

PART 1. PARTNER INFORMATION

- a) Partner Proposing Work: County of Marin
- b) Type of Partnership: Existing Local Government Partner w/IOU
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PART 2. PROPOSAL SUMMARY AND BUDGET ALLOCATION

- a) Program Description

Introduction:

The Marin Energy Watch Partnership (MEWP) is an existing local government partnership serving the 11 cities and unincorporated areas of Marin County. The partnership provides a mix of elements that focus on overcoming the common barriers to obtaining energy savings from smaller hard-to-reach customers across multiple market segments. It also leverages existing initiatives, community channels and other assets of the County government to provide better market access, integration, and collaboration. The Partnership's overarching goal is to provide a more comprehensive and integrated solution to overcoming local market barriers, addressing each community's needs and capturing all available energy savings.

For 2009-11, MEWP will continue and expand its work to achieve immediate energy and peak demand savings and to establish a permanent framework for sustainable, long-term energy savings across all sectors. The partnership will also build on the success of local initiatives begun in 2006-08 to pioneer integration of energy efficiency, distributed generation and demand response programs that will help inform other partnerships, PG&E and the state energy agencies.

MEWP proposes to:

- continue the Marin Energy Management Team (MEMT) program that provides comprehensive energy efficiency services to all 12 local governments, 19 school districts, and 32 water, sanitary and other special districts in Marin County
- expand its small commercial program to provide comprehensive energy efficiency services to all commercial customers up to 500 kW
- continue its residential direct-install program to reach more homes with both energy and water efficiency measures

- begin a new initiative for adoption and implementation of local codes and standards for new and existing development across all of Marin's local governments, and a collaborative green procurement initiative across all of Marin's public agencies
- and pioneer strategies for integration of energy efficiency, distributed generation and demand response programs by leveraging the first DOE-sponsored renewable DG Smart Grid pilot project in the nation (see Section H for detailed discussion).

PROGRAM ELEMENTS:

1. Marin Public Facilities Energy Management Team: The project will focus on providing continuity in the implementation of energy efficiency measures through continued technical, financial, management and administrative assistance, and support for peer networking, team building and staff training. The Team will continue to:

- Maintain and improve the shared regional "energy accounting system" that benchmarks all public facilities, monitors and helps control energy use, demand and cost.
- Maintain and improve our inventory and tracking of public facilities operations, and opportunities for EE retrofits, at time of equipment replacement, and capital improvements
- Continue to provide "resource elements" that participants can draw upon according to their needs.
- Continue to leverage existing utility, state, and third party programs.
- Continue building trust and familiarity with energy efficiency-focused management and operations.
- Identify and integrate demand reduction, demand response and DG opportunities.
- Leverage and integrate other local agency water conservation, green building and green procurement programs

2. Comprehensive Small Commercial Program:

Smart Lights is an existing community-based, commercial "turn-key" program specifically designed for under-served small businesses and multi-family dwellings in the Marin County. The Program's primary focus is to serve the Small Nonresidential Market, i.e. those businesses with a demand of less than 100 kW. However, small businesses, small institutions, and common areas of multi-family dwellings with electricity demand under 500 kW are also eligible.

Operating in the East Bay since 2001, Smart Lights has consistently exceeded its performance goals. As a program under Community Energy Services Corporation, a non-profit with deep roots in the Bay Area, Smart Lights uses a "main street saturation" strategy as a cornerstone to its marketing and sales efforts. Working early to gain the endorsement of city council members, mayors, and the local chambers of commerce, Smart Lights staff in conjunction with PG&E Sales and Service Representatives canvass and audit businesses in a particular town or city business district intensively for 3 to 4 months at a time. This strategy helps bring energy savings and education to the 70%-80% of businesses in any community that is very small, while also building community interest in energy efficiency. Past campaigns in Antioch, Benicia, Oakland, and Richmond have yielded between 200 and 500 kW of savings, as well as customer referrals that continue to come in well after each campaign.

Measures to be installed include: Comprehensive lighting efficiency retrofits (including newly proven market-ready technologies such as LED lamp arrays); refrigeration equipment upgrades (such as gaskets, strip curtains, door closers, ASH and evaporator fan controls, and night curtains); steam traps, high-efficiency hot water heaters, and other custom electric and gas measures as appropriate and approved by PG&E.

In order to leverage greater savings out of Smart Lights existing marketing and operational infrastructure, Smart Lights will enhance its facilities audit process to include a comprehensive checklist and customer questionnaire to identify additional measures that can be referred to the appropriate MEW, Third Party, PG&E Core or Demand Response and Self Generations programs. Measures to be audited for customer education and cross-program referral include: refrigeration and HVAC commissioning and tune-up; motors; and domestic hot water measures. In addition, Smart Lights will incorporate questions aimed at gauging the customer's interest in demand response and self generation opportunities. This enhanced component, meant to aggregate the energy saving opportunities at any given business, will be supported by an MEW-wide cross-program training and web-based referral system.

Residential Programs:

Two programs will cover the residential sector of Marin; a direct install program focused on lower income single and multi-family households and a time of sale program working with realtors and home inspectors.

-- CA Youth Energy Services (CYES)

This 2006-08 MEWP community-based youth employment training and energy efficiency program has three primary goals:

- Educating the public about sustainable behaviors and technologies
- Providing residential audits and services that lower energy and water usage
- Training young people in job skills and energy conservation strategies

It is an innovative energy efficiency program that provides job training and employment for local youth, generates a substantial rate of energy savings per dollar spent, and brings energy efficiency awareness, measures, and tools to underserved sectors of the Bay Area community. For the past 3 years CYES has a proven track record of successfully serving these communities throughout the East Bay and Marin County while employing over 350 young people.

By combining entrepreneurship and environmentalism, the CYES program are leaders in building pathways to careers in the green industry. The CYES program provides young people with extensive hands-on experience in residential energy auditing and hardware. CYES participants also receive extensive training in "soft" skills such as customer service and workplace professionalism. In Marin County, the job training and student interaction with the public garnered the program and its associated savings significant attention and praise from the public, the elected officials and the press.

CYES energy audits arm residences with conservation strategies and energy efficiency education tailored specifically to their home as well as provide them with energy efficiency hardware including CFLs, energy efficient torchieres, and attic insulation. The program also successfully partners with Marin's local water districts to distribute low-flow showerheads and faucet aerators.

CYES provides services primarily in the summer and runs programs from satellite offices setup in targeted neighborhoods. CYES provides energy services to all residences but specifically targets its outreach initiatives to low-moderate and moderate income residents whose incomes exceed the eligibility thresholds for Energy Partners, LIHEAP and DOE Weatherization services.

--EnergyWise Realtor Program

Also operating in the 2006-08 MEWP partnership, the EnergyWise Realtor Program targets direct-installed "free" lighting and comprehensive time-of-sale Home Energy Ratings, as well as traditional financing and rebate program information, to buyers and sellers of existing homes. In the 2006-08 program cycle, the EnergyWise Realtor program did not perform to the level originally estimated. The program theory and methodology are still sound however an unanticipated downturn in the real estate market limited the number of home sales thereby limiting the number of possible home energy audits at inspection time.

However, in 2007, a program readjustment was made to address the slower market. After inspector incentives were increased (SDG&E area only) and the "EnergyWi\$e Free Gift" sales program was introduced in Marin County, home inspector and realtor enthusiasm for the EnergyWise Realtor Program grew steadily. A revised marketing strategy prepared in June 2007 was also instrumental. As of the end of 2007, the program has begun generating significant levels of verified savings.

b) Basis for Need of Program and Projected Accomplishments:

Marin County, California, is a small county with a population of about 250,000 bordered by other Northern California counties, the Pacific Ocean and the San Francisco Bay. The county, served by Pacific Gas and Electric (PG&E), has 12 local governments and 19 school districts with 74 schools, and over 25 special districts. The cities range in population from about 2,100 to 56,000 with nine of 11 cities under 13,000. None of the public agencies has staff designated or trained to manage energy use. With the exception of the County, few of the agencies have annual energy costs large enough to justify a full-time energy manager. Despite the hundreds of millions of dollars in energy efficiency programs offered each year in California, small public institutions faced with shrinking budgets lack the staff resources to access the very programs that would save them money. Energy efficiency program providers, in turn, can't cost effectively reach these smaller customers.

There are multiple reasons why these smaller institutions are underserved including:

- Limited local resources
- High transactions costs due to multiple and ever-changing programs
- Lack of energy accounting and familiar metrics

- Complex procurement and decision making
- Lack of training and institutional memory
- Lack of policies and procedures

The MEMT was formed in 2004 to address these barriers and provide a collaborative approach to energy efficiency. The program accomplishments are well documented and discussed elsewhere in this proposal. With the creation of the Marin Energy Watch Partnership for 2006-2008, the MEMT expanded from the cities and schools to include the special districts, and added programs to reach some of the hard-to-reach small business and residential market segments as well. Since Marin has a relatively small large commercial/industrial sector, the same problems exist in the commercial sector as in the public sector – mainly small to medium business customers. This makes for a less attractive market for most 3rd party programs since the achievable savings, average customer size, and low density of commercial development make it harder to achieve the same economies as are possible in other urban areas. The MEWP proposal for 2009-11 greatly expands the small business program and moves to create a comprehensive program model as it has created for the public sector focused on community-based neighborhood saturation campaigns and other cost effective techniques pioneered by the CESC program in the East Bay.

Table 3-1 Energy Savings and Demand Reduction Forecast

Installation Goals	Year #1 – Year #3
Gross Peak Demand Reduction (kW)	3,300
Gross Energy Savings (kWh)	15,767,391
Gross Therm Savings (therms)	28,391

Table 3-2 Overall Budget Allocation (\$)

Utility Name: Pacific Gas & Electric (PG&E)		
Item	Program Budget	
	(\$)	(%)
Administrative Costs	788,770	16
Marketing/Outreach Costs	483,004	10
Incentive/Rebate Costs	1,792,833	36
Direct Implementation Costs	1,949,796	39
Total	\$ 5,014,402	100%

Note: Above budget does not contain allocations for programs proposed as part of Section H

ITEM A. COST EFFICIENCY

Resource Programs:

MEMT: MEMT is premised on delivering cost-effective, comprehensive and persistent energy savings through aggregation of smaller local governments, schools and other public agencies that have been difficult to reach with traditional programs. MEMT leverages and integrates state, utility, and private energy efficiency programs, filling resource gaps, and addressing specific barriers as needed to provide as comprehensive and seamless delivery of services as possible. This component specifically addresses the difficulty of reaching smaller public sector institutions and has proven successful over the past 4 years.

Comprehensive Small Business: The new comprehensive small business program extends the MEMT concept to the private sector. The program is modeled on the successful Community Energy Services Program that has been part of the East Bay Energy Watch Partnership for several years. This program combines a comprehensive retrofit program with long term customer tracking to maintain long-term customer relationships and take advantage of future EE opportunities identified under the initial audit.

Residential Programs:

CYES: While classified a resource program, CYES provides multiple benefits beyond energy savings including training young people; penetrating hard-to-reach lower income, ESL, and tenants; and combining water conservation and EE savings. While not as cost-effective as other programs, this program does not cherry pick these hard-to-reach markets and has been recognized by the Marin County Board of Supervisors as an important outreach effort to our communities. For this program cycle, the CYES program will be able to take advantage the extensive marketing and outreach that will be done in collaboration with municipalities, chambers and other community organizations for neighborhood saturation benefiting both the small business and residential programs.

Innovative (Long Term Savings) Programs:

The innovative programs described in Section H will take advantage of multiple local government initiatives underway that should accelerate the development and adoption of local codes and standards, procurement policies, and new financing strategies that require local political action to implement. These are further described in Sections C and H.

The following table provides more information on non-IOU funding and in kind resources that will help to ensure both Resource and Section H program success.

Program Integration and In-Kind Funding Sources

Non-IOU Partner Support	Value	Resource Programs			Section H Programs	
		Municipal (MEMT)	Small Business	Residential (CYES, Realtor)	Codes & Standards/ Procurement	Integrated Programs: Renewable DG; DR; EE
Marin Co. Sustainability Team: Green Building Advisor Green Business	\$180,000 from Marin Co.	●	●	●	●	●

Certification Solar Assistance						
MC/MEMT Solar Financing Assistance	\$50,000 from Co. + \$47 million in Bonds (CREBs)	●	●	●		●
DOE – Marin Smart Grid Pilot	\$1.6 million from DOE; \$800,000 from CEC (pending); Public Agency participation	●			●	●
Marin Climate & Energy Partnership	\$150,000 BAAQMD grants; \$25-\$100,000 from 11 city contribution; 11 city planners in kind commitments	●	●	●	●	
CEC Public Financing Program	Low interest loans for public facilities	●				

Table 3-3 Budget (Resource and Non-resource Activities)

Item	Year #1 – Year #3
1) Total Resource Activity Budget (\$)	\$1,271,773
2) Total Resource Activity Budget Sponsored by Partner (\$)	\$0
3) Non-resource Activity Budget (\$)	\$3,742,629
4) Total Non-resource Activity Budget Sponsored by Partner (\$)	\$0
Total Proposed Budget (\$) to IOU = 1) – 2) + 3) – 4)	\$5,014,402

Table Notes:

- Per Question 19 and the corresponding answer in the Q&A Template provided to applicants, we were instructed that the total from Table 3-1 and the total from the above Table must be equal. In order for the two table total to be equal, we could not include Partner sponsored funds. However, as demonstrated in the Program Integration and In-Kind Funding Sources Table above, the MEWP is associated with various programs that have to potential to provide up to \$3.6 million in energy related funding.
- See Section H for separate budget proposal for innovative long term savings programs

ITEM B. SKILL AND EXPERIENCE

As an existing local government partnership, MEWP has an established successful track record in both delivering energy savings and in pioneering new models for penetrating hard-to-reach markets. This proposal builds on the experience and success of the MEMT that began in 2004 as

a third party program and has continued and grown as part of the 2006-08 local government partnership.

The new comprehensive small business element builds on our experience with a more limited small business program in the 2006-08 partnership and the experience and success of the Community Energy Services Corporation small business program operated for several years as part of the prior and current East Bay partnerships.

The residential programs are also continuing programs that have experience both in Marin and as programs in other partnerships. With respect to the Realtor program, the program implementer (Geopraxis) and the partnership have learned valuable lessons in the past two years. The new program focuses on those elements that are proving successful and the savings estimates have been adjusted to reflect what the program is currently achieving.

Other sections of this proposal also attest to the skill and experience of the partnership, and the success in leveraging multiple resources beyond the IOU to achieve success in meeting the multiple energy efficiency objectives articulated by the CPUC and IOUs, as well as in renewable distributed generation.

ITEM C. DEMONSTRATION OF COMMITMENT

■ Energy/Environmental and Financial Commitments

○ Countywide Plan

In the spring of 2000 the County of Marin made a landmark decision to update its “General Plan” based on the principles of sustainability. The new Countywide Plan, adopted by the Board of Supervisors in November of 2007, integrates green community planning policies and programs throughout the document and concurrently implements a wide spectrum of programs focusing on green building, green business, climate change, energy efficiency and renewable energy development in partnership with local towns, cities, schools and special districts. Energy related goals and targets outlined in the Plan include:

- 1) Reduce per-capita energy consumption by 10% by 2020 through conservation and efficiency
- 2) Increased renewable resource use in the County to 15 MW by 2015 and 30 MW by 2020 with a specific goal of 1 MW on county owned facilities by 2015
- 3) Adopt green building, sustainable energy, and water conservation codes and standards for new and existing buildings.

○ Sustainability Team

Even prior to adoption of the Countywide Plan in November 2007, some of the sustainability programs in the Plan were launched and have grown into successful initiatives. Currently the County of Marin has a four member team that manages a variety of sustainability programs including Green Business, Green Building, Energy Efficiency, Renewable Energy, and Climate Protection and publishes a report on the sustainability of County government operations. In addition to regional, state and federal grants, a portion of the staff expenses for the team are covered by a Sustainability Planning fee on new building permits. The fee provides for approximately \$180,000 per year to cover two full time positions.

- **Green Building**

In 2002 the Board of Supervisors adopted the Single-Family Dwelling Energy Efficiency Ordinance, which requires all new or remodeled homes larger than 3,500 square feet to meet the Title 24 energy requirements of a 3,500 square foot home. The Ordinance resulted in savings of approximately 1.6 million Kbtu/yr.

- **Green Business**

In April 2002 the County of Marin signed on to the Bay Area Green Business Program and launched a local initiative to assist our small and medium sized businesses with their greening efforts. The Marin County Green Business Program creates opportunities for businesses to embrace solutions that will protect the economic and environmental resources of our community. The program's goals include helping businesses reduce consumption of water and energy while reducing pollution and waste. To date, the program has assisted and recognized over 250 businesses.

- **Cities for Climate Protection**

In addition to the goals and programs outlined in the Plan, the County is a partner in the Cities for Climate Protection Campaign. As part of this partnership, we have completed an inventory of our carbon emissions and set a target for a voluntary reduction of 15-20% beyond 1990 levels by the year 2020 for internal government and 15% countywide.

- **Marin Climate and Energy Partnership**

The cities and towns of Marin County are also moving forward with energy and climate planning efforts. In December 2007, the 11 cities and towns of Marin were awarded a \$75,000 one-year grant from the Bay Area Air Quality Management District. The funding will be used to hire a Climate Action Director that will be shared by the 11 municipalities, which individually are too small to staff their own full time climate specialist position. The cities and towns also contributed \$25,000 to the position and tentatively agreed to provide an additional \$100,000 to fund the staff position for a second year.

- **Green Cities California Coalition**

On January 29, 2008 the Marin County Board of Supervisors signed a resolution joining the Green Cities California Coalition. With that resolution, the County of Marin pledged to work with the Cities of Berkeley, Los Angeles, Pasadena, Sacramento, San Diego, San Francisco, San Jose, Santa Barbara and Santa Monica to cooperatively and collectively take action to accelerate local, regional, national and international efforts to achieve sustainability.

- **Solar Bonds**

Marin municipalities, schools and special districts have been in the lead in pursuing opportunities for renewable generation. In addition to the many projects already completed on public facilities, Marin public agencies collaboratively applied for and have received \$47 million in federal allocations for zero interest bonds to install over 5 MW of solar PV on public facilities in the next 18 months.

- **SmartGrid Pilot Project**

In February 2008, a new initiative was launched in Marin that partners the County with the Department of Energy, the CA Energy Commission, Pacific Gas and Electric and a private firm, Infotility. The Marin Renewable Communities Project will examine and test the potential for deploying SmartGrid technology in a mixed use environment. The technology would allow for optimization of photovoltaic output, demand response and energy storage based on local feeder conditions. The Department of Energy is providing \$1.6 million over the three year project with potential additional funding coming from the CA Energy Commission.

ITEM D. PARTNER'S MUNICIPAL FACILITIES AND INFRASTRUCTURE

Energy savings in public facilities has been a priority for the County of Marin for several years. In February 2004, the County of Marin received a two-year grant from the California Public Utilities Commission to create the Marin Energy Management Team (MEMT). Originally initiated at the County by Supervisor Brown as a collaboration with the 11 cities, the MEMT is a team of local energy professionals managed by County staff who provide technical assistance to Marin's 11 cities and towns (approximately 115 buildings), 19 school districts (104 campuses and approximately 3.4 million square feet) and the County of Marin (98 buildings and approximately 1.16 million square feet) in their efforts to reduce energy use and cost.

Since 1993, County maintenance staff has been diligently working to reduce energy consumption at the County's main 460,000 square foot Civic Center campus. Staff has upgraded thousands of fixtures to T8s and has estimated they have reduced their lighting energy need by up to 48%. A lighting power regulation system, variable frequency drives and computerized controls for boilers and chillers have also resulted in significant energy savings. In 2005, the Board of Supervisors also adopted a policy to seek LEED certification for all new county buildings. Since that time the Throckmorton Fire Station was completed to Gold level standards and the new Health and Wellness Campus is being renovated to meet a minimum LEED silver standard with a goal of meeting the LEED gold standard.

During the first two years of the MEMT's existence, the program operated as an information only resource for the 12 municipalities and 19 school districts. During that program cycle, the MEMT audited 1.9 million square feet of municipal facilities and identified potential saving opportunities totaling 1.6 million kWh/yr. The MEMT also established an energy accounting system that allows staff from all agencies to track their energy usage and cost.

For the 2006-08 program cycle the MEMT as part of the Marin Energy Watch Partnership, the MEMT expanded its offerings to include direct incentives to the public agencies with associated savings goals. To date, the MEMT has completed 19 projects with estimated annual savings of 1.4 million kWh.

ITEM E. FEASIBILITY

As an existing local government partnership, MEWP has an established successful track record in both delivering energy savings and in pioneering new models for penetrating hard-to-reach markets. With the exception of the expanded small business program, the program elements continue the work of the existing programs and most of the individual program elements are

already well described in our existing Scope of Work for the 2006-08 partnership and summarized in Part 2 of this proposal. Only those elements that have changed are described here.

For the Marin Energy Management Team, this proposal builds on the experience and success of the MEMT that began in 2004 as a third party program and has continued and grown as part of the 2006-08 local government partnership. The most significant change is an increase in incentive dollars reflecting the greater cost to reach deeper for savings and in pursuing additional energy efficiency measures. MEMT also intends to pilot a new initiative to manage energy use through advanced operations & maintenance, and behavior change. This new and unique opportunity for real-time energy use tracking and management is being made possible by leveraging the DOE-Marin SmartGrid pilot project described in more detail in Section F.

The new comprehensive small business element builds on our experience with a more limited small business program in the 2006-08 partnership and the experience and success of the Community Energy Services Corporation (CESC) small business program operated for several years as part of the prior and current East Bay partnerships. This program brings CESC's proven model (part of the East Bay partnership for many years) to Marin, and is summarized in Part 2. The program has been scaled to reflect Marin's mix of small to medium commercial customers. While the program can work with businesses up to 500 kW in demand, 94% of the customers are assumed to be under 100 kW, 3% between 100 kW and 250 kW, and only 1% between 250 kW and 500 kW. The costs and savings estimates reflect CESC's historical track record for this market.

The residential programs are also continuing programs that have experience both in Marin and as programs in other partnerships. The CYES program reflects an increase about a 70% in the cost to acquire energy savings over the 2006-08 program. This adjustment recognizes the difficulty CYES had in achieving the original savings goals. However, this estimate does not reflect greater attention to and expected natural gas savings. With respect to the Realtor program, the program implementer (Geopraxis) and the partnership have learned valuable lessons in the past two years. The new program focuses on those elements that are proving successful and the savings estimates have been adjusted to reflect what the program is currently achieving. While the costs and savings estimates are based on what the 2006-08 program is expected to achieve, we would like to reserve the right to expand the program should savings exceed what is currently being achieved.

ITEM F. INTEGRATED APPROACH

Integrated Renewable Communities Project: The successful work of the Marin Energy Management Team combined with the County Solar Assistance Program has led to the receipt of \$47 million in federal zero interest bond allocations (Clean Renewable Energy Bonds or CREBs) for over 80 solar PV projects totaling 5.2 MW in installed capacity to be installed on public facilities in Marin County over the next 18 months. This achievement, in turn, has led to the U.S. Department of Energy committing \$1.6 million to the Integrated Renewable Communities Project, a 3-year (2008-10) project "Demonstrating Software Agent Technologies for SmartGrid Applications in the USA." The California Energy Commission is expected to contribute another \$800,000 in funding to support work focusing on integration and communications standards for

renewables, DR, and substation SCADA systems using IEC 61850. Infotility, Inc. will be the lead contractor on the project whose participants include: Marin County Office of Sustainability, Marin Energy Management Team, Pacific Gas and Electric, ECN-Netherlands, Xanthus International Consulting, as well as Pacific Northwest National Labs (Project Contract Manager), Department of Energy (sponsor) and California Energy Commission.

The DOE-Marin project field-tests will focus on a small group of municipal buildings located on one or two utility distribution feeders, allowing the project team to demonstrate capabilities for coordinating renewables generation and demand response based on local community conditions and requirements, as well as local utility feeder/substation level requirements, and broader CAISO grid conditions. The field test can potentially be expanded to include a broader set of municipal buildings, including schools, administrative buildings, water districts, etc, were either renewable systems are installed, or significant potential for demand response and energy efficiency are present. This provides a unique opportunity to piggyback a municipal target market demand response and renewables management integration project on top of major work already in progress with the DOE-Marin project. Since municipal facilities are not traditionally targeted by the large demand response aggregators, a pilot here could demonstrate how more forward thinking communities could aggregate both renewables power production, but also implement significant energy efficiency and demand response based on local requirements.

Over the course of the project, we also expect to incorporate new and significant wireless and IP addressable technologies that will enable communities and facility managers to directly manage and curtail loads based on local community requirements, as well as utility grid and CAISO needs. Expanded funding for a pilot program in Marin could include opportunities for testing new wireless IP addressable switches, relays, and other devices that would eliminate the need to install costly hardware based control systems in municipal facilities.

Marin is in discussion with PG&E's Demand Response staff to leverage a Demand Response element into the project. The DOE-Marin pilot meets the needs of two of the CPUC's required DR pilots – for the integration of renewable generation into the grid, and ancillary services.

While not specifically requested in this proposal, the partnership will continue to explore the opportunities that this pilot offers and requests the right to add program elements capitalizing on this unique opportunity as both PG&E staff and Marin staff further explore this project.

ITEM G. COMPREHENSIVENESS

As described in Part 2, the Marin Energy Management Team concept is premised on delivering cost-effective, comprehensive and persistent energy savings through aggregation of smaller local governments, schools and other public agencies that have been difficult to reach with traditional programs. The new small business program is also based on this comprehensive model. For both programs, comprehensiveness not only includes the full range of measures that can be cost-effectively implemented now, but includes maintaining a customer-centric relationship into the future that can implement measures in the future that would normally be lost opportunities under traditional programs. Comprehensiveness is discussed in greater detail under the descriptions in various sections of this proposal.

ITEM H. INNOVATION AND REFLECTS STRATEGIC PLANNING PROCESS

Codes and Standards, Outreach and Education

As described in Part C, Marin County and cities have a demonstrated commitment, reflected in adopted policies, current actions, and funding, to development and adopt codes and standards that will achieve significant and persistent energy savings in new and existing construction well beyond the state's Title-24 codes. We believe that we can assist and help to obtain significant savings through codes and standards that can be adopted within the 2009-11 program cycle. While the savings from these actions will accrue in future years, we will be able to estimate the impact of such codes and standards at time of adoption.

While the County of Marin and two cities have developed and adopted Green Building Ordinances, and residential performance standards, the remaining nine jurisdictions have yet to address the issue. Meanwhile many of these jurisdictions' Councils are getting pressure from their constituents to adopt such ordinances. Similar to the original constraints that launched the MEMT, planning staff are often overextended and do not have the time and resources to research and develop codes of their own, especially codes that can be designed to be consistent regionally while reflecting local conditions. The MEWP proposes to address this barrier in a similar manner to the MEMT. A team member specializing in green building and energy efficiency codes and standards would facilitate resources and training for local planners. Resources would include:

- Sample codes and ordinances
- Cost Benefit Analysis
- Peer Network and workshop events
- Presentations to Councils

Public Agency Green Procurement Plan Development

As the state and more and more local public agencies sign on to coalitions and resolutions that require increased greenhouse gas and energy savings, the need for more environmentally minded purchasing policies becomes more important. Concurrently, an increased number of products are coming on the market that claim some kind environmental benefit. For purchasing managers, this expansion of products and needs has created more opportunities but also more work. An adaptable and cohesive green product procurement plan that can be used by multiple agencies is needed to assist understaffed agencies with these mandates for cleaner, more efficient products. Two years ago, PG&E had started but has now abandoned an energy efficient procurement coalition that would have assisted in this effort. We propose adding MEMT resources to support the development and implementation of green procurement policies and a collaboration among all of Marin's public agencies. The work would leverage MEMT's existing relationships with all public agencies and include:

- Get high level support in each of the agencies
- Define and develop green purchasing policy
- Verify that costs and benefits fit public agency needs

- Work with suppliers
- Educate and assist purchasing staff in each agency
- Launch pilot/test projects and expand accordingly

MEWP proposes to staff as part of the MEMT two full-time positions to provide the services provided above for Codes and Standards and Procurement. In addition, these positions would coordinate with and support a regional effort with other local governments, PG&E and the CPUC to develop a common methodology, tools and EMV in support of a regional effort.

Table H-1 Long-Term Opportunities Budget Allocation (\$)

Utility Name: Pacific Gas & Electric (PG&E)		
Item	3 Year Program Budget	
	(\$)	(%)
Codes and Standards Program	450,000	50
Procurement Program	450,000	50
Total	\$900,000	100%