



U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy



Partnering with Utilities and Other Program Administrators to Sustain and Grow Your Energy Efficiency Initiatives

May 8th, 2013

DOE's State and Local Technical Assistance Program

DOE's Technical Assistance Program



Priority Area: Policy & Program Design & Implementation

- **Resources**

- *Partnering with Utilities & Other EE Program Administrators* live now on Solution Center
- Improved Solution Center portal for policy and program resources live later this year

- **Peer exchange & trainings**

- Join the *Better Buildings Alliance* and participate in *Project Teams*, kicking off in May-June
- Attend upcoming national webinars and the Better Buildings Summit, May 30-31st, in Washington, DC

- Apply for **one-on-one assistance** and **peer matching**

How to Tap into These and Other TAP Offerings

- Visit the ***Solution Center***
<http://www1.eere.energy.gov/wip/solutioncenter/>
- Submit an ***application*** for assistance
http://www1.eere.energy.gov/wip/solutioncenter/technical_assistance.html
- Sign up for ***TAP Alerts***, the TAP mailing list, for updates on our latest and greatest
TechnicalAssistanceProgram@ee.doe.gov

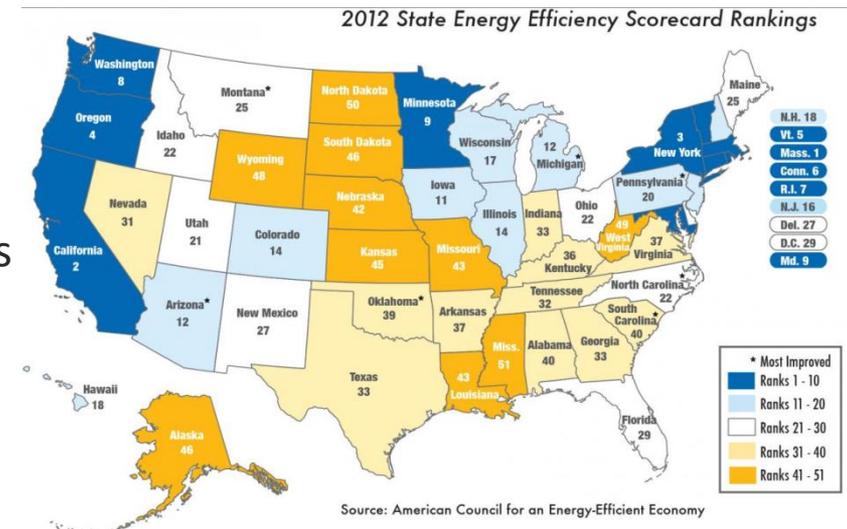
Why Consider Partnerships?



- Possible way to leverage ARRA funds and sustain programs post-ARRA
- Help state and local governments meet their own energy goals
- Goals of this webcast:
 - Describe the energy efficiency program industry
 - Explain the types of program administrators
 - Detail common programs that are offered
 - Provide an overview of the types of partnerships
 - Show how to get started
 - Provide concrete examples that will help state and local governments develop successful partnerships

The Energy Efficiency Program Industry¹

- Ratepayer-funded* energy efficiency (EE) programs are active in many parts of the US
- Total expenditures by US and Canadian electric and gas efficiency programs:
 - \$7.6 billion in 2011
 - \$3.7 billion in 2007
- Program results in 2011:
 - 30 million metric tons of CO₂ emissions
 - 40,000 GWh of electricity savings
 - 360 million therms of gas savings



*Funds for program development and implementation are collected from ratepayers through small surcharges on utility bills

Types of EE Program Administrators

- Electric and gas utilities
 - Investor owned utilities (IOUs)
 - Municipal utilities
 - Rural electric cooperatives
- State and local governments
- Third party entities



Drivers for EE Programs

- Economic development and job creation
- Lowered energy costs to consumers
- Energy security and increased system reliability
- Avoidance of building new generation facilities
- Reduced need for new transmission and distribution investments
- Reduced energy demand and fossil fuel use
- Public health and environmental benefits

Key Entities in EE Program Development and Delivery

Entity	Typical Role
Advocates	Promote the value of efficiency programs
State legislatures	Pass enabling legislation, possibly including EE or RE resource standards
Public Utility Commissions	Establish rules, issue orders, and approve program designs and expenditures
Program Administrators	Design and implement the programs

Parameters Impacting EE Programs' Ability to Partner

- Cost effectiveness
 - Do the benefits outweigh the costs?
 - Are 5 different tests to evaluate cost effectiveness, applied based on regulatory guidance
 - It is important to propose partnership ideas that fit well within and / or complement the cost effectiveness paradigm
- Planning timelines
 - Program administrators typically have well established planning cycles
 - Adding new programs or partnerships outside of those cycles may be challenging



Common EE Program Types

- Residential
 - Equipment programs
 - New homes
 - Existing homes
 - Low income
- Commercial & Industrial
 - Prescriptive
 - Custom
- Cross sector
 - Financing
 - Pilots
 - Education/outreach

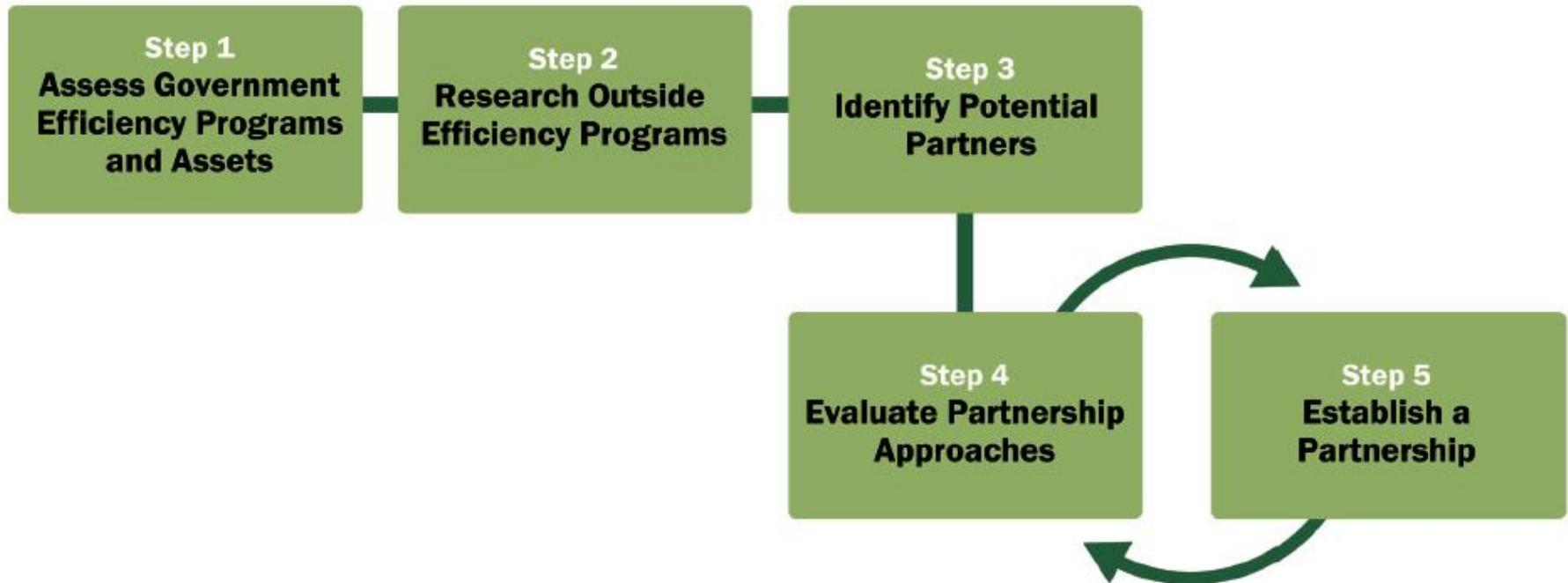


Partnership Types

- If there ARE local efficiency programs...
 - Add value to existing programs
 - Help refine programs based on policy direction
 - Fill a gap in program offerings
- If there ARE NOT local efficiency programs...
 - Administer a program
 - Provide information to regulatory agencies on the benefits of efficiency

Getting Started

CREATING SUCCESSFUL PARTNERSHIPS WITH ENERGY EFFICIENCY PROGRAM ADMINISTRATORS



Sample Agenda for First Meeting

- Review common objectives
- Promote value of collaboration
- Review current program offerings
- Identify specific opportunities and goals
- Confirm PA's planning and implementation cycle
- Establish timeline
- Identify concrete next steps



SILICON VALLEY energy watch

A Joint Project of:



*Pacific Gas and
Electric Company*

&



Shayna Hirshfield

Program Coordinator



*Pacific Gas and
Electric Company*

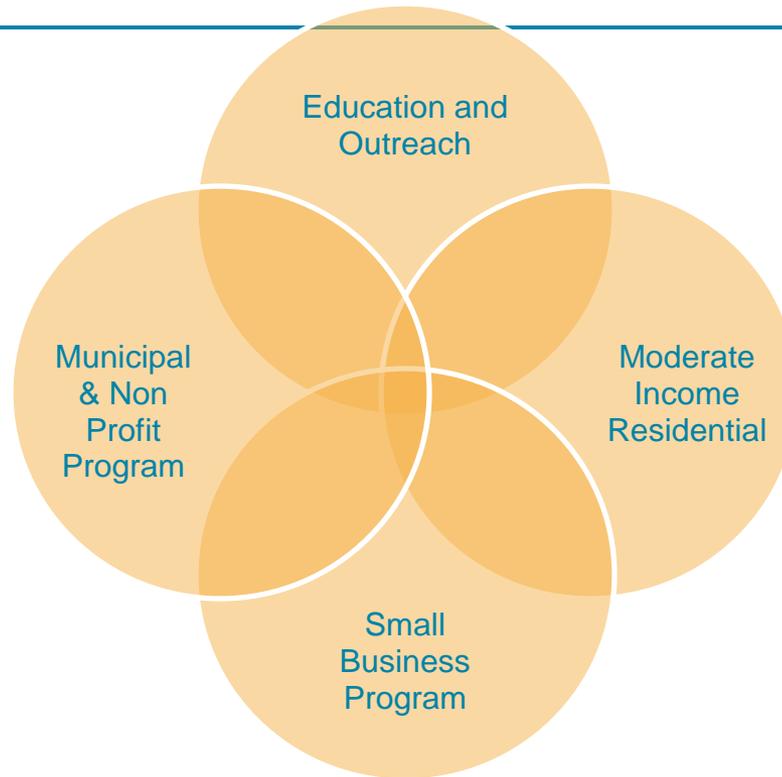


About SVEW

- Santa Clara County-wide partnership with PG&E
 - Administered by CSJ since 2004
- Part of CA Statewide Energy Efficiency Portfolio
 - Directed & regulated by the California Public Utilities Commission
- Resources for businesses, cities, nonprofits, homes, and communities

IOU → → Local Government → → Community

Serving all of Santa Clara County*



Partners:

-  **EcologyAction** – municipal, nonprofit, & business
Innovation • Partnership • Community
-  **QCS** – moderate income residential
QUALITY CONSERVATION SERVICES, INC.

* All areas served by PG&E electricity and/or natural gas

The Community Energy Champion Grant



The Challenge

- ❑ Sustained behavior change is critical to market transformation
- ❑ Few publicly-funded behavioral programs
- ❑ The paradox of proof
- ❑ ACEEE: Vital role for local organizations in targeted community energy efficiency programs, but more evidence is needed

The Solution

- ❑ Trust in local leaders
- ❑ CBOs: innovative and comprehensive
- ❑ PEEBs & NEBs
- ❑ **Build local capacity**



Grantees

- ❑ Green business outreach
- ❑ After-school programs
- ❑ Workforce training
- ❑ Artist engagement
- ❑ Neighborhood campaigns
- ❑ Broadcast media





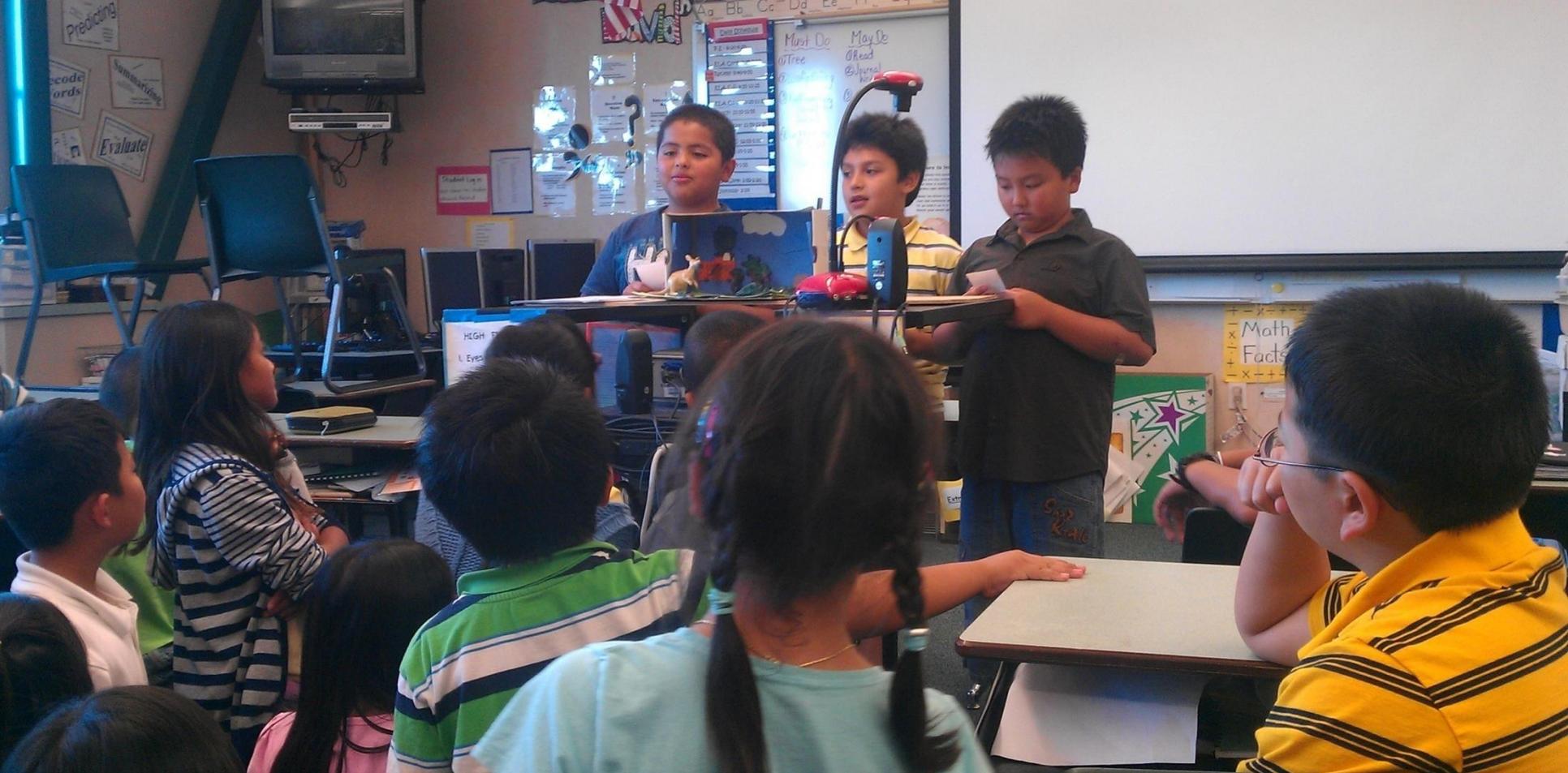
Rebuilding Together Silicon Valley

- Integrating energy efficiency into a volunteer-driven home renovation program for disabled & senior homeowners



Growing Greener Blocks

- Neighborhood "Block Leaders" become energy and sustainability ambassadors
- Neighborhood workshops for 350 residents
- Energy efficiency audits + upgrades in 40 homes



CORAL Energy Champions

- Incorporating energy efficiency education into after-school structured literacy program activities
- Now considering County-wide expansion



PLEASE HELP US IN DOING OUR PART TO HELP REDUCE WASTE

COMPOST	RECYCLING	GARBAGE
FOOD TRASH	PAPER	POTATO CHIP BAGS
BAKING	CANS & BOTTLES	STYROFOAM
FOUNTAIN CUPS	PLASTIC CUPS	
TOOTHPICKS	PLASTIC WARE	
WAX PAPER	PLASTIC BAGS	

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	ALUMINUM FOIL	



Cupertino GreenBiz

- Assisted 95 businesses in energy & water retrofits, certification process, and marketing achievements
- Certified 18 businesses

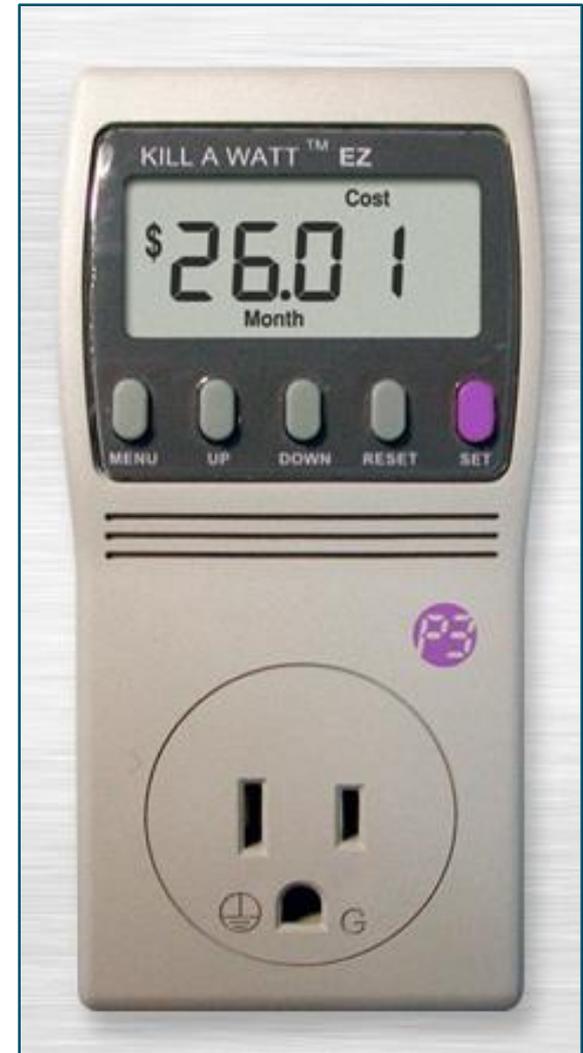
Sharing Best Practices & Next Steps

- Community Energy Champions Summit 11-9-2012
 - resource fair, 4 panel sessions, 100 attendees
- Handbook + Case Studies
- Round Two: May 2013



The Kill A Watt™ Lending Program

- ❑ See energy use and cost of any device/appliance
- ❑ Available at all public libraries in Santa Clara County
- ❑ Use at home, work, or as a way to teach energy efficiency and get others engaged!
- ❑ **Free 3-week check-out**



Make A Map Search

Map Settings

Zip Codes

All Building Types

[Add your green building to the map](#)

Colored Map Legend on/off

Zip Codes sorted by: # of Projects

All Building Types, Certified/Rated Projects

3 10 16 23 30 36

Zip Codes	# of Projects
95054	4
95020	3
94089	3
95116	3
95131	3
95033	2
94041	2
94087	2
94040	2
94304	2
94085	2
95110	2

Export Data

Map Satellite Hybrid Terrain

Address, City or Zipcode **Go**

Map Details

Area Details on/off

Selected Zip Code

Project Summary in Zip Code 95110

Area Summary	Total
Total # of Solar Installations	28
Total KW from Solar Installations	3,593.91

[USGBC and Build It Green](#) **Export Data**

Green Buildings in Zip Code on/off

All Building Types, Certified and Rated

Case Study: Municipal/Library/Community Cer San Jose, CA 95110

Case Study: Municipal/Library/Community Cer San Jose, CA 95110

[USGBC and Build It Green](#) **Export Data**

Map data ©2012 Google - Terms of Use

Introducing HomeBiz



For registered businesses in converted homes
or primary residences





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Thank you to our speakers &
to all of you for joining us today!

DOE's Technical Assistance
Program welcomes your
questions and feedback at
TechnicalAssistanceProgram@ee.doe.gov