



**Welcome to the  
Inaugural  
Team Leaders Webinar!**

August 10, 2009  
10:00 AM – 12:00 PM

# Agenda

10:00 – 10:10

Introduction

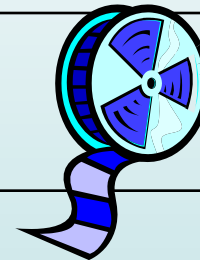
10:10 – 11:10

Program Updates



11:10 – 11:15

Video & Break



11:15 – 11:30

Mission Statement

11:30 – 11:55

City Opportunities



11:55 – 12:00

Closing



# A brief history of CEP

## **Irvine Energy Efficiency Initiative (IEEI)**

1992

The **first** city-utility partnership

Partners: City of Irvine, SCE, SCG and The Energy Coalition (TEC)

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## **Regional Energy Efficiency Initiative (REEI)**

1996

Partners: Irvine, Santa Monica, SCE, TEC

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## **The Six Cities Energy Project REEI**

2002

Partners: Irvine, Santa Monica, Palm Desert, Moreno Valley, Brea, West Hollywood, SCE, TEC

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## **Community Energy Partnership**

2004

Successful launch and completion of two funding cycles

Partners: Irvine, Santa Monica, Moreno Valley, Brea, Palm Desert, Cathedral City, Hermosa Beach, Corona, Santa Clarita, San Bernardino, SCE, SCG, TEC

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## **Community Energy Partnership**

2009

Partners: Irvine, Santa Monica, Moreno Valley, Brea, Corona, Santa Clarita, San Bernardino, SCE, SCG, TEC



# A look back at '06-'08

	<b>Goal</b>	<b>Final Reported Numbers</b>	<b>% of GOAL</b>
<b>kWh</b>	6,605,000	<b>7,981,941</b>	<b>121%</b>
<b>kW</b>	700	<b>824</b>	<b>118%</b>
<b>Therms</b>	68,000	<b>65,374</b>	<b>96%</b>

These savings were achieved through:

- Product distributions
- Residential Tune-Ups
- Small Business Tune-Ups

**100% Community Based**

# Timeline

- 2009: Bridge Funding using 2006–08 program design
- 2010 –2011: 2009-11 Program Implementation

# GOALS



- Energy Saving Goals (by Dec. 2011)
  - 10,000,000 kWh
  - 125,000 therms
- Achieved savings from January to date through community activities:
  - 1,032,674 kWh (10%)
  - 94 kW (8%)
  - 3,479 therms (3%)

# 2009 Bridge Funding Activities

- Bridge implementation will include the following '06-'08 initiatives:
  - Residential Tune-Ups
  - Community Events
  - CFL Distributions
  - Low-flow Faucet Aerator/Showerhead kits
  - Ongoing Torchiere exchange
- Planning launch of 2009 – 2011 Model



# 2009 – 2011



- ## Core Program Elements
1. Municipal Facilities EE projects
  2. Support of Strategic Plan
  3. Community Outreach/Promotion of utility core programs (ME&O)



# 1. Municipal Facilities

- Identify Retrofit Projects
  - Regular communication with CEP to identify projects as they come through
  - Prioritize projects through benchmarking with Energy Star Portfolio Manager
- Incentives
  - Specialized incentives for CEP cities
- Technical Assistance
  - Work with utility Account Representatives and TEC staff to obtain site surveys, audits
  - Offer enhanced assistance on a case-by-case basis

## 2. Support of Strategic Plan

- Assembly Bill 32
  - State law that mandates California to reduce greenhouse gas (GHG) emissions to 1990 levels by 2020. Cities and counties will need to reduce GHG to 15% below today's levels to reach goal.
- California Long Term Energy Efficiency Strategic Plan
  - Adopted by CPUC in September 2008
  - Provides roadmap for state to achieve energy savings from 2009-2020 across multiple sectors
  - Prioritizes energy efficiency!
  - Goal for LGs: To reduce energy usage footprint of local government buildings to 20% below 1990 levels by 2020.

# Support of Strategic Plan Cont.

- “Efficiency 1<sup>st</sup>! Team” support on city goals, such as:
  - Reach codes exceeding Title 24
  - Promotion of green building
  - Support for developing point-of-sale and point-of-permit requirements
  - Adoption of innovative financing approaches, such as AB 811
- Develop Energy and Climate Action Plan
- Adopt LEED requirement for new municipal buildings
- CARB Local Government Toolkit ([www.coolcalifornia.org](http://www.coolcalifornia.org))

# 3. Marketing, Education & Outreach

- *Efficiency First!* workshops and trainings to community organizations
- CEP website &
- E-newsletter
- Integrated and customized resource marketing pieces specific to each partner city
- Enhanced educational displays for community events



# Benefits to Partner Cities

	<b>CEP Partner City</b>	<b>Non-Partner</b>
<b>Core Incentive</b>	✓	✓
<b>Premium Incentive</b>	✓	N/A
<b>Targeted Marketing, Education &amp; Outreach</b>	✓	N/A
<b>Technical Assistance</b> <ul style="list-style-type: none"><li>• <b>Automated benchmarking</b></li><li>• <b>Workforce Education &amp; Training</b></li><li>• <b>Audits</b></li></ul>	✓	Limited
<b>Staff and Peer-to-Peer Support</b>	✓	N/A

# Benefits cont.

## What makes the CEP unique

- Longest existing city-utility partnership
- Established relationships / Branding
- Diversity of city partners
- Facilitating Partner: The Energy Coalition
- Existing resources from CEP
  - Team Leaders & Peer-to-Peer network
  - Face-to-face interaction
  - Established Trust & transparency
  - Community recognition
- Tools
  - Matrix of utility program offerings for customers
  - Goal Tracking and Reporting
  - Technical Assistance
- Customized approach

# Efficiency 1<sup>st</sup> Team Approach

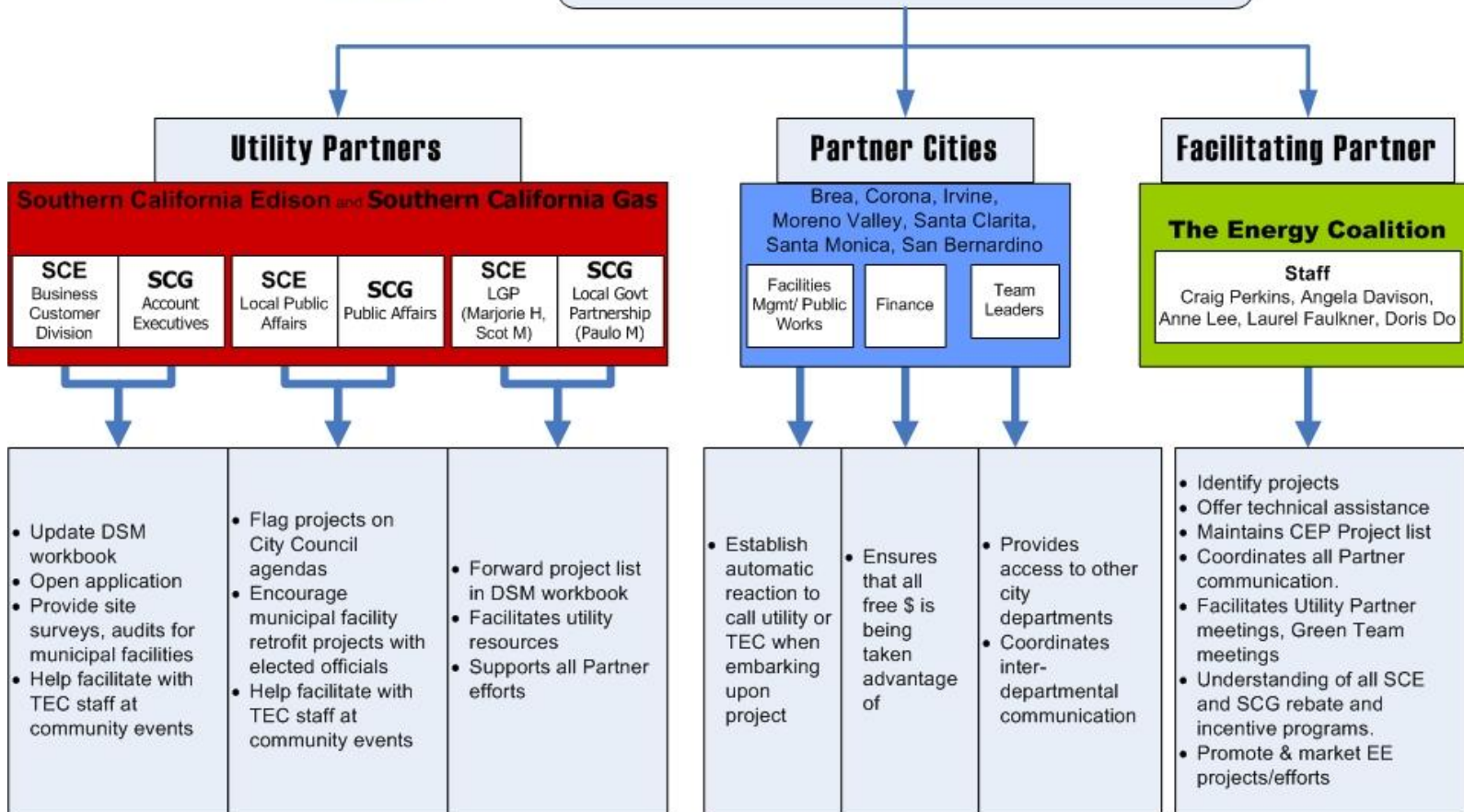
Expanding upon existing Team Leader relationship to include additional city staff such as:

- Director of Public Works
- Facilities Management
- Finance Department

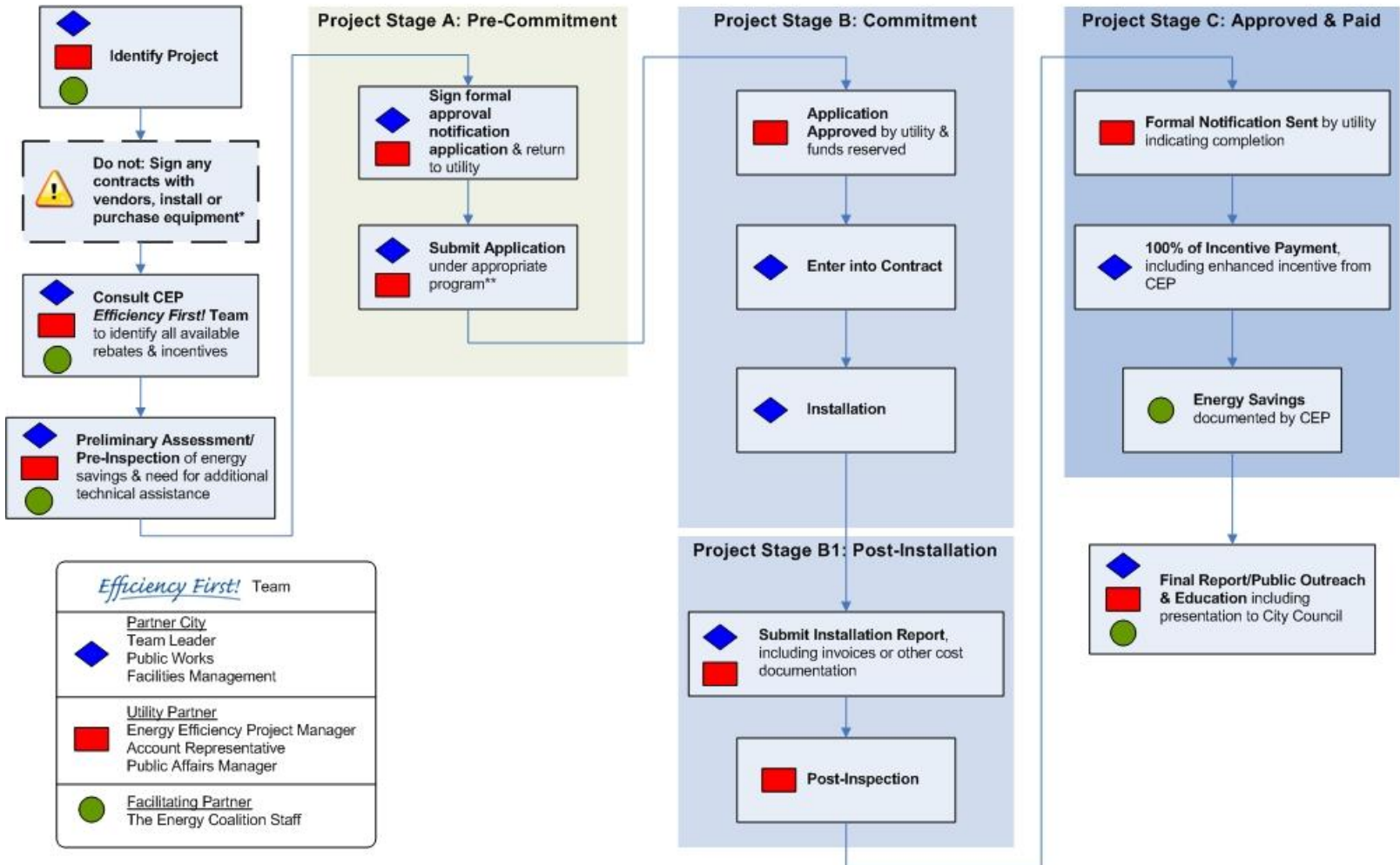
# Roles & Responsibilities Municipal Energy Efficiency Projects

August 4, 2009

**2009-2011 GOALS:** 10 Million kWh  
125,000 Therms



Life of a  **Municipal Energy Efficiency Project**



\* Unless completing project using Express Efficiency  
 \*\* Must be signed before any product installations to receive incentive.

# SCE Enhanced Incentives

Level	kWh Premium	kW Kicker
Base	\$0.03/kWh	\$100/kW
Tier I	\$0.06/kWh	\$100/kW
Tier II	\$0.09/kWh	\$100/kW
Tier III	\$0.12/kWh	\$100/kW

- These incentives apply for SPC, AEEP & MBCx
- Application to Express Efficiency in development
- Each Partner City can move up
- First come, first served

# SCE Energy Leader Partnership Model

- Current tier level
- Technical Assistance
  - Limited funds
  - On a case-by-case basis
- Funneling to other Programs
  - Savings By Design for New Construction
  - California Solar Initiative

# SCG Programs

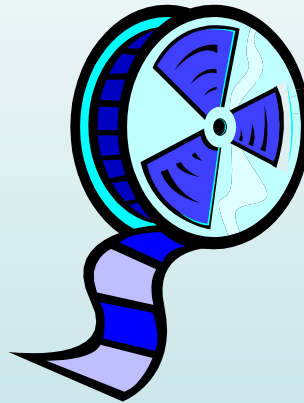
- Technical Assistance
  - Case-by-case basis
- Core program benefits
  - Incentives through Business Energy Efficiency Programs (BEEP)
    - Custom Incentive
    - **\$1.00 per therm** verified savings
  - On-bill financing
    - Loans for municipal customers **up to \$250,000** per meter at **0%**
    - Energy Efficiency savings must pay for loan in ten years or less.
    - Project must qualify for Energy Efficiency program: BEEP, Express, Emerging Tech etc.
  - Savings by Design implemented by SCE, offers \$1 per therm
  - Express Efficiency Rebates

# Q & A



# Video & Break

**5 Minutes**



[ftp://public.ideo.com/blind/DOE\\_ShiftFocus.mov](ftp://public.ideo.com/blind/DOE_ShiftFocus.mov)

# City Opportunities

<b>Total SEP Funding</b>	<b>\$226 million</b>
Dept. of General Services Revolving Loan Program	approx. \$25 million
Employment Develop. Dept/Employment Training Panel Green Jobs Training Program	\$20 million
Energy Conservation & Assistance Account Loans	up to \$25 million
Competitive Grants	up to \$50 million
Clean Energy Systems Program	up to \$35 million
Programs with Preliminary Guidelines	up to \$96 million

# City Opportunities

- **Funding Opportunities**

- ➔ CEC's State Energy Program – \$226 million

- Solicitation (up to \$96 million) in October for 3 funding areas:

- Municipal Financing District Program

- Comprehensive Residential Building Retrofit Program

- Municipal and Commercial Building Targeted Measure Retrofit Program

- ➔ Federal EECBG Competitive Grants

- ➔ Check out Local Government tab on:  
[www.coolcalifornia.org](http://www.coolcalifornia.org)

# City Opps, cont.

- **Pilots / Demos**

- Technology Demonstration GATEWAY Program

- Energy Star Portfolio Manager

- AB 1103



# Closing

- Follow-up Action Items
  - Individual city meetings
- Next Team Leader Meeting
- Survey