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ENERGY EFFICIENCY PROGRAMS

SoCalGas®
Multifamily Energy Alliance
Implementation Plan

*Prepared by ICF
for SoCalGas*

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The following Implementation Plan is located on the California Public Utilities Commission (“CPUC”)-maintained website, the California Energy Data and Reporting System (“CEDARS”), in accordance with applicable CPUC decisions and Energy Division guidance.

Program Overview

The Multifamily Energy Alliance Program (MEA or Program) provides broad outreach and customer screening services for the full suite of SoCalGas® Multifamily offerings, and also provides a limited set of measures—both rebated and no-cost direct install—to offer customers who do not qualify for the Energy Savings Assistance Program for Common Area Measures or who are not yet ready to complete larger-scale upgrades through the Multifamily Whole Building incentive program (MFWB) or seeking offers through the Multifamily Energy Efficiency Program (MFEER).

Employing a one-stop-shop (OSS) approach to working with the multifamily property owner/manager customer segment, the MEA team will work to drive interest in energy efficiency (EE) upgrades, direct customers to the appropriate program, and provide ongoing outreach and education that encourages customers to continue their EE journey with SoCalGas through additional program participation options.

Program Budget and Savings

1. **Program Name:** SoCalGas Multifamily Energy Alliance (MEA)
2. **Program ID:** SCG3889

Program information as noted in items 3 through 10 below are available through CEDARS; the Program Timeline is detailed below in Table 1.

3. Program/Sub-program Budget Table
4. Program/Sub-program Gross Impacts Table
5. Program/Sub-Program Cost Effectiveness (TRC)
6. Program/Sub-Program Cost Effectiveness (PAC)
7. Type of Program/Sub-Program Implementer (PA-delivered, third party-delivered or Partnership)
8. Market Sector(s) (i.e., residential, commercial, industrial, agricultural, public)
9. Program/Sub-program Type (i.e., Non-resource, Resource)
10. Market channel(s) (i.e., downstream, midstream, and/or upstream) and Intervention Strategies (e.g., direct install, incentive, finance, audit, technical assistance, etc.), campaign goals, and timeline.

Program Timeline

Table 1. Program Timeline

<i>Phase</i>	<i>Deliverables</i>	<i>Dates</i>
<i>Launch Preparation</i>	<ul style="list-style-type: none"> ● Kickoff Meeting ● Program Implementation Plan ● Program Management Plan ● Program Marketing Plan ● Set up Contractor IT Program Infrastructure ● Develop Program Materials 	5/20/2021–7/10/2021

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<p><i>Program Launch and Ramp-Up</i></p>	<ul style="list-style-type: none"> • Develop Quality Assurance Plan • Configure EECF • Provide Program training to contractors, SoCalGas Account Executives, and SoCalGas Support Services • Implement marketing campaign • Begin Customer enrollment • Deliver preliminary Program services 	<p>7/11/2021–8/10/2021</p>
<p><i>Perform Program Services</i></p>	<ul style="list-style-type: none"> • Communicate date of official Program launch to associated SoCalGas Account Executives and Support Services staff • Begin direct customer outreach • Deliver Program services • Customer enrollment • Conduct inspections and verifications • Payment of incentives • Data requests and reporting 	<p>8/11/2021–12/31/2023</p>
<p><i>Program Shutdown</i></p>	<ul style="list-style-type: none"> • Shutdown Plan • Inform Stakeholders • Resolve outstanding items • Final Program Report 	<p>As determined by Shutdown Plan</p>

Implementation Plan Narrative

Program Description

The SoCalGas® Multifamily Energy Alliance Program (MEA or Program) will serve two purposes within the SoCalGas Multifamily landscape. First, the Program will work to increase general awareness of the full suite of Multifamily offerings available from SoCalGas and help direct customers to the appropriate program. Second, MEA will provide limited rebates and no-cost direct install (DI) measures to customers who are not eligible or ready for participation in another SoCalGas multifamily offering.

Ultimately, the purpose of MEA is to help Southern California property owners get started with energy efficiency (EE). Because not all properties will qualify for the no-cost items offered through the Energy Savings Assistance Program (ESA) or for ESA Common Area Measures (ESA CAM), and not all properties are ready for or interested in upgrading to more expensive high efficiency equipment or making whole building upgrades, MEA will provide outreach and education to help properties understand the benefits of investments in EE.

MEA's outreach strategies will seek to uncover customers who fit this description. MEA will offer them rebates and/or DI measures, as well as ongoing outreach and guidance regarding EE. Customer outreach and screening will also uncover many who see the value in EE, who are ready to complete a retrofit project, or who meet the qualifications for ESA/ESA CAM. These customers will be directed to the appropriate SoCalGas program for participation.

The following activities will be conducted in support of achieving Program goals:

- Engagement with local contractors, equipment vendors, key industry associations including apartment management organizations, and other types of trade allies and service providers in the multifamily community to support industry-wide knowledge and understanding of SoCalGas multifamily offerings through outreach activities such as webinars, direct mail, email
- Customer outreach and education to multifamily property owners, managers, and property management companies to help them access the appropriate SoCalGas multifamily program for their property/properties
- Leverage the SoCalGas brand to connect with customers and instill a sense of trust and reliable service. ICF will ensure that all use of the SoCalGas brand adheres to SoCalGas Editorial, Branding, and Third-Party Communications Guide requirements including completing the review and approval process prior to distribution of materials.
- Offer rebates and/or no-cost DI measures as an EE) entry point for market-rate customers
- Support for customers located in Disadvantaged Communities (DAC) or classified as Hard-to-Reach (HTR)¹ including higher rebate amounts and in-language outreach materials.
- Encourage MEA participants to continue their EE journey through participation in the MFEER or MFWB programs

Customer Segments

- MEA promotes energy efficiency to the entire multifamily property owner/manager customer segment served by SoCalGas, encompassing all building and ownership categories from large, corporate-owned portfolios to small, individually owned properties.
- Market rate properties are eligible for rebates and direct install measures offered through MEA.

Disadvantaged Communities (DAC)

Areas disproportionately affected by environmental pollution and other hazards that can lead to negative public health effects, exposure, or environmental degradation.

Areas with concentrations of people that are of low income, high unemployment, low levels of homeownership, high rent burden, sensitive populations, or low levels of educational attainment.

CalEPA, pursuant to Health and Safety Code Section 39711, defines DACs as those census tracts scoring in the top 25 percent of census tracts statewide on the set of 20 different indicators in CalEnviroScreen.

Census tracts defined as DAC are visible using the [CalEnviroScreen Tool](#).

Hard-to-Reach (HTR)

Those customers who do not have easy access to program information or generally do not participate in energy efficiency programs due to a language (language spoken is other than English), income, housing type, geographic (for SoCalGas: Outside Greater LA), or home ownership (split incentives) barrier.

¹ All rebates will be 16 percent higher for properties classified as DAC or HTR. DAC eligibility is determined by location within a DAC ZIP code as defined by the Health and Safety Code and using CalEnviroScreen 3.0. HTR is defined using the definition set forth in California Public Utilities Commission Energy Efficiency Policy Manual.

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- Market Rate properties located in DACs or classified as HTR will be targeted and tracked separately and will receive rebates for installed measures.

Geographic Location of Offering

The Program is offered throughout the entire SoCalGas service territory. Outreach efforts will work to encourage participation throughout the territory. Factors including DAC/HTR status and climate zone will be used to target outreach activities.

Eligible Customers

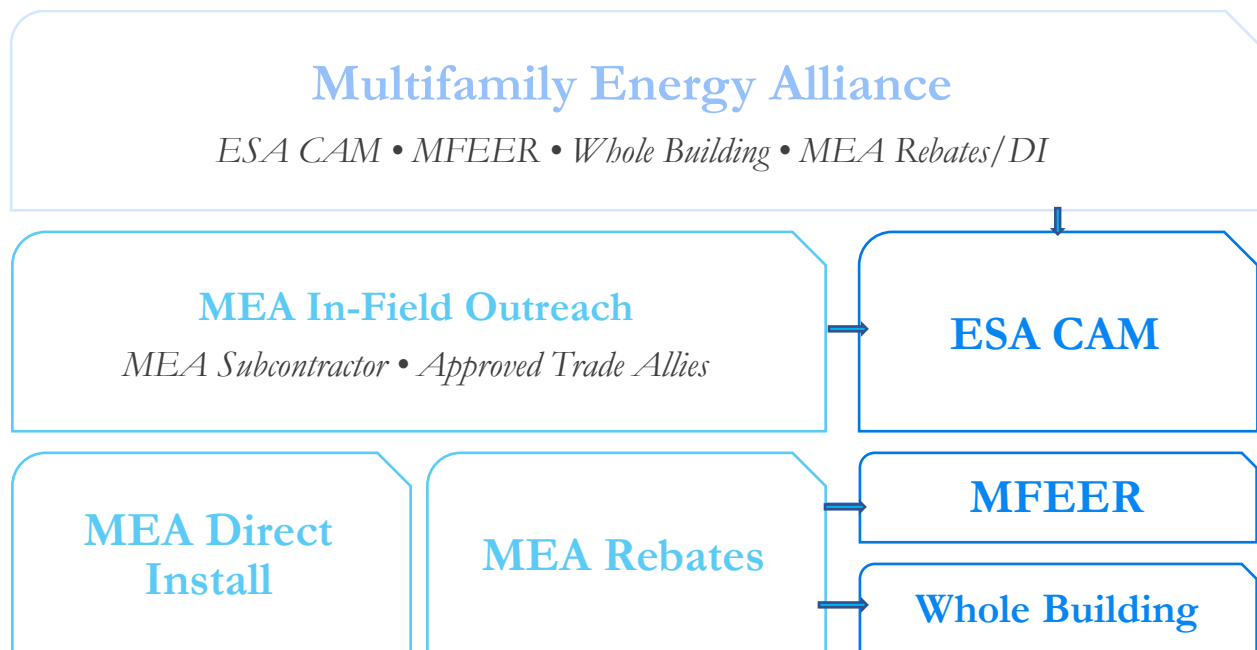
MEA provides education, services, and incentives to multifamily customers in the SoCalGas territory. All customer information will be verified using the Energy Efficiency Collaboration Platform (EECP). The following requirements apply to all customers and projects:

- The Customer’s property must be located within the SoCalGas service territory and hold an active and current SoCalGas service account. Both residential and non-residential service accounts at the property are eligible; non-residential accounts refer to common areas.
- The property must comprise four (4) units or greater.
- Customers must not have received an incentive from SoCalGas or the Southern California Regional Energy Network (SoCalREN) within the past five (5) years.
- Equipment/measures being replaced must be at least five (5) years old and/or at an efficiency level less than the replacement equipment/measure.

Coordination with Other Programs

MEA is part of the overall suite of Multifamily programs administered by SoCalGas. The relationship between the four programs is illustrated below in Figure 1.

Figure 1. SoCalGas Multifamily Program Collaboration



Income Qualified Customers

Multifamily customers who meet the eligibility requirements (noted below) for the Energy Savings Assistance Program for Common Area Measures² (ESA CAM) will be connected with the ESA CAM Single Point of Contact to continue their participation journey with SoCalGas.

ESA CAM Qualifications:

1. The property must be deed restricted
2. At least 65% of residents must meet the Energy Savings Assistance Program's income guidelines³
3. The property's water heaters and/or central boilers must be at least 10 years old and service five or more units
4. The property must enroll in Benchmarking with ENERGY STAR[®]

Market Rate Customers

MEA will provide customer outreach and education to multifamily property owners, managers, and property management companies to help them access the appropriate SoCalGas multifamily program.

Market rate customers who begin participation with rebate or DI measures through MEA will be encouraged to continue their participation journey with MFEER or MFWB options. This will occur through direct marketing to customers who have installed rebated measures or received DI measures through MEA. ICF will, six months after the customer's project is completed, send the customer a direct mail postcard promoting additional offerings for which the customer may be eligible through MFEER or MFWB. In addition, ICF will work closely with SoCalGas to coordinate email communications to customers promoting training opportunities, events, and other activities of the MFEER and MFWB programs.

Measures

MEA offers rebates to Customers for the installation of eligible rebated measures on a payment-per-measure basis (\$/measure installed). Direct install measures will be provided at no cost to property owners/managers

Additional measure details:

- Per-measure incentive amounts will be set at a level that will enable trade allies to sell measures for both tenant and common areas with a short payback on an owner co-payment, or in the case of direct install measures, at no cost to property owners/managers.
- Rebated measures installed at DAC and HTR properties will be 16 percent higher than incentives offered at non-DAC/HTR properties. The overall rebate cannot total more than 100 percent of the total project cost.

² <https://www.socalgas.com/save-money-and-energy/assistance-programs/energy-savings-assistance-program/cam>

³ <https://www.cpuc.ca.gov/esap/>

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- Rebates may cover up to 100 percent of the measure cost (see below for a listing of eligible measures and incentive amounts).
- Rebates will be paid to customers after installation and applicable verification/commissioning.
- Compensation for direct install projects will be paid to approved direct installation contractor after installation and applicable verification/commissioning.

Table 2. Rebated Measures

Measure Name	In-Unit or Common Area?	Efficiency Requirements	Unit	Standard Rebate	DAC/HTR Rebate
CEE Tier 3 Clothes Washer (IU)	IU	≥ 2.92 IMEF & ≤ 3.2 IWF	Each	\$100	\$116.00
CEE Tier 3 Clothes Washer (CA)	CA	≥ 2.92 IMEF & ≤ 3.2 IWF	Each	\$152.00	\$176.32
Attic Insulation	CA	R38	SF	\$0.15	\$0.17
Pipe and Fitting Insulation (DHW, Outdoor or Indoor)	IU/CA	1" of insulation	Each	\$9.49	\$11.00
ENERGY STAR Clothes Dryer	IU/CA	Advanced Tier (Compact, Standard, Any under Vented and Ventless)	Each	\$50	\$58.00
HE Central Furnace	IU	ENERGY STAR qualified, =95% AFUE	Each Household	\$250	\$290.00
Tankless Water Heater Tier 2	IU	≥ 0.90 EF*	Each	\$600	\$696.00
Pool and Spa Heater	CA	≥ 0.84 TE	kBtu	\$3.00	\$3.48
Boiler Controller	CA	Temperature modulation for minimizing the supply and return water temperatures	Each Household	Buildings w/ ≤ 35 HH: \$17.50/HH, \$700 max Buildings w/ ≥ 35 HH:	Buildings w/ ≤ 35 HH: \$20.30/HH, \$812 max Buildings w/ ≥ 35 HH:

Measure Name	In-Unit or Common Area?	Efficiency Requirements	Unit	Standard Rebate	DAC/HTR Rebate
		and minimizing piping heat losses		\$40.60/HH, \$1,400 max	\$40.60/HH, \$1,624 max

**Note: Furnace installations must be carried out by a licensed California HVAC technician.*

Table 3. Direct Install Measures

Measure Name	In-Unit or Common Area?	Efficiency Requirements
Smart Communicating Thermostat (Gas)	IU	ENERGY STAR Qualified
Efficient Showerhead	IU	1.5 GPM
TSV + Efficient Showerhead	IU	1.0 GPM
Faucet Aerator (kitchen, gas)	IU	1.5 GPM
Faucet Aerator (bath, gas)	IU	1.0 GPM
Recirculating Pump Controller	CA	Includes pumps installed with variable frequency drives, integrated or remote sensors, and control systems that respond to hot water loop temperature.

Abbreviations

- | | |
|---|--|
| AFUE Annual Fuel Utilization Efficiency | HE High Efficiency |
| CEE Consortium for Energy Efficiency | HTR Hard-to-Reach |
| CA Common Area | IMEF Integrated Modified Energy Factor |
| DAC Disadvantaged Communities | IU In-Unit |
| DHW Domestic Hot Water | IWF Integrated Water Factor |
| DI Direct Install | SF Square Foot |
| EF Efficiency Factor | TE Thermal Efficiency |
| GPM Gallons Per Minute | TSV Thermostatic Shower Valve |

Program Delivery and Customer Services

The MEA Program is designed to support achievement of the Residential sector vision and goals outlined in the SoCalGas Business Plan. A team including the Program Implementer, its subcontractors, and participating trade allies will offer a suite of services to customers participating in MEA. The MEA program will seek to achieve at least 50 percent participation by HTR and DAC properties/owners using data analytics to assist program’s account management and

community/ethnic based outreach teams to find willing participants and to overcome HTR and DAC MF barriers related to income, geography, language, and environmental factors.

Services will be offered to property owners/managers in common areas and within tenant units; services provided within tenant units will be approved and authorized by the property owner or manager. The Program will not conduct transactions directly with tenants. Services will include:

- **Identification of customers, including those in CPUC-defined HTR and/or DACs:** Utilize data analytics to identify prospective customers by screening levels of customer data such as demographic information, CalEnviroScreen data, load characteristics, and building types and overlaying utility specific information and independent databases. Assemble community-based advisor teams to provide messaging that is appropriate and in language, as needed. Contractor community advisors will coordinate with technical staff/partners and trade allies to support project identification, development, financing, and follow up. Establish strategic partnerships aligned within unique customer segments to develop new, targeted integrated marketing and outreach plans outlining multiple delivery channels that target multifamily customers based on their unique needs.
- **Education:** MEA will employ a variety of marketing, outreach, and industry engagement strategies to promote the full suite of EE offerings available to multifamily customers of SoCalGas.
- **Assessment:** Evaluation of properties directly with multifamily customers, advising them on EE solutions that best meet their needs, allowing for multiple paths and a layered approach to upgrade properties over time through multiple SoCalGas EE programs. Existing equipment and available measures will be considered in the preparation of energy assessment results for direct install customers. These assessments, or small-scale energy audits, will be used to provide advice on the benefits of procuring and installing EE solutions. Referrals to contractors in the trade ally network will also be made
- **Referrals:** MEA will connect income qualifying customers with the appropriate ESA CAM program representative; market-rate customers will be directed to the MFWB or MFEER programs, either initially or after participation in MEA's rebate and/or DI options.
- **Measure Installation:** Rebated measures will be installed through a network of participating trade allies, while DI will be completed by a dedicated team of installers. The MEA Advisory Council will work with Company to identify opportunities to partner with other utilities to provide for the direct installation of water savings measures such as toilets.
- **Verification/Commissioning:** MEA will verify completion of work to ensure all measures are installed and operational before rebate payment.
- **Rebate Payment:** MEA will follow required SoCalGas procedures to ensure timely and accurate rebate payments to Customers.
- **Financing Assistance:** The Program will assist customers in identifying and evaluating financing options to assist in acquiring capital and funding for potential EE upgrades.
- **Benchmarking:** Customers interested in Benchmarking will be referred to the ESA CAM SPOC for information on participating in Benchmarking using ENERGY STAR® Portfolio Manager..

The detailed participation process for MEA customers is outlined below in Table 4.

Table 4. Project Process

	Direct Install	Rebated
Step 1a: General Awareness Marketing and Outreach	<p>MEA general awareness campaign promoting SoCalGas multifamily suite of offerings. Will include website, digital advertising, email marketing, direct mail, and industry association outreach. To be developed in collaboration and coordination with SoCalGas Marketing through ongoing meetings to ensure that all programs are operating together.</p> <p>During this step, customers are screened and those who are determined to be appropriate participants for the ESA CAM, MFEER, or MFWB programs will be directed to the designated representative from the appropriate program.</p> <p>Contractor’s CRM platform will be used to document interactions and follow-up. Reports to Company will be configured to provide referrals of customers who are better suited to other SoCalGas Multifamily programs.</p>	
Step 1b: Targeted Marketing and Outreach for MEA Rebated and Direct Install Measures	<p>Targeted direct marketing through canvassing, email outreach, and direct mail, informed by SoCalGas customer data/industry group lists.</p>	
Step 2: Customer Enrollment	<p>Customers determined to be good candidates for direct install measures will be referred to the Direct Install subcontractor. The DI subcontractor will schedule a site walk-through. Using Contractor’s mobile platform, baseline conditions will be documented, including photographs when possible. Site assessments will be in-person if possible, but virtual assessments may be utilized as necessary.</p>	<p>MEA assists interested participants with completing the rebate application.</p> <p>Customer eligibility for DAC/HTR incentive rates is determined at this time.</p>
Step 3: Pre-Application	<p>The walk-through results will be used to prepare educational material for the property owner/manager,</p>	<p>Customer will purchase the qualifying high efficiency equipment. MEA will provide support</p>

	Direct Install	Rebated
	demonstrating the energy savings available through MEA Direct Install. Appropriate measures will also be presented for the property owner’s consideration.	and guidance where needed to ensure the eligibility requirements from the workpapers are met.
Step 4: Project Installation	Upon acceptance of the DI proposal, installation will be scheduled with property owner/manager for both in-unit and common area measures, taking care to allow time for tenant notification.	The installation will be carried out following the workpaper guidance. MEA will help ensure the completion of this step.
Step 5: Post-Installation Review	Site inspections will occur for 10 percent of projects. Sites will be selected randomly. SoCalGas will also select projects for inspection.	
		Paid itemized invoices, photos of pre-existing and new equipment, specification sheets, project application, and any supplemental measure-specific information will be supplied and checked by MEA staff.
Step 6: Incentive Payment	The DI contractor will receive payment to offer qualifying products at no cost to the Customer.	Customers will receive one incentive payment once installation and M&V is complete. It will be paid in accordance with the workpapers and accepted terms and conditions of Program participation.
Step 7: Marketing and Outreach	Customers who have completed successful participation in MEA rebated or DI measures will receive follow-up communications approximately six months after their incentive payment or measure installation to encourage	

	Direct Install	Rebated
	further participation in SoCalGas MFEER or MFWB offerings. Contractor’s software platform will be configured to provide report of customers who have received follow-up communications to Company’s SPOC.	

Program Design and Best Practices

Based on proven past successes and best practices, the MEA team has found that unlocking the greatest energy savings potential in the multifamily market segment lies in effective implementation of an OSS intervention approach, the primary program strategy. By building a long-term relationship based on trust, MEA’s customers will depend on the MEA team for advice when undertaking property upgrades. MEA will guide decision makers to adopt high efficiency retrofit solutions, reduce the hassle factor, and overcome market barriers preventing or limiting the incorporation of cost-effective energy-efficient technologies.

The MEA team recognizes that the multifamily market is complex and diverse in ownership, operations, and maintenance practices. Different types of ownership structures can result in multiple points of contact and unclear decision-making. MEA addresses the unique characteristics of the market while also tackling current, critical emerging issues and industry trends important to owners and managers. With an affordability crisis⁴ statewide, older buildings must be upgraded to meet demand. Regulators are imposing new requirements (example: California’s Building Energy Benchmarking Program requires owners of multifamily buildings to report energy use annually). Energy savings can increase net operating income (NOI), can make properties more desirable to tenants, and can help property owners and property management companies meet sustainability or environmental goals.

The strategies and supportive tactics MEA will employ to reduce the identified market barriers are explained further below:

Split Incentive: MEA will utilize a combination of education, financial incentives, and financing to overcome the split incentive barrier for implementing EE in tenant units. The most common lower cost measures will have incentives that require a nominal customer co-pay. MEA bundles these quick payback measures with higher capital cost, longer payback measures, to create a financial value proposition that meets owner hurdles. For the big measures, such as appliances, water heaters and heating, ventilation, and air conditioning (HVAC), projects will be sold to owners through an education process that emphasizes and values their non-energy benefits and financial benefits to the owner rather than the tenant. These owner benefits include increased property value, reduced turnover, maintenance cost savings, higher occupancy rates, and ultimately, higher NOI for the property.

⁴ <https://www.ppic.org/interactive/californians-and-the-housing-crisis/>

Low Participation in the Multifamily Sector: The MEA program will provide deep energy savings by increasing ease of program participation through its OSS design. Dedicated account representatives will assist in making the business case and delivering a positive “end-to-end” experience as follows:

- Demonstrating the Value of EE improvements for property owners and their tenants (lower operating costs, reduced turnover, and improved indoor air quality).
- Expanded Market Coverage from large, corporate-owned portfolios managed by professional property management firms to small, individually owned properties.
- Outreach to effectively target both property managers and tenants, especially decision-makers and influencers at multiple levels of the business, including building operators, facility managers, construction managers, financial managers, and building owners will be designed to influence project acceptance and overcome barriers. The use of both rebated and direct install measures will address financial considerations. The MEA program also promotes the benefits of renting in an energy-efficient building.
- Advanced analytics embedded in MEA’s program management software platform and other energy analysis tools. These platforms and analysis tools effectively leverage benchmarking, rate analysis, IDSM offers, and business case analysis to demonstrate the value of energy efficiency upgrades to multifamily properties..

Financial Considerations (Awareness and Familiarity of Options): MEA brings financing products and services to every project for the owner’s consideration. There are many options available, and MEA will be the customer’s trusted energy and financial advisor on all matters related to financing energy projects.

The MEA team is highly experienced leveraging its local, regional, and national strategic partnerships (e.g., developers, financial institutions, redevelopment offices, realtors, Energy Service Companies [ESCO], manufacturers and distributors, etc.) to help launch its OSS MF program in new territories. These relationships provide an excellent chance to reach decision makers during capital investment opportunities and provide comprehensive whole-building EE recommendations. MEA will provide updates on national strategic partnerships in monthly reporting, as needed.

In addition, MEA will build strategic partnerships that work effectively to serve joint customers of local Publicly Owned Electric Utilities (POUs), Southern California Edison (SCE), and water agencies, with MEA acting as the multifamily owner’s liaison to access SoCalGas’s true single point of contact (SPOC) for multifamily offerings.

Innovation

The MEA program design incorporates innovation in all CPUC-defined categories: Technology, Market Strategy, and Delivery Approach.

Technology: Multifamily buildings contain relatively simple systems and equipment for building shell, space heating and cooling, domestic hot water, lighting, cooking, and refrigeration. MEA will promote the technologies that are eligible for incentives in each of these categories.

Market Strategy: MEA is designed to organize and network with owners, property managers, and service providers under one program umbrella with one brand and one point of contact. Training

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and support will be provided for traditional service providers via webinars or in-person seminars at program launch, and quarterly, to adopt an energy-centric, account management business model that provides an opportunity for them to increase profits while driving deeper savings benefiting the program, participants, and ratepayers.

MEA will provide an Advisory Panel composed of MEA implementer and subcontractor senior leaders to monitor and advise the MEA team and SoCalGas on progress and identify challenges and potential solutions. The Advisory Panel will help identify and form strategic partnerships between the Program, SoCalGas, multifamily property owners, and other utilities.

Delivery Approach: MEA’s delivery approach utilizes new avenues for reaching customers through industry channels, including current service providers to the multifamily market (financial services, banks, architects, engineers, and real estate professionals) to drive higher participation.

Innovative elements of the MEA program that will yield increased savings and participation include:

- A customer-centric OSS approach with referrals to a SPOC, provided by SoCalGas representatives, to make program participation simple, no matter the project type or measures selected.
- Access to a variety of additional services available through the Multifamily offerings of SoCalGas, including financing, resident engagement programs, design consulting, workforce training, and benchmarking.
- Use of advanced analytical tools and state-of-the-art assessment and benchmarking capability, part of Contractor’s customer and program tracking platforms, to demonstrate influence, asset value based on lease options, and efficiency potential. In the direct install option, site assessments will educate the property owner/manager on the benefits of EE solutions.

Metrics

MEA will include Key Performance Indicators (KPIs) to measure and track Program success. All project data are recorded in the Program’s project and customer tracing systems. Program performance will be tracked and measured by the following Key Performance Indicators (KPIs):

Table 5. Key Performance Indicators

<i>KPI</i>	<i>SoCalGas Metric</i>	<i>Description</i>
<i>Performance: Goal Accomplishment (net therm savings)</i>	S1: Energy Savings	Percentage of net lifecycle energy savings achieved vs forecasted
<i>Performance: Number of different measures per project</i>	Depth of Intervention	Number of different measures per project
<i>Performance: Percentage of projects/properties with major equipment measures (furnaces and water heaters installed)</i>	Depth of Intervention	Maximize the percentage of projects/properties that have furnaces and water heaters installed

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<i>KPI</i>	<i>SoCalGas Metric</i>	<i>Description</i>
<i>Cost Effectiveness Alignment: TRC Calculation</i>	LC: Cost Per Unit Saved	TRC – Actual vs. forecasted Difference: Actual Minus Forecasted
<i>Performance: Cost Per Unit Saved</i>	LC: Cost Per Unit Saved	Levelized PAC Cost -Actual vs. forecasted Difference: Actual Minus Forecasted
<i>Performance: Disadvantaged Communities</i>	P1: Penetration of EE programs	Percentage of customers in Disadvantaged Communities
<i>Performance: Hard-to-Reach</i>	P1: Penetration of EE programs	Percentage of customers meeting HTR definition
<i>Schedule Adherence (committed/ installed)</i>	N/A	Number of projects compared to the forecasted number of projects
<i>Implementer Administrative Performance: Budgets and Expenditures</i>	N/A	Monthly and annual expenditures vs. monthly and annual budget
<i>Service Delivery</i>	N/A	Program Advisor-determined rating of 0–4, based on: <ul style="list-style-type: none"> - Timely response for out-of-scope requests - Proactive in continuous program delivery - On-time invoice and Monthly report - Quality of Deliverables - Willingness to partner - Communication
<i>Supply Chain Responsibility: DBE Spend</i>		To-date DBE spending as percent of total spend/DBE % commitment compared to agreed goal

To-Code Savings Claims

To-code savings are not applicable for the MEA Program.

Pilots

Pilot projects are not applicable for the MEA Program.

Workforce Education and Training

MEA will comply with, and shall cause its employees, agents, representatives, subcontractors, independent contractors, and all other persons performing Program services to comply with workforce qualifications, certifications, standards, and requirements.

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The Program will ensure qualified candidates are hired from a broad pool of candidates using fair hiring practices. Program representatives will ensure qualified candidates have all required certifications.

Workforce Standards

Heating, Ventilation, and Air Conditioning (HVAC) Measures

Installation, modification, or maintenance of non-residential HVAC measures with an incentive of \$3,000 or more are required to be installed by workers or technicians who meet one of the following criteria:

1. Completed an accredited HVAC apprenticeship.
2. Is enrolled in an accredited HVAC apprenticeship.
3. Completed more than five years of work experience at the Journey level per California Department of Industrial Relations definition, Title 8, Section 205 of the California Code of Regulations, passed a practical and written HVAC system installation competency test, and received credentialed training specific to the installation of the technology being installed.
4. Holds a C-20 HVAC contractor license issued by the California Contractor's State License Board (CSLB).

Advanced Lighting Controls Measures

MEA includes no lighting measures, so the Lighting Workforce Standards are not applicable.

Disadvantaged Worker Plan

As outlined in CPUC Decision 18-05-041, the workforce diversity metric is measured by “the percentage of incentive dollars spent on measures verified to have been installed by contractors with a demonstrated commitment to provide career pathways to disadvantaged workers.”

MEA manages project installations through participating trade allies. These trade allies are selected through a thorough evaluation process that includes a documented commitment to providing job access to disadvantaged workers measured by six unique criteria including:

1. Workforce training programs
2. Hiring from high unemployment areas
3. Paying family-supporting wages
4. Hiring from designated training providers
5. Providing health care insurance to employees
6. Employing a diverse workforce

Trade Professionals who satisfy the Disadvantaged Worker requirements will be identified and the percent of incentive dollars associated with the measures installed by trade allies who provide career pathways to disadvantaged workers will be tracked and reported annually.

Additional Information

No additional information is applicable.

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Supporting Documents

Program Manual and Program Rules

Section 1. Introduction

The Multifamily Energy Alliance Program (MEA or Program) provides broad outreach and customer screening services for the full suite of SoCalGas® Multifamily offerings, and also provides a limited set of measures—both rebated and no-cost direct install—to offer customers who do not qualify for the Energy Savings Assistance Program for Common Area Measures or who are not yet ready to complete larger-scale upgrades through the Multifamily Energy Efficiency Rebate (MFEER) or Multifamily Whole Building (MFWB) retrofit incentive programs.

MEA is administered by SoCalGas under the auspices of the California Public Utilities Commission (CPUC) and is implemented by ICF. The Program will be available from July 7, 2021, through March 31, 2024. Rebate applications cannot be submitted prior to July 7, 2021. All project measures must be completed by the date specified in the most current Program Application Terms and Conditions. The Program budget is limited, and rebates will be paid to qualifying customers on a first come, first-served basis until funds have been exhausted, or until December 31, 2023, whichever comes first.

Section 2. Eligible Measures

The tables below summarize all measures eligible through MEA:

Table 6. Program Manual Rebated Measure Listing

Measure Name	In-Unit or Common Area?	Efficiency Requirements	Unit	Standard Rebate	DAC/HTR ⁵ Rebate
CEE Tier 3 Clothes Washer (IU)	IU	≥ 2.92 IMEF & ≤ 3.2 IWF	Each	\$100	\$116.00
CEE Tier 3 Clothes Washer (CA)	CA	≥ 2.92 IMEF & ≤ 3.2 IWF	Each	\$152.00	\$176.32
Attic Insulation	CA	R38	SF	\$0.15	\$0.17
Pipe and Fitting Insulation (DHW, Outdoor or Indoor)	IU/CA	1” of insulation	Each	\$9.49	\$11.00
ENERGY STAR Clothes Dryer	IU/CA	Advanced Tier (Compact, Standard, Any)	Each	\$50	\$58.00

⁵ All rebates will be 16 percent higher for properties classified as DAC or HTR. DAC eligibility is determined by location within a DAC ZIP code as defined by the Health and Safety Code and using CalEnviroScreen 3.0. HTR is defined using the definition set forth in California Public Utilities Commission Energy Efficiency Policy Manual.

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Measure Name	In-Unit or Common Area?	Efficiency Requirements	Unit	Standard Rebate	DAC/HTR ⁵ Rebate
		under Vented and Ventless)			
HE Central Furnace	IU	ENERGY STAR qualified, =95% AFUE	Each Household	\$250	\$290.00
Tankless Water Heater Tier 2	IU	≥ 0.90 EF	Each	\$600	\$696.00
Pool and Spa Heater	CA	≥ 0.84 TE	kBtu	\$3.00	\$3.48
Boiler Controller	CA	Temperature modulation for minimizing the supply and return water temperatures and minimizing piping heat losses	Each Household	Buildings w/≤35 HH: \$17.50/HH, \$700 max Buildings w/≥35 HH: \$40.60/HH, \$1,400 max	Buildings w/≤35 HH: \$20.30/HH, \$812 max Buildings w/≥35 HH: \$40.60/HH, \$1,624 max

Table 7. Program Manual Direct Install Measures

Measure Name	In-Unit or Common Area?	Efficiency Requirements
Smart Communicating Thermostat (Gas)	IU	ENERGY STAR Qualified
Efficient Showerhead	IU	1.5 GPM
TSV + Efficient Showerhead	IU	1.0 GPM
Faucet Aerator (kitchen, gas)	IU	1.5 GPM
Faucet Aerator (bath, gas)	IU	1.0 GPM
Recirculating Pump Controller	CA	Includes pumps installed with variable frequency drives, integrated or remote sensors, and control systems that respond to hot water loop temperature.

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Abbreviations

AFUE	Annual Fuel Utilization Efficiency
CEE	Consortium for Energy Efficiency
CA	Common Area
DAC	Disadvantaged Communities
DHW	Domestic Hot Water
DI	Direct Install
EF	Efficiency Factor
GPM	Gallons Per Minute
HE	High Efficiency
HTR	Hard-to-Reach
IMEF	Integrated Modified Energy Factor
IU	In-Unit
IWF	Integrated Water Factor
SF	Square Foot
TE	Thermal Efficiency
TSV	Thermostatic Shower Valve

Section 3. Customer Eligibility Requirements

MEA provides education, services, and incentives to multifamily customers in the SoCalGas territory. All customer information will be verified using the Energy Efficiency Collaboration Portal (EECP). The following requirements apply to all customers and projects:

- The Customer's property must be located within the SoCalGas service territory and hold an active and current SoCalGas service account. Both residential and non-residential service accounts at the property are eligible; non-residential accounts refer to common areas.
- The property must comprise four (4) units or greater.
- Customers must not have received an incentive from SoCalGas or the Southern California Regional Energy Network (SoCalREN) within the past five (5) years.
- Equipment/measures being replaced must be at least five (5) years old and/or at an efficiency level less than the replacement equipment/measure.

Section 4. Contractor Eligibility Requirements

MEA Rebates

The Program will develop a trade ally network to support the installation of non-direct install rebated measures and act as ambassadors for the Program. Contractors and service providers who wish to participate in the trade ally network must:

- Complete a trade ally network application
- Provide Contractors State License Board (CSLB) registration information and other required documentation as listed in the trade ally network application
- Complete training about Program requirements, processes, and additional SoCalGas offerings

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- Observe and abide by all Program rules and policies as detailed in the trade ally network application and the Customer application Terms & Conditions.

MEA Direct Install

Installation of no-cost measures will be completed by a pool of licensed and qualified contractors who work closely with the DI Subcontractor.

Section 5. Participating Contractors, Manufacturers, Retailers, Distributors, and Partners

MEA will offer a trade ally network to qualified and licensed contractors after completing a trade ally network application and meeting program requirements. Customers will not be required to select a contractor from the trade ally network, but the network will offer training on MEA and available rebate measures, as well as assistance in application submittal. In addition, contractors or service providers who express interest in MEA will also be educated about opportunities for contractors through other SoCalGas multifamily programs.

Multifamily industry associations, mortgage banker associations, real estate and legal accounting groups and other organizations who serve the multifamily market will be key partners in promoting SoCalGas multifamily offerings through MEA.

Section 6. Additional Services

MEA is designed to achieve the residential sector vision and goals outlined in the SoCalGas Business Plan. MEA brings tested strategies to drive customer awareness and participation in the full suite of SoCalGas Multifamily offerings.

- **Measure Installation:** Program measures will be installed via direct installation, through trade allies, or by the customer.
- **Verification:** MEA will verify completion of work through desk reviews and post-install inspections as outlined in the M&V Plan before payment of incentive to customer or trade ally.
- **Incentive Payment:** MEA will follow necessary Company procedures to ensure timely and accurate payment of incentives to customer/trade ally.
- **Project Finance:** MEA will facilitate customer project on-bill financing and on-bill repayment to achieve immediate positive cash flow when possible.
- **Referrals to other SoCalGas Multifamily offerings:** MEA will evaluate customers for referral to ESA, ESA CAM, MFEER, or MFWB offerings, either at initial screening, or after participation in MEA.

Section 7. Audits

MEA will complete pre-project audits to understand and document the facility operations, existing energy systems and equipment, and to understand the customer's goals and needs. The auditor will make recommendations for higher energy efficiency measures based on the findings of the audit, and estimate the savings associated with these measures. These findings will all be documented in a report for SoCalGas and the customer.

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MEA will verify the completion of work to ensure all measures are installed and operational before payment of incentive to the customer or trade ally. For most projects, verification will be done remotely with photos of installed equipment and other supporting documentation. Ten percent of MEA projects will receive further verification through an on-site audit by the Program Implementer. Projects will be selected for an audit if the supporting photos and documentation are insufficient or if the savings and incentive are particularly high relative to other projects in the program. The remainder of site audits will be selected at random for quality control purposes.

When on site, the auditor will verify the following items:

- Equipment model numbers to ensure they match what was supposed to be installed.
- Operating points/conditions
- Operating hours
- Decommissioning of the baseline equipment
- Any additional measure-specific eligibility requirements from the workpaper

If the post-audit reveals any discrepancies, MEA will notify the customer and contractor, as appropriate, for correction. All of the audit findings will be documented in a report. In addition to audits conducted by the Program Implementer, SoCalGas may select projects for a site audit.

Section 8. Sub-Program Quality Assurance Provisions

MEA has no sub-programs.

Section 9. Other Program Metrics

All project data are recorded in the Program's project and customer tracking systems. Program performance will be tracked and measured by the following Key Performance Indicators (KPIs):

Program Performance

- Net annual therm savings
- Net lifecycle therm savings
- Accomplishment of incentive mix
- Levelized PAC Cost
- Program penetration
- Customer enrollment conversions

Cost-Effectiveness

- TRC

Customer Satisfaction

- Participant satisfaction
- Workshop attendee satisfaction

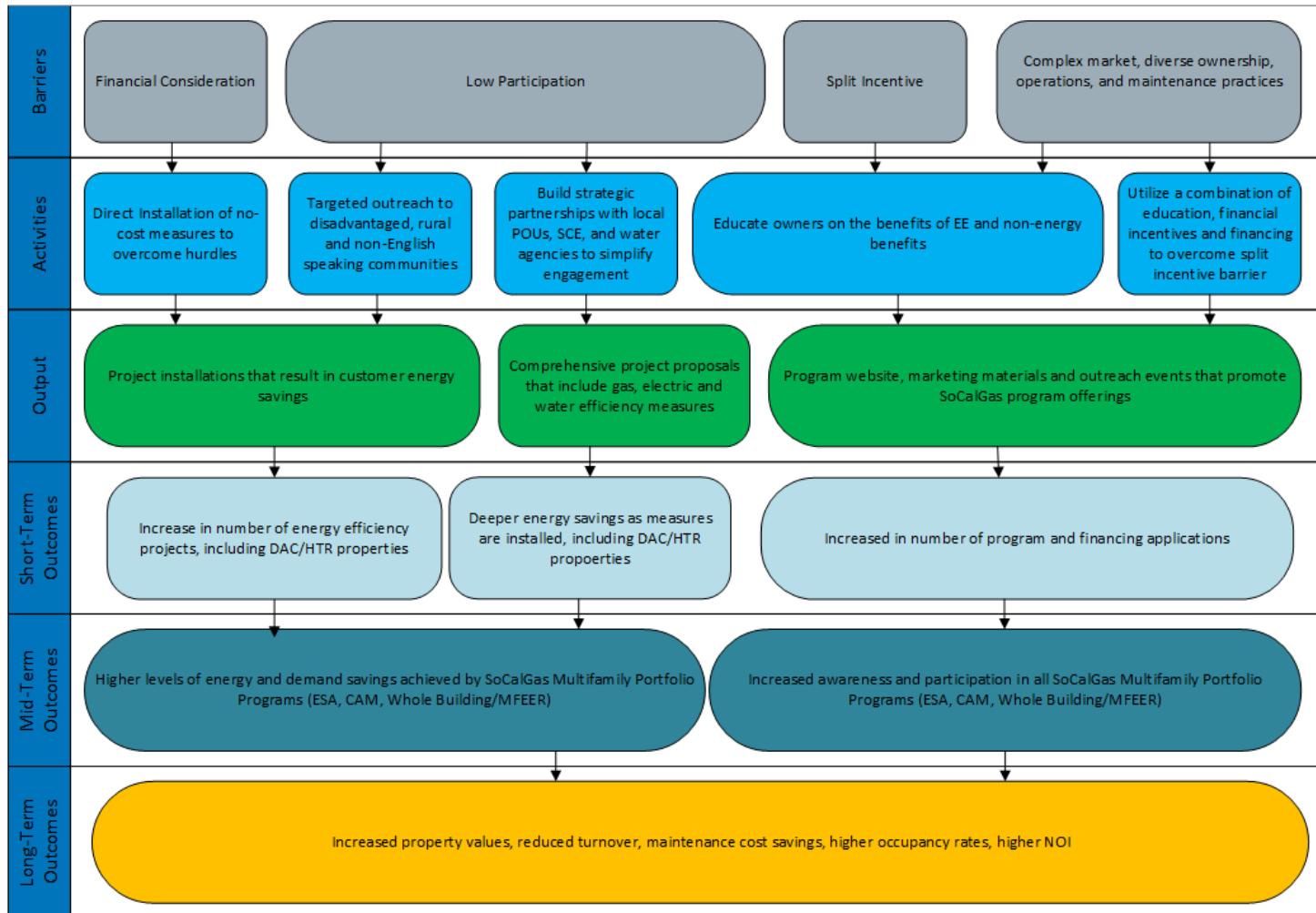
Program Delivery and Compliance

- DAC and HTR customer penetration
- Quality of delivery
- DBE Spending compared to goal

Program Theory and Program Logic Model

Figure 2 below provides the Program Logic Model.

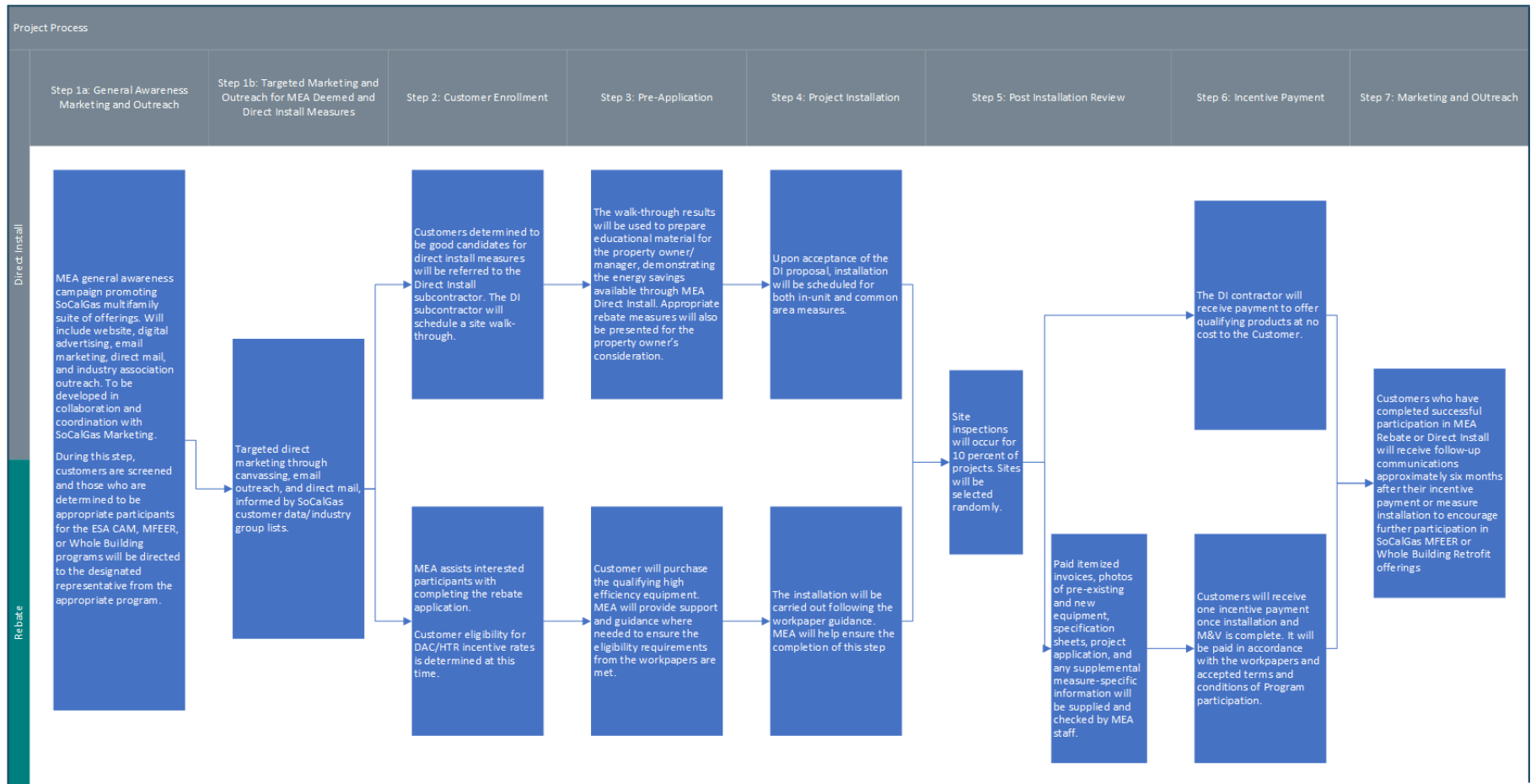
Figure 2. Program Logic Model



Process Flow Chart

Figure 3 below offers a visual flowchart of the Program’s processes.

Figure 3. Process Flow Chart



Incentive Tables, Workpapers, and Software Tools

Table 8 below provides a summary of measures and incentive levels, along with links to the associated workpapers.

Table 8. Incentives and Workpapers

Contract Measure Name	Measure Name from CET	HTR, Non-HTR	Workpaper Link	Workpaper Name
Boiler Controller	Boiler Controls <35 units	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH016/02/	SWWH016-02
	Boiler Controls > 35 units	HTR, Non-HTR		
Attic Insulation	Ceiling add R-30/38 Batts on existing	HTR, Non-HTR	https://www.caetrm.com/measure/SWBE006/01/	SWBE006-01
High Efficiency Central Furnace	Central Gas Furnace 95% AFUE	HTR, Non-HTR	https://www.caetrm.com/measure/SWHC031/01/	SWHC031-01
ENERGY STAR Clothes Dryer	ENERGY STAR Advanced Tier, CEF 3.80" for selected measure "N"	HTR, Non-HTR	https://www.caetrm.com/measure/SWAP003/01/	SWAP003-01

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Contract Measure Name	Measure Name from CET	HTR, Non-HTR	Workpaper Link	Workpaper Name
CEE Tier 3 Clothes Washer (CA)	ENERGY STAR Most Efficient Residential Clothes Washer > 2.5 cubic ft, Top, Common	HTR, Non-HTR	https://www.caetrm.com/measure/SWAP004/02/	SWAP004-02
CEE Tier 3 Clothes Washer (IU)	ENERGY STAR Most Efficient Residential Clothes Washer > 2.5 cubic ft, Top, Dwelling	HTR, Non-HTR		
Faucet Aerator (Kitchen, Gas)	Kitchen Aerator-1.5 gpm-Gas	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH001/02/	SWWH001-02
Faucet Aerator (Bath, Gas)	Lavatory Aerator-1.0 gpm, gas	HTR, Non-HTR		
Efficient Showerhead	Low Flow Showerhead (1.5 gpm) for Natural Gas Water Heater Unit	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH002/02/	SWWH002-02
TSV + Efficient Showerhead	MFm or DMO TSV and LF Showerhead, Gas, 1.0 gpm	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH003/01/	SWWH003-01
Pipe and Fitting Insulation (DHW, Outdoor or Indoor)	Pipe Insulation, 1" Indoor	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH026/01/#base-case-description	SWWH0026-01
	Pipe Insulation, 1" Outdoor			

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Contract Measure Name	Measure Name from CET	HTR, Non-HTR	Workpaper Link	Workpaper Name
Pool and Spa Heater	Pool & Spa Heaters in Res Bldgs - 84% TE	HTR, Non-HTR	https://www.caetrm.com/measure/SWRE003/01/#base-case-description	SWRE003-01
Recirculating Pump Controller	Recirculating Pump Controls	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH015/02/	SWWH015-02
Tankless Water Heater Tier 2	Residential Inst. Heaters, MFm, <=175 kBtu/hr, 0.87 UEF, High Draw	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH013/02/#program-requirements	SWWH013-02
	Residential Inst. Heaters, MFm, <=175 kBtu/hr, 0.87 UEF, Low Draw			
	Residential Inst. Heaters, MFm, <=175 kBtu/hr, 0.87 UEF, Medium Draw			
Smart Communicating Thermostat (Gas)	Residential Smart Communicating Thermostat (Gas)	HTR, Non-HTR	https://www.caetrm.com/measure/SWH039/03/	
High Efficiency Storage Heaters	Residential Storage Heaters, Gas, 30 Gal, MFm, 0.64 UEF, CZ09, ENERGY STAR	HTR, Non-HTR	https://www.caetrm.com/measure/SWWH012/02/#measure-case-description	SWWH012-02
	Residential Storage Heaters, Gas, 40 Gal, MFm, 0.64 UEF, CZ09, ENERGY STAR			
	Residential Storage Heaters,			

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Contract Measure Name	Measure Name from CET	HTR, Non-HTR	Workpaper Link	Workpaper Name
	Gas, 50 Gal, MFm, 0.64 UEF, CZ09, ENERGY STAR			

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Quantitative Program Targets

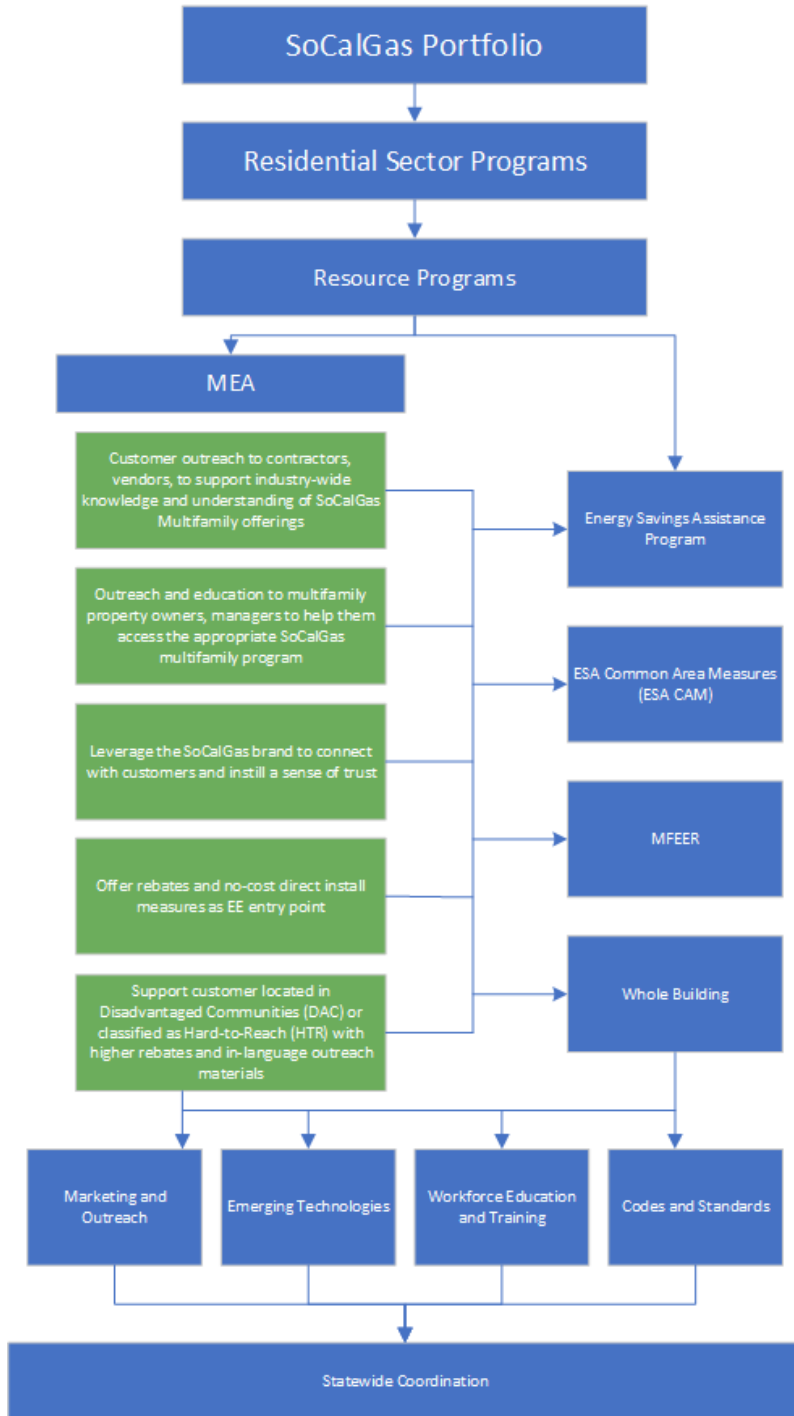
The Program aims to deliver the following estimated number of rebate and direct install projects shown below.

<i>Project Type</i>	<i>Non-DAC/HTR</i>	<i>No. of DAC</i>	<i>No. of HTR</i>	<i>Total No. of Estimated Participants</i>
Rebate	28	14	14	56
Direct Install	22	11	11	44
Total Participants	50	25	25	100

Diagram of Program

Figure 4 is a diagram of the overarching program activities. The relevant items noted in the CPUC IP Template (Marketing and Outreach, Workforce Education and Training Programs, and Emerging Technologies) are located in the diagram where they take place within the program.

Figure 4. Diagram of Program



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Evaluation, Measurement, and Verification (EM&V)

Section 1. Overview

The SoCalGas® Multifamily Energy Alliance (MEA) Program is a third-party program designed and implemented by ICF. MEA will generate energy savings through rebated measures and direct install (DI) offerings. Savings for these offerings will be verified and will meet all California Public Utilities Commission (CPUC) guidelines.

Section 2. Project Process

Two overarching phases exist within the Verification process for rebated and DI projects. The following section outlines these two phases and the action steps to be taken within each phase.

1. **Measure Verification and Installation Check:** Once an application is submitted it will undergo a review to verify the savings claims, costs, and incentives. This phase comprises two components, a Desk Review, and a Site Inspection.
 - a. **Desk Review:** Installation of all Energy Conservation Measures (ECMs) will be verified by the ICF Operations team through a Desk Review. The reviewer will ensure that all ECM requirements and M&V protocol specified in the workpaper are followed for each measure, using the documents submitted by the applicant. These documents include: paid itemized invoices, photos of baseline and new equipment for all ECMs, specification sheets, project application, and any supplemental measure-specific information as needed.

Savings for each measure will be directly sourced from the CET which is based on the workpapers linked in Table 8. Showerhead and aerator measures each have two variations of savings based on whether the measure application type. The appropriate measure application type will be verified during the desk review using the California Technical Forum's definition of measure types.⁶

If the project incentive is greater than \$5,000, it will go through an additional quality control step where the MEA program manager will verify the review from the Operations team.
 - b. **Site Inspection:** On-site inspections will be conducted for 10 percent of projects submitted to the Program. Inspections will include verification of equipment installation, operation, and eligibility.
2. **Reporting:** After sufficient data is collected and the M&V activities and technical review are complete, a post-installation report will be completed. If no discrepancies were found in the review, the application will be approved with no revisions. If discrepancies were found between the application and what was installed on site, the reviewer will make the necessary adjustments to the application to ensure the savings, costs, and incentives are correct for each ECM. The customer will be notified of the changes required. All per-unit energy savings and cost values will

⁶ Measure application types are defined by the California Technical Forum here: <http://www.caltf.org/measure-application-types-1>

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be directly sourced from the workpapers. The final report will present the energy savings, costs, and photos of the new equipment. The report will be shared with SoCalGas and the customer. Any revisions to the application will be documented.

Tracking/Recording

Data gathered through site inspections and M&V activities will be documented for future use by Program Administrators and evaluation teams. This data will also prove useful in helping inform future program design to improve overall cost-effectiveness.

Section 3. Data Collection Plan

The following data will be collected:

- Contact information for the applicant, site, and contractor for measure installations
- Utility data from SoCalGas
- Project invoice for installation labor and materials
- Equipment specification sheets
- Payee designation form (if the project payment will be paid to Trade Ally)
- ECM energy savings
- ECM cost
- ECM installation date
- ECM model number
- Any additional measure-specific data points specified in the workpapers to satisfy M&V.

The required data for each ECM will be defined during the program launch phase. Data collection fields will be created in ICF's energy utility customer engagement platform prior to launch to ensure M&V is thoroughly and efficiently carried out for each project.

Section 4. Savings Calculation

The gross savings will be calculated after the measures are documented and reviewed and the project-specific M&V requirements are satisfied. The per-unit savings will be sourced from the workpapers. The gross savings calculation is as follows:

$$\text{Energy Savings} = \text{Baseline Model Predicted Energy Use} - \text{Calculated Energy Use}$$

The savings will be documented in the final report along with the expected useful life (EUL) and ECM costs. The EUL will be used to calculate net lifecycle savings. Net savings will be reported for the program to represent the savings over the lifecycle of the ECMs with the estimated savings associated with free ridership excluded.

Section 5. Expected Useful Life

The project lifecycle savings will be based on a weighted average EUL method.⁷ EULs for the ECMs will be sourced from the workpapers.

⁷The CPUC refers to this link for guidelines to determine the weighted average EUL:
ftp://ftp.cpuc.ca.gov/gopherdata/energy_division/EnergyEfficiency/RollingPortfolioPgmGuidance/Combining_Measures_Claims.DRAFT.xlsm

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Section 6. Key Sources

M&V for the ECMs will be guided by workpapers. These workpapers can be accessed through the California Technical Forum dashboard here: <https://www.caetrm.com/dashboard/>

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Section 7. Normalized Metered Energy Consumption (NMEC)

NMEC is not applicable for the MEA program.