

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

STAPLES LOW PRESSURE IRRIGATION PROGRAM

PGE210133

JULY 2014

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- 1) **Sub-Program Name: Staples Low Pressure Irrigation Program**
- 2) **Sub-Program ID number: PGE210133**
- 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. NAIC codes: 812220, 713910, 712910

Description of Customer Segment
812220 - Cemeteries
713910 – Golf Courses
712910 – Parks

- c. Industrial
- d. Agricultural

Description of Customer Segment
111xxx – Crop Production

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

- 6) **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 1.12 PAC 4.33

8) 2013-2014 Sub-Program Budget

Table 1. 2013-2014 Subprogram 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
PGE210133 Staples Low Pressure Irrigation Program	\$267,087	\$38,083	\$1,827,973	\$319,600	\$2,452,743

9) Sub-Program Description, Objectives and Theory

a) Sub-Program Description and Theory:

The Staples Low Pressure Irrigation Program is based on the installation of low-pressure sprinkler or sprinkler to drip irrigation conversions on existing irrigation systems. The program addresses the need for improved delivery of energy efficiency products and programs to the agricultural market. There is also the potential for PG&E customers to save water, which has become a top priority during the ongoing drought throughout California. The key elements of this program are:

- Utilize proprietary Snapshot tool to perform in the field audits of existing irrigation systems and conditions
- Analyze audit data to develop projects tailored to the needs of each customer
- Develop a territory wide network of irrigation manufacturers and dealers which will allow agricultural customers to work with suppliers they know and trust
- Assist in retrofit project development and implementation
- Verify installed measures and energy savings

Theory: To provide turn-key services to the hard to reach agricultural market.

b) **Sub-Program Energy and Demand Objectives:**

Table 2. Projected Sub-Program Gross Energy and Demand Impacts, by Calendar Year

		Program Year 2014		
Program ID	Program Name	Gross kWh Savings	Gross kW Savings	Gross Therm Savings
PGE210133	Staples Low Pressure Irrigation	6,359,854	3	--

c) **Program Non-Energy Objectives:**

- Utilize proprietary Snapshot tool to perform in the field audits of existing irrigation systems and conditions
- Analyze audit data to develop projects tailored to the needs of each customer
- Develop a territory wide network of irrigation manufacturers and dealers which will allow agricultural customers to work with suppliers they know and trust
- Assist in retrofit project development and implementation
- Verify installed measures and energy savings

d) **Cost Effectiveness/Market Need:** Traditionally smaller size agricultural customers experience difficulty accessing funding for energy efficiency improvements. Staples Low Pressure Irrigation Program provides turn-key services to this hard to reach agricultural market, installing energy efficiency measures that traditionally did not get full attention from agricultural customers. Cost effectiveness of the program was determined by using E3 Estimator. TRC=1.12.

e) **Measure Savings/Work Papers:** Deemed measures will use DEER as the primary data source as reflected in the approved 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.

The following workpapers are approved by PG&E and the CPUC:

A268: Work Paper PGECOAGR111-Sprinkler to Drip Irrigation

A273: Work Paper PGECOAGR112-Low Pressure Sprinkler Nozzles

10) Program Implementation Details

a) **Timelines:**

Table 3: Milestones

Milestone	Date
Program Launch, Program Materials, Training to local field representatives	Q3-Q4 2013
Program sales, Customer Enrollment	Q4 2013, Q1-Q4 2014
Measure Installation	Q1-Q4 2014
Program Evaluation*	Q4 2014

*Based on performance evaluation the program may be extended beyond 2014.

b) **Geographic Scope:** The Staples Low Pressure Irrigation 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)
Staples Low Pressure Irrigation	Contract execution	X			
	Program materials development		Staples		
	Program materials review and approval	X			
	Setting up tracking and reporting systems	X			
	Marketing and Program sale		Staples		
	Program leads and customer relationship management	X			
	Training and presentation to PG&E personnel		Staples		
	Project		Staples		

	application processing				
	Project implementation assistance		Staples		
	QA inspection (all projects) and M&EV (for custom projects only)		Staples		
	Pre- and post-installation review and approval	X			
	Customer incentive check processing		Staples		
	Incentive check reimbursement	X			
	Invoice and reporting		Staples		
	Invoice review and payment	X			

d) **Program Eligibility Requirements:**

i. **Customers:**

Table 5: Customer Eligibility Requirements

Customer Eligibility Requirement (list of requirements)	PG&E
NAICS Codes: 111xxx, 812220, 713910, 712910	X
Customers with peak demand less than 200 kW	X
Agricultural crop production	X
PG&E electric customer that pays into the Public Purpose Program	X

ii. **Contractors/Participants:**

Table 6: Contractor Eligibility Requirements:

Contractor Eligibility Requirement (list of requirements)	PG&E
Local trade allies	X

e) **Program Partners:**

- i. **Manufacturer/Retailer/Distributor partners:** Not applicable for this program.

f) **Other key program partners:** None.

g) **Measures and incentive levels:**

Table 7: Measures and Incentive Levels

Measure Group	Market Actor Receiving Incentive or Rebate	PG&E	
		Incentive Level	Installation Sampling Rate
Low Pressure Sprinkler Nozzles	<ul style="list-style-type: none"> Incentive will go to trade ally Customer will get discount to offset project costs 	Rebate defined in workpaper and is included in Direct Install Cost	100%
Sprinkler to Drip Irrigation	<ul style="list-style-type: none"> Incentive will go to trade ally Customer will get discount to offset project costs 	Rebate defined in workpaper and is included in Direct Install Cost	100%

h) **Additional Services:**

Not applicable for this program.

i) **Sub-Program Specific Marketing and Outreach:** The program began marketing activities starting in Q3 of 2013. Primary methods of marketing the program are through the trade ally network, local field representatives and directly to customers. These activities will continue throughout the program cycle through the end of 2014.

j) **Sub-Program Specific Training:** Training will be provided on use of software “Snapshot” tracking tool.

k) **Sub-Program Software and/or Additional Tools:**

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

A proprietary “Snapshot” tool is used for tracking projects, reporting and managing the program.

b. 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

Projects are inspected by PG&E’s Central Inspection Program (CIP) per CIP protocols.

- c. 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).

Not applicable to this program.

l) Sub-Program Quality Assurance Provisions:

Table 8: Quality Assurance (QA) Provisions

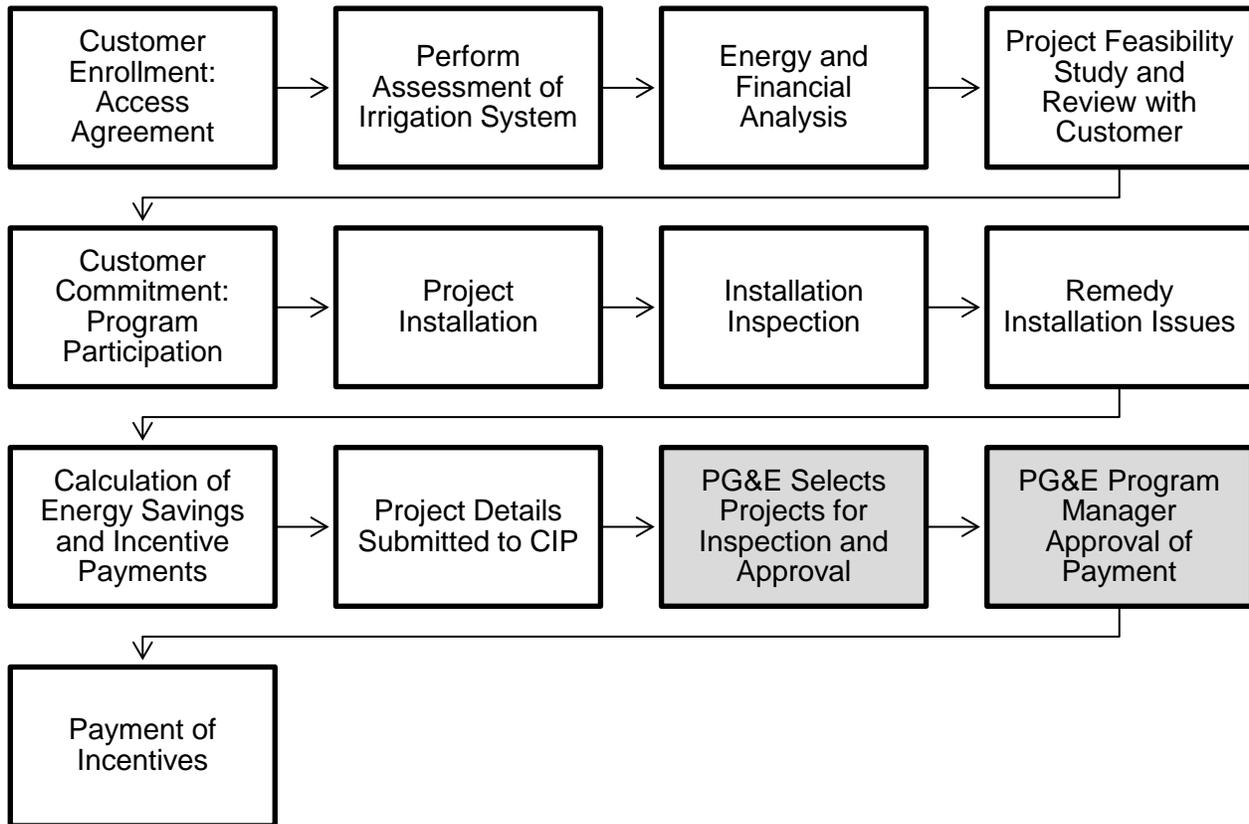
QA Requirements	QA Sampling Rate (Indicate Pre/Post Sample)	QA Personnel Certification Requirements
Conducted by installer and verified by Staples	100%	none
Central Inspection Program	Central Inspection Program protocol	Central Inspection Program protocol

m) Sub-program Delivery Method and Measure Installation/Marketing or Training:

Staples Low Pressure Irrigation will employ the following strategy to deliver the program goals:

1. Develop trade ally network and marketing materials.
2. Train trade allies how to use the Snapshot tool to collect project information, customer signatures and calculating incentives/rebates.
3. Leverage PG&E ES&S representatives to introduce customers to the program and identify opportunities to include additional trade allies.
4. Assist trade allies in developing project scope within program parameters.
5. Trade ally to complete installation.
6. Verify installations were done as specified by the trade ally.
7. Process rebates for completed projects.

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



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

Table 9: Cross-cutting Sub-program and Non-IOU Partner Coordination

Staples Low Pressure Irrigation Program		
Other IOU Sub-program Name	Coordination Mechanism	Expected Frequency
3rd Party & Direct Install	Individual or Group Meetings and Email	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 delivery methods for hard-to-reach and underserved market thus increasing cost-effectiveness of energy efficiency offerings.

b) **Integration**

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

Not applicable for this program.

ii. **Integration across resource types** (energy, water, air quality, etc): Sprinkler to drip irrigation measure will provide additional benefit to the customer by saving water in the overall irrigation system.

c) **Leveraging of Resources:** The program works closely with local trade allies, leveraging the contractor community in the agricultural sector, as well as increasing market penetration of previously underutilized measures.

d) **Trials/Pilots:** Not applicable for this program.

e) **Knowledge Transfer:** Not applicable for this program.

12) **Market Transformation Information**

Not applicable.

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

None.