

CCSF-PG&E 2006-2008 PARTNERSHIP PROGRAM
Commercial Deemed and Calculated Savings Program Element

I. PROGRAM OVERVIEW

For businesses not included in the Mass Market category, CCSF will focus its activities on non-assigned medium-size commercial accounts (200-500 kW) in the following market sectors: Office buildings; Hospitality; and Retail (including food service). CCSF will provide turnkey services including marketing and outreach, audits, assistance in completing rebate applications, and referral of qualified vendors and installers. CCSF will provide quality control through customer satisfaction surveys and site inspections.

In addition to PG&E's deemed and calculated incentives, CCSF will offer additional incentives for select measures that are specific to San Francisco businesses and/or winter peak savings. These special incentives will be designed, processed, and paid out to customers by CCSF.

CCSF has many existing channels to reach customers. CCSF offers many desirable non-energy resources for businesses, such as rebates for water conservation, recycling and composting support, sustainable building and non-toxic materials education and training. Marketing activities will be coordinated with PG&E, and whenever possible, CCSF will partner with PG&E on joint media events and presentations, upstream distribution support, vendor shows and any other marketing approach that reaches both assigned and unassigned accounts.

MARKETS SERVED

CCSF's turnkey efforts will focus on comprehensive gas and electric savings for medium commercial customers in **Retail** (general retail, restaurants/food service, convenience stores), **Office Buildings**, and **Hospitality**. In general, these customers will be 200 kW-500kW, non-assigned accounts.

PARTNERS AND THEIR ROLES

CCSF will conduct general outreach and marketing through local business organizations as well as through CCSF's water conservation, recycling and toxics reduction programs, Health Department, and Building Inspection. SFPEP has worked successfully with staff from these programs and the Green Business Certification Program and will continue to market energy programs through these channels. Any CCSF leads or opportunities for unassigned accounts will be referred to PG&E reps.

PG&E will provide customer data in a timely manner to CCSF staff to enhance marketing and auditing efforts. PG&E will refer customers who could benefit from CCSF services, work with CCSF staff to ensure coordination in implementation and CCSF publicity activities.

COORDINATION WITH DELIVERY CHANNELS

For the commercial turnkey sector, dividing the customers by assigned and unassigned accounts has worked well in the 2003-05 SFPEP program. All parties working in San Francisco, including

third parties, should coordinate programs so they complement and enhance overall savings goals rather than compete with either PG&E or CCSF targeted efforts.

ADDITIONAL PROGRAM FEATURES

A customer database will also help identify opportunities and track actions for demand response, distributed generation, green building, emerging technology, and CO2 reduction. Customers will be informed of incentives and other benefits and CCSF will facilitate contacts with appropriate entities and assist in any application process.

II. GOALS AND DELIVERABLES

Year	MW	Gross Annual MWh	Gross Annual Therms	Budget
2006				
2007				
2008				
Total				

The measures for success need to be both short- and long-term. With a 3-year cycle, there will be annual milestones leading to the 3-year program savings goals, plus savings that will be manifest beyond 2008. Savings goals would grow incrementally over the three years. Deliverables will include reports of customers contacted, audits, installs, savings, events, etc.

Other measures of success would include market transformation as a result of innovative approaches (price reduction and market saturation level); documented savings resulting from C&S; early retirement of inefficient equipment; EE combined with green building and DG projects.

CCSF-PG&E 2006-2008 PARTNERSHIP PROGRAM
Mass Market--Small Business Direct Install Program Element

I. PROGRAM OVERVIEW

For the Mass Market commercial direct install, the City and County of San Francisco (CCSF) will focus its activities on small (up to 200kW) non-assigned commercial accounts.

The Direct Install Program for San Francisco businesses will be under CCSF direction, and will utilize a Contractor, e.g. Right Lights by Ecology Action, to implement the program. CCSF will refer local qualified service providers to the Contractor to perform installation work under Contractor management. A strict quality control system will be employed by the Contractor under the oversight of CCSF staff, who will make selected pre-installation site visits, assure quality of products and service, and attend selected post inspections. Training for city building and health inspectors will be included to help them identify potential energy-savings opportunities.

MARKETS SERVED

CCSF's efforts will focus on comprehensive gas and electric savings for small and medium business customers in the Retail (general retail, restaurants/food service, convenience stores), Office Buildings, and Hospitality sectors. Generally, these customers will be under 200 kW unless they have some unusual process load that takes them over this limit. The package of measures will be tailored to San Francisco's specific peak load needs, including measures for reducing demand during winter evening peak hours.

PARTNERS AND THEIR ROLES

The Contractor will utilize direct marketing strategies contacting businesses directly through site visits. CCSF will assist contractor in locating translation support and conduct general outreach and marketing through local business organizations as well as through CCSF's water conservation, recycling, and toxics reduction programs, Health Department, and Building Inspection. SFPEP has worked successfully with staff from these programs and the Green Business Certification Program and will continue to market energy programs through these channels.

PG&E will refer customers who could benefit from CCSF services, work with CCSF staff to ensure coordination, and coordinate with CCSF publicity activities.

COORDINATION WITH DELIVERY CHANNELS

Coordination planning will ensure that there are no competing elements or confusion for customers during implementation. Dividing the customers by assigned and unassigned accounts has worked well in the SFPEP program. All parties working in the same geographic region, including third parties, should be required to coordinate programs so that all services complement and enhance overall savings goals.

ADDITIONAL PROGRAM FEATURES

CCSF will maintain a customer database will also help identify opportunities and track actions for demand response, distributed generation, green building, emerging technology, and CO2 reduction. Customers will be informed of incentives and other benefits and CCSF will facilitate contacts with appropriate entities and assist in any application process.

II. GOALS AND DELIVERABLES

Year	MW	Gross Annual MWh	Gross Annual Therms	Budget
2006				
2007				
2008				
Total				

With a 3-year cycle, there will be annual milestones leading to the 3-year program savings goals, plus savings that will be manifest beyond 2008. Deliverables will include reports of customers contacted, audits, installs, energy savings, events, etc.

CCSF-PG&E 2006-2008 PARTNERSHIP PROGRAM

Mass Market – Multifamily Direct Install and Single Family Program Elements

I. PROGRAM OVERVIEW

For residential customers, the Department of the Environment (SFE) of the City and County of San Francisco (CCSF) will provide direct install services to a targeted segment of the City's 45,000 multifamily buildings, including the 2-4 unit flats that dominate certain neighborhoods. The Direct Install Program will be under CCSF direction, and utilize a Contractor to implement the program. CCSF will work with the Contractor to recruit and train local qualified service providers to perform the installation work under Contractor management. A strict quality control system will be employed by the Contractor with oversight by CCSF staff, who will make selected pre-installation site visits, assure quality of products and service, and attend post-installation site inspections. The multifamily program will also feature a tenant outreach and education component under CCSF direction.

Additionally, CCSF's efforts will include two very specific program elements: home performance testing of select dwelling units in support of the City's Healthy Home Program; and an incentive program to encourage single family customers to have their homes performance tested.

MARKETS SERVED

MASS MARKET. CCSF's efforts will focus on comprehensive gas and electric savings for 2-30 multi-family units. Over 20% of San Francisco's housing stock is 2-4 unit buildings. They have previously been classified as "single family", but have not typically benefited from the "single family" programs as they are tenant occupied, suffering the "split-incentive" problem not addressed by rebate programs. Another large percentage of San Francisco's housing stock is in small apartment buildings less than 30 units. The "multifamily" programs typically target large apartment complexes; therefore, they often miss the opportunities in these smaller buildings. Finally, to attain comprehensive savings, this program will offer a bundled package of measures with a required investment by the building owner. In San Francisco, building owners are allowed to bill their tenants for their investment amortized over the useful life of the measure.

PARTNERS AND THEIR ROLES

CCSF will hire a prime Contractor who will hire auditors and work with qualified installation contractors. CCSF will conduct general outreach and marketing through local organizations as well as through CCSF's water conservation, recycling and toxics reduction programs, Health Department, Building Inspection and the Fire Department. CCSF will also perform telemarketing using CCSF building ownership records. The Contractor may contact building owners directly through site visits. CCSF will assist contractor in locating translation support. Information on any PG&E programs that provide services to customers in multifamily buildings with greater than 30 units will be included in outreach materials and presentations.

PG&E can target its multifamily direct install program specifically to the numerous large multifamily complexes and high-rise apartment buildings and condos in San Francisco. PG&E will refer customers who could benefit from CCSF services, work with CCSF staff to ensure

coordination, and where appropriate, conduct joint PG&E-CCSF publicity activities. CCSF staff will perform pre-installation and post-installation inspections.

COORDINATION WITH DELIVERY CHANNELS

The partnership must be based on a coordinated effort in the planning stages to delineate the market and avoid confusion for customers. Dividing the customers by those buildings over and under 30 units should avoid any competition and should make implementation more cost effective. Additionally, CCSF will market the program under a distinct program name and will co-market PG&E’s other programs when addressing audiences. PG&E customers eligible for CCSF’s program who contact PG&E’s mass market program may be served by that program unless the contractor prefers to refer the work to the CCSF program.

All parties working in the same geographic region, including third parties that may have been selected in the PG&E solicitation process, should be required to coordinate programs so they complement and enhance overall savings goals.

ADDITIONAL PROGRAM FEATURES

Tenant Education: Tenants in buildings that have received efficiency measures will receive an education component showing them how to care for the efficiency measures and how the measures will help them live more energy efficiently. Tenants in buildings not receiving the efficiency measures will be offered education and the installation of simple efficiency measures by a youth employment program, but only during the summer months.

Home Performance Testing: CCSF intends to develop a home performance testing infrastructure to serve San Francisco by creating enough work for one team year round using two strategies:

- 1 **Healthy Homes.** CCSF’s contractor will pay for performance testing for a limited number of homes with children under 5 targeted by the Health Department for lead or asthma intervention. DPH will identify and schedule the work at no cost.
- 2 **Rebates.** CCSF will offer a small rebate coupon to building owners who get a home performance test using a CBPA certified contractor. Coupons will be offered during energy efficiency presentations to neighborhood and civic organizations. The presentations will include opportunities for citizens to capture energy savings, green building opportunities, and to take action on climate change.

CCSF will maintain a customer database that will also help identify opportunities and track actions for demand response, distributed generation, green building, emerging technology, and CO2 reduction. Customers will be informed of other applicable incentive programs and CCSF will facilitate contacts with appropriate entities and assist in any application process.

II. GOALS AND DELIVERABLES

Year	MW	GWh	MM Therms	Budget
2006				
2007				

2008				
Total				

Multifamily Direct Install:
Healthy Homes: \$400 each
Single Family Incentive: \$50 each

