

Marin Clean Energy

Energy Efficiency Business Plan



Agenda

MCE's Existing Portfolio

Business Plan Development and Program Design

Summary of Changes

Budget and Savings



MCE's Existing Portfolio

Multifamily Program

- No cost **energy assessments**
(valued at \$3,000-\$5,000; max deposit \$500 reimbursed at completion)
- No cost **technical assistance** to solicit bids and develop scope of work
- **Rebates** received within 2 weeks of project sign off
- No cost **direct install** measures for tenant units
(valued at \$25 per unit)
- Post-project **quality assurance**
- Minimum 1 year **contractor warranty**



Cynthia Swan

EAH Property
Supervisor

Multifamily Testimonial

*"I met with MCE about a year ago when they walked all of my properties and gave me a great **report detailing energy saving measures and possible rebates for each property**. Since then, I have called MCE every time I had to replace a boiler, water heater, or perform any work where energy savings could be considered.*

*To date, **I have received \$13,000 in rebates**. Had I not brought MCE into the loop when making these decisions, I would have lost the opportunity to save energy and money!*

*I would also like to say that sometimes energy savings initiatives and obtaining rebates can be very confusing. **MCE made it so easy for us**, giving us the forms, telling us what to fill out and sign and then submitting the rebate requests for us. **Excellent partnership!** We are grateful."*

Commercial Program

- No cost **energy assessments**
(valued at \$ \$300 – \$400)
- **Rebates** ranging between 40-100% of project costs
- Pre-negotiated **contractor discounts**
- Start-to-finish **project management**
- Post-project **quality assurance**
- Low-cost **loans** and PACE **financing**

Small Commercial Program

- **Targets small commercial businesses** through direct install model
- **Eligible measures:** lighting, refrigeration, HVAC, building envelope
- **Benefits:**
 - No-cost energy assessments
 - Rebates at 40-100% of project costs
 - Start to finish project management and post-project quality assurance
- Emphasis on **community partnerships**





Commercial Testimonials

“The SmartLights staff were professional and efficient—they took care of all the paperwork. I wish I knew about this program earlier!”

Anita Donnell, Building Manager

“If anybody ... waivers on this [program], give them my number and I’ll talk to them about the benefits.”

Jay Fenton, Property Manager, Collins Industrial Park

What's New in 2017

- Small Commercial
 - Expanding services via “shared savings attribution.”
- Single Family
 - Programmable thermostat pilot program.
 - Adjust thermostat set points remotely to achieve energy savings.

DRIVING TOWARD LOWER ENERGY BILLS



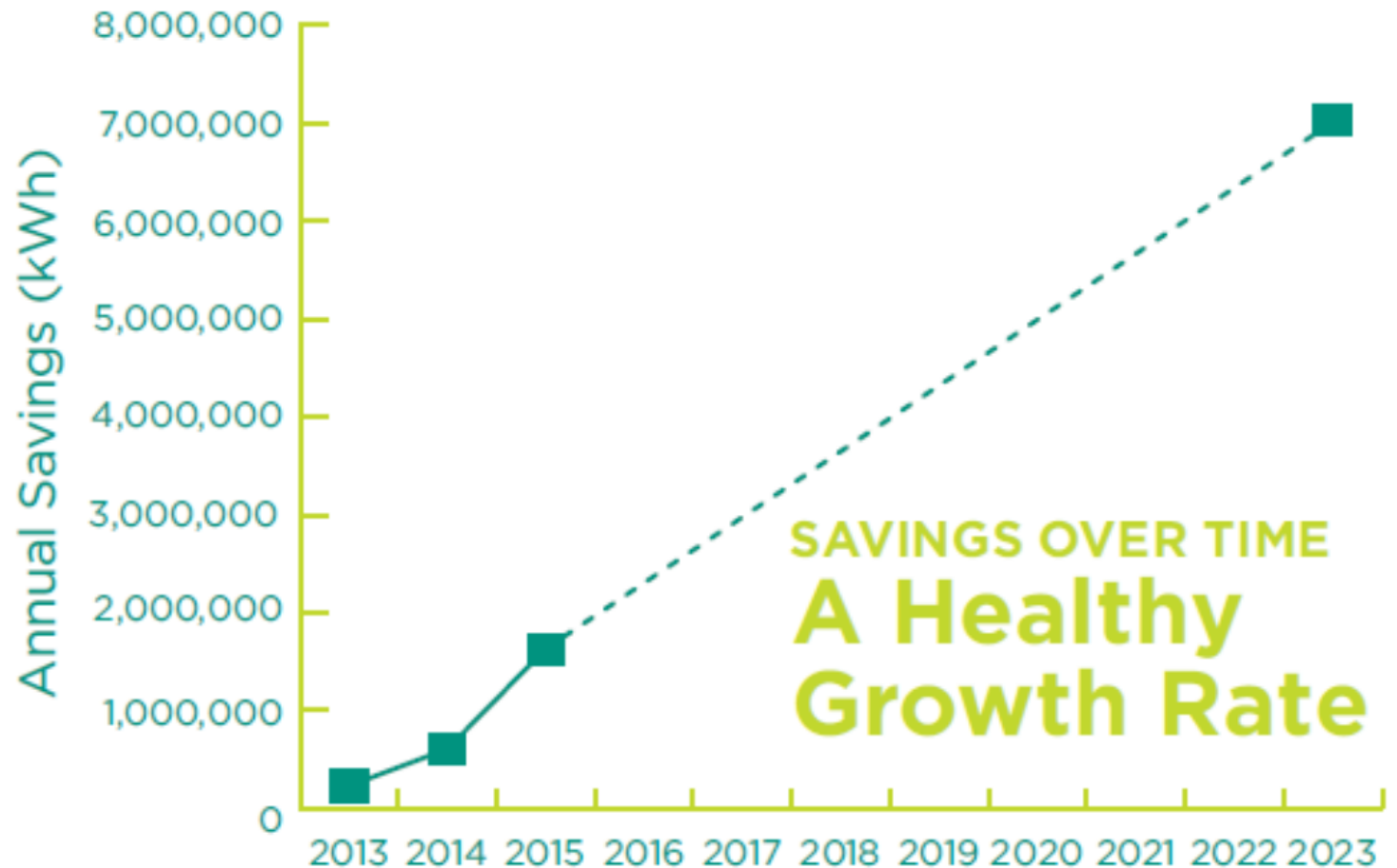
MCE's Commercial Energy Efficiency Program can help your business save money and make a positive environmental impact. Lower your energy bills, reduce operating costs, and improve productivity.

SAVE \$\$\$ NOW

- * No-cost energy assessments
- * Rebates at 40–100% of project costs
- * Start-to-finish project management
- * Post-project quality assurance



MCE's Success as an Administrator



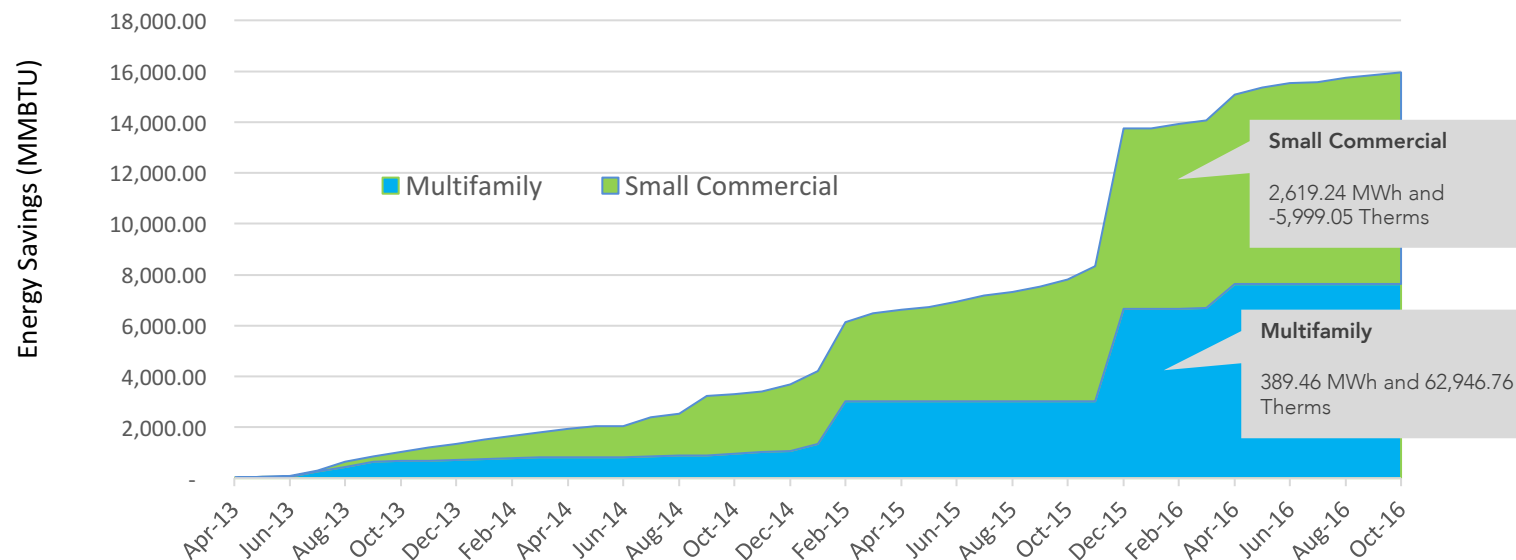


Energy Efficiency Mission Statement

MCE's Energy Efficiency program increases the efficiency of energy and water systems within existing and new buildings to reduce environmental impacts and improve health, comfort and safety.

The program empowers communities through local workforce development, and access to educational tools and financial incentives.

MCE Energy Efficiency Programs Quarterly Update



Program Achievements – January 2013 to October 2016 (most recent data)

Small Commercial*	Single Family / DR Programs	Multifamily
Small Businesses Audited 2,261	Low income Solar Rebate Impacts \$33,300 distributed	Multifamily Buildings Audited 735
Total Rebates Distributed \$434,460	161,000 kW of Solar Installed	Total Rebates Distributed \$479,312
Number of Unique Projects Completed 317	>\$962,000 estimated bill savings	Number of Units Provided with Free Energy Saving Equipment 1,973
	>2,188 GHG emissions Eliminated	
* Split between MCE, Marin Energy Watch and East Bay Energy Watch		

Business Plan Overview

Overview of Program
Design and
Development

Changes to 2015
Application and Business
Plan

Transforming Energy Efficiency

- Single point of contact (SPOC) streamlines access to different programs and provides superior customer service
- Integrated approach provides a suite of resources
- Incentives decline as participation increases

Emphasis on Customer Experience

Need for
feedback loops
to ensure
positive
customer
experience



Single Point of Contact

Public Vetting

Location	Date	Focus	Attendees
San Rafael	5/29/14	Subject Matter Expert Workshops	14
Richmond	6/23/14	MCE Energy Efficiency Programs	20
San Rafael	7/24/14	MCE Energy Efficiency Programs	23
Napa	7/30/14	Agricultural Energy Efficiency Programs	12
Novato	8/7/14	Residential Energy Efficiency Programs	9
West Marin	8/13/14	Agricultural Energy Efficiency Programs	9
West Marin	11/12/14	Resource Conservation District Meeting	30
Marin	1/9/15	Marin Conservation League Meeting	10
San Rafael	6/15/15	Business Plan Board Study Session	15

MCE Board Action

- MCE Business Plan Approved 6/18/2015
- MCE Implementation Plans Approved 8/20/2015
- Updated Business Plan approved 1/13/17



Changes to the Business Plan

- Moved Detail from Implementation Plan to Business Plan
- Increased the Budget and Savings to Accommodate New Communities
- Responses to Stakeholder Input

MARIN CLEAN ENERGY

ENERGY EFFICIENCY BUSINESS PLAN



Sector	Administrative Cost	Marketing & Outreach	Direct Implementation (Customer Services)	Direct Implementation (Incentives & Rebates)	Total Budget By Program
Commercial	\$420,193	\$598,277	\$1,592,965	\$1,451,258	\$4,062,693
Single Family	\$459,315	\$482,511	\$2,314,300	\$1,439,385	\$4,695,510
Multifamily	\$435,662	\$565,736	\$2,149,401	\$1,352,381	\$4,503,179
Industrial	\$199,071	\$221,804	\$995,890	\$807,344	\$2,224,109
Agricultural	\$180,125	\$157,547	\$997,003	\$623,574	\$1,958,249
Total					\$18,148,533
EM&V					\$704,793

Program Budgets Years 1-2

	Electric (kWh)		Demand (kW)		Gas (therms)		Greenhouse Gas Reductions	
	Program Gross Savings	% of Total	Program Gross Savings	% of Total	Program Gross Savings	% of Total	CO ₂ (tons)	% of Total
Residential Single Family	3,802,162	20%	505	30%	182,344	22%	2,825	21%
Residential Multifamily	3,458,921	18%	103	6%	317,023	39%	2,976	22%
Commercial	7,259,309	38%	583	34%	11,041	1%	3,723	27%
Industrial	1,712,578	9%	125	7%	294,276	36%	2,583	19%
Agricultural	3,086,521	16%	393	23%	11,134	1%	1,609	12%
Total	19,319,492	100%	1,710	100%	815,817	100%	13,716	100%

Program Savings Years 1-2

	TRC	PAC
Residential Single Family	1.13	1.11
Residential Multifamily	1.33	1.33
Commercial	1.17	1.27
Industrial	1.24	1.31
Agricultural	1.27	1.34
Portfolio	1.22	1.25

Cost Effectiveness
(Program Years 1-2)

Statewide Downstream Pilots

Commission called for PAs
to present four statewide
downstream pilots

MCE and the IOUs have
alternative approaches in
their filings

Goals of MCE's Proposal

- Saving ratepayer funds through eliminating duplicative administration
- Providing consistency among service areas when appropriate
- Fostering a positive and valuable experience for the customer, contractor, and installer

MCE	IOUs
Consolidated Workpaper Development Pilot	Career & Workforce Readiness
Transparent Deemed Savings Development Pilot	Indoor Agricultural
Consistent Normalized Metered Energy Consumption (“NMEC”) Methodology Pilot	Water/Wastewater Pumping
Statewide Data Support Pilot	HVAC Quality Installation/Quality Maintenance

Alternative Proposals

Benefits of MCE's Proposal

- Preserves the ability to locally tailor the downstream customer interface
- Reduces administrative costs through consolidation
- Reduces the challenge of coordinating statewide and non-statewide customer-facing offerings that may result in siloed delivery and multiple customer touches
- Program delivery for implementers will be more consistent across PA service areas

Thank You

Beckie Menten, Director of Customer Programs
Michael Callahan, Regulatory Counsel

