



# Southern California Edison's Energy Leader Partnership

**Robert Brunn**  
**Project Manager**  
**April 19, 2011**

# Partnership Focus

## n **Keys to the success of the Partnership are:**

- ∅ Partner EE projects
- ∅ Marketing
- ∅ Outreach
- ∅ Education and Training

# Partnership Budget

## n **Four Budget Components**

- ∅ Incentives for Partner Facilities EE projects
- ∅ Marketing, Education & Outreach (ME&O)
- ∅ Technical Assistance
- ∅ Administration

# Partnership Incentive Structure

Achieving threshold criteria in city facilities and community-wide triggers advancement to next tier



- n **Tiered incentive structure that offers increasing incentives to the Partner to fund new city/county EE projects.**
- n **Partner must meet tier threshold criteria based on cumulative energy savings from Partner facility projects, Community EE participation and DR actions.**
- n **All Partners receive SCE support consisting of Marketing, Education, Outreach & Training, Tech Support, and direct implementation.**
- n **Incentive Structure**

# ELP Partnership Model

## Energy Leader Partnership Model



# ELP Partnership Model

## Energy Efficiency Criteria

<p>Energy Efficiency Criteria</p>	<p>Basic EE Criteria:</p> <ul style="list-style-type: none"> <li>• Commitment to Long Term Energy Efficiency Leadership</li> <li>• Commitment to Partnership goals including energy savings in municipal facilities</li> </ul>	<p>Basic EE Criteria Plus:</p> <ul style="list-style-type: none"> <li>• City initiates Energy Action Plan</li> <li>• Target at least 25% of city facilities to complete specified EE upgrades</li> <li>• Target 5% kWh reduction for city facilities</li> <li>• Co-sponsor marketing &amp; outreach to the community on EE programs</li> </ul>	<p>Basic EE Criteria Plus:</p> <ul style="list-style-type: none"> <li>• City completes Energy Action Plan</li> <li>• Target at least 50% of city facilities to complete specified EE upgrades</li> <li>• Target 10% kWh reduction for city facilities</li> <li>• Co-sponsor marketing &amp; outreach to the community on EE programs</li> </ul>	<p>Basic EE Criteria Plus:</p> <ul style="list-style-type: none"> <li>• City implements Energy Action Plan (policies, ordinances and procedures)</li> <li>• Target 100% of city facilities to complete specified EE upgrades</li> <li>• Target 20% kWh reduction for city facilities</li> <li>• Co-sponsor marketing &amp; outreach to the community on EE programs</li> </ul>
-----------------------------------	--	--	---	--

# ELP Partnership Model

## Demand Response Criteria

Demand Response Criteria	<p><b>Basic DR Criteria:</b></p> <ul style="list-style-type: none"> <li>Enroll in California's Statewide Flex Alert and implement an internal educational campaign</li> </ul>	<p><b>Basic DR Criteria Plus:</b></p> <ul style="list-style-type: none"> <li>At least one (1) eligible facility to participate in one (1) SCE Demand Response program</li> <li>At least one (1) eligible facility to develop a Demand Reduction Action Plan to be followed during a Flex Alert event</li> <li>Distribute Energy Solutions brochure to partner employees</li> <li>Complete an integrated Demand Side Management (iDSM) audit at all eligible facilities</li> </ul>	<p><b>Basic DR Criteria Plus:</b></p> <ul style="list-style-type: none"> <li>Have at least 25% of eligible facilities participate in an SCE Demand Response program</li> <li>Conduct co-branded marketing and outreach to residential customers on SCE's Demand Response programs</li> <li>At least one (1) eligible facility implement a DR measure recommended from the iDSM audit</li> </ul>	<p><b>Basic DR Criteria Plus:</b></p> <ul style="list-style-type: none"> <li>At least one (1) eligible facility must participate in SCE's Auto Demand Response program</li> <li>Have at least 50% of eligible facilities participate in an SCE Demand Response program and develop a Demand Reduction Action Plan for the participating facilities</li> <li>Organize a local outreach event during the Spring/Summer season to promote Demand Response/iDSM</li> </ul>

# Energy Leader Partnership Elements

## Energy Leaders

- ü Leading by Example with Municipal Facilities
- ü Leading the Community
- ü Addressing California Energy Efficiency Strategic Plan



# Benefits of Partnership

- n **Improves energy efficiency in partner facilities and in the community**
- n **Lower energy bills resulting from retrofit projects and increased DSM awareness**
- n **Leverages SCE resources, customized to partner's unique needs, to advance energy efficiency in the partner facilities and its community**
- n **Helps partner establish Leadership position - leading by example**
- n **Provides support for establishing DSM objectives and implementation of tangible actions**
- n **All utility customers can be reached and benefit from Partnership effort**
- n **Partnerships achievements recognized by City Council, community and local government associations such as Institute for Local Government, CSAC, etc.**
- n **Helps Partners meet CO2 reduction requirement efforts of Partner's Sustainability plans, AB32, California Climate Action Network, U.S. Mayor's Climate Protection Agreement, etc.**
- n **Contributes toward meeting CPUC energy savings goals and objectives**
- n **Strengthens local government-utility relationships**
- n **Reduces the need for additional generation supply thus mitigating associated costs, increasing system reliability and saving the environment**



Thank You