



**SAN MATEO COUNTY
ENERGY WATCH**



**OFFICE OF
SUSTAINABILITY**
COUNTY OF SAN MATEO

C/CAG Board Meeting

May 14, 2020

Item 6.3

Item 6.3.1 Agreement between



SMCEW Agreement

Item 6.3.2 Agreement between



Staffing Agreement

Changes in CPUC and IOU programs:

LGPs were not designed to be the most cost-effective programs, re: long-term planning and hard to reach customers.

Rolling Portfolio Process

CPUC pressure to increase TRC (cost effectiveness)

CPUC: 60% of IOUs EE Portfolios competitively procured by 2020 focus on TRC and energy savings

Decrease in EE budget \$\$ for LGPs and fewer LGP programs

- PG&E Portfolio \$\$ for LGPs dropped from approximately \$45M to \$15M
- C/CAG annual \$\$ dropped from approximately \$700K (2016-18) to \$300K



Two-phase Competitive Procurement

Notified of move
to negotiations for
contract



June 2019:
Request for
Abstracts Due

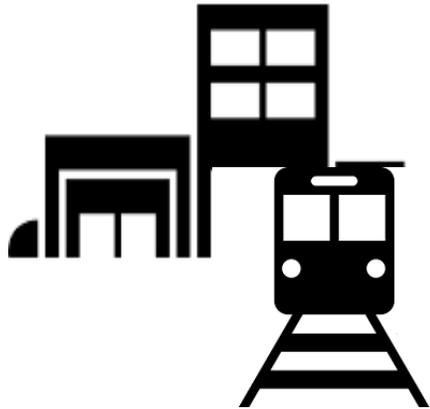
Dec. 2019:
Request for
Proposals Due

**April-May
2020:**
Contracting
with PG&E

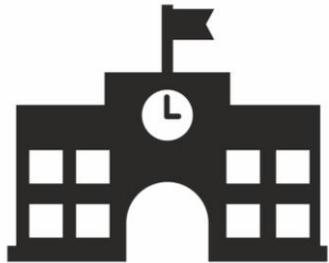
July 1, 2020:
Beginning of
new program

“Non-Resource” Program

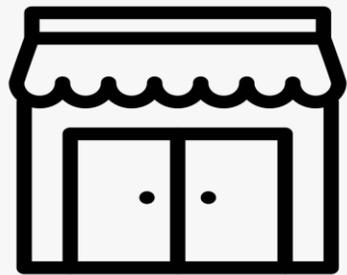
Customer



Municipalities
Special Districts



K-12 Public
Schools



Hard-to-Reach
Small
Businesses

Lead Development

Data and Targeted
Outreach

Community-Based
Organizations

Boards and
Councilmembers

Green Business
Program

Implementor

3rd Party
Program
Providers

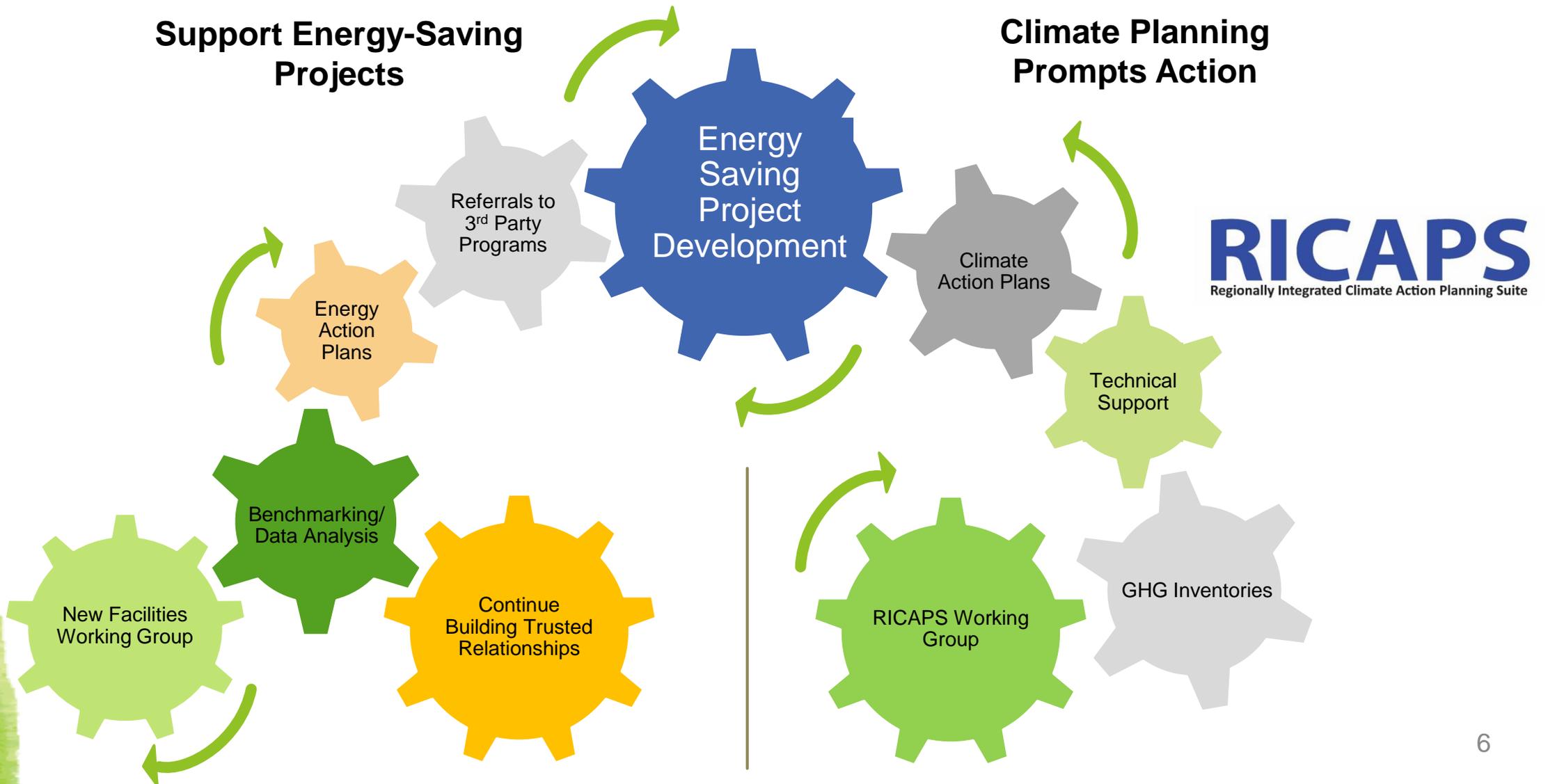


Trade Pro
Contractors



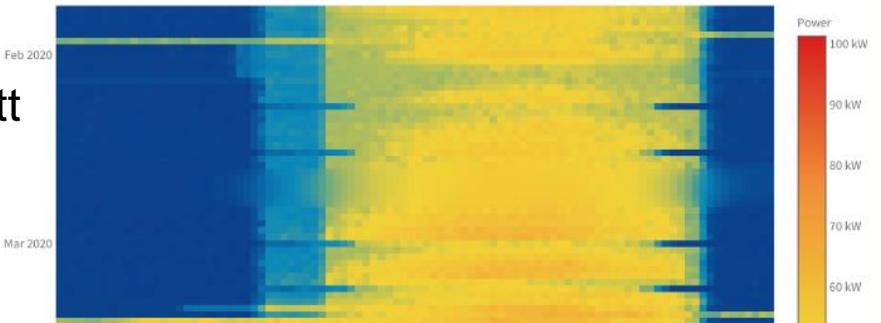
Local Governments Empowering Our Communities

Program Components – Lead Generation



New Offerings

PlotWatt



Cities and Schools

Facilities Working Group

- Quarterly
- Updates on resources

Schools

Energy Action Plans

- Leveraging 3rd Party analytics
- Standard template

Small Business

Referrals

- On-the-spot benchmarking
- Connect to PG&E for rate analysis
- Leads to BayREN or Trade Pros



Mystery - New PG&E 3rd Party Programs in Q4 2020

From Energy Savings to KPIs

Number of:

- RICAPS and Facilities Workshops
- GHG Inventories
- Energy Action Plans



- Customer touches
- Customer referrals to implementors
- Benchmarking completed and provided to customers

Additional reporting will be required on the success of projects referred.

SMCEW FY 2020-21 through 2022-23 Budget

PROGRAM BUDGET							
	Activity, Deliverable, Milestone.	Year 1	Year 2	Year3	Totals	Category	Cost %
T&M	Program Design and Development	\$ 25,500	\$ 7,700	\$ 6,900	\$ 40,100	ADMIN	9.45%
	Administration (invoicing - reporting - security reviews)	\$ 9,600	\$ 8,400	\$ 7,100	\$ 25,100	MARKETING	10.32%
	Marketing Materials Development (website update, collateral, promotion)	\$ 44,400	\$ 28,500	\$ 27,400	\$100,300	DINI	80.23%
	CRM and Mobile Tools (adapt existing software and hardware to meet our needs)	\$ 32,250	\$ 19,500	\$ 15,000	\$ 66,750		
	Referral Generation (municipalities, schools and SMB-HTR only - lower target); Facilities Working Group)	\$ 93,085	\$111,785	\$112,685	\$317,555		
	Referral Evaluation (municipalities, schools and SMB-HTR only - lower target)	\$ 71,565	\$ 91,665	\$101,615	\$264,845		
	Climate action planning support - RICAPS working group and technical assistance	\$ 54,500	\$ 53,000	\$ 49,850	\$157,350		
TOTALS		\$330,900	\$320,550	\$320,550	\$972,000		



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of San Mateo County



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