



Developing Sustainable Energy Programs in San Francisco

SEEC Webinar
April 19, 2012

Ann Kelly, SF Department of the Environment



A Joint Project of



Energy Efficiency Programs in San Francisco

- ☞ **Municipal: SF Public Utilities Commission**
 - SF is a Municipal Electric Utility (Hetch Hetchy)
 - SFPUC staff manage EE projects on City properties

- ☞ **Private Sector: SF Dept. of the Environment**
 - Commercial, Residential, Multifamily buildings
 - PG&E electric and gas customers
 - Coordinate with SFPUC on municipal gas projects (i.e., SFO)

SF Path to Zero Energy Goal (Compatible to Statewide Strategic Plan)

- ✎ Building expertise and capacity
 - Both in City departments and in local businesses/ institutions
- ✎ Delivering comprehensive programs
- ✎ Tailoring programs for SF market sectors

3

SF Energy Efficiency Programs 2001–2012

2001–2002 Power Savers

- ✎ **Funding:** State to CPUC *directly* to SF Environment
- ✎ **Budget:** \$8 million
- ✎ **Staff of 4:** Manager, 2 Marketing, 1 Admin, plus Consultant
- ✎ **Small Business** (A-6, A-10 accounts)
- ✎ **Lighting only**

4

SF Energy Efficiency Programs 2001–2012

2003–2005 Peak Energy Program

- ✎ **Funding:** CPUC to PG&E to SF Environment
- ✎ **Budget: \$16 million :**
 - *PG&E:* \$13.5 mil
 - *SFE Contract:* \$2.5 mil
- ✎ **Staff of 6:** Manager, 2 Marketing, 2 engineer/auditors, 1 Admin
- ✎ **Commercial Peak, Low Income Residential**
- ✎ **IOU measures but with Peak Reduction focus**
- ✎ **Targeted refrigeration campaign (gaskets)**

5

SF Energy Efficiency Programs 2001–2012

2006–2012 Energy Watch Program

- ✎ **Funding:** CPUC to PG&E to SF Environment
- ✎ **Budget:** SFE contract, \$32 to \$35-mil
- ✎ **Staff of 9:** Manager, 1 Marketing, 6 engineer/auditors, 1 Admin, plus Consultants
- ✎ **Small Business, Commercial, Multifamily**
- ✎ **Lighting, Refrigeration, heating systems, and controls, computer power management**

6

Energy Watch Contract Budget Breakdown

✎ 45–50% Incentives:

- Paid directly to Contractors

✎ 50–55% Auditing, Technical Assistance , Marketing, Admin:

- *Two-third*: SF Environment
- *One-third*: Professional Services Contracts

7

Professional Services Contracts— Energy Watch Programs

2006–2009

- ✎ Contract for Small Business “Direct Install” Implementation
- ✎ Contract for QA/QC, Recruiting and overseeing local contractor pool, Processing applications, Paying incentives, Uploading to PG&E system

2010–2012

- ✎ Moved SBDI program in-house, hired more engineer/ auditors
- ✎ Maintained contract for other implementation services

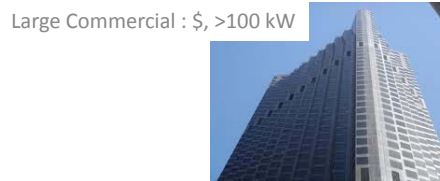
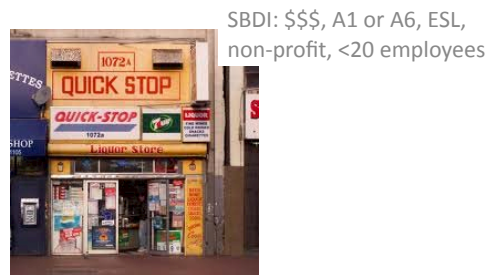
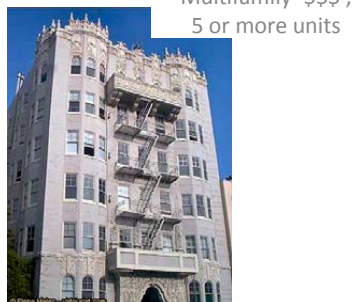
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SF Energy Watch Program Components

- ✎ **SBDI:** SF Environment (marketing, audits, contractor coordination, inspections)
- ✎ **Multifamily:** SF Environment and vendor-driven
- ✎ **Small Commercial:** Primarily vendor-driven; SF Environment manages Self-Installation projects
- ✎ **Large Commercial:** SF Environment manages; PG&E Account Reps notified.

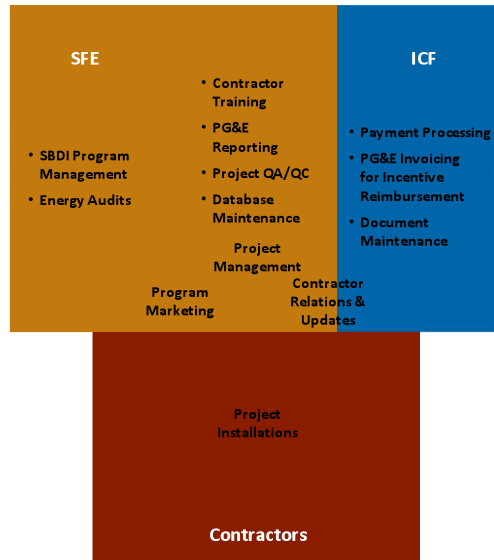
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Sectors Served and Incentive Structure

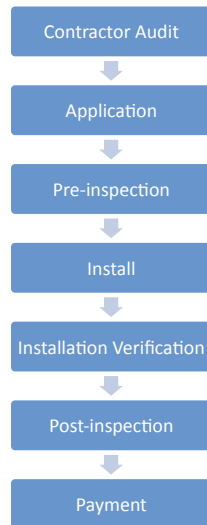


10

Program Implementation



Vendor-driven Program with Strict QA/QC and Fast Incentive Payments



Sample of Customized Documents

SAN FRANCISCO CITY ENERGY SERVICES

Multifamily and Commercial Plus Programs INSTALLATION VERIFICATION FORM

Contractor must complete and submit an Installation Verification Form, along with an itemized invoice for all equipment and labor, after project installation is completed.

PROJECT DATES

Incentive Application Submitted: ___/___/___ APPLICATION NUMBER: _____
 Project Installed: ___/___/___ * application number is provided by San Francisco Energy
 Installation Verification Submitted: ___/___/___ With prior approval of Incentive Application

Please check one:

All changes have been made to the equipment specified in the original Incentive Application submitted. The project was completed as described therein.

Changes have been made to the equipment specified in the original Incentive Application submitted. Revised Application Worksheets showing the relevant changes are attached.

Incentive payment requested is less than \$1,000. A completed Incentive Application is attached.

CONTRACTOR INFORMATION

Company Name	Contact Name
Telephone	Email
TOTAL PROJECT COST \$	
TOTAL INCENTIVE REQUESTED \$	

SIGNATURES FROM BOTH THE CONTRACTOR AND THE CUSTOMER ARE REQUIRED

I certify that the information presented here, including any change orders, is correct and that all equipment and materials used in the project comply with the applicable codes and specifications and that the work has been completed satisfactorily.

By the signatures below, Contractor certifies that all products and labor have been warranted as required and that Customer is fully aware of such warranties. Contractor agrees to remove or replace equipment from the installation site.

I, the undersigned, certify that I have not accepted any financial incentives (i.e., incentives offered by Pacific Gas & Electric or any other energy efficiency program towards work that is covered by this application) from a source other than San Francisco Energy Watch for the measures in this project.

CONTRACTOR

Company representative (print)	Signature	Date
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CUSTOMER

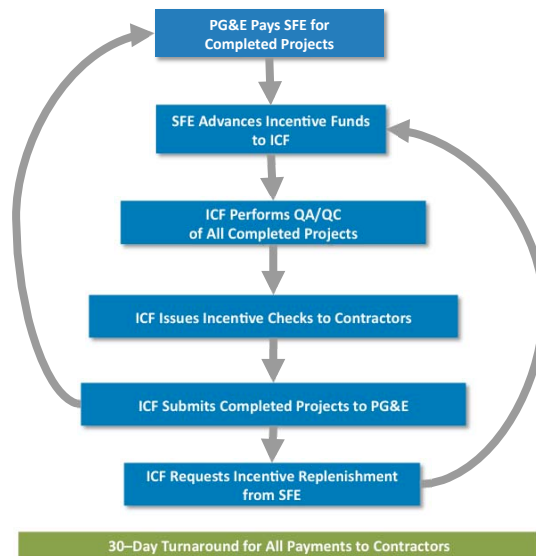
Customer representative (print)	Signature	Date
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PLEASE MAIL COMPLETED APPLICATION TO:
 Brian A. Young
 ICF International
 600 Embarcadero, Suite 200
 San Francisco, CA 94111
 Phone: (415) 242-2100
 Fax: (415) 277-7171
 Email: brian.young@icf.com

0010

13

Flow of Incentive Funds



Lessons Learned

- ✎ Design and develop programs that are tailored specifically for your constituents.
- ✎ Include resource programs that will bring measurable energy savings
- ✎ Build in-house capacity by hiring expert staff needed to implement programs
- ✎ Success attracts more funding resources

Thank You



✎ Contact Information:

Ann Kelly

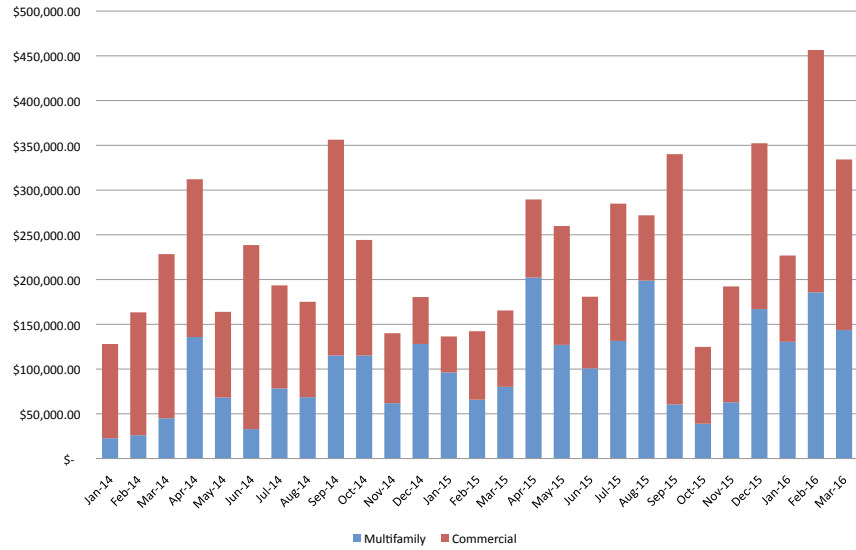
Ann.kelly@sfgov.org

415-355-3720

Website: sfenvironment.org

[New site just launched yesterday—being tweaked]

SFEW Incentives by Month 2010–2012



17

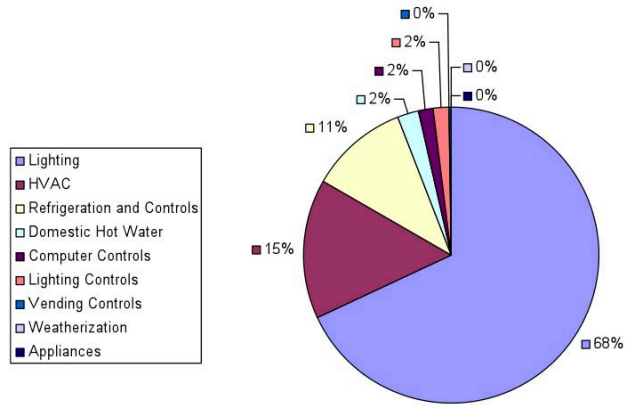
SFEW Measures



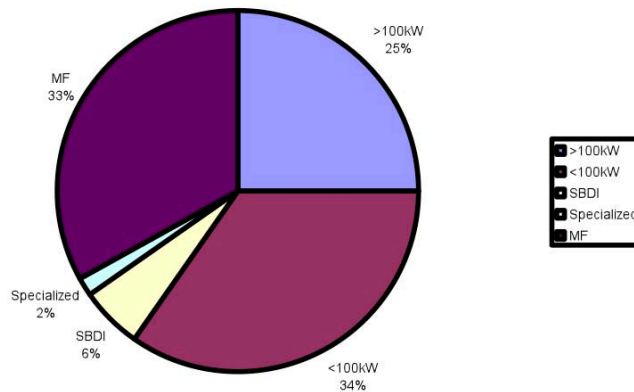
Plus: VFDs, walk-in motors, walk-in motor controllers, boilers, boiler controllers, pipe insulation

18

Incentive Paid by Measure Category



Incentives by Program Area, Customer Size



Marketing through Neighborhood Campaigns



District	Status	Proposed Schedule	Number of Targeted Businesses on Walking List
6	Canvassed	Jul- Sept 2009	661
10	Canvassed	Oct- Dec 2009	672
9	Canvassed	Feb- Apr 2010	590
3	Canvassed	May - Aug 2010	4,213
5	Canvassed	Sept - Dec 2010	2,361
2	Canvassed	Feb - May 2011	2,042
1	Canvassed	Jun - Aug 2011	1,386
4*	In process	Sept - Dec 2011	1,147 w/o the Top 100
7*	In process	Sept - Dec 2011	434 w/o the Top 100
8*	Pending	TBD	TBD
11*	Pending	TBD	TBD

21

From Small to Large & Multifamily Since 2001



Dollar Market: 1133 Market St.

"Participating in the San Francisco Energy Watch Program is a smart business investment. This Program helped my business save money."

- Damoon Arman, Owner

SAVINGS SNAPSHOT

Total Project Cost	\$4,365
Program Incentive	\$3,692
Customer's Co-Pay	\$673
Annual Savings	\$2,884
kW Reduction	4.15
Payback	2 months



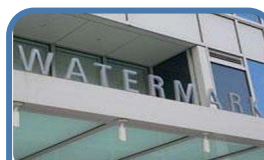
Hotel Nikko - 222 Mason St

"San Francisco Energy Watch has helped us maintain our energy consumption low."

-Joseph Curran, Marketing Director

SAVINGS SNAPSHOT

Total Project Cost	\$33,862
Program Incentive	\$27,490
Customer's Co-Pay	\$ 6,372
Annual Savings	\$83,414
kW Reduction	96.79
Payback	<1 month



The Watermark - 501 Beale Street

"We are very happy with the efficiency upgrades. I see the motion sensors as an every-day confirmation of our commitment to lowering energy usage."

-Doug MacAbee, Manager

SAVINGS SNAPSHOT

Total Project Cost	\$4,531
Program Incentive	\$3,111
Customer's Co-Pay	\$ 1,420
Annual Savings	\$19,205
kW Reduction	9.82
Payback	<1 month

22

SF Energy Efficiency Programs 2001–2012 Accomplishments

- ✎ 9200 commercial & 1,000 multifamily buildings
- ✎ \$34.9 million/yr energy cost savings
- ✎ 36.8 MW/yr of peak load reduction
- ✎ 1.2 million therms/yr natural gas savings
- ✎ 50+ Participating Contractors