



Fact Sheet

Industrial Programs (2013-2014)

March 2013

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

California's industrial sector has a very diverse customer type, size, and operation. Customers in this sector include printing plants, plastic injection molding facilities, component fabrication plants, lumber and paper mills, cement plants and quarries, metal processing plants, petroleum refineries, chemical industries, assembly plants, water and wastewater treatment plants, and off-site food processing to name a few.

While these customers often share an emphasis on process technologies and systems, energy efficiency strategies vary based on end-use requirements; therefore, one-size-fits-all solutions for energy efficiency rarely fit the bill.

The IOU portfolios also include local and third party programs targeting industrial customers, as described below. Further, the emerging technologies program serves to assess new technologies for inclusion into the Industrial program portfolio.

Program Descriptions

The statewide energy efficiency programs described below are available for the industrial sector by the state's four investor owned utilities. The utilities also offer local program elements that complement and enhance these core offerings in their region.

Energy Advisor Program

The Energy Advisor Program provides customer education and encourages participation in energy efficiency, demand response, self-generation programs and promotes awareness of greenhouse gas and water conservation activities.

The program consists of the following offerings:

- Benchmarking
- Pump efficiency services
- Non-Residential Audits
- Retro-commissioning Assessments

These offerings work together to assist customers towards implementation of the appropriate solutions for their business while placing an emphasis on deep energy savings opportunities and continuous improvement over time. Through aligning the available integrated improvement opportunities with the customer's needs, the Energy Advisor program helps the customer become more open to the benefits the improvement opportunities offer to their business and will therefore increase their acceptance and adoption.

Calculated Incentives

The Industrial Calculated Incentive program provides customized incentives for non-residential energy efficiency retrofit and new construction 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 energy savings.

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, boilers, pipe and tank insulation, and plug load.

Continuous Energy Improvement

The Industrial Continuous Energy Improvement (CEI) Program is a consultative service which targets long-term and strategic energy planning. CEI is designed to reintroduce the importance of energy management by transforming the market and to help reduce energy intensity through a comprehensive energy management approach. CEI will address technical and management opportunities for industrial 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.

Third Party Programs

Third party programs are implemented through third-party contractors and target niche markets such as refineries, food processing facilities, chemical processors, oil exploration sites and waste water treatment facilities.

Industrial Programs – Budget 2013-2014

Statewide Program / Subprogram	PG&E	SCE	SDG&E	SCG	Total Statewide Budget
Industrial Calculated Incentives	\$26,225,689	\$18,173,825	\$2,991,591	\$25,258,193	\$72,649,298
Industrial Deemed Incentives	\$1,172,808	\$9,416,633	\$1,471,091	\$2,083,532	\$14,144,064
Industrial Continuous Energy Improvement	--	\$1,538,537	\$220,547	\$645,999	\$2,405,083
Industrial Energy Advisor	\$6,063,079	\$3,671,003	--	\$1,216,007	\$10,950,089
Total Statewide Program by Utility	\$33,461,576	\$32,799,999	\$4,683,229	\$29,203,731	\$100,148,535
Third Party Programs – Industrial Market Segment	\$50,690,708	\$52,597,476	\$1,146,791	\$1,488,713	\$105,923,688
Total Budget by Utility	\$84,152,284	\$85,397,475	\$5,830,020	\$30,692,444	\$120,674,748