

**PACIFIC GAS AND ELECTRIC COMPANY
2013-2014 ENERGY EFFICIENCY PORTFOLIO
LOCAL PROGRAM IMPLEMENTATION PLAN
INNOVATIVE DESIGNS FOR ENERGY EFFICIENCY
APPROACHES (IDEEA365)
THIRD PARTY PROGRAM**

LINCUS COMMERCIAL MID-MARKET PROGRAM

PGE210141

JULY 2014

TABLE OF CONTENTS

1) Sub-Program Name: IDEEA365 - Lincus Commercial Mid-Market	2
2) Sub-Program ID number: PGE210141	2
3) Type of Sub-Program: __Core __X_Third Party __Partnership	2
4) Market sector or segment that this sub-program is designed to serve	2
5) This sub-program primarily a resource program	2
6) The primary intervention strategies	2
7) Projected Sub-program Total Resource Cost and Program Administrator Cost	3
8) Sub-Program Budget.....	3
9) Sub-Program Description, Objectives and Theory	3
10) Program Implementation Details	4
11) Additional Sub-Program Information	9
12) Market Transformation Information	10
13) Additional information as required by Commission decision or ruling or as needed	10

- 1) Sub-Program Name: IDEEA365 - Lincus Commercial Mid-Market
- 2) Sub-Program ID number: PGE210141
- 3) Type of Sub-Program: Core Third Party Partnership
- 4) Market sector or segment that this sub-program is designed to serve:
 - a. Residential
 - i. Including Low Income? Yes No
 - ii. Including Moderate Income? Yes No
 - iii. Including or specifically Multifamily buildings Yes No
 - iv. Including or specifically Rental units? Yes No

b. Commercial

NAICS Code	Description of Customer Segment
44-45	Retail Trade
491	Postal Service
492	Couriers & Messengers
493	Warehousing & Storage
53	Real Estate & Rental & Leasing
54	Professional, Scientific & Technical Services
55	Management of Companies & Enterprises
61	Educational Services
62	Healthcare & Social Assistance
72	Accommodations and Food Services
8133-8134	Social & Civic Organizations
8139	Business, Professional, Labor, Political, & Similar Organizations
92	Public Administration

c. Industrial

d. Agricultural

- 5) This sub-program primarily a resource program:
 - e. Non-resource program Yes No
 - f. Resource acquisition program Yes No
 - g. Market Transformation Program Yes No

- 6) The primary intervention strategies:
 - h. Upstream Yes No
 - i. Midstream Yes No
 - j. Downstream Yes No
 - k. Direct Install Yes No
 - l. Non Resource Yes No

7) Projected Sub-program Total Resource Cost (TRC) and Program Administrator Cost (PAC)

TRC 1.40 PAC 1.62

8) Sub-Program Budget

Table 1. Sub-Program Budget

Sub Program ID SubProgram Name	Total Administrative Cost	Total Marketing & Outreach	Total Direct Implementation (Customer Services)	Direct Implementation (Incentives & Rebates)	Total 2013-2014 Compliance Budget
PGE210141 Commercial Mid-Market Program (CMMP)	\$28,212	\$38,083	\$191,089	\$297,776	\$555,160

9) Sub-Program Description, Objectives and Theory

- a) **Sub-Program Description and Theory:** The Commercial Mid-Market Program (CMMP) is focused primarily on commercial mid-market customers with peak demand between 199 kW and 500 kW. CMMP promotes controls and building automation systems (BAS) to penetrate the mid-size commercial market. CMMP captures energy savings through multiple measures integrated in BAS systems, with local and/or remote monitoring capability. The BAS system integrates HVAC and lighting operations, provides automated fault detection and cost-saving notifications to customers to support energy savings persistence.
- b) **Sub-Program Energy and Demand Objectives:**

Table 2. Projected Sub-Program Gross Energy and Demand Impacts

Program ID	Program Name	Program Year 2014		
		Gross kWh Savings	Gross kW Savings	Gross Therm Savings
PGE210141	Commercial Mid-Market	1,064,000	381	--

- c) **Program Non-Energy Objectives:** Increase adoption of Building Automation Systems in mid-size buildings (30,000 square feet to 130,000 square feet).

- d) **Cost Effectiveness/Market Need:** Cost effectiveness of the program was determined by inputting program targets in the most current version of the E3 Estimator. Program targets mid-market buildings which have very low controls market penetration.
- e) **Measure Savings/ Work Papers:** Calculated measures for customized projects will have different energy savings and data sources depending on the project. Every calculated project will have a pre- and post- inspection to determine the actual energy savings.

Work paper Status: No workpapers have been submitted for this program.

10) Program Implementation Details

a) **Timelines:**

Table 3. Milestones

Milestone	Date
Marketing Materials Developed	July 1, 2014
ES&S Program Outreach	July 15, 2014
First Projects Submitted for Engineering Review	August 1, 2014
Project Implementation	August 1 - December 15, 2014
End Program - Ramp Down Activities	January 25, 2015

b) **Geographic Scope:**

The Commercial Mid-Market Program is offered throughout PG&E’s service territory.

c) **Program Administration**

Table 4. Program Administration of Program Components

Program Name	Program Component	Implemented by IOU Staff? (X = Yes)	Implemented by contractors to be selected by competitive bid process (if Yes then enter type of contractor/other market actor possibly used)	Implemented by contractors NOT selected by competitive bid process (list prime contractor and sub-contractor names)	Implemented by local government or other entity (X = Yes)
Lincus CMMP	Contract execution	X			
	Program materials		Lincus CMMP		

development				
Program materials review and approval	X			
Setting up tracking and reporting systems	X			
Marketing and Program sale		Lincus CMMP		
Program leads and customer relationship management	X			
Training and presentation to PG&E personnel		Lincus CMMP		
Project application processing		Lincus CMMP		
Project implementation assistance		Lincus CMMP		
QA inspection and M&EV		Lincus CMMP		
Pre- and post-installation review and approval	X			
Customer incentive check processing		Lincus CMMP		
Incentive check reimbursement	X			
Invoice and reporting		Lincus CMMP		
Invoice review and payment	X			

d) Program Eligibility Requirements:

i. Customers:

Table 5: Customer Eligibility Requirements

Customer Eligibility Requirement (list of requirements)	PG&E
Non-residential customer	X
Customer must be an electric or natural gas customer of PG&E with an active meter serviced by PG&E.	X
Customers throughout PG&E’s Service Territory with the following NAICS codes are eligible: 44-45, 491, 492, 493, 53, 54, 55, 61, 62, 72, 8133-8134, 8139, 92	X
Customer must pay the Public Purpose Programs (PPP) surcharge on the electric meter for which the energy efficient equipment is proposed.	X

ii. Contractors/Participants:

Not applicable for this program.

e) Program Partners:

i. Manufacturer/Retailer/Distributor partners:

Not applicable for this program.

ii. Other key program partners:

None.

f) Measures and incentive levels:

Measure Group	Market Actor Receiving Incentive or Rebate	PG&E	
		Incentive Level	Installation Sampling Rate
Custom Measures; * HVAC Retrofits * Controls * Plug Load	Commercial mid-market customers with peak demand between 199-500 KW.	\$.08 kWh Saved \$100 per KW Saved * Note – installation of controls systems paid at 70% of project cost	<ul style="list-style-type: none"> • 100% of projects are inspected by the implementer • 100% of first three projects inspected by PG&E, then random sampling of projects inspecting no less

			than 10%
Deemed Measures	Commercial mid-market customers with peak demand between 199-500 KW.	According to workpapers	<ul style="list-style-type: none"> • Random sampling of projects inspecting no less than 5%

g) Additional Services:

Not applicable for this program.

h) Sub-Program Specific Marketing and Outreach:

Lincus shall develop all marketing materials which may include website, fact sheets, and PowerPoint presentations. Marketing and outreach will be on-going through the life of the program. Marketing and outreach will start with the PG&E team and PG&E customers with whom Lincus has already established relationships.

i) Sub-Program Specific Training:

Not applicable for this program.

j) Sub-Program Software and/or Additional Tools:

- i. List all eligible software or similar tools required for sub-program participation.

None.

- ii. Indicate if pre and/or post implementation audits will be required for the sub-program.

Pre-implementation audit required Yes No

Post-implementation audit required Yes No

- iii. As applicable, indicate levels at which such audits shall be rebated or funded, and to whom such rebates/funding will be provided (i.e. to customer or contractor).

Post installation M&V will be conducted for each project.

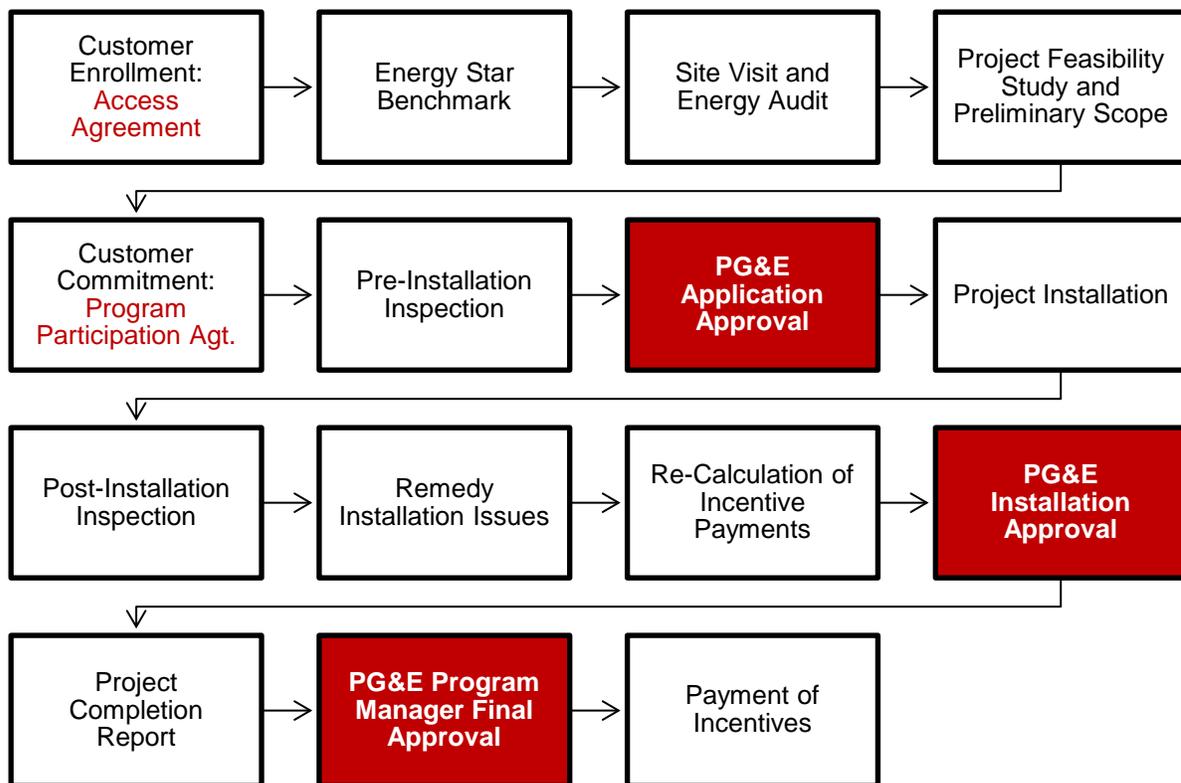
k) **Sub-Program Quality Assurance Provisions:**

Table 6: Quality Assurance (QA) Provisions

QA Requirements	QA Sampling Rate (Indicate Pre/Post Sample)	QA Personnel Certification Requirements
Lincus field inspection	100%	Engineering staff
PG&E's pre- and post-installation review and approval	100%	PG&E engineer or accredited engineering consultant

- l) **Sub-program Delivery Method and Measure Installation /Marketing or Training:**
 See section 10.i. for Marketing and Outreach and section 10.m. for the Program Process Flow Chart.

m) **Sub-program Process Flow Chart:**



n) **Cross-cutting Sub-program and Non-IOU Partner Coordination:**

Table 7: Cross-cutting Sub-program and Non-IOU Partner Coordination

Program Name		
Other IOU Sub-program Name	Coordination Mechanism	Expected Frequency
Advanced Pumping Efficiency Program	Individual Meetings	As needed, roughly monthly
Deemed & Calculated Nonresidential	Individual or Group Meetings and Email	As needed, roughly monthly
Emerging Technologies	Individual or Group Meetings and Email	As needed, roughly quarterly
3rd Party Programs	Individual or Group Meetings and Email	As needed, roughly quarterly
Codes & Standards	Individual Calls or Meetings	As needed, roughly quarterly

11) Additional Sub-Program Information

a) **Advancing Strategic Plan Goals and Objectives:**

The Program advances objectives of the California Long Term Energy Efficiency Strategic Plan by implementing innovative approach and tools that would substantially increase cost-effectiveness of energy efficiency offerings through the implementation of comprehensive controls projects in mid-size customer buildings.

b) **Integration**

i. **Integrated/coordinated Demand Side Management:**

Not applicable for this program.

ii. **Integration across resource types** (energy, water, air quality, etc):

Not applicable for this program.

c) **Leveraging of Resources:**

Not applicable for this program.

d) **Trials/Pilots:**

Not applicable for this program.

e) **Knowledge Transfer:**

Program will work closely with assigned PG&E Energy Solutions and Service representatives.

12) Market Transformation Information:

Not applicable for this program.

13) Additional information as required by Commission decision or ruling or as needed:

None