



Fact Sheet

Statewide Commercial Program (2013-2014)

April 2013

On September 18, 2008, the California Public Utilities Commission (CPUC) adopted the state's first Long Term Energy Efficiency Strategic Plan ("Strategic Plan"), presenting a single roadmap to achieve maximum energy savings across all major groups and sectors in California. This comprehensive Strategic Plan for 2009 to 2020 was the state's first integrated framework of goals and strategies for managing and saving energy, covering government, utility, and private sector actions, and holds energy efficiency to its role as the first and highest priority resource in meeting California's energy needs.

The IOUs' statewide Commercial Energy Efficiency Program provides strategic energy planning, audits, rebates, and incentives to customers in order to accelerate the adoption of energy efficiency measures.

2013-2014 Commercial Program Budget by Utility

Program By Utility	PG&E	SCE	SDG&E	SCG	Total
Commercial Calculated Incentives	\$36,364,706	\$16,087,060	\$ 21,662,724	\$8,239,849	\$82,354,339
Savings By Design (SBD)	\$13,771,365	17,823,294	\$ 10,732,410	\$1,000,000	\$43,327,069
Commercial Deemed Incentives	\$31,635,741	\$34,560,333	\$ 12,120,627	\$6,964,101	\$85,280,802
Commercial Direct Install	-	\$35,075,424	\$ 17,883,029	-	\$52,958,453
Commercial Continuous Energy Improvement	\$840,083	\$2,609,300	\$ 719,085	\$399,999	\$4,568,467
Commercial Energy Advisor	8,828,404	\$7,064,954	\$ 3,670,158	\$1,016,008	\$20,579,524
Commercial HVAC	\$26,225,652	\$58,179,634	\$ 5,418,335	\$655,965	\$90,479,586
Total Statewide Program by Utility	\$117,665,951	\$171,400,000	\$ 72,206,368	\$18,275,922	\$379,548,241
Third Party Programs – Commercial Market Segment	\$91,003,734	\$34,752,711	\$4,653,901	\$5,214,526	\$135,624,872
Total Budget by Utility	\$208,669,685	\$209,752,711	\$ 76,860,269	\$23,490,448	\$518,773,118

Total Statewide Commercial Energy Savings

Program By Utility	PG&E	SCE	SDG&E	SCG	Total Savings
Electric (GWh)	353	603	141	-	1,097
Electric (kW)	67,858	128,247	20,606	-	216,711
Total Gas Savings (Gross Therms)	8,502,225	-	3,608,211	7,667,017	19,777,453

Third Party Programs - Commercial Market Segment

Program By Utility	PG&E	SCE	SDG&E	SCG	Total Savings
Electric (GWh)	227.4	107.6	64	-	399
Electric (kW)	36,182	16,010	17,406	-	69,598
Total Gas Savings (Gross Therms)	3,755,524	-	792,510	703,788	5,251,822

Program Descriptions: Statewide Commercial EE Program

Statewide Commercial EE Program

The 2013-2014 Statewide Commercial EE Program includes the following sub-programs: Energy Advisor Program, Continuous Energy Improvement Program, Commercial Deemed Incentives, Commercial Calculated Incentives, the Direct Install Program, and the Nonresidential HVAC Program. Note that the New Construction-Savings by Design element is part of the Commercial Calculated Incentives subprogram.

Energy Advisor Program

The Energy Advisor Program offers services to support customer education and participation in energy efficiency, demand response and self-generation opportunities and benefits, and to promote awareness of greenhouse gas and water conservation activities.

The program consists of the following offerings:

- Benchmarking
- Online Energy Audit Tool
- Non-Residential Audits
- Continuous Energy Improvement
- Pump Efficiency Services
- Retro-commissioning Assessments

These offerings work together to assist customers in the implementation of the appropriate solutions for their business, while placing an emphasis on deep energy savings opportunities and continuous improvement over time. By aligning the available integrated improvement opportunities with the customer's needs, the Energy Advisor Program promotes greater demand side management participation.

Continuous Energy Improvement

The Commercial Continuous Energy Improvement (CEI) Program is a consultative service which targets long-term, strategic energy planning. CEI is designed to reintroduce the importance of energy management by transforming the market and reducing energy intensity through a comprehensive energy management approach. CEI will address technical and management opportunities for commercial customers while creating sustainable practices through a high-level energy commitment from executive and board-level management. CEI applies the principles of well-known business continuous improvement programs, such as Six Sigma and International Standards Organization (ISO) standards, to facility and plant energy management. At each stage of customer engagement, a variety of complementary IOU and non-IOU products and services can be customized to fit different customer profiles and optimize the cost-effectiveness of the delivered energy management solution.

Commercial Deemed Incentives

This program provides rebates for the installation of new energy efficiency equipment/measures that have been identified - through standard utility energy efficiency audits. Deemed retrofit measures have fixed incentive amounts per unit/measure and are intended for projects that have well-defined energy and demand savings. The measure categories include lighting, air conditioning equipment, food service equipment, refrigeration, high-efficiency water heating, and plug load.

Commercial Calculated Incentives

The Commercial Calculated Incentives program provides customized incentives for non-residential energy efficiency retrofit projects involving the installation of high-efficiency equipment or systems. Incentives are paid on the energy savings and permanent peak demand reduction above and beyond baseline energy performance, which include state-mandated codes, federal-mandated codes, industry-accepted performance standards, or other baseline energy performance standards. New offerings within the program in 2013 provide a framework to encourage emerging technologies and deeper, more comprehensive retrofits.

Savings By Design

Savings By Design (SBD) is designed to deliver significant energy efficiency improvements in the nonresidential new construction industry by overcoming customer and market barriers to designing and building high performance facilities. SBD strives to avoid lost opportunities by assisting customers in moving beyond initial cost considerations and towards the realization of long-term energy cost savings. Through an integrated design approach (a whole building approach that encourages performance significantly better than Title 24 code by offering a variety of financial incentives) as well as a systems approach for simpler facilities where integrated opportunities are limited, SBD encourages energy efficiency and green building practices in new commercial buildings.

Direct Install

This program targets small businesses and provides free and/or low cost energy efficiency hardware retrofits through installation contractors. Given that many small business customers have short-term leases and a split-incentive barrier (where the customer or owner do not own the equipment that they pay bills for), this program is an effective way to address the needs of this sector and overcome the barriers of limited capital, lack of expertise, and understanding of energy efficiency benefits. Direct Install includes measures such as: lighting, air conditioning equipment, refrigeration- gaskets, autoclosers, strip closers, and LED exit signs.

Nonresidential HVAC

This program is working towards transforming California's HVAC market sector by ensuring that HVAC technology, equipment, installation, and maintenance are of the highest quality and that quality installation and maintenance practices are easily recognized and requested by customers. Utilities are building towards this vision for HVAC by implementing a comprehensive set of strategies that build on existing program, education, and marketing efforts and leverages relationships within the HVAC industry to transform the market towards a sustainable, quality driven market.

Program Descriptions: Local and Third Party Commercial Programs

Local Utility Programs

Local programs are administered by the utilities and are specific to their territory such as: Integrated Demand Side Management, energy efficiency measure adoption, and energy efficiency audits.

Third Party Programs

Third party programs are implemented through third-party contractors and target niche markets such as schools, retail, healthcare, grocery stores, office buildings, and hospitality. These programs may also target approaches or end uses such as monitoring-based commissioning.