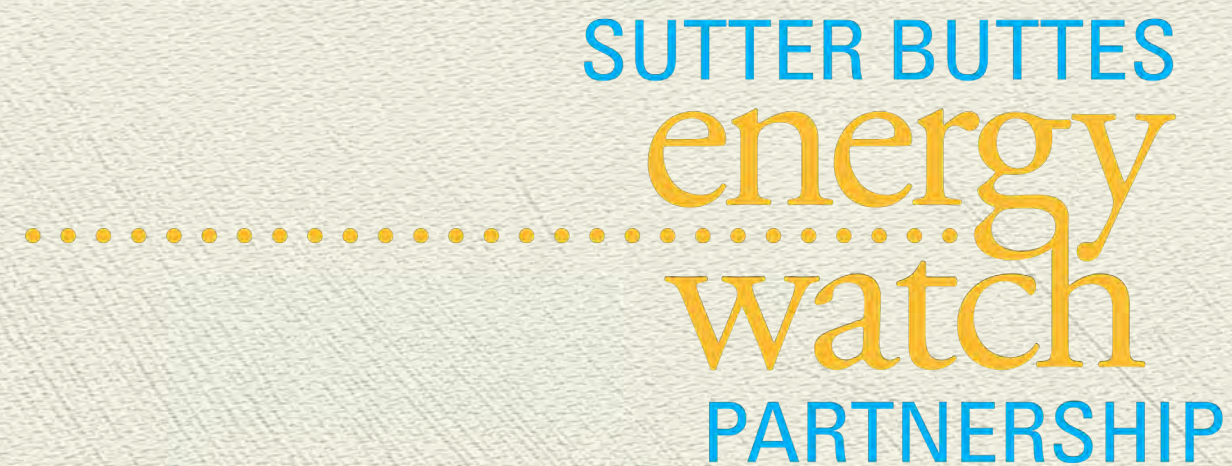


# Sutter Buttes Energy Watch Partnership

*2019 Goals and Objectives for local government municipalities*





# What is Sutter Buttes Energy Watch Partnership?

- ◆ Local Government Partnership (LGP) funded by PG&E.
- ◆ City of Yuba City is the funded Local Government Partner for Yuba, Sutter and Colusa Counties.
- ◆ Sapphire Group, a Yuba City-based public relations firm has been retained by the City of Yuba City to conduct outreach and public education.



## Energy Watch Outreach Coordinators



Kary Hauck

530.844.2358 cell



DeeDee Brady

530.777.8751 cell

HOTLINE: 530.212.3114



# PURPOSE & OBJECTIVE

- ◆ Identify opportunities for long-term energy reduction, decreasing dependency on traditional grid energy;
  - ◆ City of Williams
  - ◆ City of Wheatland
- ◆ Assist municipalities with identifying opportunities for projects that improve energy efficiency;
  - ◆ Examples:
    - ◆ Benchmarking buildings;
    - ◆ Contact us when equipment needs upgraded;
    - ◆ 0% On-bill Financing for energy efficiency projects;
    - ◆ Offer no-cost training to County/City employees;
    - ◆ Greenhouse Gas inventories;
    - ◆ Assistance with developing a Revolving Energy Efficiency Fund
    - ◆ Assistance with aspects of Climate Action Planning and understanding AB32.



## AB32 Compliance & Next Steps

- ◆ Passed in 2006, AB32 requires California to reduce its Greenhouse Gas emissions to 1990's levels (approximately 15%).
- ◆ Every incorporated City and County government must develop a comprehensive plan to reduce their GHG inventories to 1990 levels, by **2020**. This plan is commonly referred to as a "Climate Action Plan" or CAP.
- ◆ City of Yuba City has a Climate Action Plan
  - ◆ On website as Resource Efficiency Plan
- ◆ Greenhouse Gas Inventory/Monitoring



## Establishing a GREEN TEAM

- ◆ Has your agency identified an Energy Efficiency Officer or GREEN TEAM?
- ◆ As California continues to demand greater reductions on traditional grid energy, how is your municipality preparing for a future of energy neutrality?
- ◆ Consider ordinances requiring energy neutral construction of all new commercial buildings and potentially all new residential structures.



## Upcoming Training Opportunity

### Title 24 - No-Cost Training

- ◆ Date: TBD (July 2019)

We will provide invitations in person, via email and will follow-up with phone call reminders

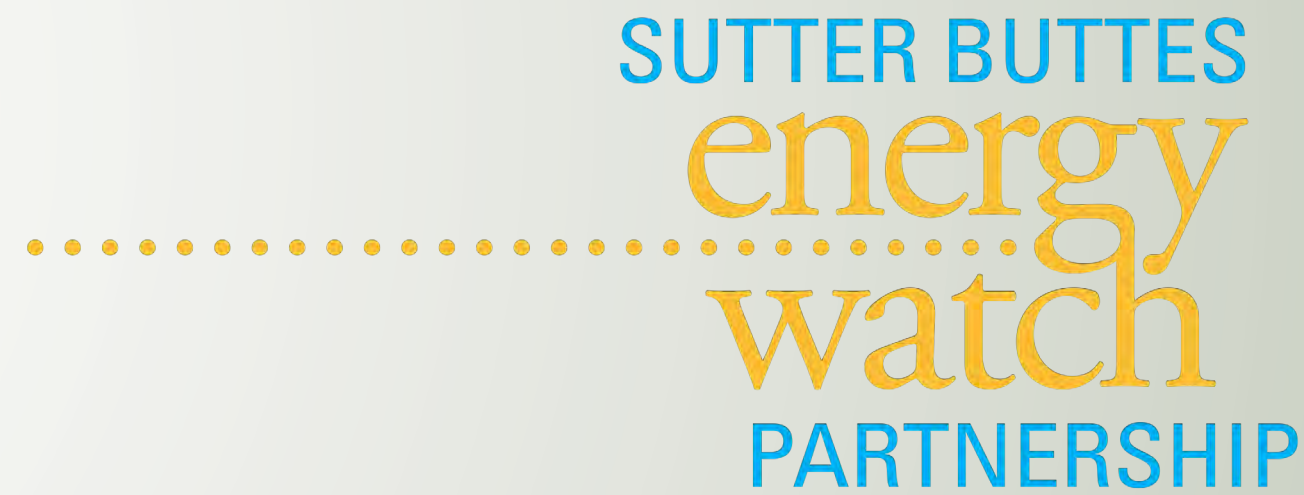
- ◆ Location: TBD
- ◆ Lunch Provided



## Who should attend the Training?

- ◆ Compliance Leaders (Building Officials & Planners & Planning Staff, Interested City Officials)
- ◆ Facility Managers for Incorporated Cities & Counties
- ◆ Green Team/Energy Efficiency Officers





# Financial & Accountability Report

Council request  
from  
December 28, 2018  
Council Meeting



# EE Surcharge



## ENERGY STATEMENT

[www.pge.com/MyEnergy](http://www.pge.com/MyEnergy)

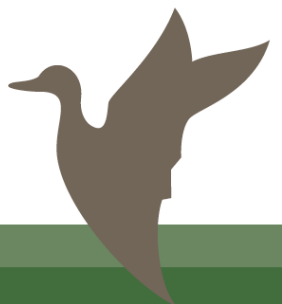
Account No: 1023456789-0

Statement Date: 04/01/2019

Due Date: 04/19/2019

### Your Electric Charges Breakdown

Conservation Incentive	-53.95
Transmission	14.77
Distribution	44.19
Electric Public Purpose Programs	6.92
Nuclear Decommissioning	0.77
DWR Bond Charge	2.82
Competition Transition Charges (CTC)	0.67
Energy Cost Recovery Amount	-0.01
PCIA	17.20
Taxes and Other	0.26





# 2017 Award Reconciliation

Sapphire Marketing Group T&M Allocation

**\$136,000.00**

City of Yuba City Administration Allocation per PG&E

**\$ 14,000.00**

PG&E –LGP/Sutter Buttes Energy Watch Partnership Award

**\$150,000.00**

Sapphire Marketing T&M – Marketing & Implementation Cost  
Marketing EE Savings to Small & Medium size businesses

**\$125,259.80**

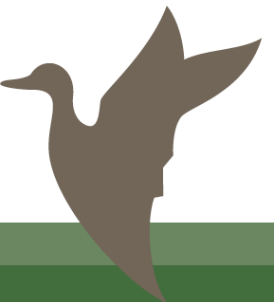
City of Yuba City Administration Cost to PG&E

**\$ 13,475.00**

**\$138,734.80**

Non-spend from total allocation

**\$11,265.20**



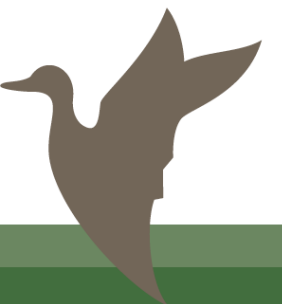


## 2017 Cost Breakdown

**\$125,259.80 - T&M Cost to PG&E**

**\$ 78,040.00 - Sapphire contracted hourly rate of \$80 for services related to advisory contacts with SMB's.**

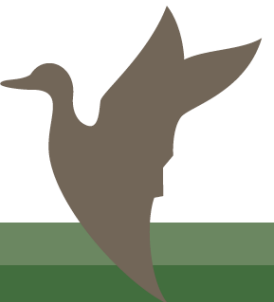
**\$ 47,219.80 - Sapphire cost to PG&E for advertising expenses related to marketing the EE program to SMB's.**





# 2018 Award Reconciliation

Sapphire Marketing Group T&M Allocation	<b>\$108,000.00</b>
City of Yuba City Administration Allocation per PG&E	<b><u>\$ 12,000.00</u></b>
PG&E –LGP/Sutter Buttes Energy Watch Partnership Award	<b>\$120,000.00</b>
Sapphire Marketing T&M – Marketing & Implementation Cost	<b>\$ 77,288.52</b>
Marketing EE Savings to Small & Medium size businesses	
City of Yuba City Administration Cost to PG&E	<b><u>\$ 12,000.00</u></b>
	<b>\$ 89,288.52</b>
Non-spend from total allocation	<b>\$30,711.48</b>



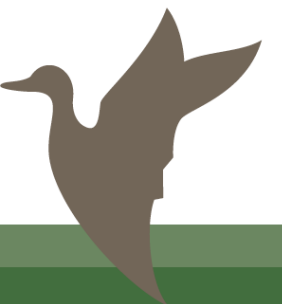


## 2017 Cost Breakdown

**\$77,288.52 - T&M Cost to PG&E**

**\$ 68,800.00 - Sapphire contracted hourly rate of \$80 for services related to advisory contacts with SMB's.**

**\$ 8,488.52 - Sapphire cost to PG&E for advertising expenses related to marketing the EE program to SMB's and Public Agencies.**





# 2017/18 PG&E Set KPI's around EE Savings

**KPI's based on local area EE savings:**

Gross kW

**102**

Gross kWh

**1,300,000.0**

**Sapphire Marketing made a total of 94 program referrals:**

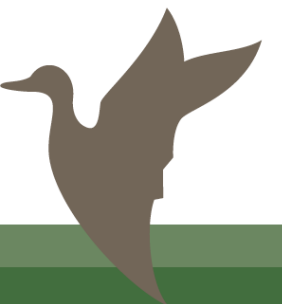
Gross kW

**401.4**

Gross kWh

**3,800,555.6**

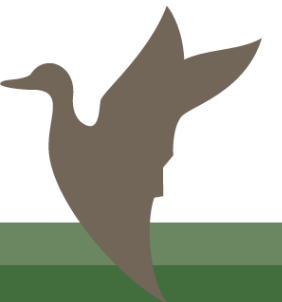
**Total incentive to SMB's      \$539,755.06**





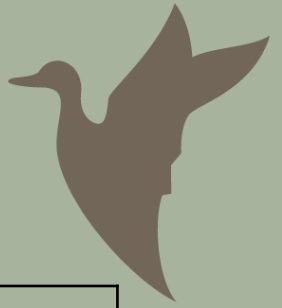
# 2019 Award Reconciliation

Sapphire Marketing Group T&M Allocation	\$ 60,000.00
City of Yuba City Administration Allocation per PG&E	<u>\$ 6,500.00</u>
PG&E –LGP/Sutter Buttes Energy Watch Partnership Award	\$ 66,500.00
Sapphire Marketing T&M – Marketing & Implementation Cost	\$ 16,198.38
Marketing EE Savings to Public Agencies	
City of Yuba City Administration Cost to PG&E	<u>\$ 2,260.00</u>
	\$ 18,458.38
2019 Remaining PG&E allocation	<b>\$48,041.62</b>





# Project Management



Category	Desired Outcomes	Description of Activity (include activity number)	KPIs (includes targets)	FY 2019 Budget
Identification of Projects (Public)	Identify and begin the approval process of upgrading energy efficient measures at local municipalities in our region.	In-person and email/digital outreach to municipalities in our region, featuring program offerings, legislative deadlines, upcoming training opportunities, articles, case studies and energy efficiency stories. Assist municipalities with engaging in energy efficiency projects and help them establish a Green Team. Assist with identifying EE projects, benchmarking and entering public buildings into Portfolio Manager, develop energy efficiency plans and educate elected officials. There are 93 public agencies, but only half are influenceable.	Contact public agencies in jurisdiction to influence energy efficiency. Focus on 9 primary municipalities (incorporated Cities & Counties) to further develop relationships.	<b>\$37,400</b>  <b>As of April Spend</b> <b>\$11,520.07</b>
			Make 3 in-person contacts to municipalities in the region monthly.	
			Provide access to information on GHG inventories to 9 municipalities.	
			Provide assistance and information about benchmarking to all municipalities.	
			Provide a presentation about our Energy Watch to 9 agencies.	
Identification of Projects (HTR/DAC)	Identify energy efficiency projects for HTR/DAC municipalities located in our region.	Identify all HTR locations in this LPG's region. Continue HTR/DAC work in Colusa County and HTR areas of Yuba & Sutter County.	Work with incorporated municipalities who are identified as HTR/DAC on EE projects	



# Project Management



Category	Desired Outcomes	Description of Activity (include activity number)	KPIs (include targets)	FY 2019 Budget
Training and Education	LGP will have connected with all incorporated municipalities on specific training and education needs. LGP will coordinate and host training.	Conduct three trainings for local incorporated municipalities.	Host 3 trainings annually	<b>\$14,500</b> <b>As of April Spend</b> <b>\$4,183.21</b>
			Create video training library and host on website	
Planning and Policies	Encourage establishing a "Revolving Energy Efficiency Fund" at local municipalities.	Work with incorporated municipalities to establish an internal "Revolving Energy Efficiency Fund" for future energy efficiency projects. The "Revolving Energy Efficiency Fund" would be a new budget line-item in which funds would be assigned when cost-savings result from an energy efficiency project. The funds in the account would be earmarked for future energy efficiency projects. Monies that remain in this account for more than two consecutive budget years may be transferred to the municipality's "General Fund".	Contact 9 incorporated municipalities one time in person and one time by mail or electronically to encourage development of "REEF"	<b>\$4,600</b> <b>As of April Spend</b> <b>\$0</b>
			Create 2 flyers/brochures encouraging "REEF"	



# Project Management



Category	Desired Outcomes	Description of Activity (include activity number)	KPIs (include targets)	FY 2019 Budget
Awareness Building	Best Practices Development	Develop local case studies, articles and a video clips to promote and encourage energy efficiency within the communities we serve. When local governments prioritize energy efficiency, the private sector will prioritize it as well. Encourage integrating requirements for new structures to be energy efficient or energy-neutral becomes an industry standard when the government agency are self-implementing and have become a local energy efficiency leader.	Best practice development studies on local municipalities.	<b>\$4,000</b>  <b>As of April Spend</b> <b>\$495</b>
			Create SBEWP Newsletter that will be distributed in Q2 to Q4 this will serve as public sector advisory to influence and encourage.	
			Produce Video clip (featuring planned, ongoing or existing energy efficiency projects and tutorials)	
			Create Blog entries and distribute links via email to target audience for best practice development	



# Questions?

SUTTER BUTTES  
energy  
watch  
PARTNERSHIP