



CLEAResult[®]

Local Industrial and Agricultural SEM Program –
Implementation Plan Webinar

6/14/2024



SAFETY MOMENT – Summer Safety

Sun Safety Tips:

- For young children, schedule activities in early morning hours or evening hours, when possible.
- Always use sunscreen with minimum of SPF 15 with both UVA and UVB protection sunscreen and reapply frequently, especially if swimming or sweating.
- Drink plenty of water to stay hydrated.
- Protect your eyes too! Wear a hat and sunglasses.

Outdoor Safety Tips:

Be prepared for bug bites and more!

- Keep a first aid kit ready and well stocked.
 - Include a list emergency numbers for doctors, dentists, poison control, and emergency contacts.
- Be prepared for insects that can pose hazards. If anyone is allergic to bees or other pests, it is vital to have medicine available. Checking for ticks may be relevant as well.





Today's Agenda

1. Safety Moment
2. Program Overview
3. Program Delivery
4. Strategic Energy Management (SEM)
5. Program Design
6. Program Metrics
7. Program Measures
8. Customer Eligibility
9. Questions?

Speaker

Patrick Sippel
Senior SEM
Program Manager

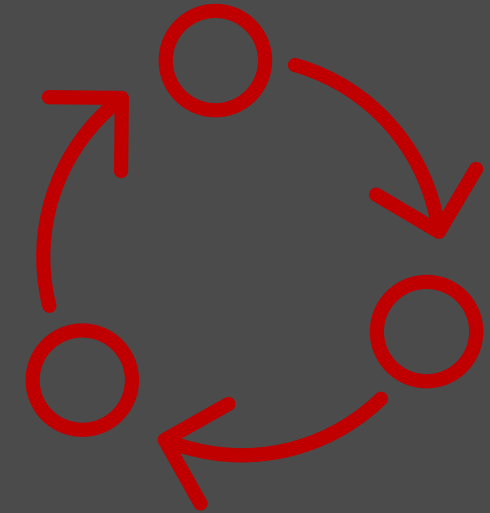


House Keeping:

If you have a question during the presentation, you may post it in the chat or wait until the end for the Questions section and raise your hand. Thank you!



Program Overview





Program Overview

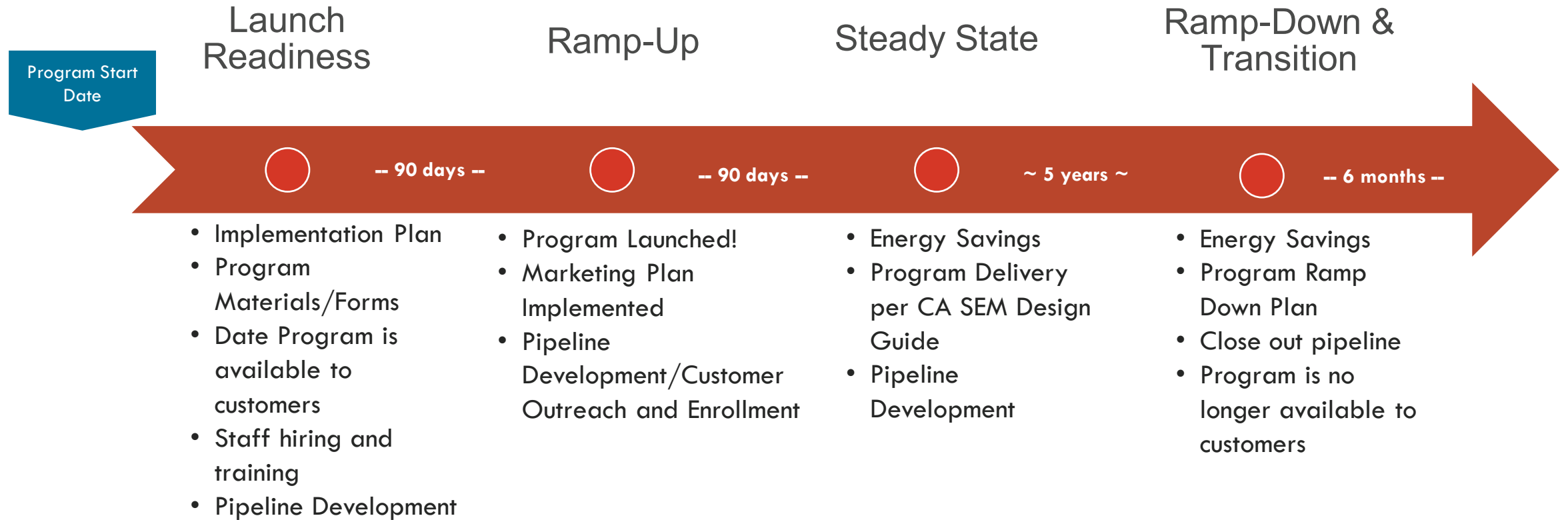
- ✓ CLEARResult's Local Industrial and Agricultural Strategic Energy Management (SEM) Program will provide energy efficiency services, technical assistance, and incentives to the Industrial & Agriculture sectors, focused on **behavioral, retro-commissioning, and maintenance and operational (BRO) measures**, within **Southern California Edison (SCE) service territory**.
- ✓ The SEM program will provide a **comprehensive approach** based on individual customer needs and opportunities through the SEM pathway, **which involves identification of facility wide energy saving opportunities and development of a dynamic baseline model to determine energy savings from all program activity at the facility**. This includes the ability to incentivize capital projects through the **custom or deemed calculated retrofit process, completed through the SEM measure pathway**.
- ✓ The program will act as a **single point of contact** for these customer segments connecting and leveraging other resources and funding sources including On-Bill Financing (OBF) for capital projects.

CR Savings and Cost Effectiveness Goals

Gross Impacts Table	2024	2025	2026	2027	2028	2029
Total System Benefit	\$12,054,650	\$18,438,266	\$18,919,546	\$17,670,027	\$17,670,027	\$16,874,580
Gross On-Peak Demand Reduction (kW)	1,481	2,109	2,154	2,154	2,154	2,154
Gross Energy Savings (kWh)	10,580,625	15,069,375	15,390,000	15,390,000	15,390,000	15,390,000
Gross Gas Savings (therms)	1,063,125	1,771,875	1,890,000	1,890,000	1,890,000	1,890,000

Cost-Effectiveness	2024	2025	2026	2027	2028	2029	Overall Portfolio
TRC	2.13	2.38	2.55	2.66	2.76	2.84	2.55
PAC	3.36	3.87	4.17	4.36	4.52	4.65	4.15

CR Timeline & Milestones



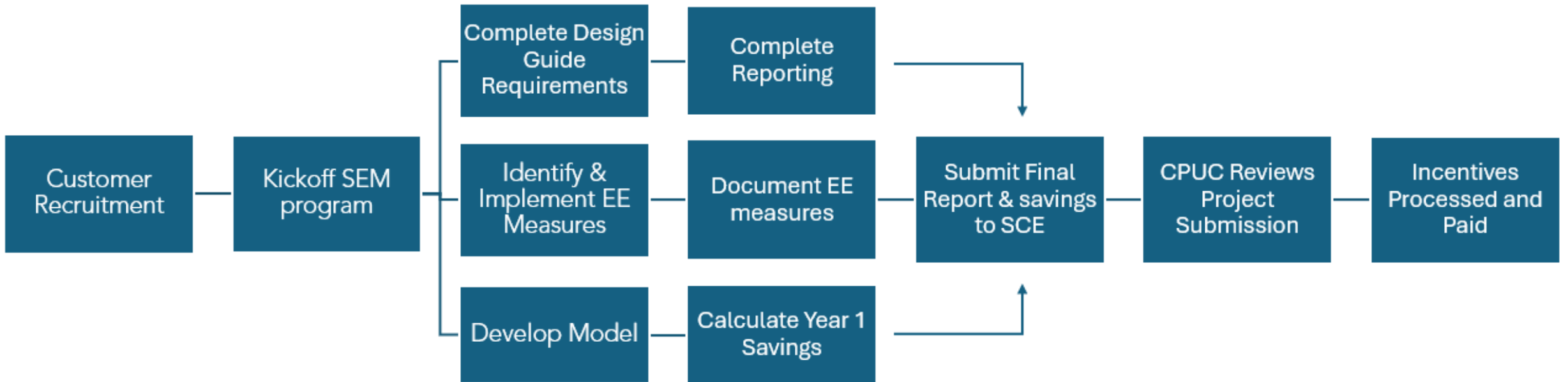


Program Delivery



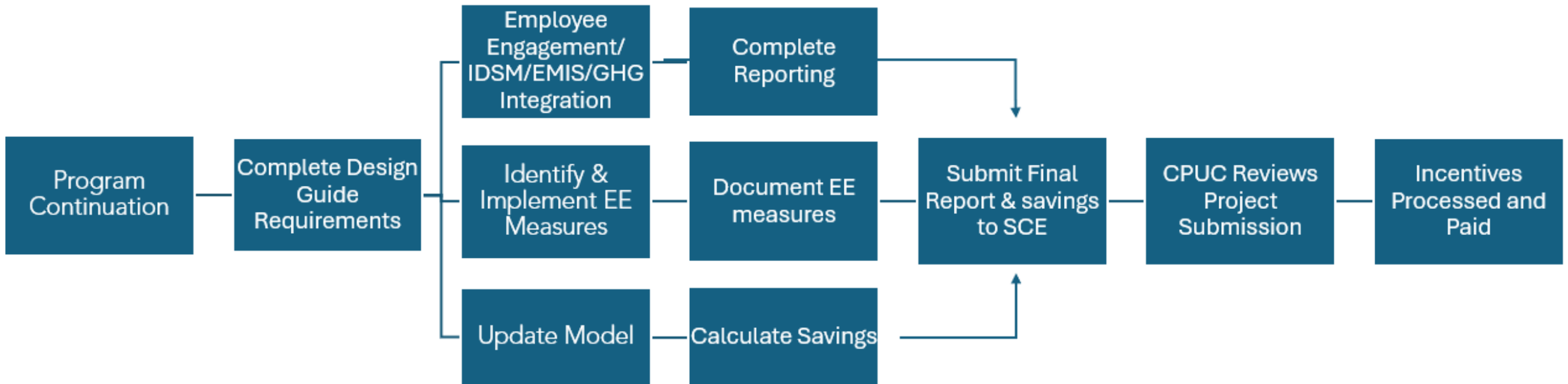
CR Customer Journey

Year 1



CR Customer Journey

Years 2-6





Customer Outreach

- ✓ **Lead generation** will come from a variety of sources including:
 - Utility customer data
 - Direct to customer marketing
 - Program Outreach Managers
 - Manufacturers, distributors, and vendors serving these segments
 - Industry and trade organizations
- ✓ Direct customer outreach will be the key tactic to drive customer participation in the program. Outreach Managers and the SEM program team will coordinate to educate customers and recruit them into the program.
- ✓ The program will focus on **customer satisfaction** as repeat participation and word-of-mouth are key components to ongoing success of engaging and signing new customers.

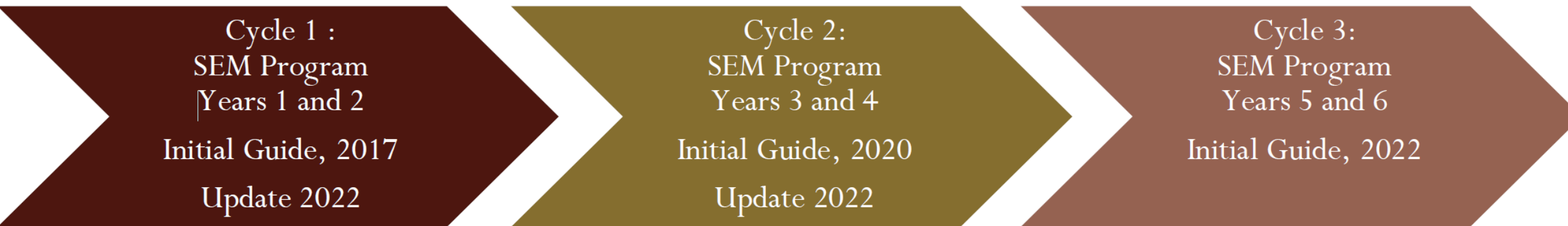
Customer Services and Support

- ✓ **Simple Program Processes:** The SEM program team will focus on face-to-face and virtual meetings, cohort-type training workshops, facility energy analysis, and Measurement and Evaluation (M&V) activities to create and sustain relationships and drive program success.
- ✓ **Creating Energy Experts:** We educate participants to better understand their energy usage, recognize energy improvement opportunities, and envision a long-term energy roadmap.
- ✓ **Flexible Program Structure:** We deliver a targeted, high-touch customer experience and subsequent increase in savings through our structure that helps guides each participant towards the path to savings that best fits their operational and financial needs.
- ✓ **Diverse Pathways:** We will reach diverse communities and organizations with high levels of service and rapid realization of low/no-cost energy savings. Accomplish through webinars and virtual peer-to-peer learning events to reach remote locations and help them feel connected. This model encourages a collective increase of enthusiasm for energy efficiency and a recognition that gains in efficiency are available to all customers, regardless of location.

Strategic Energy Management



History of Strategic Energy Management in California



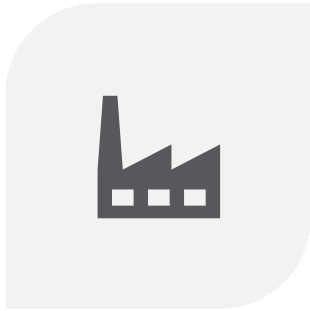
Cycle 1 :
SEM Program
Years 1 and 2
Initial Guide, 2017
Update 2022

Cycle 2:
SEM Program
Years 3 and 4
Initial Guide, 2020
Update 2022

Cycle 3:
SEM Program
Years 5 and 6
Initial Guide, 2022

[California SEM Design Guide For: Cycle 1, 2, and 3](#)

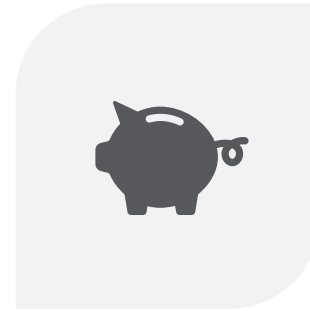
CR STRATEGIC ENERGY MANAGEMENT (SEM)



HOLISTIC



CONTINUOUS
IMPROVEMENT



LOW/NO COST &
BEHAVIORAL

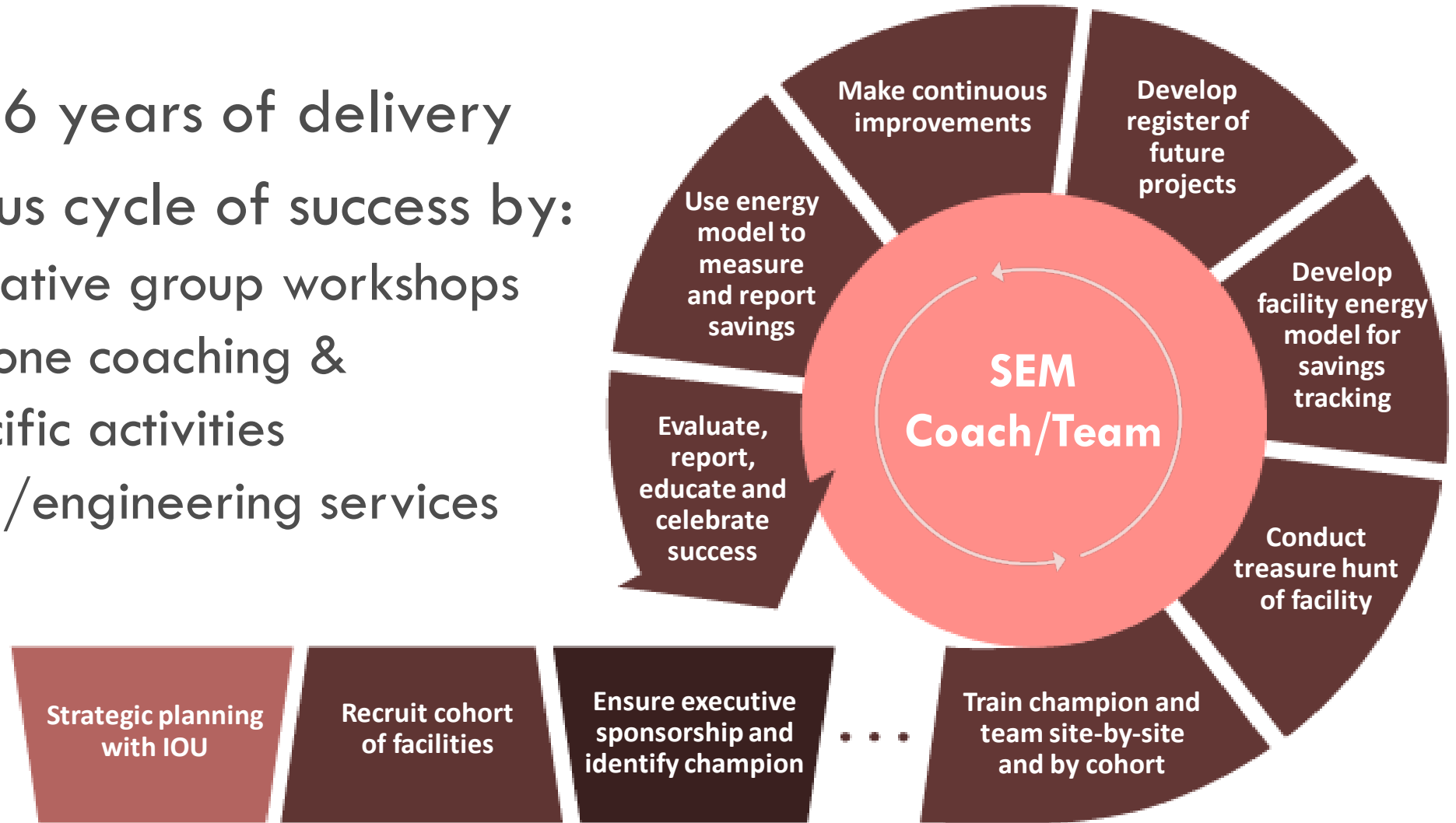


STAKEHOLDER
ENGAGEMENT



How does SEM work?

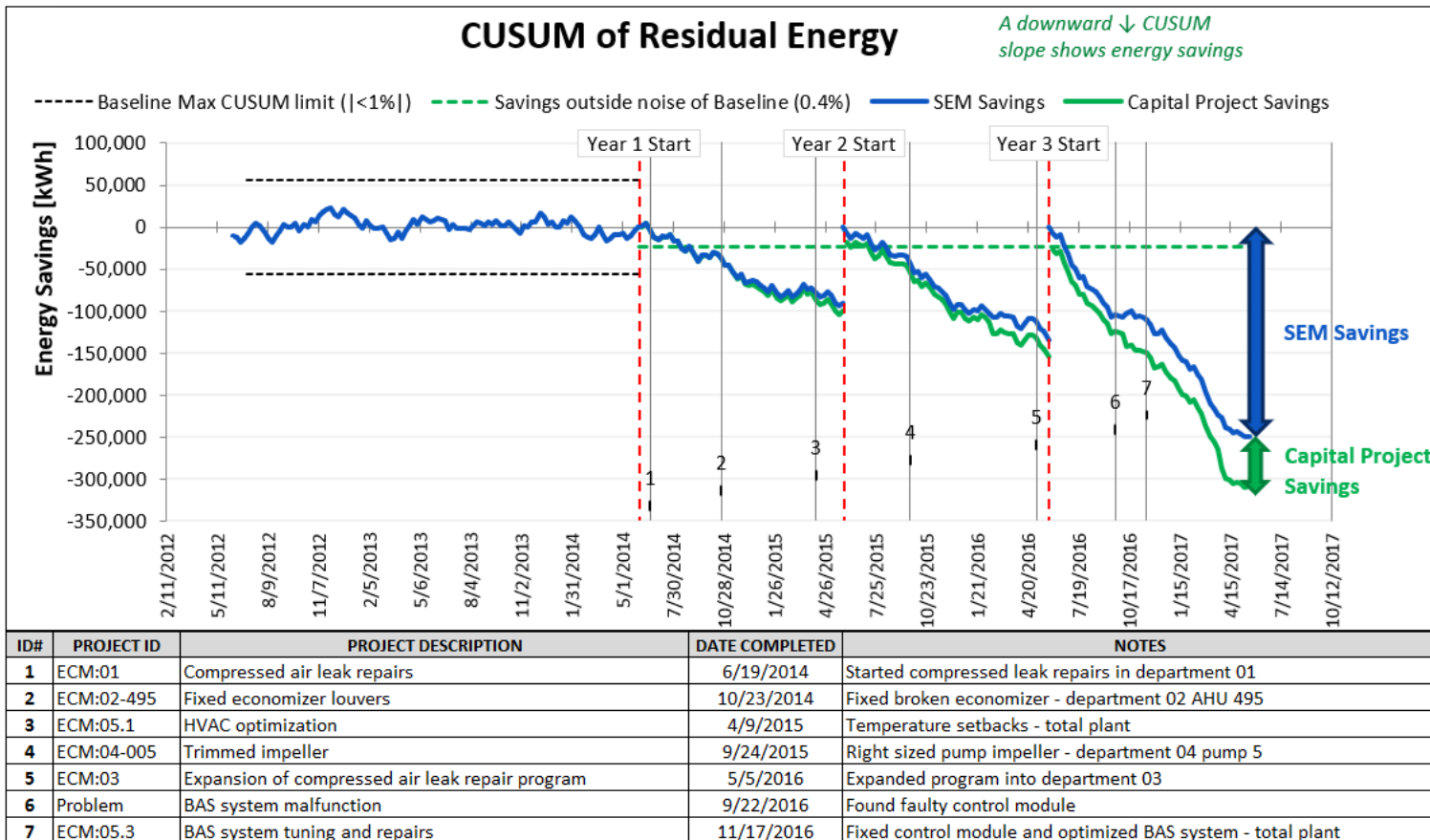
- ✓ 3 Cycles - 6 years of delivery
- ✓ A continuous cycle of success by:
 - Collaborative group workshops
 - One-on-one coaching & site-specific activities
 - Technical/engineering services



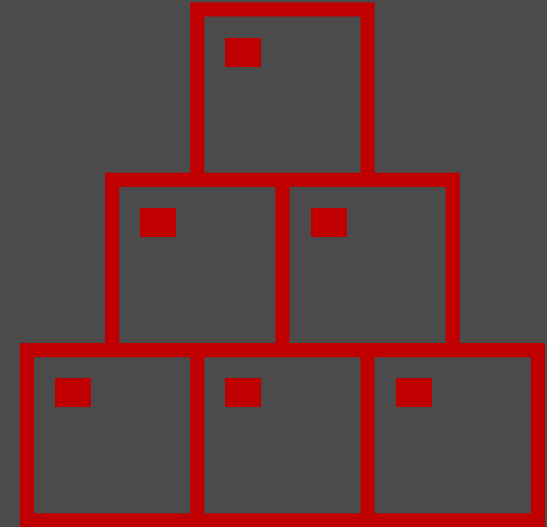


California SEM M&V Guide

- ✓ Latest version of the guide will be followed (currently 3.02)
- ✓ CPUC has specified in decision and other documentation that M&V Guide provides the basis by which energy savings shall be determined for CA SEM
- ✓ Designed to work in coordination with CA SEM Design Guide
- ✓ California SEM M&V Guide



Program Design



CR Program Design

The program is designed to meet the needs of the local industrial and agricultural sector with market barriers being addressed through the following strategies and tactics:

Provide Combined Technical Assistance, Tools, and Expertise

- ✓ Virtual Assessment
- ✓ On-site Treasure Hunt
- ✓ Engineering support
- ✓ Cohort workshops
- ✓ Highly refined tools
- ✓ 1:1 SEM coaching

Security & Access Restrictions

- ✓ Robust IT security policies
- ✓ Data Security

Financial and Procurement Support

- ✓ Integration of On-Bill Financing (OBF)
- ✓ Alternative funds sourcing
- ✓ Direct incentives

Commitment to SEM

- ✓ Ensure participants understand what the program entails
- ✓ Peer interactions through cohort workshops
- ✓ Have 2+ personnel each participate in each workshop

CR Benefits of Participation - Innovation

Strategic Energy Management

- Holistic, whole facility approach
- Expert energy coaching and technical services
- Goal of 3-5% annual reduction through BRO measures

Hybrid Virtual/In-Person Delivery

- Able to conduct the program virtually and face-to-face

Total System Benefit (TSB)

- A metric implemented to evaluate and maximize cost effectiveness
- Takes into account all sources of energy i.e. electricity, natural gas, etc.

Greenhouse Gas (GHG)

- Integration of GHG reduction strategies into program
- Offer participants access to CLEARResult's ATLAS Carbon™ platform



Program Metrics





Program Metrics

- ✓ Total System Benefit
- ✓ Gross and Net Savings Goal Attainment – kWh, kW and therms
 - All Participants
 - Disadvantaged Communities (DAC)
 - Hard-to-Reach (HTR) Markets
- ✓ Project Pipeline Target Savings – kWh, kW and therms
- ✓ GHG Reduction Attainment
- ✓ Schedule Adherence – Projects committed vs installed vs forecasted
- ✓ Cost per unit Saved - Levelized cost of energy efficiency per kWh, kW, and therms
- ✓ Customer Satisfaction Rating
- ✓ Safety Rating
- ✓ HTR and DAC total participants

Program Measures



SEM

- ✓ Core path is SEM; participants in program must participate in the SEM component
- ✓ Enrolled participants can take advantage of other deemed and customer measures, on a case by case basis

Customer Eligibility



Customer Eligibility

- ✓ Must take or receive electricity services from within SCE's service territory and pay the Public Purpose Program (PPP) surcharge
- ✓ Eligible customers conduct business under NAICS Codes which broadly cover sites that are wholesalers, retail, transportation and warehousing, media and information, office buildings, healthcare, arts, entertainment, accommodations and food services



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