

## MCE Responses to Public Comment on 2016 EE PIPs

	A	B	C	D
1	Submitter's Name	Submitter's Organization	Public Comment	MCE's Response
2	Dana Armanino	County of Marin	When do you anticipate releasing more detailed plans with timelines for bringing on programs and tools	Updated budgets with line item detail have been added to the PIPs. There are not plans to release more specific timelines, however the standing EE Update on the MCE Board agenda is a good time to hear plans on implementation. MCE also encourages interested members of the public to join the MCE Energy Efficiency listserv.
3	Dana Armanino	County of Marin	Are the proposed budgets in the PIPs just for the energy efficiency portion of the work?	Rebate dollars are intended only for energy efficiency measures. However, some of the SPOC staff time will likely be spent on other resource conservation opportunities, including water conservation, demand response, and distributed generation.
4	Dana Armanino	County of Marin	Will you go out for additional grants or use MCE funds for the other measures?	MCE intends to fundraise to supplement the energy efficiency budget.
5	Dana Armanino	County of Marin	If you are going to include non-EE measures but pull from a separate budget, you might want to include footnotes explaining that.	This application for funding is specific to the energy efficiency portfolio at the California Public Utilities Commission, and thus the funding is proposed to go specifically for energy efficiency measures. Non-resource dollars may be used to cross-promote and project manage applications for other demand side management resources, but these activities will be limited by the need to balance the total resource cost of the portfolio. MCE anticipates fundraising to identify additional funding to support the demand side management aspect of the program design.
6	Dana Armanino	County of Marin	You have posted program achievements on your website for your core programs. It would be helpful to have that data more clearly presented in the PIPs.	This information has been added to the PIPs for which it is relevant (MF, SF, Comm.)
7	Dana Armanino	County of Marin	Also, do you have data on the uptake of your other programs (e.g., financing programs, Bidgely pilot program, and school outreach program)?	This information has been added to the PIPs.
8	Dana Armanino	County of Marin	You are proposing to take on a lot of additional program areas from other implementers yet have not yet demonstrated how you have successfully implemented the pilots you already have. It would help to have that data clearly presented so that you can show how you are gaining momentum and can continue to grow that potential.	This information has been added to the PIPs for which it is relevant (MF, SF, Comm.)
9	Dana Armanino	County of Marin	Will the CRM be funded out of the proposed budgets?	Yes, the proposed budgets include funding for a CRM.
10	Dana Armanino	County of Marin	What is the timeline for bringing the CRM online?	MCE plans to issue an RFP for a CRM system immediately following approval of its application for funding. MCE anticipates this effort taking place from January - March, depending on the timing of the Commission Decision.
11	Dana Armanino	County of Marin	Will program partners have access to the CRM as PG&E allows with its implementers?	MCE will seek a CRM that easily interfaces with other types of CRMs.
12	Dana Armanino	County of Marin	How many SPOCs do you plan to bring on?	The information on anticipated staffing levels is included in the appendices to the Business Plan document.
13	Dana Armanino	County of Marin	Will SPOCs be MCE staff or will they be contract staff?	MCE may employ a combined strategy of in-house staff and consultants until program volumes reach a predictable level.
14	Dana Armanino	County of Marin	What level of training/certifications will be required for the SPOCs?	This will depend on the sector. SPOCs are not intended to be technical experts, but should have sufficient exposure to energy efficiency solutions to route customers into the appropriate strategy.
15	Dana Armanino	County of Marin	Some PIPs refer to the E3 calculator for more information – has the E3 been posted somewhere?	The E3s will be posted on the Energy Efficiency webpage; notice will be sent to the energy efficiency listserv when they are posted.
16	Dana Armanino	County of Marin	SF: What is the difference between Figures 5 and 6? And why is there no data for Marin in Figure 6? We should be able to supply that data if necessary.	Good catch; figure six was replaced by the intended figure, which depicts square footage across the service territory
17	Dana Armanino	County of Marin	SF key market actors: Contractors - What do you mean by "targeted workforce opportunities"? Sounds interesting but I am unclear what you are actually proposing.	Clarified text now reads: "targeted training opportunities"
18	Dana Armanino	County of Marin	SF key market actors: Retail Stores – What do you mean with this item? Do you mean that you won't work with retail stores and manufacturers because they are already served by upstream programs or do you have another plan? This item seems like it is missing the next sentence describing how MCE will work with this actor.	Text updated to clarify MCE's role in relationship to retail stores (key market actors)
19	Dana Armanino	County of Marin	SF: Current Status of EE Adoption - Data on EUC projects (page 7) and Rising Sun participation (page 8) appears to be just the Marin data and not for your full service territory as stated.	Considering challenge of obtaining more comprehensive data (including a data request), MCE clarified that the numbers are for Marin
20	Dana Armanino	County of Marin	SF: Are you proposing to launch a third administrative program for Home Upgrade and Advanced Upgrade projects? Would you require contractors to go through a third set of training, application processes and QA/QC protocols? The contractors are already complaining that they have to work with both PG&E and BayREN. It is an undue burden on them to bring in a third implementer when you could coordinate with the existing implementers.	Our proposal is to keep the existing program intact but take over funding and subsequently attribution for those projects in our service territory. Clarification has been added on page 10 of the PIP.

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21	Dana Armanino	County of Marin	SF: Your discussion regarding the confusion customers have with the Advanced Home Upgrade process and the need for your proposed SPOC services fails to mention that the BayREN already provides this service through the Home Upgrade Advisor (HUA) Program. Failure to reference the success of the HUA Program does a disservice to a very successful aspect of the BayREN program that has assisted many customers in your service territory.	The omission was not meant to imply that the Home Upgrade Advisor program is not working. However, the SPOC proposed in our programs is more comprehensive than the services provided by the HUA, as the SPOC will have access to customer account information and will be able to coordinate access to a variety of demand side management services. Our program currently has a good working relationship with the Home Upgrade Advisor program, and we will seek to continue that partnership in 2016.
22	Dana Armanino	County of Marin	SF: Are you proposing to replace the BayREN's HUA contact information with your SPOC contact information on marketing materials distributed in your service territory? That could be unnecessarily confusing and costly. Even PG&E refers homeowners to the HUA in their marketing materials.	MCE will seek consistency in customer facing materials in program implementation. We agree that customer confusion should be avoided at all costs.
23	Dana Armanino	County of Marin	SF: Combustion Safety Testing – you state in your QA/QC section that contractors “will be enabled to do provide test in/test out, including combustion safety testing” – how is that different from existing? They are already required to provide combustion safety testing.	MCE has revised the language referring to the Home Upgrade program to clarify the intent. (P. 10 of PIP.)
24	Dana Armanino	County of Marin	SF: Please clarify what you mean by piloting an online submittal form to verify HVAC existing conditions? For the existing Home Upgrade program, verifying existing conditions is not required. Are you proposing to add additional requirements for contractors operating in Marin County than what is required when they work anywhere else in the Bay Area? Again, this appears to be adding additional burdens to contractors for working in just one county. I am very concerned that this will result in a loss of the momentum we have built for the Home Upgrade program in Marin County through the BayREN program.	MCE has revised the language referring to the Home Upgrade program to clarify the intent. (P. 10 of PIP.)
25	Dana Armanino	County of Marin	SF: How will your rebates compare with PG&E's catalog rebates?	Rebates are set based on declining incentives; see E3s for measure-specific information
26	Dana Armanino	County of Marin	SF: Are you still proposing to start with rebates set at 75-100% of measure cost with a ramp down process as funds are expended as stated in your business plan? I was hoping to see more details on that proposal.	MCE intends to set rebates at 85% for most measures; see E3s for measure-specific information
27	Dana Armanino	County of Marin	Commercial: Your plan is not clear on how the commercial sector programs would be structured across your service territory – are you also proposing to manage all commercial rebate programs in Marin County similar to the Single Family PIP or will you coordinate with existing PG&E programs?	MCE is requesting approval to have first right of refusal in administering energy efficiency programs
28	Dana Armanino	County of Marin	Commercial: Will the “extensive audits” for larger properties (page 9) be free or low-cost? How will those services be structured? What level of audit will be provided at what cost to the customer?	MCE intends to fund small commercial audits and offer rebates for larger commercial facilities; MCE reserves the right to change program design based on market factors and need
29	Dana Armanino	County of Marin	Commercial: Currently, businesses can access PG&E's 0% interest On-Bill Financing program (OBF). Your plan states that the OBF would still be a viable leverage option (page 12) but in order to access that program, the business must complete a project via PG&E's incentive programs. Does that mean that MCE will not manage all commercial rebate programs in Marin?	Text on page X adjusted to clarify MCE's request that MCE customers qualify for OBF regardless of whether they participated in a PG&E EE programs
30	Dana Armanino	County of Marin	Commercial: New Construction Strategy (page 13-14) – will this program replace Savings by Design in Marin County? Your language also talks about performance incentives but then the section goes on to list individual measure rebates. How exactly will this program operate?	MCE proposes a phased ramp up of program offerings. MCE is exploring innovative new construction strategies such as IDSM and financing projects via a ZNE rate.
31	Dana Armanino	County of Marin	MF: Current Status of EE Adoption (page 5) – I think it is important to clarify that by mutual agreement BayREN and MCE's multifamily programs did not overlap in Marin County during the 2013-14 program cycle. The way you present the two programs it sounds like they were competing which they were not.	Clarification has been added (p 4.)
32	Dana Armanino	County of Marin	Ag: Health and Safety (page 8) – Seems like this section could be stronger. I understand that the free rider issue means that you can't offer rebates to bring farms into compliance but you could use this as a leverage point. Having to get into compliance can be an overwhelming and scary prospect. If MCE could offer to assist with that process while not directly providing incentives for measures that just meet code you could leverage the opportunity to fold in more measures and higher efficiency equipment that exceeds code.	Thank you for this comment. This is a great outreach opportunity that was missing from our plan. We have updated the PIP to include this suggestion.
33	Dana Armanino	County of Marin	Ag: Health and Safety (page 8) – Section just feels like a missed opportunity. My experience with restaurants is that the Health Inspectors appreciate having information on the resources provided by the Food Technology Center because it gives them some good news to share when they are delivering the bad news that the restaurant needs to make costly upgrades.	This is a great suggestion and we have added it to the PIP.
34	Dana Armanino	County of Marin	Ag: Performance Metrics (page 11) – most of the items listed are quantifiable metrics but item 8 (“increase in awareness of energy efficiency opportunities”) seems very ambiguous. How will this be tracked/quantified?	We recognize that this is a metric that needs a baseline to compare to and will require surveys or other primary data collection efforts to measure. Our ability to track this metric will depend on the EM&V resources we have available to us. However, we still think it's an important metric to be aware of.
35	Dana Armanino	County of Marin	Workforce: This a very ambitious plan. The budget states that it is imbedded in each of the other sector PIPs but given how many training programs are included in the plan, I would be interested in seeing how much you are specifically carving out for workforce development programs. It would help to have a rough estimate of the budget for all of these training programs and clarification on what aspects MCE will fund versus where you expect partners to cover the costs.	The funding for the workforce components of the sector specific strategies is imbedded in both the marketing and outreach as well as the direct implementation dollars. Updated budgets included in each PIP give line item detail that was previously lacking. MCE is purposefully leaving funding unallocated to allow for flexibility in implementation, but will be happy to meet to discuss initial thoughts and plans for workforce related activities.

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36	Ed Mainland	Sustainable Marin	Aggregate, cluster, bundle demand (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	Most of these great ideas are already part of the PIPs, for example the SPOC, industrial and ag peer-to-peer groups, and Home Upgrade Advisor
37	Ed Mainland	Sustainable Marin	Case studies and pilot projects (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	Great suggestion; we're already implementing this on our website and will continue to build upon this
38	Ed Mainland	Sustainable Marin	Standardization (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	The standardization movement is broader than MCE but SPOCs will play a role
39	Ed Mainland	Sustainable Marin	No-cost/low cost easy financing options (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	We're waiting to see what the State decides; we did explore PAYS but it is currently not an option
40	Ed Mainland	Sustainable Marin	Information communication technologies (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	ITC is an element of the commercial SEI offering
41	Ed Mainland	Sustainable Marin	Use market mechanisms for sustainability (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	The Workforce PIP addresses the use of market mechanisms
42	Ed Mainland	Sustainable Marin	Energy benchmarking: a key building block (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	Commercial and Multifamily offer benchmarking for appraisal purposes; SF offers benchmarking for peer-to-peer comparisons
43	Ed Mainland	Sustainable Marin	Engaging the local community (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	MCE absolutely intends to continue to engage the local community; this is a key value add and part of our mission
44	Ed Mainland	Sustainable Marin	Building on promising EE programs from the 2013-2014 cycle (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	MCE absolutely intends to build on promising EE programs for the 2016 and beyond cycle
45	Ed Mainland	Sustainable Marin	Leverage other funding sources (full text of comment can be found in Ed's transmittal: "Ten Ways Marin Clean Energy's 2016 EE Plan can be Improved")	While not explicitly stated in PIPs, this is an ongoing effort
46	Emily Quinton	Strategic Energy Innovations	Consider adding metrics for the schools program and to gauge effectiveness of outreach strategy.	These metrics have been added (p. 16)
47	Tamra Peters	Resilient Neighborhoods	Suggest collaboration with groups like RN	MCE has budgeted money to contract with community organizations (like RN) for outreach and marketing
48	Kate Powers	MCL	Emphasize collaboration with dairies	Ag program includes opportunities to collaborate with dairies
49	Kate Powers	MCL	Share success stories and organize projects with group purchases to increase participation and savings for commercial offerings like web-based tools and software	Great idea; MCE absolutely intends to use case studies and share success stories to garner interest and drive demand
50	Kate Powers	MCL	Ensure coordination between SPOC and existing community groups like Chambers of Commerce	Great idea
51	Kate Powers	MCL	Aggregate customers within the MF sector (consider beginning with property owners/landlords), and partner with local orgs that represent landlords (such as Marin Income Property Owners Association)	We are doing this (we have difficulty reaching owner's directly so I have been focusing on Property Managers) and we are partnering with MIPA. They will be providing information on their new website about our program.
52	Kate Powers	MCL	Consider implementing a Pay As You Save approach	MCE offers OBR
53	Kate Powers	MCL	Encourage integration of energy, water and wastewater efficiencies	MCE has a strong partnership with water districts
54	Kate Powers	MCL	Focus on reaching and educating MF building owners and renters to make EE changes as simple, reliable and cost-effective as possible	MCE has conducted and will continue to conduct presentations for both tenants and owners and when our Direct Install team is in the units they educate the tenants directly.
55	Kate Powers	MCL	Suggest neighbor-to-neighbor/peer-to-peer outreach mechanism for SF	M&O approach includes funding for local community based organizations such as Resilient Neighborhoods
56	Kate Powers	MCL	Consider a grant program to encourage, train and fun community-based groups to develop and implement (such as EPA house to house grant program)	MCE intends to use community outreach tools such as this one from DOE: <a href="http://energy.gov/eere/better-buildings-neighborhood-program/tool-kit-framework-small-town-energy-program-step">http://energy.gov/eere/better-buildings-neighborhood-program/tool-kit-framework-small-town-energy-program-step</a>
57	Emmett O'Donnell	MCE Board Member	Proposal is overly ambitious, not innovative, and overlaps current offerings from Upgrade California, PG&E and others	MCE's CEO Dawn Weisz responded
58	Emmett O'Donnell	MCE Board Member	Concern about remaining nimble and streamlined	MCE's CEO Dawn Weisz responded
59	Emmett O'Donnell	MCE Board Member	Suggest MCE partner with other public agencies in need of EE: school districts, water districts, etc. to expand benefits to public good, provide other marketing benefits (Deep Green, for example)	MCE's CEO Dawn Weisz responded
60	Constance Beutel	Benicia Community Sustainability Council	Create a glossary of acronyms	Glossary of acronyms created
61	Constance Beutel	Benicia Community Sustainability Council	Reach out to Martha Amram for input	MCE reached out to Martha Amram for input
62	Constance Beutel	Benicia Community Sustainability Council	Clarify if budgets are for 1 or 2 year periods in budget tables	Done - budget tables are broken out by each year for years 1-4 for clarity
63	Constance Beutel	Benicia Community Sustainability Council	Request to be notified with MF and SF reports are posted for public comment	MCE notified Constance and the rest of the listserv when MF and SF PIPs were posted for public comment
64	Jennifer Berg	BayREN	Suggest MCE consider coordinate with existing Home Upgrade implementers	PIP revised to incorporate this feedback
65	Jeri Gill	Sustainable Napa County	Has MCE identified the degree and scale of rebates and incentives offered to utility customers for EE upgrades? How do they compare to PG&E's rebates and incentives?	Comments came in after the deadline for inclusion in the latest/final PIPs, but MCE will host a meeting with SNC to address their questions and comments

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66	Jeri Gill	Sustainable Napa County	Has MCE decided on which if the several programs described are most likely to begin operating in Napa County in 2016?	Comments came in after the deadline for inclusion in the latest/final PIPs, but MCE will host a meeting with SNC to address their questions and comments
67	Jeri Gill	Sustainable Napa County	What, specifically, will be the improvement in services offered to small commercial utility customers compared to the programs already being offered? And how will any improvements be tracked and evaluated?	Comments came in after the deadline for inclusion in the latest/final PIPs, but MCE will host a meeting with SNC to address their questions and comments
68	Jeri Gill	Sustainable Napa County	In counties such as Napa in which MCE currently has partial service coverage, how will MCE coordinate with existing PG&E programs to prevent customer confusion?	Comments came in after the deadline for inclusion in the latest/final PIPs, but MCE will host a meeting with SNC to address their questions and comments
69	Jeri Gill	Sustainable Napa County	Specifically with reference to the wine industry, what are the services MCE plans to offer to small wineries?	Comments came in after the deadline for inclusion in the latest/final PIPs, but MCE will host a meeting with SNC to address their questions and comments
70	Jeri Gill	Sustainable Napa County	How does MCE plan to create a SPOC in Napa County, and how will MCE propose to have that contact be readily available to and trusted by the community?	Comments came in after the deadline for inclusion in the latest/final PIPs, but MCE will host a meeting with SNC to address their questions and comments
71	Jeri Gill	Sustainable Napa County	How does MCE plan to budget resources for outreach, education, customer support and technical assistance to Napa County?	Comments came in after the deadline for inclusion in the latest/final PIPs, but MCE will host a meeting with SNC to address their questions and comments