

2013-2014 Energy Efficiency Programs Manufactured Mobile Home Program Implementation Plan

1. **Program Name:** Manufactured Mobile Home
Program ID: SCG3765
Program Type: Third-Party Program

2. Projected Program Budget Table

Table 1: Total Projected Program Budget by Category

Program #	Main/Sub Program Name	Administrative Amount	Marketing Amount	Direct Implementation Amount	Incentive Amount	Total Program Budget Amount
	SoCalGas Third Party Programs					
3765	3P-Manufactured Mobile Home	\$0	\$0	\$763,260	\$4,636,739	\$5,399,998
3765u	3P-Manufactured Mobile Home (Utility)	\$39,417	\$5,746	\$93,571	\$0	\$138,734
	TOTAL:	\$39,417	\$5,746	\$856,831	\$4,636,739	\$5,538,733

Note: SCG continues to negotiate the final contract with the third party vendor. As a result of final contract negotiations, the budget allocation into the budget subcategories may vary.

3. Projected Program Gross Impacts Table

Table 2: Total Projected Program Savings by Subprogram

Program #	Main/Sub Program Name	2013-2014 Gross kW Savings	2013-2014 Gross kWh Savings	2013-2014 Gross Therm Savings
	SoCalGas Third Party Programs			
3765	3P-Manufactured Mobile Home	0	0	881,615
	TOTAL:	0	0	881,615

Note: The therm savings are estimated based on contract negotiations with the third party vendor. The projected savings may change as a result of final contract negotiations.

4. Program Description

a) Describe program

The residential Manufactured and Mobile Home Program (MMHP) has been designed to complement the SoCalGas Residential Energy Efficiency Portfolio by reaching manufactured and mobile home customers, where there is a rich potential for cost-effective energy and demand savings. The Program is run by Synergy Companies. This is a targeted market that is not generally reached by statewide mass-market programs. Manufactured homes are defined as factory built, pre-fabricated housing, mobile homes, and homes within mobile home type communities, but does not include homes traditionally built entirely at the construction site.

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b) List measures

Program Energy Efficiency Measures and Incentives

Measure	Incentives (per unit)
Duct Test & Seal	\$290.00
Water Heater Pipe Wrap	\$26.74
Energy Efficient Faucet Aerator	\$9.38
Energy Efficient Low Flow Showerhead or Shower Start	\$37.95

c) List non-incentive customer services

A major innovation is the mind-set of linking the installation or completion of energy efficiency measures with educating customers (residents) on the energy savings achieved through this program and the importance of energy savings.

5. Program Rationale and Expected Outcome

a) Quantitative Baseline and Market Transformation Information

This section is not applicable.

b) Market Transformation Information

This section is not applicable.

c) Program Design to Overcome Barriers

There are many factors leading to market failures and barriers for the mobile home market such as cost effectiveness, split incentives, park management directives, income, and language. In addition, there are a limited number of contractors serving this market segment in part because of the limited degree to which residents take advantage of programs due to age, language, economic, or educational barriers. In addition, many of the tenants are senior citizens, on a fixed income and many times not physically able to install measures themselves.

The MMHP Program focuses on those identified measures and geographic segments which both SoCalGas and their customers find desirable. This program also targets a hard-to-reach market, which other utility programs would not otherwise specifically address on a targeted basis.

The program has been designed to provide a comprehensive energy program to manufactured and mobile home customers in the SoCalGas service territory through collaborating with local communities and programs within this service area to maximize service to the citizens of their cities and towns.

The following table provides descriptions of the barriers that Program seeks to address and the solutions the Program proposes to overcome the barrier.

Barrier	Solution
Lack of consumer information about energy	Program includes a significant educational

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Barrier	Solution
efficiency benefits	component to help overcome the lack of consumer information about the benefits of energy efficiency.
Split incentives (between owners/landlords and tenants)	The Program works with landlords, park management and owners to bridge the split incentive problem.
Lack of financing for energy efficiency improvements	The Program's incentives for a wide variety of measures help overcome the lack of financing.
Reduction assessment is seen as an effort with limited returns.	Program presents a strong value proposition to target customers through direct education, incentives and direct install.
Residential	
Customers who do not have easy access to information or do not participate in energy efficiency are due to:	
Language: Primary language spoken is other than English	Program places a large emphasis on providing services through personnel who speak customers' native languages.
Income: Income levels less than 400% of federal poverty guidelines	Many owners of mobile and manufactured homes are low income.
Housing Type: Multi-family and mobile home tenants	By addressing mobile and manufactured homes, the Program is directly targeting an under-served population and helping increase their exposure to energy efficient measures.
Physical inability to install measures (e.g. Senior Citizens)	Program's target population includes senior citizens and its direct install feature helps overcome this barrier.

d) Quantitative Program Targets

Table 3

Manufactured Mobile Home	Annual Installation Schedule	
Measure Name	Program Target by 2013	Program Target by 2014
Number of Installations or Projects	5,856	5,856

Note: Values provided represent yearly targets.

e) Advancing Strategic Plan goals and objectives

The Program advances the Strategic Plan in the following ways:

California Long Term Energy Efficiency Strategic Plan Goals and Strategies

Description	Strategic Plan Sector	Strategic Plan Goal	Strategic Plan Strategy
In providing services to an underserved population, the Program helps promote effective decisionmaking for energy efficiency	Residential	Transform home improvement markets to apply whole-house energy solutions to existing homes.	2-2: Promote effective decisionmaking to create widespread demand for energy efficiency measures.

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Description	Strategic Plan Sector	Strategic Plan Goal	Strategic Plan Strategy
measures to a difficult to reach segment.			
In targeting and developing deeper knowledge of the mobile home hard to reach segment, program supports statewide segmentation research efforts.	Low Income	By 2020, all eligible customers will be given the opportunity to participate in the LIEE program.	1-1: Strengthen LIEE outreach using segmentation analysis and social marketing tools.
By targeting the underserved mobile and manufactured home segment, the program is able to provide services to a larger number of low and middle-income residential customers.	Low Income	By 2020, all eligible customers will be given the opportunity to participate in the LIEE program.	1-3: Improve program delivery

6. Program Implementation

a) Statewide IOU Coordination

- i. Program name
- ii. Program delivery mechanisms
- iii. Incentive levels
- iv. Marketing materials
- v. IOU program interactions with CEC, ARB, Air Quality Management Districts, local government programs, other government programs as applicable
- vi. Similar IOU and POU programs

While servicing the SoCalGas service territory, contemporary sister manufactured-mobile home retrofit programs are operating in the SCE, SDG&E and PG&E service territories. Additionally, the Program is designed to complement other IOU Programs available to manufactured and mobile home owners, property owners and managers. The program design is expected to maximize energy efficiency opportunities by promoting electricity savings, as well as therm and water savings. This Program will provide new and measurable direct savings via the installation of energy efficient measures.

b) Program delivery and coordination

- i. Emerging Technologies program
The Program’s Contractors collaborate through the CPUC Energy Division and utility staff to provide updated input on energy savings data into DEER. If new measures and/or energy savings data can be identified, they would be submitted for consideration to the program manager, in the form of work papers that would support the rationale for the new measure.
- ii. Codes and Standards program

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Not applicable to this program.

iii. WE&T efforts

The Manufactured Mobile Home Program supports the California Workforce Education & Training Plan by: (1) Providing installation of measures by certified technicians that focus on energy efficiency and demand side management (DSM); (2) Offering necessary training and certification for technicians to develop new skills and knowledge; and (3) Providing educational material and training directly to customers or residents so that ongoing energy savings are realized.

iv. Program-specific marketing and outreach efforts (provide budget)

Not applicable to this program.

v. Non-energy activities of program

The Manufactured and Mobile Home Program, in addition to the energy savings activities, also provides an enormous and collective boost to a segment of the population that is ill-equipped, because of age, language or the complexity of installing these measures.

vi. Non-IOU Programs

The Program helps support the Western Climate Initiative with the utilization of advanced energy efficient technologies and reduces the carbon footprint created by single family and multi-family residences in California.

vii. CEC work on PIER

Not applicable to this program.

viii. CEC work on codes and standards

Not applicable to this program.

ix. Non-utility market initiatives

Not applicable to this program.

c) Best Practices

The MMHP utilizes an innovative and comprehensive marketing and implementation program designed to maximize the participation of mobile home occupants and to optimize energy efficiency at each property.

The MMHP has now worked continuously statewide for over five years. There are strong processing and procedural economies of scale that will continue to contribute to more efficient servicing of mobile home customers, while avoiding duplication and confusion in the market place. SoCalGas and the Program's Contractor are known among the mobile home park communities. Additionally, the Contractor is a member of several mobile home associations and is actively involved in their conferences and seminars.

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The 2010 - 2012 MMHP adopted valuable lessons from prior mobile home programs for maximum effectiveness in the marketplace. This program has significant innovative features to it:

- i.** The introduction of 100% quality at every installation site using technology and full-time quality supervisors to maximize customer satisfaction and production quality.
 - ii.** The unique marketing approach to optimize market saturation in working with park owners, managers and residents.
 - iii.** A direct install feature that removes the barriers for installation of highly effective EE measures.
 - iv.** Regular in-house inspections of work completed and also regular inspections with the SoCalGas inspectors to review the work completed.

- d) Innovation**

One of the more innovative building blocks in the MMHP is the construction of a Master database organized by mobile home park which includes each unit in the park. The database is loaded with SoCalGas customer database information (under a non-disclosure agreement) and a history of work that has been completed at this site. Then, when marketing is conducted and a customer schedules an appointment, the scheduler simply checks the box and time for the technician to do the work. Once the work is completed, the technician confirms that all work completed is captured in the database and checks a box, indicating the work is ready for billing. This process completely eliminates data entry and the possibility for data entry errors to customer information. It allows the CMHP database to sync up 100% with the SoCalGas database during the invoice process.

- e) Integrated/coordinated Demand Side Management**

This Program offers an innovative outreach and consumer education regarding the installed measures as well as additional energy efficiency programs available including demand response and DSM options.

The Program includes a basic evaluation and assessment and recommendations which include many relevant energy management opportunities which the customer may take advantage of including advice on energy efficiency, demand response, distributed generation, Permanent Load Shifting (PLS), solar rebates, and other applicable measures.

- f) Integration across resource types (energy, water, air quality, etc)**

All resources produce various positive results due to the comprehensive approach of this Program. The Program includes measures that are highly efficient and reduce consumption of gas, energy, and water. The ability to conduct multiple measures at each residence allows this program to concurrently target many different savings areas.

- g) Pilots**

The Program will not have any pilots.

- h) EM&V**

The utilities are proposing to work with the Energy Division to develop and submit a comprehensive EM&V Plan for 2013 - 2014 after the program implementation plans are

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filed. This will include process evaluations and other program-specific studies within the context of broader utility and Energy Division studies. More detailed plans for process evaluation and other program-specific evaluation efforts cannot be developed until after the final program design is approved by the CPUC and in many cases after program implementation has begun, since plans need to be based on identified program design and implementation issues.

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7. Diagram of Program

No specific program diagram for this third party program has been developed. Any program linkages are discussed in Section 6.

8. Program Logic Model

Manufactured Mobile Home Program Theory and Logic

Inputs or Outputs	Description	Expected Short-Term Outcome	Expected Long-Term Outcome
Input	Resources: (1) Design Program (2) Develop Implementation Plan (3) Set Benchmarks (4) Monthly Accountability and Reporting (5) Assure that Financial Resources are available for sufficient operating capital (6) Allocate Office Team, Management, Production Team and Quality Control (7) Have a good interface and communication with SoCalGas	These resources will allow the program to get launched in an organized and productive manner that sets up benchmarks and monitors program progress, quality and success	These resources ultimately will contribute to the successful implementation and completion of this program, achieving the program energy savings and goals.
Input	Activities: (1) Have team planning session with all partners and associates. (2) Kick-off marketing and installation. (3) Do training with installers and technicians on processes and equipment. (4) Kick-off quality control program and review. Technicians' installations and customer surveys. (5) Monthly Reporting of Program Progress. Regularly confer with SoCalGas on program progress, opportunities and challenges. (6) Complete the Final Report with Program Outcomes.	We would expect to see from the implementation of these activities that the program comes on line on a timely basis, is meeting program benchmarks on a monthly basis, allowing for a regularly evaluation and progress report together with SoCalGas. There would be no surprises with this program. From the customer surveys we will also be able to assess customer satisfaction as we are moving through the program.	By implementing these activities we should have steadily work toward the successful completion of this program on or ahead of time.
Input	Market Actors: (1) Outreach personnel. (2) Marketing Research and Direct Mail Manager (3) Customer Service. (4) Liaison with property	With the engine of Contractor's marketing, outreach personnel connecting with communities, property owners and managers we	These individuals, coming together, provide the targeted market customer base to where the energy savings serves will be provided.

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Inputs or Outputs	Description	Expected Short-Term Outcome	Expected Long-Term Outcome
	managers and owners. (5) Community Outreach.	are able to explain the benefits of the program and market it to the end users and customers	
Output	Outreach contacts Made: 100 parks Customers reached through flyers and outreach: 25,000 Installations complete: 13,000 Energy Tips Brochure Distributed: 15,000	The month-by-month report will show the systematic realization of the program goals and objectives	The successful completion of the program goals and objectives as outlined in this proposal.