

Multifamily Energy Efficiency Rebate Program

1. Projected Program Budget	\$	53,023,116
2. Projected Program Impacts		
MWh		125,741
MW (Summer Peak)		14.54
3. Program Cost Effectiveness		
TRC		2.27
PAC		1.39

4. Program Descriptors

Market Sector: Residential
Program Classification: Statewide
Program Status: Existing

5. Program Statement

Multifamily property owners and managers are a historically unresponsive market to energy efficiency efforts. As one of California's largest industries, this unique customer segment warrants additional attention and effort to motivate property owners and managers to actively participate in energy efficiency programs.

After some recent years of concerted energy efficiency efforts to target this sector, there are still areas with large concentrations of multifamily households that have not yet received energy efficiency installations as noted in the 2003 EM&V report for this sector. Market studies¹ have noted that there are over 1.0 million multifamily units in Southern California Edison's service territory contained in approximately 145,000 multifamily buildings. Having received only modest participation in utility programs to date the multifamily segment holds tremendous savings potential.

What's New for 2006-08?

- Innovation
 - Use installer network to promote early Refrigerator and Room A/C change-out and recycling
 - Change definition of multifamily from 5+ units to 2+
- Integration
 - Aggressively promote Demand Response options through installation contractors
 - Incorporated mobile home strategy
- Other Program Improvements
 - Tripled funding levels to meet sustained owner interest
 - Showcase completed customer projects in trade publication promotions

¹ The California Energy Commission's "2003 Residential Appliance Saturation Survey (RASS)" database

In SCE's service area, the multifamily market sector has a consumption base well over 2 billion annual kilowatt hours generated by roughly 682,000 multifamily (tenant) service accounts² (five or more units). Although participation levels have depleted program funding each of the last three years, market penetration remains only about 12%.³

Split incentives, lack of knowledge, and out-of-pocket expenses of any kind pose significant barriers to participation.

With the split incentive issue, where tenants pay the utility bill and owners receive no tangible savings, there is little motivation to install energy efficient products in dwelling units.

Property owners/managers, in large part, are not a cohesive group which leads to disparities and gaps in industry knowledge and poses a barrier to knowledge sharing. Some regional associations provide a centralized knowledge and services base for a portion of the property owner/manager segment that belongs to these organizations. Focused and specifically directed outreach and marketing efforts are necessary to reach this customer segment.

Out-of-pocket costs pose a significant participation barrier for the customer. With the exception of a few larger property management firms, pay-back terms, no matter how favorable, are perceived as an unacceptable risk to the average customer.

6. Program Rationale

The Multifamily Energy Efficiency Rebate Program (MFEER) is designed specifically to motivate the multifamily property owner/manager toward installing energy efficient products.

product suitable for multifamily and incentive help alleviate incentive, the

effectively designed to drive this customer segment toward participation in energy efficiency.

The MFEER is in the unique position to overcome the split incentive barrier by serving two distinct beneficiaries of energy savings; the multifamily property owner and the tenant.

With offerings the complex levels that the split MFEER is

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Prescribed rebates motivate the property owner/manager to install energy efficient products in common areas, whereby receiving direct energy savings affect. It also motivates them to install energy efficient products inside the dwelling units where tenants typically receive the direct energy savings affect. This motivation is accomplished

² (See footnote 1)

³ Based on MFEER participation in SCE service territory PY 2002- 2004 of 84,858 dwelling units.

through the effective positioning of rebate levels that overcome the out-of-pocket barrier and drive the market to action while maintaining a cost-effective program.

As part of the public process, it has been suggested that the MFEER program address the split-incentive issue. MFEER design has been overcoming the split incentive barrier since its inception in 2002 as too its predecessor, the Residential Contractor program since 1999. Program design has been effective to such an extent that the majority of MFEER rebates paid were for products installed in tenant dwelling units.

The statewide multifamily program year 2003 evaluation report⁴ states, “By delivering energy efficiency to tenant spaces, this program is reaching out into a virtually untapped area, where no energy efficiency has penetrated and virtually none will without the program

incentives.” The MFEER is designed to capture millions of kilowatt hours of energy savings and peak demand reduction that otherwise might fall through the cracks.

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Further, both outdoor and indoor fixtures with incandescent lighting approximately account for a combined connected load of 68 MW in SCE’s service territory. A statewide market assessment study from 2000 reported that energy efficiency improvements to laundry equipment, heating and cooling equipment, and swimming pools/Jacuzzis/spas, were made to 15% or fewer of the complexes.

The multifamily property sector is a commercial enterprise providing residential living spaces. In this quasi-commercial role, the property owner straddles the residential and commercial energy efficiency programs’ definitions. The MFEER specifically addresses their needs which are often overlooked.

Further proof of this successful program design is concluded from program results. In each of the three years since program inception, market demand in all four IOU service territories has exceeded program budgets.

Additional support of SCE’s MFEER design and offering can be found in a multifamily best practices benchmarking report⁵ that specifically states “Tailor multi-family programs to the unique needs of the sector.” SCE’s MFEER has a proven track record of addressing and fulfilling these unique needs.

⁴ “2003 Statewide Multifamily Energy Efficiency Rebate Program Evaluation Report”, Wirtshafter Associates, Inc., February 27, 2004

⁵ Best Practices Benchmarking for Energy Efficiency Programs, “Residential Multi-Family Comprehensive Report”, Quantum Consulting, Inc.

7. Program Outcomes

The desired outcome of MFEER implementation is to realize long-term energy savings through the installation of energy efficient products in both the common areas and dwelling units of multifamily complexes and the common areas of condominium complexes and mobile home parks. The inclusion of rented mobile homes when the park owner/manager is conducting common area replacements is yet another objective.

The MFEER is moving toward a greater emphasis of hardwired fluorescent fixture installations and early retirement of T-12s to achieve more sustainability of energy savings. Comments from previous year's MFEER evaluations and Program Advisory Group (PAG) suggestions support the move toward more permanent products such as hardwired fluorescent fixtures.

The MFEER is moving toward a greater emphasis of hardwired fluorescent fixture installations and early retirement of T-12s to achieve more sustainability of energy savings.

The MFEER will also strive for the early retirement of room air conditioners and property owner owned refrigerators. The MFEER will work together with the Appliance Recycling Program to generate interest and gain higher participation levels through joint marketing efforts and turn-in events.

While MFEER participation is primary, an additional objective is to heighten property owners/managers and tenants energy efficiency awareness and knowledge. Multifamily property owners/managers can influence their tenants' opinions and behaviors by creating an energy efficient complex.

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Tenants who move from complex to complex, or become homeowners, then can be expected to instill their newly formed energy efficient knowledge and lifestyles upon other tenants and neighbors.

Previous MFEER participants often state their intent to continue upgrading their complexes with energy efficient products. Lowered energy bills and reduced maintenance efforts (changing out short-lived incandescent lamps) are proof enough to continue.

During routine customer surveys, one owner states, "My new lights have not only lowered my bill but also provided more lighting." And another property manager commented, "My tenants are happy with their new lights."

8. Program Strategy

The statewide MFEER strategy for 2006–08 will continue with its proven design and implementation, augmented by a hands-on approach focused at specific customer groups.

Incentive funding is nearly tripled in an effort to sustain pent-up market demand from this customer sector and from the over 40 independent contractors with jobs in queue.

Independent contractors play a key role as a vital source of technical knowledge and services for many property owners/managers. The MFEER leverages these market actors who extensively promote the program and target market this sector. They are a valuable

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resource to the customer participating in the MFEER, and account for the bulk of all rebate requests.

Capitalizing on the tremendous success of these independent contractors, SCE will make use of this group to promote SCE's Appliance Recycling Program and demand response programs such as the Summer Discount Program.

It is important and necessary to involve the property owner/manager in the tenant's participation in the Summer Discount Program and can be a tremendous positive influence.

The MFEER program is beginning to impact the market, as a significant shift toward property owner/manager initiated rebate requests began in 2004 and is steadily growing. In its initial years the program relied upon independent contractors to help promote the program offerings and nearly all rebate requests resulted from these contractor contacts.

The past two years has seen a three-fold increase of self-initiated owner/manager participation. Program momentum is building as these customers find the program easily accessible, pervasive and prevalent in their industry.

To continue this trend, the MFEER will continue its advertisement campaign in the five major trade journal publications in SCE's service territory while seeking other complimentary venues. The campaign consists of monthly ads in trade journals, and flyers are sent to every member of each of four apartment associations. This continual exposure is responsible for much of the increase of customer requests seen in the past two years.

Supplementing the ongoing print advertising campaign, program management makes presentations at apartment associations' member meetings and is an exhibitor at their trade shows where attendance is in the thousands.

Even with its successful endeavors to date, the MFEER continues to strive toward a stratified distribution of program participants. Multifamily property owners and management companies have many levels of sophistication and complexity. A significant number of small, independent ownership groups own one or more small complexes. There are several mega-property management firms owning and/or managing thousands of units. And there are many property managers and owners between these two extremes.

Most program participation to date has been from owners of mid-sized properties where complexes average about 90 dwelling units. MFEER's continued presence in apartment association activities gains the confidence of smaller property owners. These are the "show me it works and I'll believe it" customers of whom it takes time to win over.

The mega-property management firms require a hands-on approach by MFEER management. Companies managing greater than 250 unit apartment complexes make purchases from distributors and manufacturers 90% of the time. Since these firms typically do not belong to apartment associations and do not use the MFEER contractor corps, much of the traditional advertising methods do not reach this customer. Going forward, these customers will be actively pursued by MFEER personnel through personal contacts and presentations to garner their participation.

As always, the program is promoted through various other SCE energy efficiency programs and activities such as local partnerships and SCE's Mobile Energy Unit displays. Going forward, these leveraging and networking opportunities will be fully developed in order to gain wide-spread exposure for the MFEER offerings.

9. Program Objectives

Key MFEER objectives include realizing a marked increase in property owner/manager self-initiated rebate requests, participation of at least three mega-property management companies each year, and an ongoing yearly increase of MFEER awareness by non-participating property owners/managers, measured by program evaluators.

A core measure of MFEER success is whether the above mentioned objectives are met, since a primary and underlying objective of the program is to be an ongoing resource for the underserved multifamily market.

MFEER will also include multifamily property owners who own complexes of less than five dwelling units. These previously ineligible MFEER customers add, according to the Residential Appliance Saturation Survey, participation potential of over 350,000 duplexes, triplexes and four-plexes.

In the past three years, program management conducted program awareness campaigns at association presentations and trade shows exhibitions. These efforts led to numerous customers who, as owners of multiple duplex, triplex, four-plex, complexes, consider themselves multifamily property owners and yet were unable to participate in the program. They do not meet current program requirements that complexes be five or

more units resulting in a large, untapped customer base. Comments are received regularly that the program guidelines create inequities among multifamily property owners and managers. Other programs do not offer these customers similar product incentives through which they can participate and achieve energy savings.

10. Program Implementation

Implementing tactics will occur in much the same successful manner as in the past. Due to ongoing high demand, the primary implementation approach is generating program announcements alerting property owners/managers and market actors of program

MFEER personnel will initiate contact with the top 100 property management firms in SCE's service territory.

offerings, requirements, and funding availability. This will be accomplished by direct mailings to property owners/managers including previous participants, updating SCE's website www.sce.com, with current funding availability and current MFEER rebate application, and (c) emailing to an existing database of market actors and independent contractors.

Concurrent with program announcements, SCE will implement the print advertising campaign in the apartment associations' monthly trade journals completing the traditional MFEER launching.

Shortly after program launch, MFEER personnel will initiate contact with the top 100 property management firms in SCE's service territory. These efforts carry the objective of gaining program participation by these large property owners/managers. At the very least, personally contacting and working with these customers will help entrench the MFEER as an available resource they can utilize for future energy plans.

Incentive funding will be provided in a structured fashion that promotes year-round funding availability and helps ensure fair and equitable funding for all participating entities. Requiring rebate reservations helps govern funding availability, provides an equitable funding environment, and assists MFEER management in achieving program energy savings goals.

Through its unique relationship to market actors, MFEER management can exert influence to help control the mix of products that are installed and rebated through the program. Influencing the market is an effective way to ensure that energy savings goals are met and protects the market from any imbalances that, left unchecked, could easily occur.

To summarize the participation process: (a) MFEER program offerings are promoted to property owners and managers through a variety of direct and indirect means; (b) the program application and staff provide product information to the customer; (c) customer purchases and installs qualifying products; (d) the rebate application documents and

generates the rebate; and (e) verification efforts validate savings and customer satisfaction.

Starting in 2006, SCE will collaboratively integrate marketing and implementation efforts to link program rebates for Energy Star® refrigerators and Energy Star® room air conditioners with incentives from SCE's Appliance Recycling Program. Integrated

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collaboration seeks to accelerate the increase in the market share by facilitating consumer purchase and use of energy efficient units, while simultaneously providing a convenient means of properly and permanently retiring the replaced units. Together, the two programs offer customers:

- A combined \$85 rebate/incentive to purchase a new Energy Star® refrigerator and turn in their old, working inefficient refrigerator (\$50 for purchase of new and \$35 for turn in of old)
- A combined \$50 incentive/rebate to purchase a new Energy Star® room air conditioner and turn in their old, working inefficient room air conditioner (\$25 for purchase of new and \$25 for turn in of old) at "Room A/C Turn-In Events" that SCE will sponsor or co-sponsor.

MFEER program management is considering increasing the wattage range of CFL-type lamps from a maximum of 30 watts to a maximum of 55 watts beginning in 2007. This increase helps meet the need for certain high lumen output lighting needs in the common areas not currently available in the MFEER program. This increase is slated for 2007 to allow for market acceptance and price leveling as the higher lumen CFLs are relatively new to the retail market.

Also being considered for 2007 is a new incentive that will encourage converting recessed incandescent cans to fluorescent recessed cans.

Beginning in 2006, fluorescent torchiere lamps will be added to the measures list encouraging the replacement of potentially dangerous and high energy consuming halogen torchiere lamps. Two wattage levels will be available (55 and 70 watts) each at a rebate level of \$35.00.

Fluorescent torchieres also provide an opportunity for MFEER to work with community based organizations in a direct exchange service to multifamily tenants. The direct exchange will help remove tenant's potentially dangerous and high energy consuming halogen torchiere lamps while leveraging the site visit to outreach MFEER offerings to the property manager/owner including handing out Demand Response Programs information, such as the Summer Discount Program.

The MFEER program seeks to partner more closely with market related entities such as federal and state housing authorities. Many cities and federal organizations own conventional multifamily residential sites and have yet to fully realize the opportunities of the MFEER program. This holds true also for many of the larger property management companies in the SCE territory.

Beginning in 2006 and onward, program management will adopt a more aggressive and personalized approach to both the federal and state multifamily housing sector and the larger property management firms to gain greater participation in the MFEER program. Both sub-segments represent significant energy consumption and thus high energy

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savings potential. These entities will be approached through personal appointments, presentations, and by working collaboratively with their SCE account representatives.

The PAG has recommended Off Bill Financing for multifamily units to the owners. Prior to implementing this recommendation, SCE will be assessing the Direct Installation program's financing pilot to evaluate financing options as a tool to eliminate barriers for adoption. Effectiveness of this pilot offering will be assessed and applied where appropriate.

11. Customer Description

The MFEER eligible customer is the property owner or manager of multifamily complexes of two or more dwelling units. Prescribed rebates are available to this customer for the installation of qualified energy efficient products installed in the dwelling units of apartment complexes or the common areas of apartment and condominium complexes or mobile home parks.

In addition, the MFEER is including rented mobile homes on the condition that the mobile home park property owner/manager is participating in MFEER through common area installations.

12. Customer Interface

The MFEER program will be available to all property owners and managers through the utilization of the rebate application obtained either online at www.sce.com or by calling SCE's energy efficiency call center. Program information and applications may also be linked to by customers from external sites such as the Flex Your Power web site.

SCE will directly market the program to property owners and managers in a variety of ways including brochures, presentations, exhibits, and direct mail in order to increase

customer awareness leading to program participation. Repeated marketing efforts and promotional messaging have resulted in increased levels of participation and program awareness. This successful approach will continue to be used.

It is believed that much of the increase in property owner/manager initiated applications during the 2005 year can be attributed to the more simplified version of the MFEER application.

SCE has access to a vast network of independent installation contractors who, while conducting their own outreach, effectively market and deliver the MFEER program and will offer other SCE program information such as the demand response Summer Discount Plan.

Over the course of the past three years, the MFEER application has been revised a number of times in response to customer input resulting in streamlining necessary information and providing an easy-to-use checklist. It is believed that much of the increase in property owner/manager initiated applications during the 2005 year can be attributed to the more simplified version of the MFEER application.

13. Energy Measures and Program Activities

13.1. Measures Information

Measure information provided in corresponding portfolio workbook. As recommended by the PAG, the incentive levels are consistent among the IOUs for the Statewide MFEER.

Measure	Incentive per Unit
Energy Star® Labeled Screw In CFLs (5 – 30 watt)	\$4.00 - \$6.50
Energy Star® Labeled Reflector CFLs	\$8.00 - \$10.00
Energy Star® Labeled Hardwired Fluorescent Fixtures	\$30.00 - \$50.00
Energy Star® Labeled Ceiling Fan with CFLs	\$20.00
Energy Star® Labeled Room Air Conditioner	\$50.00
Energy Star® Labeled High Efficiency Exit Signs	\$35.00
Energy Star® Labeled Fluorescent Torchiere	\$55.00
Energy Star® Labeled Residential Refrigerator	\$50.00
T8 or T5 Linear Fluorescent Lamps with Electronic Ballasts	\$32.00 - \$45.00
High Performance Dual-Pane, Low-E Windows	\$0.75 sq. ft.
Attic and/or Wall Insulation	\$0.15 sq. ft.

Occupancy Sensors	\$10.00
Photocells	\$10.00
Energy Efficient Electric Storage Water Heaters	\$30.00
High Efficiency Pool Pumps (Single and Dual Speed)	\$125.00 – \$300.00

13.2. Energy Savings and Demand Reduction Level Data

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

13.3. Non-energy Activities

Not applicable

13.4. Subcontractor Activities

The MFEER will have no subcontractors. The program relies on the contractor industry to provide installation services through a standardized incentive structure.

13.5. Quality Assurance and Evaluation Activities

SCE's MFEER management incorporates 100% customer telephone surveys into its routine processing of rebate requests. Every participating customer is contacted and questioned about a number of program aspects ranging from how the customer first heard about the program to quality of service questions about the installation contractor. MFEER management will use this feedback to make proactive changes that will result in a more satisfied customer as well as full utilization of program offerings.

In addition, a percentage of all rebate applications are selected for on-site verification inspections by SCE inspectors. At the inspection appointment, SCE's inspector compares detailed product installation information contained in the rebate application to the product(s) found at the site noting make and model numbers and quantities installed.

Discrepancies are resolved with customer input, however, rebates are paid only for those products verified as installed at the time of inspection.

13.5.1. Expected Number/Percent of Inspections

The MFEER intends to inspect roughly 20% of all submitted applications. Based on initial projections, this could amount to roughly 300 annual inspections.

13.6. Marketing Activities

MFEER marketing plans will consist generally of print collateral material, direct mail campaigns, print advertisement, industry partner presentations, trade show exhibitions, statewide advertising, and leveraging other SCE energy efficiency efforts and programs where feasible.

Beginning in 2006, direct mail efforts will increase from once yearly to a minimum of two times each year. Direct mail campaigns will feature messages that are seasonal in

nature such as spring-time maintenance and fall energy saving CFLs as the days grow shorter. There will be continued emphasis on the early retirement of room air conditioners, refrigerators and T-12 lamps.

As presented and commented upon at PAG meetings, the MFEER will coordinate with the Appliance Recycling Program's promotional activities and events in an effort to engage property owners/managers to change out their old room air conditioners or refrigerators utilizing both programs.

Program brochures will continue to be produced as the program's main collateral material. In-language efforts have already produced a Spanish version of the brochure and other languages are under consideration.

The 2004-05 program has seen tremendous strides in increased program awareness as a result of ongoing print advertisements in regional monthly trade journals. This effort will continue so that property owners/managers are continually reminded that the MFEER is available to them as a key tool toward energy efficient multifamily housing. It is anticipated that exposure will increase from four journals each month to not less than six in an effort to cover the entire service territory.

Trade show exhibits, trade association presentations, and industry partner presentations are an integral part of ongoing promotion and marketing efforts. It is important to reinforce program presence and accessibility to this customer segment on a continual basis until awareness becomes common place.

At the suggestion of PAG members, a new approach of showcasing participating customers' projects will be implemented beginning in 2006. These customers' experiences and smart energy efforts will be showcased in trade journal magazines through articles and photos and possibly displayed at trade shows as well. Additional aspects of this approach will be developed later.

Another new approach suggested by PAG members will utilize the existing network of community based organizations (CBOs) and the like for outreach and promotional opportunities. These organizations are well entrenched and carry tremendous influence in their community. SCE's MFEER may team up with CBOs in a leveraged marketing effort to bring additional value to their community efforts.

MFEER program management will also increase marketing and leveraging emphasis to geographic areas such as Santa Barbara and Ventura counties in order to boost participation levels in these regions.

Listing of marketing activities:

- Program announcement letters to multifamily service accounts (est. 32,000 letters)
- Monthly print advertisement in 4 apartment association trade journals (est. circ. 10,000)

- Monthly print advertisement in 2 industry trade journal (est. circ. 25,000)
- Exhibitor at 4 -5 industry trade shows (est. total attendance 30,000)
- Direct mailer – Spring and Fall
- Industry partner presentations
- Collateral Materials:
 - Brochures (English and Spanish)
 - Promotional items

14. Program Changes

There are no significant changes to the program since SCE presented its program plans to the Commission on June 1, 2005.

Comprehensive Mobile Home Program

Program summary information is shown under the Multi Family Energy Efficiency Program.

4. Program Descriptors

Market Sector: Residential
Program Classification: Local
Program Status: Existing 2004-05 Third-party Program

5. Program Statement

This residential comprehensive Mobile Home program has been designed to complement SCE's current filing for 2006-08 by reaching mobile home customers, where there is a rich potential for cost-effective energy and demand savings. This is a targeted market

The program has been designed to provide a comprehensive energy program to 7,500 mobile home customers in the SCE service territory, collaborating with local communities within this service area to maximize service to the citizens of their cities and towns.

that is not reached by statewide mass-market programs. The Comprehensive Mobile Home program has been delivered by Synergy Companies as a third-party program (2002-03 and 2004-05) and has been one of the most reliable and dependable programs in delivering energy savings, with a high customer satisfaction rating.

6. Program Rationale

The comprehensive mobile home program focuses on those measures and the geographic segments identified which both the utility and their customers have found desirable and which the proposed mix of utility programs would not otherwise specifically address on a targeted basis. The program has been designed to provide a comprehensive energy program to 7,500 mobile home customers in the SCE service territory, collaborating with local communities within this service area to maximize service to the citizens of their cities and towns. This program is steadily realizing energy savings from this cost effective market segment. Care is being taken to track saturation rates by Mobile Home parks. There is a large untapped potential in this market with an estimated 80% of Mobile Homes untreated.

7. Program Outcomes

The desired results of the comprehensive mobile home program are to contact 20,000-25,000 mobile home owners/tenants and explain the energy savings program to them. SCE expects that 35% of the mobile home owners/tenants will either desire or qualify to have the work completed. It is the program goal to serve 7,500 customers throughout the SCE territory, beginning in the warmer climate zones and working across the Los Angeles and Northern Los Angeles areas. SCE anticipates that there will be a 97% plus satisfaction rate by customers. Energy savings are outlined above.

SCE anticipates a significant contribution to demand reduction and a reduction in summer peaks in the SCE territory including lighting and air conditioning loads for the market sectors addressed in will directly these peak loads sealing, and AC improvements. The customers in this market segment are major users of HVAC equipment during the peak hours in the summer.

The comprehensive mobile home program will be a direct-install no cost to the customer program.

that are being this program. Synergy address and reduce through lighting, duct Diagnostic/Balance

8. Program Strategy

The comprehensive mobile home program will be a direct-install no cost to the customer program. This will significantly reduce the barriers for this customer base to make a decision to have the work completed. This is a customer that is traditionally not fully aware of Energy Efficiency programs because of age, income, or language demographics.

9. Program Objectives

Through the program, 20,000-25,000 customers will be contacted and energy efficiency services will be 7,500 customers. activities include 150 meetings or fairs in parks, direct mail of and distribution of educational brochures to customers and potential customers.

Interested homeowners will call a toll free hotline to schedule the work to be done in their home.

provided to Outreach neighborhood mobile home 25,000 flyers, 10,000

10. Program Implementation

Mobile Home occupants and property managers will receive information regarding the mobile home energy efficiency program. Interested homeowners will call a toll free hotline to schedule the work to be done in their home. On the scheduled date, Synergy Company’s certified technicians will complete a walk through of the home with the customer, provide energy efficiency education, and install the needed measures to maximize energy efficiency.

Synergy Companies will provide to the SCE regular reports on the program’s progress. In addition to the report, Synergy Companies will invoice SCE for will the work done at each customer’s home, and the energy savings benefit accrued from measures installed.

11. Customer Description

This proposal is designed for mobile home customers in the SCE territory. Owners/Tenants must have a SCE account to qualify for the program or be on a Master Meter Account in the Mobile Home Park where they reside. Duct Seal or HVAC Diagnostics must not have been done within the last three years.

12. Customer Interface

Synergy Companies' finds customers through the following activities:

- 1) Working directly with property managers and associations.
- 2) Neighborhood meetings or fairs.
- 3) Local Community Organizations: Senior Citizen Centers, Multifamily Associations, Association of Retired People, Chambers of Commerce, Local Libraries.
- 4) Working with local communities and cities to target specific neighborhoods and areas within their cities. Once an area is identified, customers will be found through billing inserts and community newsletters.
- 5) Flyers.
- 6) Word-of-mouth.

Customers that desire to have the measures installed call a toll-free number for an installation date.

13. Energy Measures and Program Activities:

Information will be provided to the customer through a brochure and during a walk-through. This will outline the SCE and Commission programs that may be available to the customer. In addition, the technician will assess possible energy savings and make possible recommendations to the customer. Measures available will be HVAC Diagnostics and Tune-up; Duct Test and Seal; Interior and Exterior CFL's, Interior and Exterior Hardwire Fixtures, and Common Area Lighting.

13.1. Measures Information

Measure information provided in corresponding cost-effectiveness calculator and portfolio workbook.

13.2. Energy Savings and Demand Reduction Level Data

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

13.3. Non-energy Activities

At each mobile home park there will be a neighborhood meeting or fair provided to residents. This is an outstanding experience where the energy efficiency program is explained to

neighborhood and community, usually clubhouse or meeting programs are being Synergy Companies details of the program

Synergy Companies explains the details of the program with samples of the measures to be installed in their apartments and homes.

members of the mobile home in the facility room, where implemented. explains the with samples of

the measures to be installed in their apartments and homes. Questions and answers take place and individuals that are interested can take literature on the program or schedule their installation date. Synergy Companies often follows-up with a second visit after

many of the residents have had the opportunity to have measures installed within their complex. Almost without exception, these meetings are welcomed and well received.

In addition, Synergy Company technicians will do an energy assessment walk-through with each customer and leave a brochure with energy savings tips and information for other SCE and CPUC energy efficiency programs.

13.4. Subcontractor Activities

Synergy Companies will implement this program under the direction and supervision of Southern California Edison.

13.5. Quality Assurance and Evaluation Activities

Upon notice of completion from Synergy Companies, the work will randomly be inspected through both in-house and independent inspectors. In addition, Synergy Companies uses an independent electronic process that checks all pre and post numbers on the HVAC and Duct Seal work. The predefined California and local IOU standards for retrofit will be used to measure quality and correctness of installed measures. In addition to these measures, an independent EM&V contractor will also provide measurement and verification checks and balances on this program.

In addition, SCE will provide constant monitoring of the program through review of regular reports and invoices. SCE will also conduct random on-site visits.

13.5.1. Expected Number/Percent of Inspections

Synergy Companies will physically inspect 5% of all measures installed and will call 20% of customers to assess satisfy and quality. In addition, the independent EM&V Contractor will do a significant statistical survey for measures installed, estimated energy savings, and customer satisfaction. Additionally, SCE will conduct random inspections, 5-10%, of the worked performed by the implementer.

13.6. Marketing Activities

Mobile Home occupants and property managers will receive information regarding the mobile home energy efficiency program. Interested homeowners will call the toll free hotline to schedule the work to be done in their home. On the scheduled date the Synergy Companies technicians will complete a walk through of the home with the customer, provide energy efficiency education, and install the needed measures to maximize energy efficiency. Program information is provided to mobile home occupants and property managers via flyers and brochures.

14. Program Changes

Since the June 2005 Multifamily Energy Efficiency Program filing, minor changes occurred in the program budget and energy impacts as a result of measure quantity refinements and DEER energy savings calculations.

- **Projected Program Budget** moved from \$53,165,366 to \$53,141,970

- **Projected Program Impacts** moved from 132,383 to 125,740 MWh and from 14.99 to 14.54 MW primarily as a result of DEER changes.
- **Program Cost Effectiveness** TRC figure moved from 2.47 to 2.74 and the PAC moved from 1.85 to 1.68.
- Measure changes:
 - Refrigerator rebates moved from \$25 to \$50 for statewide consistency
 - Duct Test & Sealing is removed from this program's offerings.