

Coin Operated Laundry Program

1. Projected Program Budget	\$	930,005
2. Projected Program Impacts		
MWh		4,918
MW (Summer Peak)		1.11
3. Program Cost Effectiveness		
TRC		5.46
PAC		3.30

4. Program Descriptors

Market Sector: Non-residential
Program Classification: Local
Program Status: New

5. Program Statement

This is a gas, electric, water and sewer conservation program in which “Laundry Team” members UCONS, ASC, Intergy, RMC, and Battelle will collaborate with electric and gas utilities and local water districts and associations. The primary goal of the program is to increase early replacement of inefficient coin operated laundry machines in high-usage laundromats and multi-family common areas.

In the first quarter of 2005, this program was originally developed in coordination with SoCalGas, SCE and the Metropolitan Water District. After approval of the template by the PAG in April 2005, the Team began further development of the program.

This program has been developed to reduce kWh and kW usage in the nearly 10,000 coin-operated washing machines with electric water heating in Southern California. The energy savings is achieved by providing appropriate incentives and education to equipment manufacturers and leasing companies to facilitate the early retirement of existing leased equipment. Additional energy savings can be achieved concurrently in upgrading water heating equipment and in use of lighting measures. In addition, this program benefits both the end-user and the environment by providing, substantial ancillary water and sewer savings by replacing older laundry machines with newer, more efficient models which use substantially less water and energy than the current equipment.

The program employs marketing and outreach approaches to bring multiple decision makers and stakeholders together to facilitate energy efficiency actions in the coin-laundry industry. It involves both rebates and direct install program elements.

6. Program Rationale

This program addresses gas, electricity, and water & sewer conservation, and involves electric and gas utilities, in addition to water districts and associations, creating a synergy the results in greater savings across the board. In addition, the program employs innovative marketing and outreach approaches, as well as both rebates and direct install elements to bring multiple decision makers together to facilitate energy efficient actions in the coin laundry industry.

7. Program Outcomes

Targeted outcomes for this program include bringing together multiple decision makers/stakeholders in the coin laundry industry, educating equipment manufacturers and leasing companies, and facilitating the early retirement of existing leased equipment. In addition, the program aims to concurrently upgrade water heating equipment and lighting measures to avoid lost opportunities.

8. Program Strategy

One of the primary barriers to success in the industry is the involvement of multiple decision makers in terms of equipment decision making. This program plans to address this by jointly involving the multiple stakeholders in the program by connecting the equipment leasing companies with property managers and educating them jointly on the benefits of the program.

A second major barrier to success in this market is the low response level in the past. Less than 20% of customers in this segment have responded to similar past programs, even with higher rebate levels than today. To address this, this program will combine individual packaging of financing, education, rebates, and comprehensive services to laundromat managers and apartment property managers.

9. Program Objectives

The goals of this program are to replace 2,450 inefficient coin operated laundry machines in 400 laundromats and multi-family units, for a total savings of 4,918,194 kWh and 1,107 kW.

10. Program Implementation

Task 1: Build Tracking System

Cal-UCONS proposes to use the currently approved SCE/IDEEA tracking system in place for its evaporative cooler mobile home program. This program will have fewer measures and fewer elements than the current program.

Task 2: Develop Marketing Materials

There will be a low level of marketing materials required for this program. This is an information and education program in which Team members will demonstrate the separate economic advantages to both leasing companies and to property managers to make a substantial change in their current lease agreement to replace current washing machines with Energy Star commercial washers.

Task 3: Implement Marketing Campaign

The marketing campaign has already been initiated in the program development phase during 2005. There are 3 separate elements to the marketing and education campaign. These include:

- 1) Working with each water district to increase the rebate levels for commercial washers to pre-2005 levels by 2007
- 2) Working in partnership with all water districts and water agencies to educate their customers on program benefits, and
- 3) Arranging 1-on 1 meetings between the large leasing companies and their larger property management clientele.

The purpose will be demonstrating to both parties the overall economics to modify both equipment and lease terms. The benefits are very different between multi family property managers and managers of commercial laundromats.

Task 4: Enroll Customers

Customer enrollment will be initiated concurrently with the marketing campaign. When leasing equipment suppliers and property managers determine to write a new lease agreement (and replace inefficient washers with efficient ones), this defines the first step in customer enrollment.

Task 5: Install hardware and perform Services

Installation and all servicing and maintenance of coin-operated washers will be the sole responsibility of the equipment leasing companies. All direct install of supplemental energy efficiency measures (lighting, pipe wrap, temperature setback) will be the primary responsibility of Laundry Team member, American Synergy Companies.

Task 6: Inspect Jobs

American Synergy and UCONS have a well-defined QC/QA program which they bring to the supervision of all installation activities. An additional element of inspection will be the innovative "pre M&V" to be performed by Laundry Team member, Battelle PNW. Battelle has previously done an assessment of commercial laundry equipment for SCE. For this program, and will assist in the startup phases of the project to ensure that sufficient data is captured to evaluate overall program benefits and to further ensure that the correct application of Energy Star machines are used in each application. Their assessment will include both an estimation of energy and water savings.

Task 7: Remedy Installation Issues

American Synergy and UCONS QC/QA program includes remedies for all customer issues. This program is currently in place.

Task 8: Customer Satisfaction Surveys

UCONS and American Synergy will perform a customer satisfaction survey that will be submitted to SCE.

Task 9: Address Customer Satisfaction Issues

The QC/QA program for UCONS and American Synergy includes addressing any customer satisfaction issue. This program element is currently in place.

Task 10: Program Reporting

UCONS and direct install Team members will provide SCE the following program reporting elements: program workbook, program narrative, flat file and ad hoc reports, as required.

Task 11: Program ramp down

This program will not have a great deal of program ramp down time and expects to complete installations during the third quarter of 2007. However, as this project is on a fixed budget, it could be ramped down earlier, in which case participants would be notified of any deadlines.

Task 12: Program shut down

Leasing companies, property managers and water agency participants will be made aware there is a fixed budget for this program. All parties will be given a 90-day notice when The Team expects the program to be completed. All customer service elements will be provided for at least one-year from date of service.

Task 13: Follow up With Remaining and New Customer Issues

The QC/QA programs of UCONS (and direct install Team member American Synergy) include a response to any customer issue following program shutdown. For the Laundry program, the typical issue involving long-term customer support will be the washer (which will be covered by both a manufacturers warranty and by the separate obligations of the equipment leasing company).

Task 14: Submit Final Program Report

UCONS will provide a Final Program Report to include program challenges, goals attained, lessons learned, program recommendations, and program “next steps”.

11. Customer Description

This program is designed for non-residential SCE customers, specifically commercial laundromats and apartments with common area laundry rooms which use electric water heating.

12. Customer Interface

Intergy will be primarily responsible for working with water districts and agencies to educate their customers on program benefits. Resource Management Corporation will be responsible for arranging 1-on-1 meetings between the large leasing companies and their larger property management clientele.

13. Energy Measures and Program Activities

13.1 Measures Information & Energy Savings and Demand Reduction Level Data

Measure Name	Gross Unit Annual Electricity Savings (kwh/unit)	Summer Peak kW Savings per unit (kW/unit)
Electric Appliance-Washing Machine Replacement	2200	0.5
ELECTRIC Non RES Water Heater Setback to 130 degrees from 139 degrees	420	0.05
Electric Tank Efficiency Upgrades	1250	0.14
Energy Star Common Interior CFL's	209.162	0.08
Energy Star Common Exterior CFL's	209.162	0.08
T8 EI Ballast change out	44.44	0.08

13.2 Subcontractor Activities

American Synergy Corporation will be responsible for all direct installation and will deliver the supplemental measures required. Battelle's Pacific Northwest Division will be responsible for the Evaluation, Measurement, and Verification portion of the program. Intergy will be responsible for working with the various water agencies and municipalities to coordinate the outreach, rebate levels, and education. RMC will also serve as a consultant for the lead program management, Cal-UCONS.

13.4 Quality Assurance and Evaluation Activities

American Synergy and UCONS have a well-defined QC/QA program which they bring to the supervision of all installation activities. An additional element of inspection will be the innovative "pre M&V" to be performed by Laundry Team member, Battelle PNW. Battelle has previously done an assessment of commercial laundry equipment for SCE (at the Laguna Woods retirement facility). For this program, Battelle will assist in the startup phases of the project to ensure that sufficient data base is captured to evaluate overall program benefits, and to further ensure that the correct application of Energy Star machines are used in each application. Their assessment will include both an estimation of energy and water savings.

13.6 Marketing Activities

There will be a low level of marketing materials required for this program. This is an information and education program in which Team members will demonstrate the separate economic advantages to both leasing companies and to property managers to make substantial changes in current lease agreements for commercial laundry machines

The marketing campaign has already been initiated in the program development phase during 2005. There are 3 separate elements to the marketing and education campaign.

These include:

- 1) Working with each water district to increase the rebate levels for commercial washers to pre-2005 levels or higher (by 2007).
- 2) Working in partnership with all water districts and water agencies to educate their customers on program benefits
- 3) Arranging 1-on-1 meetings between the large leasing companies and their larger property management clientele. The purpose will be demonstrating to both parties the overall economics to modify both equipment and lease terms.

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