

Community Energy Partnership (Resource)

1. Projected Program Budget	\$	2,316,943
2. Projected Program Impacts		
MWh		6,605
MW (Summer Peak)		0.70
3. Program Cost Effectiveness		
TRC		1.60
PAC		1.60

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 an extensive program model for engaging communities in responsible energy use, raising their awareness about energy efficiency, the importance of peak demand reductions, and even renewable energy. It is a program model that draws upon the strengths of key energy stakeholders in each city, to create a powerful synergy.

Partner Cities

Irvine	Corona
Santa Monica	San Bernardino
Moreno Valley	Cathedral City
Palm Desert	Hermosa Beach
Brea	Santa Clarita

Partner Utilities

Southern California Edison	Southern California Gas
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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 primarily working with people – not technology -- 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 energy efficiency and smart energy management.

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 taking responsible and effective energy actions. This involves a broad spectrum of “educational” activities, from educating Team Leaders in the partner cities, to linking our city partners, to spending time with senior communities, 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 that the approach is generating a wide array of real and sustainable savings. 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. Ultimate partnership success will be the transformation of the way 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. 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 Electric Resource workbook. A summary breakdown of Non-Resource and Resource activities follows:

Resource and Non-Resource Activities

	Resource	Non-Resource
Community Promotions		<ul style="list-style-type: none"> Community organizing Energy Rallies Senior citizen activities Contests Multi-Media Outreach
	<ul style="list-style-type: none"> CFL Giveaways, Exchanges Torchiere Exchanges 	
<ul style="list-style-type: none"> Demonstration Efficiency Makeovers 		<ul style="list-style-type: none"> Fan and shade tree distributions Other efficiency measures
	<ul style="list-style-type: none"> Lighting measures HVAC measures 	<ul style="list-style-type: none"> Community outreach Project management Material costs, eg. paint
		<ul style="list-style-type: none"> Other efficiency measures
Municipal Services		<ul style="list-style-type: none"> Building city relations
	<ul style="list-style-type: none"> CFL distributions, exchanges 	<ul style="list-style-type: none"> Energy Rallies Energy advising Strategic planning Working on city energy issues Designating Energy Champions Engineering assessments
Community Efficiency Tune-Ups		
<ul style="list-style-type: none"> Household 		<ul style="list-style-type: none"> Energy Rallies Participant education Information sheets Linking with other programs
	<ul style="list-style-type: none"> Lighting measures 	

	HVAC measures	Other efficiency measures
Small Business		Energy Rallies Youth Services outreach Participant education Information sheets Linking with other programs
	Lighting Measures HVAC Measures	
PEAK Student Energy Actions Student Education		Core Curriculum Curriculum Variations Contests and Exchanges
	CFL Distribution CFL Fundraisers	
School Facility Activities		Advisory services School energy patrols Green clubs Engineering assessments
	School energy demos Demonstration retrofits	
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 may 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 has succeeded by reserving 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 action that will lead to sustained savings for eager communities 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.

Balancing the flexibility in fund transfers to have maximum effect, the Community Energy Partnership is governed by an executive committee made up of officials from the cities, Southern California Edison, The Gas Company, 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 the budget based on forecasts of quarterly expenditures.

9. Program Objectives

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

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 contract administrators from both SCE and The Gas Company who are deeply involved in the program and who are in routine communication with the facilitating partner, the Energy Coalition, as well as the city partners, serving as a link between the utility to the city.

The partnership’s ten diverse cities, with an aggregate population of about a million Californians, are out to make a difference. Through the partnership, 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 smart energy management. 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.

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

The Community Energy Partnership’s energy savings for 2006 – 2008 will be 6,604,854 net annual kilowatt-hours and .7 MW Summer Peak demand savings, resulting in a TRC ratio of 1.60 and a PAC ratio of 1.60.

The following budget overview for the Resource activities of the Community Energy Partnership is approximately 33% of the total project electric budget.

Program Budget Overview

Administration Cost	
Overhead, G&A	\$191,474
Other admin	\$878,135
Marketing and Outreach	\$154,667
Total Incentives Paid	\$1,092,667
Total Budget	\$2,316,943

13.1 Measures Information

Community Promotions

During the 2006-2008 program period, thousands of residents are expected to participate in community promotions. As the E3 Resource workbook documents, the Community Energy Partnership will provide discounted lighting products – notably 18,000 compact fluorescent lamps and 3,000 fluorescent torchiere lamps to participants.

- 18,000 compact fluorescent lamps
- 3,000 efficient fluorescent torchieres

- 6 Demonstration Efficiency Makeovers

The Demonstration Efficiency Makeovers are a new and now major aspect of the partnership. While most of the benefit is of a non-resource nature, the specific appliances and efficiency measures installed in the six planned Makeovers will be counted in the Electric Resource workbook.

Municipal Facilities

The Community Energy Partnership will continue to work in a variety of ways. One specific way is the distribution of compact fluorescent lamps to city employees. By providing them with “buck-a-bulb” opportunities, or helping to relamp their homes through clever exchanges of bulbs, city employees become ambassadors for the program. In the 2006 – 2008 funding cycle, the partnership will distribute 6,000 CFLs to city employees.

- 6,000 compact fluorescent lamps

In the hotter climate zone cities, the Community Energy Partnership will continue to promote the implementation of demand response strategies to realize capacity savings in key municipal facilities. By doing so, the cities set an example while potentially reaping incentives in addition to staying below ratcheting peak usage rates.

Community Efficiency Tune-Ups

There are two forms of Community Efficiency Tune-Ups: Household Tune-Ups and Small Business Tune-Ups. 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.

During 2006 – 2008 the partnership will Tune-Up approximately 5,400 households in the ten cities. The following is a partial list of measures that will be provided through the Community Energy Partnership Tune-Ups. Note that each home gets a custom set of services.

- Install 13-watt compact fluorescent lamps
- Install 15-watt compact fluorescent lamps
- Install 20-watt compact fluorescent lamps
- Install 23-watt compact fluorescent lamps
- Install 30-watt compact fluorescent lamps
- Install R30 PAR compact fluorescent lamps
- Install R40 PAR compact fluorescent lamps
- Install efficient compact fluorescent kitchen light fixtures
- Install efficient compact fluorescent bathroom light fixtures
- Install efficient LED night lights
- Install efficient compact fluorescent porch and yard lights
- Exchange halogen torchiere lamps with fluorescent models
- Replace furnace and air conditioner filters

- Caulk and weatherstrip windows, doors, and skylights
- Install ceiling fans
- Install low flow showerheads
- Install efficient faucet aerators
- Install water heater wraps
- Install weatherstripping

Installers use a detailed, triplicate checklist in the field to track installation activity, take notes on usage patterns, check major appliances, and provide the household with a record of the Tune-Up and the installer's top three recommendations for further savings. Note that other measures designed to effectively garner the participation levels desired, such as providing table fans (to reduce AC costs), checking smoke detectors and taking a quick look at the general condition of the refrigerator and water heater, are considered non-resource program activities.

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 up to \$1,000 spent at each location. The following serves as a partial list of measures that will be offered to customers and that are counted in the Electric Resource workbook.

- Install 13-watt compact fluorescent lamps
- Install 15-watt compact fluorescent lamps
- Install 20-watt compact fluorescent lamps
- Install 23-watt compact fluorescent lamps
- Install 30-watt compact fluorescent lamps
- Install R30 PAR compact fluorescent lamps
- Install R40 PAR compact fluorescent lamps
- Install LED EXIT signs
- Retrofit single lamp, four-foot and eight-foot fixtures with T8s and electronic ballasts
- Retrofit 2-lamp, four-foot and eight-foot fixtures with T8s and electronic ballasts
- Retrofit 3-lamp, four-foot and eight-foot fixtures with T8s and electronic ballasts
- Retrofit 4-lamp, four-foot and eight-foot fixtures with T8s and electronic ballasts
- Install ceiling fans

PEAK Student Energy Actions

PEAK is a multifaceted program. For the Electric Resource portion of the partnership, two things will be counted: First, each of the projected 36,000 PEAK students will receive a compact fluorescent lamp as a symbol of the potential for efficiency. Second, PEAK students will sell and estimate 12,000 CFLs as fundraisers for their schools.

- 36,000 compact fluorescent lamps for students' homes
- 12,000 compact fluorescent lamps for fundraisers

13.2 Energy Savings and Demand Reduction Level Data

Energy Savings and demand reduction information are provided in corresponding cost-effectiveness calculator and portfolio workbook.

13.3 Non-energy Activities

Non-energy activities are addressed in the Community Energy Partnership's non-resource program implementation plan.

13.4 Subcontractor Activities

Fully trained and licensed installation companies will be under contract to deliver the direct installation of energy efficient measures, provide education, and identify utility program linkages to participating customers.

Installers use a detailed, triplicate checklist in the field to track installation activity, take notes on usage patterns, check major appliances, and provide the customer with a record of the Tune-Up and the installer's top three recommendations for further savings. Note that other measures designed to effectively garner the participation levels desired, such as checking smoke detectors and the general condition of the refrigerator and water heater, are considered non-resource program activities.

13.5 Quality Assurance and Evaluation Activities

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

13.5.1 Expected Number/Percent of Inspections

It is anticipated that approximately 3% of all participating customers or customer sites will receive quality assurance and inspection efforts.

13.6 Marketing Activities

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.

The Community Energy Partnership presented herein reaches out to a plethora of different audiences, many of whom realize quite different benefits of energy efficiency and smart energy management. Each requires its own marketing strategy and execution. 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.

The Community Energy Partnership has four primary program components: Community organizing, working with partner cities on energy issues in a variety of ways, providing Tune-Ups and demonstrations for the communities, and educating youth and the community through PEAK Student Energy Actions. Participation targets for 2006 – 2008 are presented below.

Program Components	Participation Targets
Community Organizing	
Compact Fluorescent Lamps	18,000
Fluorescent Torchieres	3,000
Other Efficient Device Distributions	5,000
Demonstration Efficiency Makeovers	6
Municipal Activities	
Employee Distributions	10
	6,000
Community Efficiency Tune-Ups	
Household Tune-Ups	5,400
Small Business Efficiency Tune-Ups	450
PEAK Student Energy Actions	
PEAK Students	48,000
PEAK Households	27,000
PEAK Schools	~100
PEAK School Districts	8
Total Project Participants	~100,000

14. Program Changes

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