

# Bakersfield and Kern County Energy Watch

<b>1. Projected Program Budget</b>	<b>\$</b>	<b>1,737,709</b>
<b>2. Projected Program Impacts</b>		
MWh		3,508
MW (Summer Peak)		0.46
<b>3. Program Cost Effectiveness</b>		
TRC		1.37
PAC		1.24

## 4. Program Descriptors

Market Sector:	Residential, Small Commercial Large Customer - Government Facilities
Program Classification:	Local
Program Status:	Existing Renewed

The Bakersfield and Kern County Energy Watch Partnership was designed to achieve immediate, long-term peak energy and demand savings and establish a permanent framework for sustainable, long-term, comprehensive energy management programs and set the foundation for sustainability and best practices for the partnership's participating jurisdictions and customers. The Bakersfield and Kern County Energy Watch Partnership will build on the success of the 2004-2005 program. This partnership is being done in conjunction with Pacific Gas and Electric Company (PG&E) and Southern California Gas Company (SCG).

The partnership will build on its prior achievements in reducing energy use by providing energy efficiency information and direct installation of energy efficient equipment to homeowners in general and small businesses in targeted areas. The 2006-2008 program will be enhanced by a new component that offers training to city building inspectors.

## 5. Program Statement

SCE has actively embraced partnerships with local and state governments in energy efficiency programs in recent years. These efforts have been innovative and successful and have led to significant energy savings in local government, local businesses, other commercial and industrial sectors, schools, colleges, and universities throughout SCE's service area. In addition to the savings obtained, these partnerships have created a new paradigm for energy management in many of these jurisdictions and organizations, which have established the infrastructure necessary for long-term, permanent energy savings.

The desired outcomes Local Government Partnerships (LGPs) are:

- Short and Long-term energy savings and demand reduction for Partner organizations and the communities they serve. Partners, especially Jurisdictions, will leverage their local infrastructure to "spread the word"

about energy efficiency and deepen the reach of SCE's portfolio of programs and services.

- An energy efficiency "ethic" resulting from delivery of energy information to the communities, training and education for local government facility managers, energy managers and other staff in the use of "best practices" methodology for identifying and implementing energy efficiency opportunities in their facilities; and possibly HVAC and other training targeted at refrigeration/HVAC technicians.
- Integration of demand side management strategies in Partner organizations and progress towards the goal of 10% reduction of grid based purchases by the year 2010 and 20% by 2015 in government organizations.

Objectives for the Kern/Bakersfield Partnerships include:

- Gaining the ability to provide specialized energy efficiency offerings to their local communities, businesses, and for their own municipal facilities;
- Informing their local communities about the wide variety of energy efficiency and demand reduction offerings available to them and encouraging participation; and
- Enhancement of current urban renewal projects through the addition of energy efficiency upgrades; and
- Incorporation of energy audits as a standard practice for city building inspectors.

## **6. Program Rationale**

SCE's Local Government Partnerships (LGP) program will optimize the opportunities for institutions, Jurisdictions and their communities to work toward the common goal of achieving short and long-term energy savings, reduced utility bills, and an enhanced level of comfort in municipal and commercial buildings as well as homes. LGP will help promote an energy efficiency "ethic" by increasing awareness and participation in energy efficiency, demand response, self generation, and energy management assistance (low income energy efficiency and CARE) programs. Energy code training will feature strongly in the LGP. As recommended by the PAG, LGP will deliver energy code training to all cities and counties in SCE's service territory.

LGP involves the creation of energy partnerships with cities, local governments, local government organizations, state and community universities and colleges to set energy efficiency goals and generate measurable, verifiable energy savings through identification of specific energy efficiency projects and community outreach activities. SCE will assist Jurisdictions in retrofitting municipal buildings in complying with the Governor's "Green Building Action Plan".

LGP supports the Commission vision, as set forth in Decision 05-01-055, which notes that "current or future partnerships between IOUs and local governments can take advantage of the unique strengths that both parties bring to the table to deliver cost-effective energy efficiency services." Local government economic redevelopment and similar designated area are specifically designed to increase community prosperity and

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represent a vital source of energy savings across a diverse residential and business market sector that has had lower participation in traditional energy efficiency programs. These customers represent significant energy savings and demand reduction potential, as well as potential lost opportunities if not given targeted consideration.

## **7. Program Outcomes**

The Energy Watch Partnership will work toward the following outcomes:

- Greater demand for energy efficient products and technologies among residential and small business customers;
- Greater awareness of and participation in statewide energy efficiency programs at the local level;
- Increased participation in demand response programs, Flex Your Power Now! and other voluntary efforts; and
- Increased awareness of energy efficiency options as a purchasing consideration for new homeowners.

## **8. Program Strategy**

The Bakersfield and Kern County Partnership is an “Existing Renewed” partnership for 2006-2008. The implementation strategies are listed below in detail.

### Direct Install

SCE’s annual goal is to serve a combined 3,000 to 4,000 single family and multi-family units with direct install of interior and exterior CFLs and T8 fluorescent lamps, and 60 or more small businesses with energy audits and direct installed products. Contracted installers will canvass targeted residential and small business areas by going door to door and providing information on the various program measures.

For small business customers, a selected contractor will:

- Canvass targeted areas, as referred by the city of Bakersfield and the county of Kern, to sign up small business customers.
- Arrange for energy audits to be done by CHEERS-trained auditors
- Install screw-in compact fluorescent lamps, occupancy sensors and T5 or T8 lamps as needed to replace inefficient existing equipment.

### Municipal Retrofits

The program will also serve municipal buildings in the county of Kern, conduct audits of chosen facilities, and identify project opportunities including HVAC package unit replacements, lighting opportunities including T8 installations, CFLs, exit signs and occupancy sensor installations, and cool roof projects.

### Education and Training

The Bakersfield and Kern County Partnership education and training element will provide locally based energy efficiency, demand reduction, technology, and energy efficient design education and training, as appropriate for the geographic and demographic areas served. The program will provide education including 20 energy

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efficiency training classes at SCE's Agricultural Technology Application Center and PG&Es Pacific Energy Center.

#### Specialized Marketing and Outreach

A marketing company will be selected to:

- Develop marketing and advertising plans based on partners' needs and input;
- Design and produce partnership brochures, radio and television commercials;
- Staff an outreach booth/table at various local area stores to promote the partnership services;
- Create, print and store partnership marketing materials;
- Identify local events which can be used to market the Energy Watch partnership services.

In addition, the selected marketing contractor will employ third-party program partners to market the program. For the residential program, new homebuyers will be reached utilizing marketing and communications vehicles of the real estate community to reach, such as banner ads on web-based MLS listings.

Partners within the business community, such as the Greater Bakersfield Chamber of Commerce and Hispanic Chamber of Commerce will help educate members to the Energy Watch program. Targeted business lists will be provided by city and county partners.

In addition, the Energy Watch Program will use paid media schedules (TV and radio), as well as an infomercial on K-GOV television channel, to generate residential requests for a site visit.

Local governments will assist the effort through local and city channels by providing access to bill inserts, local cable television channels, websites, local newspapers, etc to distribute program information. A specific program phone number and website will also be used to disseminate information. The partners will also have in-house personnel who will answer questions and direct customers to the services offered.

#### Home Buyers Program

The Bakersfield and Kern County Energy Watch Partnership will provide specialized services to home buyers which may include an energy audit of the recently purchased home and free energy efficiency measures such as compact fluorescent lamps (CFLs).

To reach homebuyers, the marketing contractor will leverage area Realtor® association marketing vehicles, participate in home shows and homebuyer fairs, and provide program information for use by home loan counselors and HUD/FHA first-time homebuyer classes to generate requests for site visits.

#### Energy Audits and Technical Services

The Bakersfield and Kern County Partnership will offer energy audits to residents and businesses in participating local jurisdictions. Technical services will be offered

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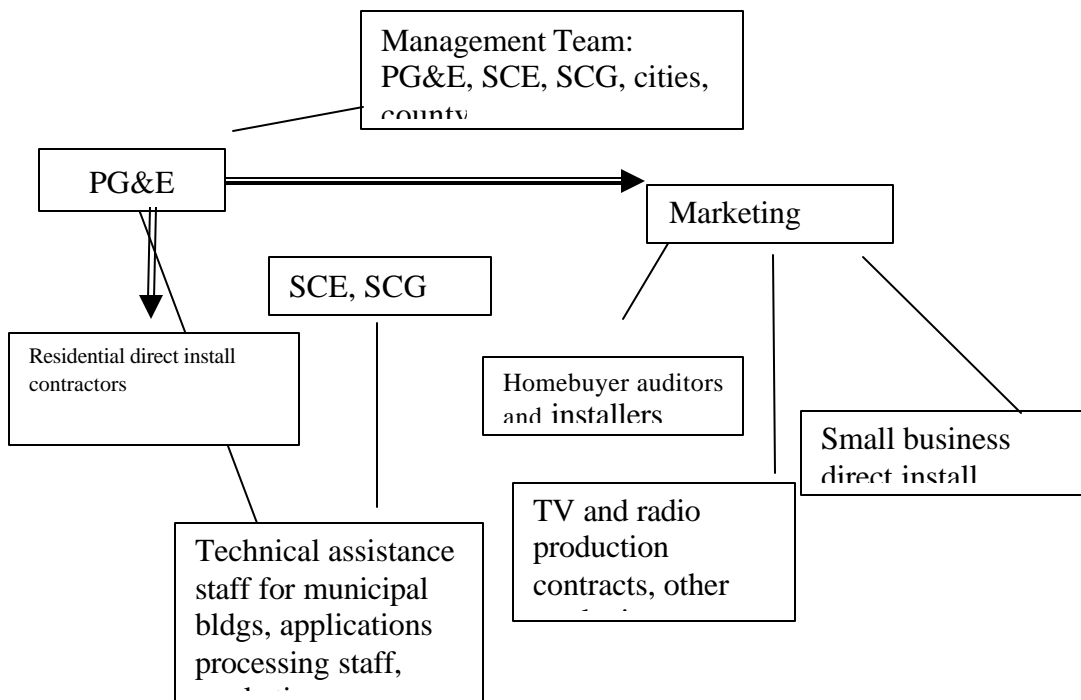
primarily to government facilities in the targeted geographical areas. Targeted energy audits will identify and develop projects to be implemented through the energy efficiency retrofit program offerings.

Energy Watch will provide residential and comprehensive commercial (small business) onsite energy audits. In addition, Energy Watch will train city building inspectors to incorporate energy audits into their services.

Program Organizational Functions

PG&E will serve as the lead utility and directly oversee the residential direct install contractors for both SCE and PG&E customer installations, the marketing contractor, and the small business direct install contractor. SCE will directly oversee the municipal building projects and work directly with the county of Kern to identify opportunities. All partners will review marketing materials and outreach efforts. The organizational chart below identifies each utility’s role.

**Energy Watch Functional Organization Chart**



**9. Program Objectives**

SCE anticipates that the partnership programs will achieve considerable energy and demand reduction by implementing the respective program strategies in the various partnerships. Other objectives include:

- Helping local governments, state and community universities and colleges to achieve cost-effective long and short term energy savings.

- Conduct energy efficiency and energy code training for building professionals, energy managers, facility managers and other staff
- Improve energy efficient operations and maintenance practices in partner facilities
- Provide information on all energy-related options and sponsoring of community with local government, local community-based organizations, businesses, schools and others to generate awareness and increase participation in statewide and local energy efficiency and low income programs.

## **10. Program Implementation**

As with program strategy, specific implementation of each partnership program and the roles of partners will vary depending on program design and selected strategies. The roles of each Partner will be defined and confirmed in a partnership agreement acceptable to all parties. All partners will participate equally in program development and the establishment of goals, deliverables and milestones for the program and share commitment to the achievement of energy savings and demand reduction goals.

SCE will ensure that all energy-related information and marketing materials are made available for use or distribution by the partners and will be responsible for providing technical support and energy and demand information as appropriate

The 2006-2008 Bakersfield and Kern County Partnership will utilize and build upon the implementation strategies employed in the 2004-2005 Local Government Partnerships, as well as the UC/CSU/IOU Energy Efficiency Partnership from the last cycle. These include:

- Information distributed to residential and small business customers will include material regarding third-party programs available locally and all appropriate statewide energy efficiency programs.
- Energy efficiency retrofit program element implementation (including project selection and implementation); The Energy Watch program will be coordinated with PG&E and SCG to include their energy customers, as well, for education, audit and installation services.
- Energy efficiency education and best practices development and training implementation.
- Explore opportunities to work on joint projects (e.g., niche upstream offerings that need a regional approach); and
- Sharing of innovative implementation strategies to other LGPs.

## **11. Customer Description**

- Customer types vary, depending on the services provided, and include:
  - Residential and small business customers in Bakersfield and Kern County are targeted for energy efficiency education and audit services.
  - Small businesses and municipal government (city and county) customers are targeted for energy efficiency retrofits, including LED exit signs, HVAC tune-ups, fluorescent tubes/ballasts, occupancy sensors, etc.
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- Residential customers who buy a home in the county are targeted for education and audit services, as well as installation of CFLs.
- Municipal buildings are targeted for energy efficiency retrofits.

## **12. Customer Interface**

The Bakersfield and Kern County Partnership will interface directly with their internal organizations, constituents, and customers in their jurisdictions. To reduce some of the confusion and duplication of effort that sometimes occurs between statewide, local and the SCE partnerships, the Bakersfield and Kern County partnership will work with other programs to design a communication structure and a process for coordination of services that will optimize the Bakersfield and Kern County Partnership, SCE Public Affairs and Business Development representatives and other statewide and local programs.

This program features direct interface with customers through canvassing of business areas and scheduling of onsite visits to residences.

Customers will interact with contractors, vendors, and retail outlets. They will receive information from mass media and IOU marketing.

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

### **13.1. Measures Information**

Many of the key program elements for the Bakersfield and Kern County Partnership are discussed above. The partnership encompasses a full range of traditional and innovative energy efficiency measures. The measures to be included in the direct install program include a standardized list of deemed savings measures as developed by the partnership through its direct install prime contract. Specific measures included in the program elements where energy savings are calculated, rather than deemed, will typically be determined as facility audits are completed and opportunities are identified. These measures will need to fit into the overall partnership portfolio such that cost effectiveness targets are maintained.

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

Estimated program budgets and program impacts are summarized in the E3 calculator. The partnership activities will generate energy savings of 3,507,868 kWh and 457 KW.

### **13.3. Non-energy Activities**

The Bakersfield and Kern County Partnership will include non-energy activities such as energy audits, marketing and outreach, program administration, and training and education. These activities will be limited and targeted to enhance the overall success of the program's energy impact goals and stated objectives.

### **13.4. Subcontractor Activities**

Staples Marketing Communications, Inc. is a full-service marketing communications firm with direct experience in conceptualizing, developing and implementing marketing and outreach programs for residential and commercial energy customers using a combination

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of targeted communications and third-party interventions. This company was integral to the success of the 2004-2005 program, and it is likely that they will continue to help implement the 2006-2008 program.

The marketing contractor may provide the following services:

- Primary responsibility for marketing and outreach, promotion and development of collateral materials.
- In coordination with the partnership's direct install contractor, Staples Marketing will hire and train staff for onsite residential education and audits (as necessary); and non-residential canvassing, education and audits. The partnership will provide management and oversight of all education, audit and installation activities associated with activities.
- The partnership will coordinate with the SCE Home Energy Efficiency Survey program to deliver residential audits.

Other contractors will be selected to assist with the implementation of the program as necessary.

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

SCE, working with the Bakersfield and Kern County Partnership, will establish and oversee quality assurance measures for the LGP programs, including oversight and verification of subcontractor activities. These procedures and the associated reporting will be developed in more detail as a part of program implementation. In general however, SCE and the LGPs will continue the level of due diligence and quality assurance of its present energy efficiency offerings, including a representative percentage of pre/post installation confirmation inspections for small hardware projects, and pre/post inspections on all large or specialized projects hardware projects.

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### **13.6. Marketing Activities**

Local governments have unique local communication channels including local government mailings, religious and ethnicity-based organizations, and tenant and landlord associations. The Bakersfield and Kern County Partnership will utilize a variety of marketing efforts to reach the end-use customers.

In addition, the Bakersfield and Kern County Partnership will work with the IOU Partners on an overall partnership initiative which will leverage the "Energy Watch" brand.

## **14. Program Changes**

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

