

Helping Local Businesses In the City and County of San Francisco

Statewide Energy Efficiency Best Practices
Forum
July 19, 2012



SF Environment

Our home. Our city. Our planet.

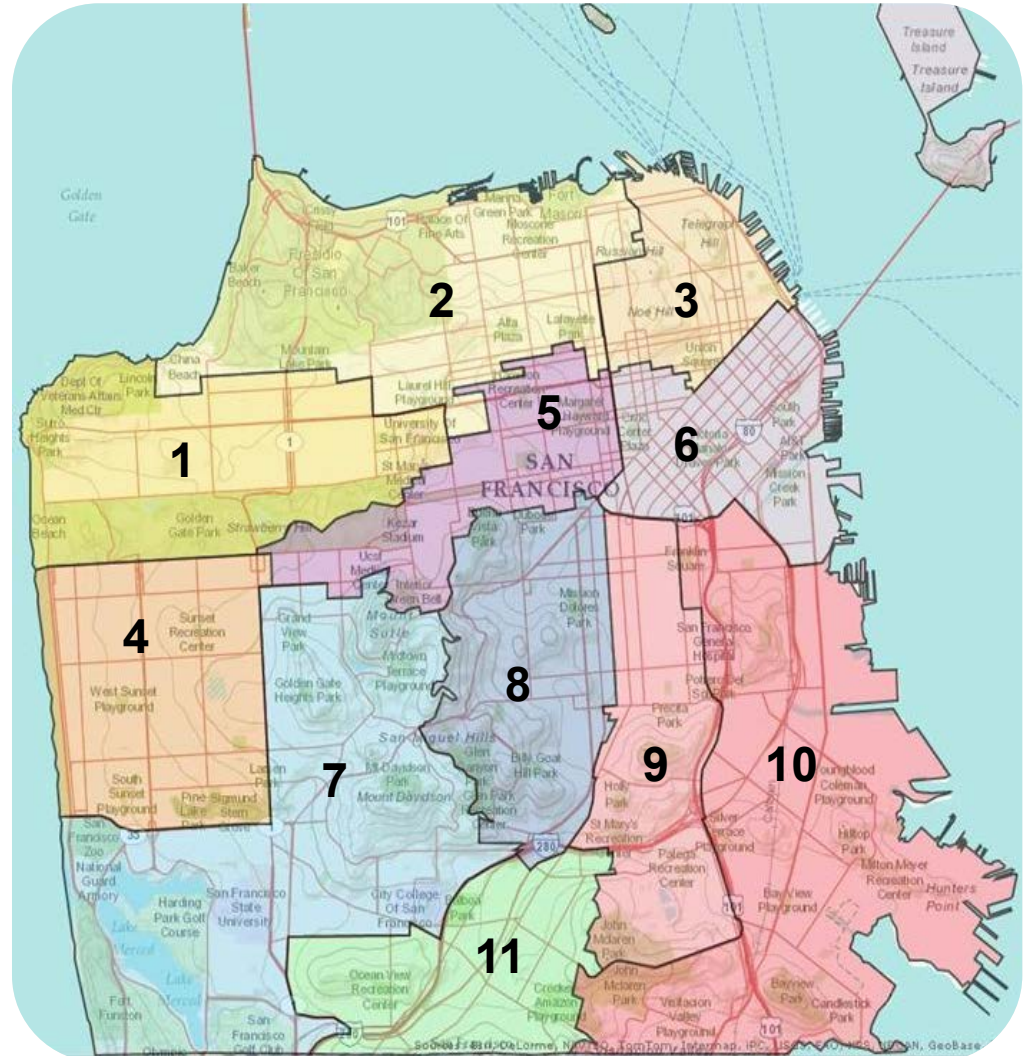
**Ann Kelly, Energy Efficiency Programs Manager
San Francisco Department of the Environment**



San Francisco

City's Profile:

- Land Area: ~46.87 sq. miles
- Mayor Edwin Lee
- 11-Member Board of Supervisors (each representing a specific District)
- ~40 Different Neighborhoods
- ~70,000 Operating Businesses



SAN FRANCISCO

energy

watch



*Pacific Gas and
Electric Company*[®]



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Qualifying Customers

Commercial:

- SBDI: A1 or A6, ESL, <20 employees
Incentive Level: \$\$\$
- Small Commercial: <100 kW
Incentive Level: \$\$
- Large Commercial : >100 kW
Incentive Level: \$

Multifamily Plus

- Multifamily- 5 or more units:
Incentive Level: \$\$\$



The Benefits

- Free energy assessment
- Detailed report
- Technical support
- Quality control
- Financial incentives
- Expert installation
- Lower utility bills
- Turn-key services
- Bilingual staff



Energy Efficient Qualifying Products Incentives

Lighting Retrofits & Controls



Interior, Exterior, Bi Level and Accent

Refrigeration Retrofits & Controls



Motors, Curtains, Closers, Compressors

HVAC Retrofits & Controls



VFD's, Line Insulation, Packaged Units

Commercial Appliances



Vending Machine Controls

Computers



Network Power Management Software

Boiler Retrofits & Controls



Multifamily Property Building Owners



Goals and Achievements

Since 2007, SF Energy Watch has:

- Installed energy efficiency measures in over **4,500** commercial and multifamily properties.
 - Resulting in an average annual energy cost savings of over **\$4,500**.
- Reduced San Francisco's carbon emissions by over **42,000** tons. This is equivalent to:
 - Powering over **19,450** San Francisco residences for a year, or
 - Removing over **6,700** cars off the road.
- The program continues to create Bay Area Green collar jobs.

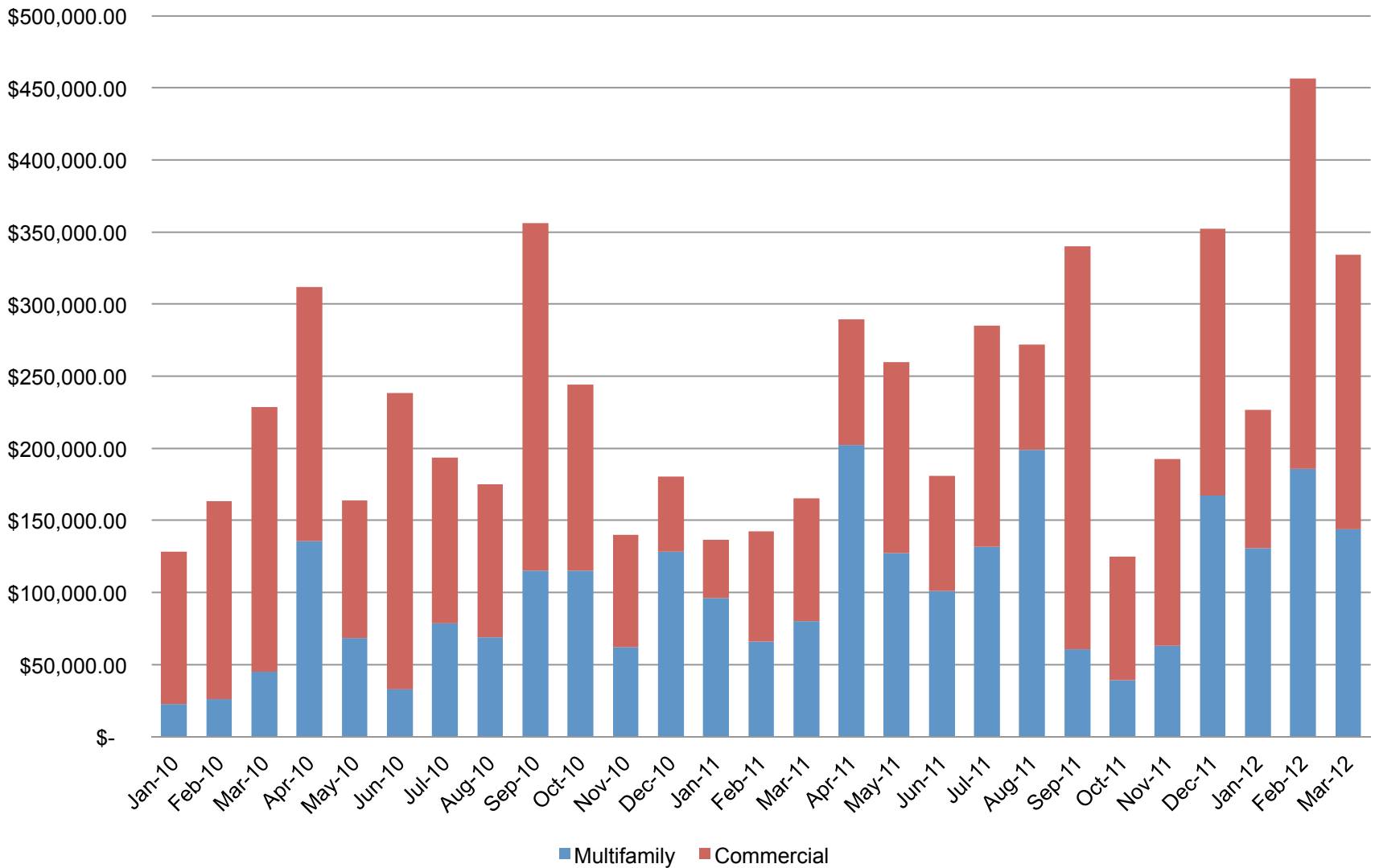
Goals and Budget 2010-2012:

- 40,450,000 kWh
- 6,020 peak kW
- 120,000 therms

- \$6,225,000 incentives



Incentives by Month 2010–2012



Neighborhood Campaign 2009-2012



1. Walking List – PG&E/SFE
Market Search & Segmentation
Marketing Materials (Multilingual)
Green Jobs Training (Environment Now)
2. Targeted District Supervisor
Merchant Associations
Local Media (Multilingual)
3. Merchant Walks
District Supervisor / Director
Data Collection
4. Energy Audits/Proposals
Phone outreach
5. Canvassing/Callbacks Reporting



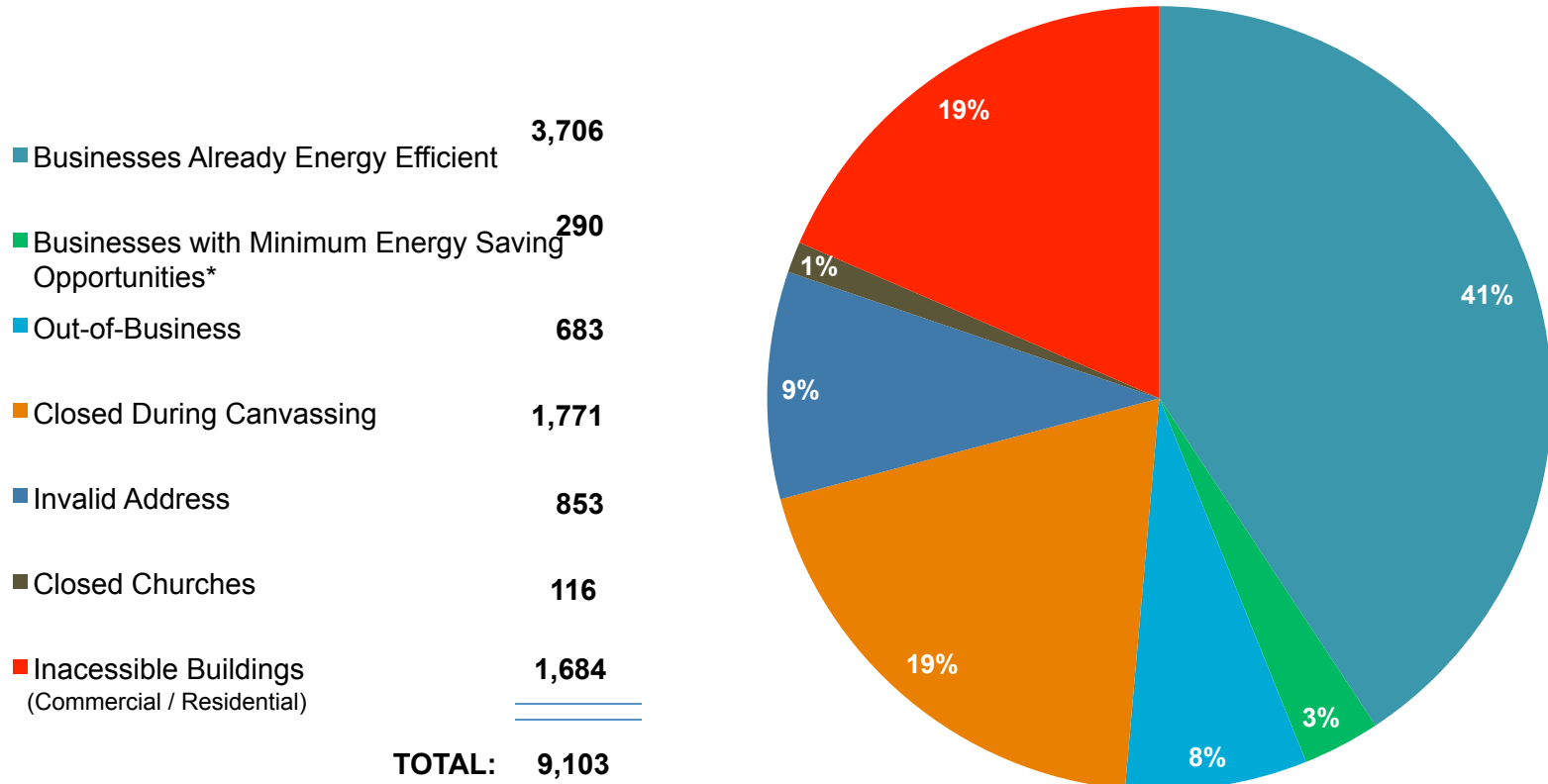
Supervisorial Districts												
Targeted Businesses on the Walking List	1	2	3	4	5	6	7	8	9	10	11	Total
	1,386	2,042	4,216	1,089	2,361	647	434	1,233	605	865	818	15,696

San Francisco Neighborhoods



Neighborhood Campaign 2009-2012

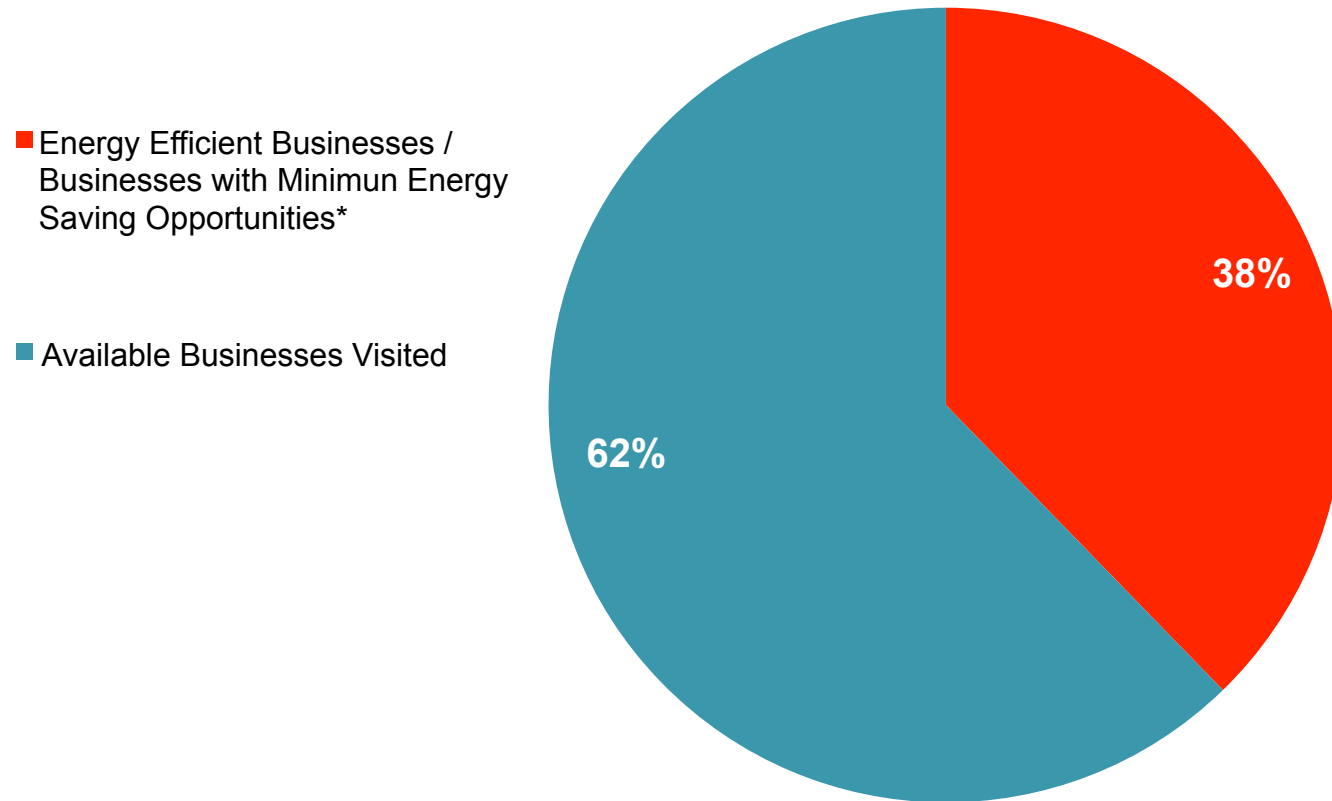
58% of the Targeted Businesses Excluded from the Outreach Efforts



*Minimum opportunities defined as less than 10 incandescent lamps (including halogens, MR16s etc.) or less than 2 fixtures with linear fluorescent lamps

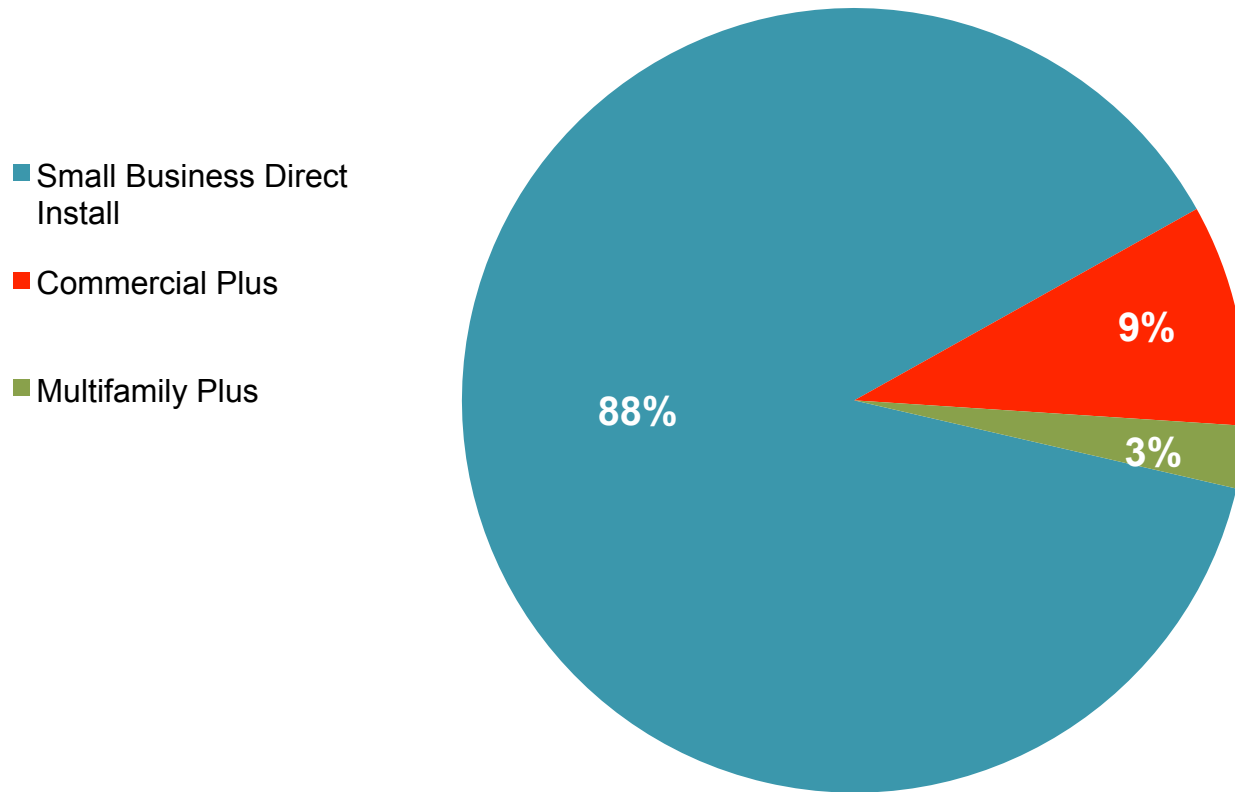
Neighborhood Campaign 2009-2012

Available Businesses Visited Identified as Energy Efficient



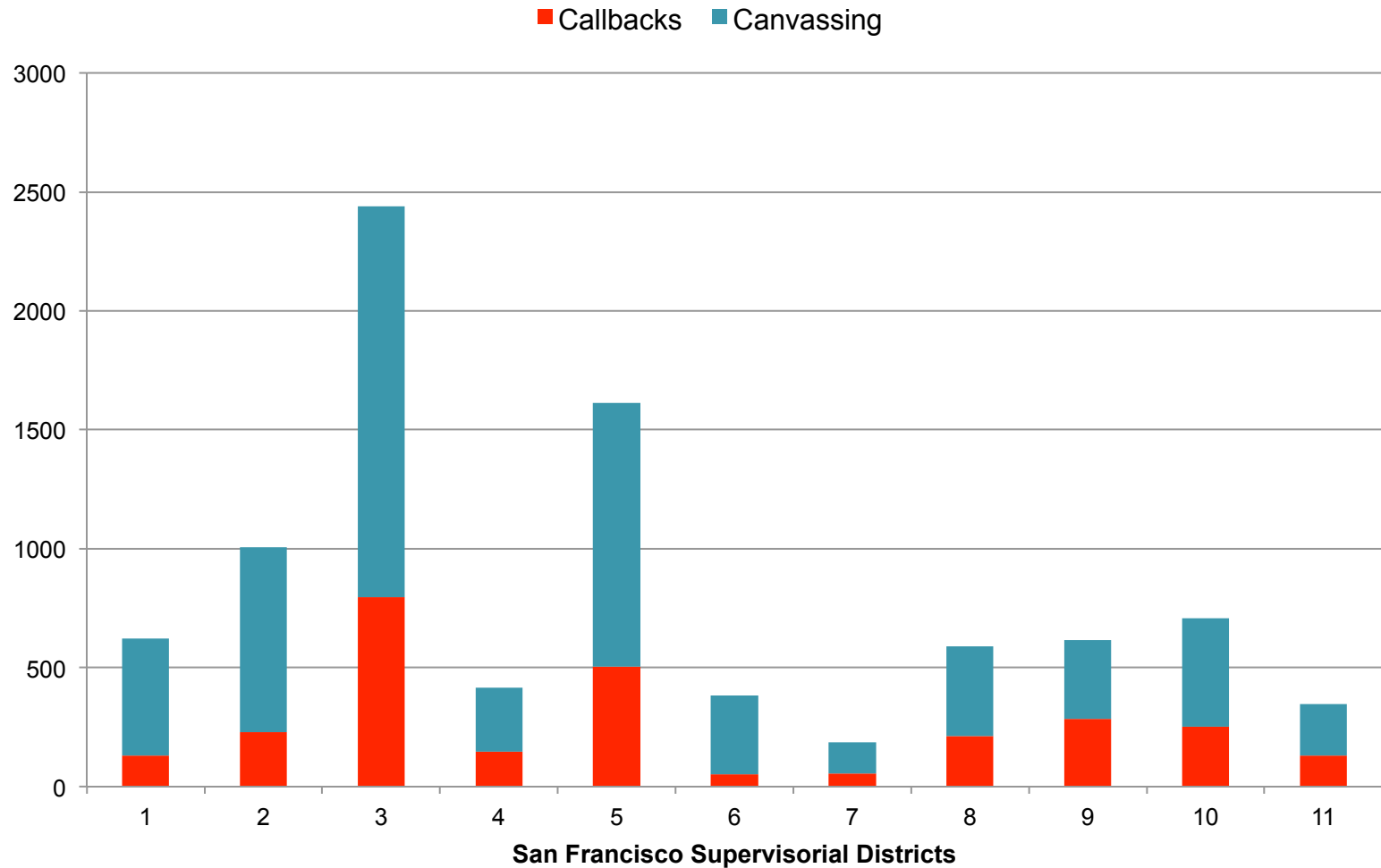
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Neighborhood Campaign 2009-2012 1,378 Energy Audits Conducted per Program Area



Neighborhood Campaign 2009-2012

8,926 Direct Engagements with Merchants



Lessons Learned

Barriers

- Hard to Reach Decision Maker
- Customer Co-Pay for retrofits
- Economic Recession
- Customer's Issues with PG&E:
 - High Energy Bill
 - Smart Meters
- Discomfort with City Employees
- Inaccessible Buildings
- Hard to Find Addresses
- Resistance Due to Bad Experience on Previous Energy Efficiency Programs
- Reached by Other Parties
- Already Energy Efficient

Opportunities

- Strengthen Relations with Merchant Associations and District Supervisors
- More Effective than Direct Mail
- Increase Customer Participation
- Generate Qualifying Leads
- Update PG&E's Targeted Walking Lists
- Data Collection in the Field
- Commercial Lighting Ordinance
- Face-to-Face Conversations
- Presence in the Community
- Environment Now's skill building
- Create/Maintain Green Jobs

Questions?



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SF Environment

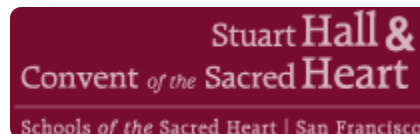
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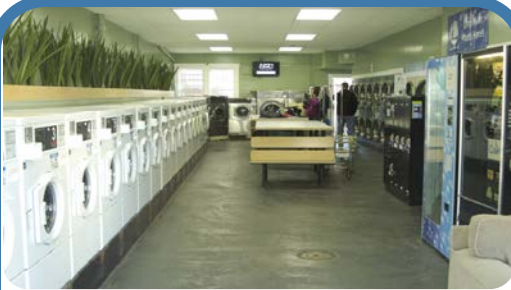
SF Energy Watch Customers!



Cole. Hardware for the soul.



Case Studies: Small Businesses



Precita Clean: 3210 Folsom St.

"The San Francisco Energy Watch staff was very knowledgeable and friendly. They made the process simple and the results look fantastic. We are greener than ever!"

- Ray Beldner, Owner

SAVINGS SNAPSHOT

Total Project Cost	\$1,356
Program Incentive	\$1,356
Customer's Co-Pay	\$ -0-
Annual Savings	\$1,139
kW Reduction	1.69
Payback	Immediate



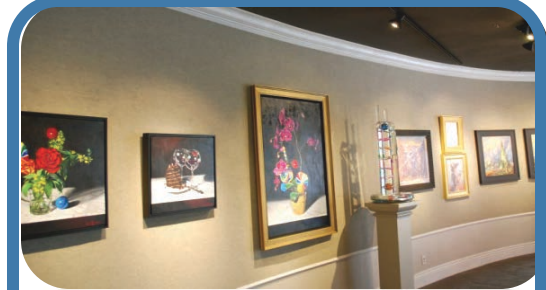
Dollar Market: 1133 Market St.

"Participating in the San Francisco Energy Watch Program is a smart business investment. This Program helped my business save money."

- Damoon Arman, Owner

SAVINGS SNAPSHOT

Total Project Cost	\$4,365
Program Incentive	\$3,692
Customer's Co-Pay	\$673
Annual Savings	\$2,884
kW Reduction	4.15
Payback	2 months



Chloe Fine Arts Gallery

"Our customers are extremely impressed with our efforts to be green and in how the artwork appears with the new LED lighting. We were also impressed to see that our energy costs were reduced about half on the first PG&E bill after the retrofits were made!"

-Todd Lejnieks, COO

SAVINGS SNAPSHOT

Total Project Cost	\$8,343
Program Incentive	\$6,829
Customer's Co-Pay	\$1,514
Annual Savings	\$4,473
kW Reduction	6.92
Payback	4 months

Case Studies: Medium and Large Commercial

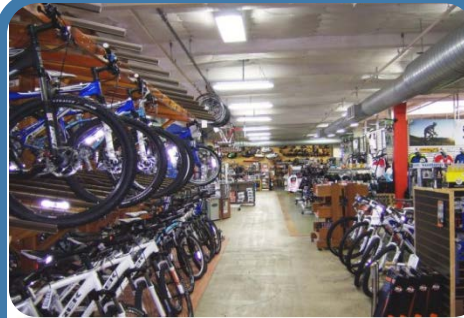


Thirsty Bear

"Every business in San Francisco should take advantage of this program. The energy and cost savings over time greatly outweigh the upfront cost."
-Tim Mullins, Manager

SAVINGS SNAPSHOT

Total Project Cost	\$10,235
Program Incentive	\$3,553
Customer's Co-Pay	\$6,697
Annual Savings	\$5,264
kW Reduction	10.2
Payback	14 months



Lombardi Sports

"The new fluorescent lights enhance the color of the merchandise."

-Steve Lombardi Jr. Owner

SAVINGS SNAPSHOT:

Total Project Cost	\$57,138
Program Incentive	\$27,353
Customer's Co-Pay	\$29,785
Annual Savings	\$34,192
kW Reduction	50.9
Payback	8 months



Hotel Nikko

"San Francisco Energy Watch has helped us maintain our energy consumption low."

-Joseph Curran, Marketing Director

SAVINGS SNAPSHOT

Total Project Cost	\$33,862
Program Incentive	\$27,490
Customer's Co-Pay	\$ 6,372
Annual Savings	\$83,414
kW Reduction	96.79
Payback	<1 month

Case Studies: Mixed-Used Bldg and Multifamily



1700 California St - Mixed Used Bldg

“We received help in financing the work, the installation took place without a hitch, finished ahead of schedule and the lights look great.”

-Winnie Chan, Property Manager

SAVINGS SNAPSHOT

Total Project Cost	\$71,762
Program Incentive	\$17,625
Customer's Co-Pay	\$54,137
Annual Savings	\$52,500
kW Reduction	67.7
Payback	~1year



Jordan Housing - 820 O'Farell St

“Improving operations by making them energy efficient is easy. SFEW will help you figure out where you want to go and how you are going to get there.”

-Elijah Borstein, Property Manager

SAVINGS SNAPSHOT

Total Project Cost	\$3,850
Program Incentive	\$3,497
Customer's Co-Pay	\$ 353
Annual Savings	\$6,033
kW Reduction	7.32
Payback	<1 month



The Watermark - 501 Beale Street

“We are very happy with the efficiency upgrades. I see the motion sensors as an every-day confirmation of our commitment to lowering energy usage.”

-Doug MacAbee, Manager

SAVINGS SNAPSHOT

Total Project Cost	\$4,531
Program Incentive	\$3,111
Customer's Co-Pay	\$ 1,420
Annual Savings	\$19,205
kW Reduction	9.82
Payback	<1 month

Case Study: SF Energy Watch & SF Boiler Program

SAVINGS SNAPSHOT

Lighting Retrofit:

Total Project Cost	\$2,705
SFEW Incentive	\$ 945
Customer's Co-Pay	\$1,760
Annual Savings	\$1,091
kW Reduction	0.83
Payback	1 year and 7 months

DHW Unit & Controller and Tank & Piping Insulation Replacement:

Total Project Cost	\$22,476
SFEW Incentive	\$ 1,033
SFBSIP Incentive	\$ 3,621
Customer's Co-Pay	\$18,885
Annual Savings	\$820.3 (at \$1 per therm)
Therm Reduction	820.3*
Payback	23 years

* does not include storage tank insulation

10 South Park HOA Multifamily Case Study

Before

Old Domestic Hot Water



After

Energy Efficient Boiler & Controls



"SF Energy Watch is a triple-bottom line win. It generates work for local contractors who are up-to-date on energy efficiency technologies; it reduces the load on our local utilities – and the earth – by reducing energy consumption and it saves money for our homeowners. This is mentoring, managing and municipal activism in its most positive manifestation."

– Alice Rogers, Communications