**

See E3 calculator

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

Not Applicable

### **13.4. Subcontractor Activities**

Installation of hardware

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

Inspection protocol

Quality control plan

Plan to address customer complaints

### **13.6. Marketing Activities**

See #10 Program Implementation for marketing.