



DNV GL Energy Sustainable Use

SAFER, SMARTER, AND GREENER

**City Opportunities For Utilizing Business Programs To Reduce City-Wide
GHG and Energy Use**

Introduction to DNV GL



An Energy Technology Powerhouse

No. 1

In high-power and high-voltage testing

25

Leading certification body with more than 25 standards and guidelines published

Largest

Independent technical adviser on renewable energy

2,500

More than 2,500 independent energy experts

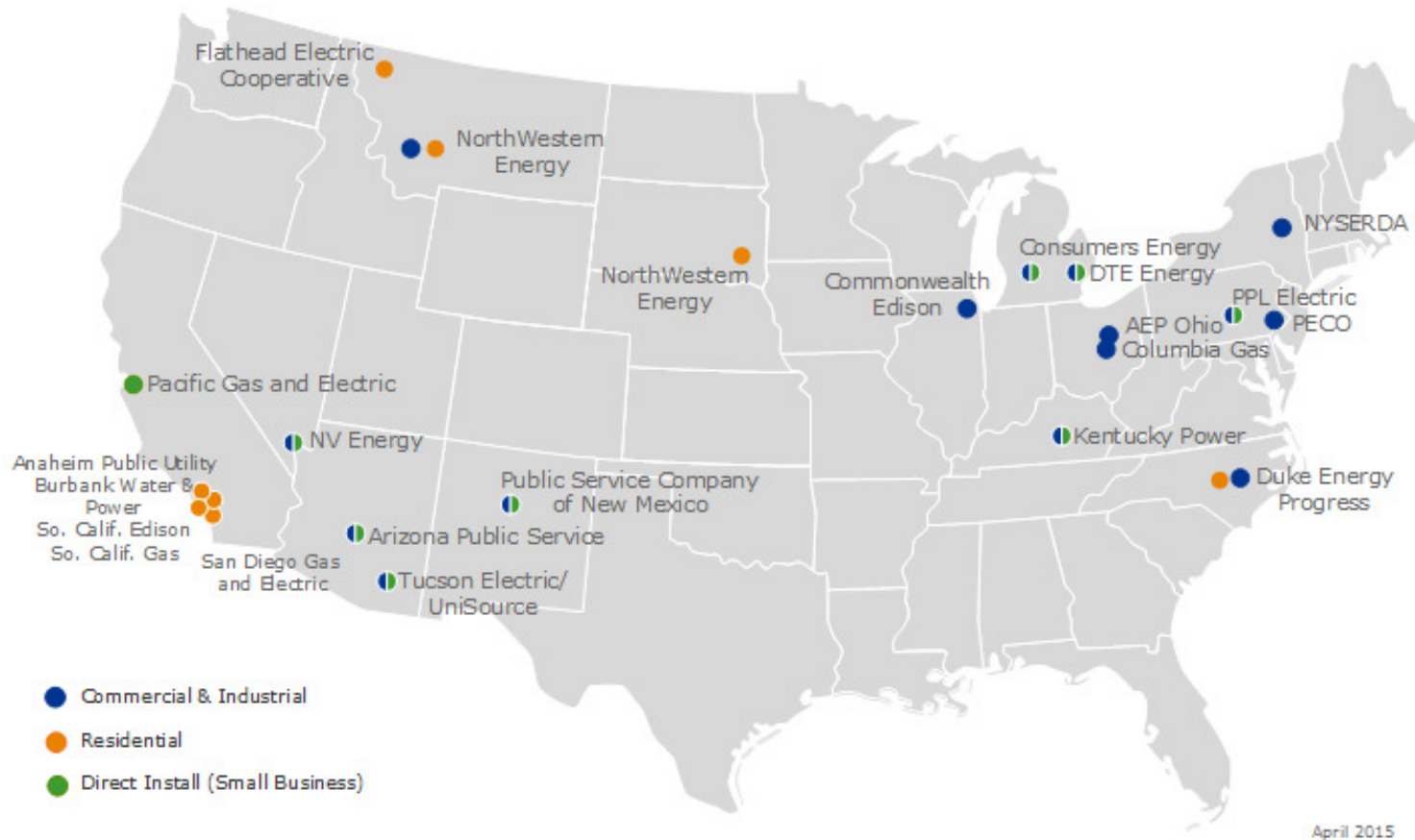
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Laboratories include world's largest high-power, high-voltage test lab

90

Years experience in energy, including 30 years in energy efficiency and wind

Implementing Programs Nationally



2014

1.7 TWh
Electric
Savings

22 M
Therms
Gas Savings

Over \$160M
Incentives
Paid

Over 43,000
Applications
Processed



Selected Clients



The East Bay Energy Watch



BEST Program

What Is BEST?

- The Business Energy Services Team (BEST) program is offered to small- and medium-sized businesses located in select cities in the East Bay Area.
- The primary focus of this program is to help businesses reduce their electricity cost by increasing their facility's energy efficiency.
- The BEST program promotes the installation and use of cost-effective, high-efficiency lighting, refrigeration, and customized technologies through program incentives.



*Pacific Gas and
Electric Company*TM

Program Overview

- **Objectives:**
 - Promote the installation of energy efficient lighting and other technologies in the small business marketplace
 - Reduce out-of-pocket costs to customers for energy savings
 - Allows utility to reach an underserved market segment
- **Funding source:**
 - Ratepayer dollars via the Public Goods Charge (PGC) fund, as mandated by the California Public Utilities Commission (CPUC)



Program Benefits

- **Receive a no-cost, no-obligation facility assessment to identify potential energy saving opportunities.**
- **Get recommendations and estimates of energy savings, project cost, payback period, and the incentive amount to be paid by the BEST program.**
- **Approved energy saving equipment is installed by a local, pre-qualified contractor.**
- **Pre- and post-installation inspections assure quality and verify energy savings.**
- **Receive potential cost reductions on your energy bill.**
- **Experience average payback of less than three years.**



Fourteen Years Delivering To PG&E

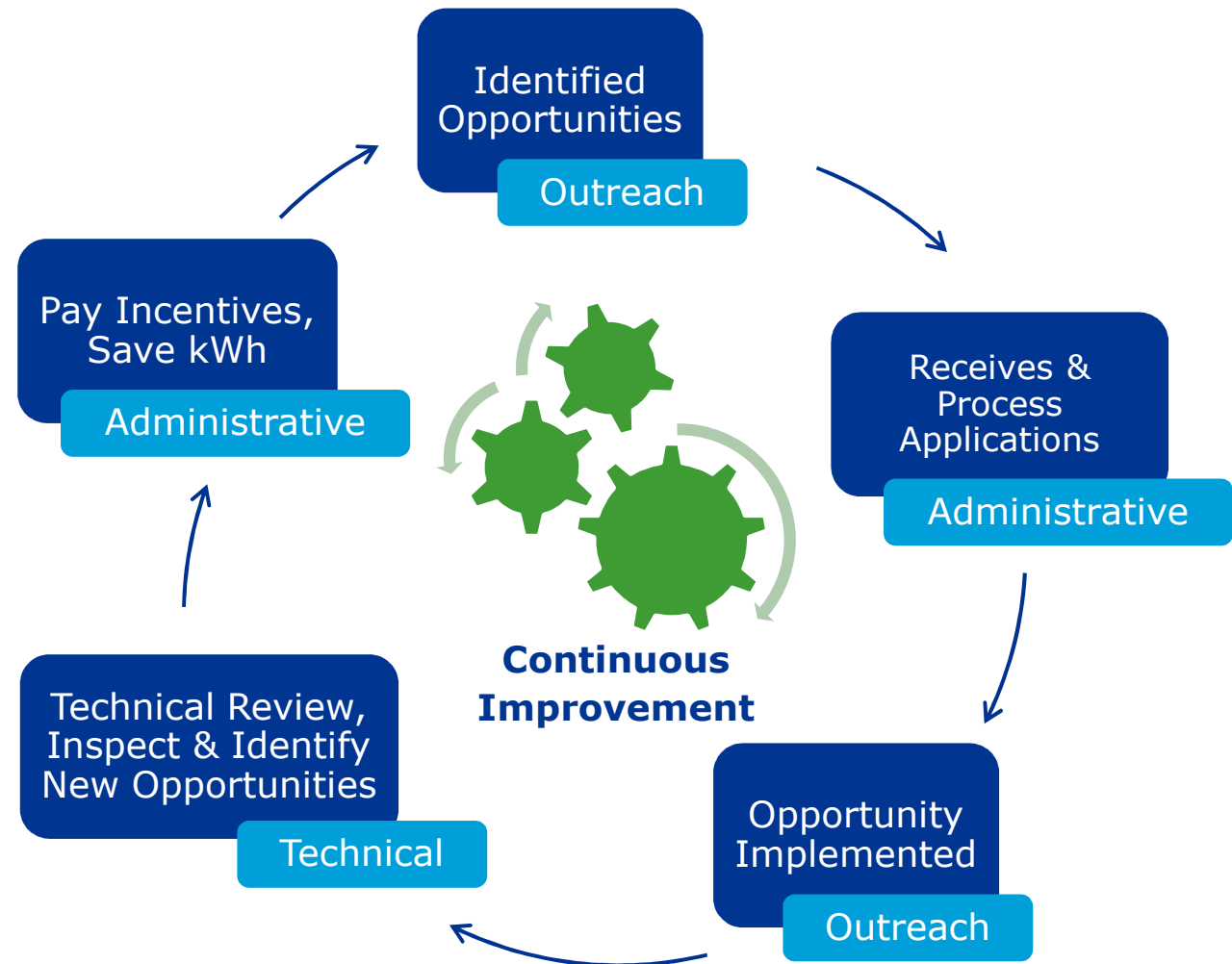
- An ongoing partnership
- Local team with nationwide DI implementation expertise
- Since 2002, has DNV GL implemented the BEST program in the East Bay
 - Other BEST programs were in SCE and SDG&E territory
 - Expanded this program model to other states in 2008
- Historically, very cost-effective program model with high net to gross and high realization rates

As of 2002
5988 projects
96,183,883 kWh
\$15,169,329 incentives



How DNV GL BEST Delivers Services

- Staff locally
- Leverage knowledge
- Collaborate with PG&E
- Work together with EBEW and partners



Surveying The Public Landscape

Local Governments Are Trying To Address Their Energy Needs While Addressing Additional Community Priorities

Why are these programs created?

- Local municipalities and government programs are created to address community priorities:
 - Economic development
 - Job creation
 - Sustainability
 - Green house gas reduction
- Many times these programs are designed to create the most social or environmental benefits
- Programs tend to be less targeted and aimed at creating broad changes

How is this different from Utility needs?

- Utility programs target communities and sectors that have the greatest potential for cost effective energy savings
- Utilities favor program models that allow for cost effective scale ups that can serve greater numbers of participants
- External factors such as job creation and economic development are not addressed or part of program goals

Strengths Of Municipalities That Contribute To Project Success

Advocacy



Education

Leadership for regional initiatives

Build stakeholder buy-in

Engagement

Challenges to Municipal Led Implementation

Lack of subject matter expertise



Resource constraints



Competing political pressures and/or lack of consensus



Lack of infrastructure



The Easy Bay Energy Watch Program allows the Utility to implement cost effective energy efficiency programs, while simultaneously addressing the unique challenges and needs of local communities.

Regions and Municipalities and able to have the flexibility to tailor these programs to address the unique needs of their community

Why Should Cities Work Closely With BEST And Implementers?

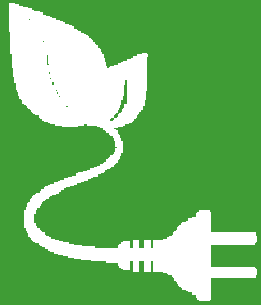


Leveraging already embedded energy efficiency programs saves cities money

Access to energy subject matter experts to implement city climate and energy savings goals without having to pay for expensive staff and infrastructure

Cities are able to allocate resources to higher impact endeavors including education and advocacy

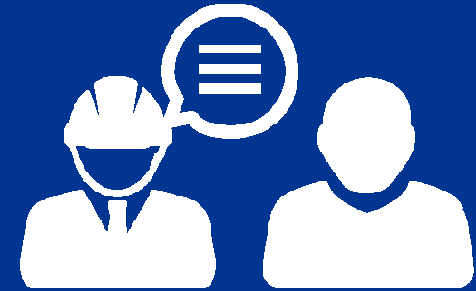
Additional Benefits For Cities To Participate



Municipalities and their Departments have goals and mandates to reduce energy usage. The BEST program allows these entities to have access to incentives to lower city project costs



Turn key implementation program free of cost that helps cities meet their climate action goals with no resource allocation needed



Increased economic development due to local contractor activity

How Can Cities Work With BEST?

Marketing and Advocacy Support

- Build community buy-in and awareness by marketing and highlighting DI programs and projects
- Invite implementers to speak at city events, gatherings, and presentations
- Find local energy champions to reach out to community to educate on how energy efficiency can save you money!

Develop City Specific Energy Incentives

- Make adopting energy efficiency more enticing by offering additional incentives or benefits in your city
- EX: Walnut Creek Incentive Kicker

Chamber of Commerce

- Create a nexus between commerce and environmental sustainability

This can enhance the services that the chamber provides for their members while simultaneously addressing economic, environmental and quality of life issues in your city

Create a “Green Team”

- A collaborative effort between private businesses, municipal and county agencies, and economic development professionals that address environmental and economic development issues as it relates to the cost of doing business.
- EX: Green Team San Joaquin

QUESTIONS?

Additional Items of Interest?

Thank You!

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