

File No. 121196

Committee Item No. 4

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance

Date January 9, 2013

Board of Supervisors Meeting

Date _____

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
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OTHER (Use back side if additional space is needed)

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Completed by: Alisa Miller Date January 4, 2013

Completed by: _____ Date _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document can be found in the file.

1 [Accept and Expend Grant - Energy Efficiency Program and Amendment to the Annual Salary
2 Ordinance - \$13,100,000]

3 **Ordinance authorizing the Department of the Environment to accept and expend a**
4 **grant in the amount of \$13,100,00 from the California Public Utilities Commission,**
5 **through Pacific Gas and Electric Company, to implement an Energy Use and Demand**
6 **Reduction through Energy Efficiency Program and amending Ordinance No. 165-12**
7 **(Annual Salary Ordinance, FYs 2012-2013 and 2013-2014) to reflect the addition of five**
8 **grant funded positions (5 FTE) at the Department of the Environment, for a term from**
9 **January 1, 2013, through December 31, 2014.**

10
11 Note: Additions are single-underline italics Times New Roman;
12 deletions are ~~strikethrough italics Times New Roman~~.
13 Board amendment additions are double underlined.
14 Board amendment deletions are ~~strikethrough normal~~.

15 Be it ordained by the People of the City and County of San Francisco:

16 **Section 1. Findings**

17 The California Public Utilities Commission ("the CPUC") requires the Investor-Owned
18 Utilities ("IOUs") to use ratepayer dollars to fund and administer a portfolio of programs that
19 enhance system reliability and provide in-state benefits, including cost-effective energy
20 efficiency.

21 Since 2003, the City, through the Department of the Environment, and the Pacific Gas
22 and Electric Company ("PG&E"), the IOU serving the City, have entered into a series of
23 contracts and contract modifications to conduct energy efficiency programs in the City using
24 funds allocated for this purpose by the CPUC through PG&E. Under the current three-year
25 contract for \$17,120,000, the Department of the Environment is operating the San Francisco
Energy Watch ("SFEW") program, which since 2010, has provided technical services and

1 \$8,600,000 in incentives to upgrade over 2,600 business and multifamily buildings in San
2 Francisco, reducing energy bills by \$10,000,000 annually.

3 On November 8, 2012, the CPUC issued a Decision which included directing PG&E to
4 extend and potentially expand contracts through December 2014 with local governments that
5 are implementing successful energy efficiency programs, and to do so within sixty (60) days
6 from the date of the Decision. These local governments, including San Francisco, had
7 submitted qualifying proposals to PG&E and were included in PG&E's portfolio of energy
8 efficiency programs under consideration by the CPUC.

9 The \$13.1 million award includes \$403,000 in continuing funds for a pilot program to
10 address the pervasive use of old, inefficient refrigeration units in restaurants and convenience
11 stores in San Francisco, which was previously approved by the Board of Supervisors in
12 Ordinance No. 098-12. The execution of that contract was delayed due to clauses in the
13 contract regarding new PG&E data security requirements. Rather than moving forward with
14 two agreements, PG&E has included the \$403,000 for the refrigeration pilot program in the
15 new contract authorization for 2013-2014 and activity on the program will now commence in
16 2013.

17 **Section 2. Authorization to Accept and Expend Funds.**

18 The Board of Supervisors hereby authorizes the Department of the Environment to
19 accept and expend \$13.1 million (including \$403,000 previously authorized) from the CPUC,
20 through PG&E, to effectuate the Grant and implement an Energy Use and Demand Reduction
21 Through Energy Efficiency Program in the City and County of San Francisco.

22 The Department of the Environment is further authorized to furnish whatever additional
23 information or assurances the funding agency may request in connection with this grant, and
24 to execute any and all agreements necessary to carry out the purpose of the grant.
25

1 The grant budget includes provision for indirect costs of \$1,519,130.

2 The term of the CPUC/PG&E grant is from January 1, 2013 through December 31,
3 2014

4 **Section 3. Grant-funded Position; Amendment to FY 2012-13 and FY 2013-14 Annual**
5 **Salary Ordinance.**

6 The hereinafter designated sections and items of Ordinance No. 165-12 (Annual Salary
7 Ordinance, FY 2012-13 and FY 2013-14) are hereby amended to ADD THREE (3) positions
8 in the Department of the Environment, and reads as follows:

9 Department: ENV-22

10 Program: CIP - ENERGY

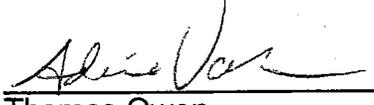
11 Subfund: 2S-ENV-GNC

12 Index Code: 220288

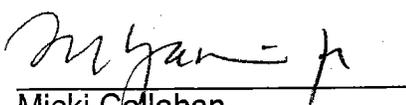
13

| 14 Amendment: | Number of Positions: | Class and Item No.: | Compensation 15 Schedule: |
|---------------|----------------------|-------------------------------------|------------------------------|
| 16 Add | .42 FTE | 0923 Manager II | \$3,589 B \$4,581 |
| 17 Add | .42 FTE | 5640 Environmental 18 Specialist | \$2,614 B \$3,178 |
| 19 Add | .42 FTE | 5638 Environmental 20 Specialist | \$2,151 B \$2,614 |

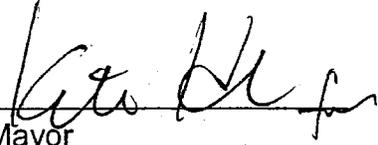
21 APPROVED AS TO FORM:
22 DENNIS J. HERRERA, City Attorney

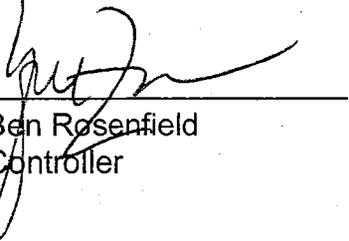
23 By: 
24 For: Thomas Owen
Deputy City Attorney

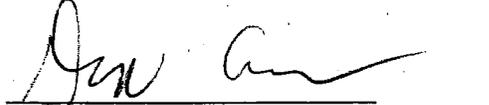
APPROVED AS TO CLASSIFICATION
DEPARTMENT OF HUMAN RESOURCES

By: 
Micki Callahan
Director

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APPROVED: 
Mayor

APPROVED: 
Ben Rosenfield
Controller

RECOMMENDED:

Melanie Nutter, Executive Director
Department of the Environment

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: The Department of the Environment
DATE: 11/15/12
SUBJECT: ASO Amendment with Accept and Expend for State Grant
GRANT TITLE: PG&E Energy Efficiency Contract

Attached please find the original and 4 copies of each of the following:

Proposed ASO amendment including Accept and Expend; original signed by Department, Mayor, Controller, City Attorney, Human Resources

Grant information form, including disability checklist

Grant budget

Grant application

Grant award letter from funding agency

Other (Explain): Legislative Checklist

Special Timeline Requirements:

Departmental representative to receive a copy of the adopted ordinance:

Name: Rachel Buerkle

Phone: 415-355-3704

Interoffice Mail Address:

Certified copy required: Yes

No

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).

Grant Information Form
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: Energy Efficiency Program

2. Department: Department of the Environment

3. Contact Person: Rachel Buerkle

Telephone: 415-355-3704

4. Grant Approval Status (check one):

Approved by funding agency

Not yet approved

5. Amount of Grant Funding Approved or Applied for: \$13,100,000

6a. Matching Funds Required: \$ No

b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: California Public Utilities Commission

b. Grant Pass-Through Agency (if applicable): Pacific Gas & Electric Co.

8. Proposed Grant Project Summary:

This is funding for a contract to continue to provide implementation, support, and rebate reimbursements for energy-efficiency upgrades on small and medium business properties, multi-family homes and single family homes.

The project ultimately reduces the City's overall greenhouse gas emissions by reducing energy demand.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: January 1, 2013

End-Date: December 31, 2014

10a. Amount budgeted for contractual services: \$2,250,000

b. Will contractual services be put out to bid? Yes. This is an on-going program and contracts to consultants are awarded based on the standard City contracting processes.

c. If so, will contract services help to further the goals of the Department's Local Business Enterprise (LBE) requirements? Yes

d. Is this likely to be a one-time or ongoing request for contracting out? One-time

11a. Does the budget include indirect costs?

Yes

No

b1. If yes, how much? \$1,519,130

b2. How was the amount calculated? Total Administration costs divided by the number of FTE's assigned to the grant.

c1. If no, why are indirect costs not included?

Not allowed by granting agency

To maximize use of grant funds on direct services

Other (please explain):

c2. If no indirect costs are included, what would have been the indirect costs?

12. Any other significant grant requirements or comments:

****Disability Access Checklist***(Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

Existing Site(s)

Existing Structure(s)

Existing Program(s) or Service(s)

Rehabilitated Site(s)

Rehabilitated Structure(s)

New Program(s) or Service(s)

New Site(s)

New Structure(s)

14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

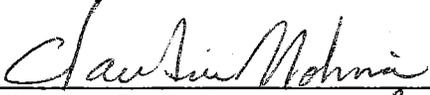
If such access would be technically infeasible, this is described in the comments section below:

Comments:

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Claudia Molina, Departmental ADA Coordinator, Payroll Personnel Clerk

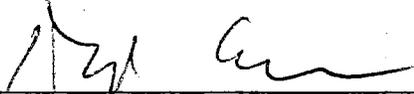
Date Reviewed: 11/15/12


(Signature Required) *Rev*

Department Head or Designee Approval of Grant Information Form:

Melanie Nutter, Director, Department of the Environment

Date Reviewed: 11/15/12


(Signature Required)

**Accept and Expend/ASO
PG&E Energy Watch program Award to
SF Department of the Environment**

| Personnel | Tasks | Number of Staff | TOTAL |
|-----------------------------------|---|---|----------------------|
| Manager II 0923 | Program Management, Strategic Planning | .42 FTE (.42 is new) | |
| Environmental Unit Manager 5644 | Program Development and Management | 1.35 FTE | |
| Sr. Environmental Specialist 5642 | Program Administration and Implementation | 2.84 FTE | |
| Environmental Specialist 5640 | Coordinate outreach, track program activities, support data analysis and reporting | 6.64 FTE (.42 is new) | |
| Environmental Assistant 5638 | Support data analysis and reporting for program staff. | 1.00 FTE (.42 is new) | |
| Account Clerk 1630 | Fiscal and accounting support | 1.00 FTE | |
| Associate Engineer 5207 | Program development and implementation | .75 FTE | |
| Administrative Analyst 1822 | Fiscal and accounting supervision and support. | .10 FTE | |
| Subtotal | | | \$ 2,927,870 |
| Contracts | | Tasks | |
| Administrative Support | Administrative assistance in processing program applications, paying incentives to participants, and tracking and reporting | Contractors will be selected using standard City contracting practices. | \$ 1,500,000 |
| Technical Assistance | Industry coordination and specialized technical support at business sites, quality control, and preparation of reports | Contractors will be selected using standard City contracting practices. | \$ 750,000 |
| Subtotal | | | \$ 2,250,000 |
| Incentive Dollars | | | |
| Incentives to Participants | | | \$ 6,000,000 |
| Subtotal | | | \$ 6,000,000 |
| Indirect Costs | | | |
| Overhead expenses | | | \$ 1,519,130 |
| Subtotal | | | \$ 1,519,130 |
| Previously Approved | | | \$ 403,000 |
| TOTAL PROJECT COST | | | \$ 13,100,000 |



**Pacific Gas and
Electric Company®**

Mailing Address:
Mail Code N8G
Pacific Gas and Electric Company
P. O. Box 770000
San Francisco, CA 94177-0001

November 16, 2012

City and County of San Francisco
Department of Environment
Melanie Nutter
11 Grove Street
San Francisco, CA 94102

Overnight Mail:
Mail Code N8G
Pacific Gas and Electric Company
245 Market Street
San Francisco, CA 94105-1702

RE: Funds for San Francisco Energy Watch for 2013-2014 Portfolio Cycle

Dear Ms. Nutter,

Pacific Gas and Electric Company (PG&E) intends to provide the San Francisco Department of the Environment (SF Environment) \$13,100,000 in program funding to implement the San Francisco Energy Watch (SFEW) Local Government Partnership Program during the 2013-2014 Portfolio cycle. Funding for Local Government Partnerships was approved by the California Public Utilities Commission on November 15, 2012 as part of the decision approving the overall 2013-2014 Energy Efficiency Portfolio (A.12-07-001).

SFEW funding will be used to support the following activities in 2013-2014:

- Marketing & Implementing of SFEW Energy Efficiency Direct Install Programs, including incentives for Energy Efficiency Measures targeting businesses and multifamily customers
- Benchmarking Assistance and Piloting of Emerging Technologies
- Continuation of the Retirement Plan for Commercial Food Service Refrigeration

PG&E will work with SF Environment to finalize the scope of work and terms and conditions to be included in the final SFEW 2013-2014 Program Contract.

Sincerely,

Larry Goldstein
Director, Channel Engagement
Pacific Gas and Electric Company

cc:

Ann Kelly, Program Manager, San Francisco Department of Environment
Environmental Commission, San Francisco Department of Environment
Office of the Mayor, City and County of San Francisco

PG&E Local Government Partnership Success Criteria Evaluation

Partnership Name: San Francisco Partnership

EEGA Code: PGE2147

Partners: PG&E, San Francisco

Element: Government Facilities

1. Promote/achieve cost-effective energy savings in municipal facilities operated by cities, counties and special districts.

Accomplished in 2010-2012

San Francisco's municipal buildings are **not PG&E electric customers** and are not eligible for IOU KW and kWh programs. A number of large municipal gas projects were referred and processed through PG&E's Customized Retrofit Program. The San Francisco Partnership (Partnership) focuses on the private sector, with exception to those municipal gas-related projects that qualify under the Partnership. **Please see sections below .**

Proposed for 2013-2014

The Partnership will continue to work with PG&E and assist in identifying potential gas projects for the Customized Retrofit Program. We will expand our coordination with SF PUC to identify smaller gas projects that would meet deemed or direct install specifications eligible under the Partnership.

2. Provide value-added energy planning services such as benchmarking, audits, project management assistance, and training and education of city/county officials.

Accomplished in 2010-2012

SF's Dept of the Environment (SFE) was responsible for passing the Existing Commercial Benchmarking (ECB) Ordinance requiring annual energy benchmarking of commercial buildings in the City in 2011. The ordinance ensures commercial owners and tenants have the information to make smart decisions that save energy, money, and CO2. There are two requirements: (1) Benchmark energy use each year, so businesses can compare with others and track progress. (2) Get an energy audit every five years, which identifies cost-effective opportunities to improve.

The Department's Green Building group also was responsible for revising the City's Green Building Ordinance to require LEED Gold standards rather than the previously required LEED Silver. Municipal buildings are subject to these ordinances as well.

Training and education on the new standards are provided to relevant city officials and agency staff.

In 2011, the World Green Building Council presented San Francisco with an award for the Best Green Building Policy worldwide.

Proposed for 2013-2014

San Francisco's 10-year municipal capital plan calls for an average of \$300 million each year in facility development, all of which will meet new City standards. Any gas projects will be referred by Partnership staff to PG&E's account representative for follow-up on municipal projects.

3. Leverage additional funding sources such as ARRA funding and On-Bill financing.

Accomplished in 2010-2012

ARRA funding for municipal facilities were not leveraged with Partnership funding, as government facilities are not PG&E electric customers.

[Please see description of ARRA programs under Core Program Coordination/Implementation below]

Proposed for 2013-2014

Element: Core Program Coordination/Implementation

1. Engage and achieve cost-effective energy savings with non-profit, small/medium business, residential, and/or other hard-to-reach customers.

Accomplished in 2010-2012

Since 2010, San Francisco Energy Watch has been exceeding its goals consistently. Through May of 2012, the Partnership has performed over 2,250 retrofit projects, accounting for \$7 million in incentives. Energy savings from these projects are: 48.5 million kWh; 8.5 MW; and over one million therms (not including interactive affects). The robust therm savings come from San Francisco's focus on targeting Multifamily buildings, where the majority of City residents live. Over \$3 million of the incentives were paid out for retrofits in 800 multifamily buildings.

The program is both cost-effective and comprehensive in the measures offered and customer classes served—the thousands of small and medium businesses and multifamily properties that have literally been in the shadow of City skyscrapers traditionally served by IOU programs. The Partnership is designed to offer turnkey services for a broad range of lighting, refrigeration, HVAC, controls, and energy management measures, emphasizing a high degree of quality control and quick payments through a revolving incentive account. Installation contractors who participate in the program must attend a training session and are subject to pre-and post inspections to insure they are complying with program standards. There is an ongoing outreach effort to recruit local contractors to work with the program.

ARRA projects leveraged with the Partnership

SFE designed and implemented an extremely successful ARRA program that replaced or upgraded both heating and hot water boilers in multifamily buildings in San Francisco. The Boiler replacement program leveraged the Partnership program's pipe insulation and boiler control gas measures, as well as lighting measures to make each project as comprehensive as possible.

The Boiler Program spent \$1,760,000 in incentive dollars on some 245 projects. Of these, the Partnership incentives contributed an additional \$370,000 for leveraged measures at some 170 sites.

San Francisco also launched a commercial Property Assessed Clean Energy (PACE) program in late 2011 after having to close down a residential PACE program due to the action of the Federal Housing Finance Agency (FHFA). The CEC was able to direct funds to the Commercial program, which is building momentum.

Benchmarking Ordinance

San Francisco's new ECB ordinance groups buildings by square footage into three categories (50,000/25,000/10,000) to be benchmarked between Oct, 2011 and April 2013. PG&E staff and SFE have worked closely together to inform building owners of the requirements, which includes a mandatory energy audit every 5 years, with an initial audit deadline of Nov. 15, 2012 for the largest category of buildings.

In coordination with SFE and to assist in supporting the new ECB ordinance and the overall value of benchmarking, PG&E held a number of local benchmarking workshops at the Pacific Energy Center. The training focuses on instructing attendees on how to use the EPA's Energy Star system, how to set up an energy action plan and what resources are available to provide support. PG&E account managers also inform customers they encounter about the ordinance and direct them to the appropriate resources. SFE has continued trainings both at the PEC and through Webinars.

Comment [AK1]: SFE has been holding its own trainings and webinars through same consultant

The awareness created by the ordinance has served to drive PG&E customers to the Partnership and increase participation rates.

Proposed for 2013-2014

The Partnership will build on its relationships with property owners and strengthen ties with local building engineering

companies to accommodate requests surrounding compliance with City's benchmarking ordinance and energy retrofit financing program. PG&E also plans to continue supporting on-going benchmarking workshops for business customers.

Benchmarking Ordinance

Benchmarking deadlines are annual, and audits for the 2 smaller categories of buildings are called for in 2013 and 2014 respectively. We expect the ordinance to continue to drive customer participation in the Partnership, in PG&E's custom auditing program and in other appropriate Core Programs. SFE energy auditors have provided technical assistance and advice to large building owners, who must have an ASHRAE Level II audit—which is not currently part of the Partnership scope of work. The energy auditing staff do however, provide ASHRAE Level I audits, which in many cases will satisfy ordinance requirements for the two smaller categories of buildings. We expect a steady uptake in the Partnership's energy retrofits as a result in 2013-14 and need to engage with engineering firms assisting larger properties. As outlined in the Expansion Criteria below, SFE would like to expand its offering around benchmarking.

Commercial PACE

The program has a 5-year contract with the State to use a revolving fund and will continue through 2013 and beyond. We will be working closely with customers to leverage the Partnership's technical services and incentives and other potential financing sources to encourage comprehensive retrofits.

The expected increase in program activity as a result of these efforts as demonstrated in 2012 will require a commensurate increase in the budget (both T&M and Incentives) for 2013-14 estimated at \$12 million total for both years.

2. Foster greater program participation in PG&E's overall portfolio (3P, Core EE, DR, Solar).

Accomplished in 2010-2012

Partnership staff has worked closely with PG&E reps and technical staff when serving large customers interested in the program. Regular coordination has been ongoing to ensure that the customers' needs are met by the appropriate program, including PG&E 3rd party programs (3P) that offer specialized services not available through the Partnership.

Proposed for 2013-2014

In 2013-14, the Partnership intends to:

- a. **Work more closely with the 3P HVAC programs, such as hood fan ventilation and boiler retrofits/controls.**
- b. **Work with PG&E to develop an improved system that will enable more Partnership customers to take advantage of the on-bill financing options.**
- c. **Improve referral system to accommodate Customized Retrofit projects expected to be generated by the Benchmarking Ordinance.**

Element: Strategic Plan Menu Support

1. Progress towards achieving Strategic Plan goals.

Accomplished in 2010-2012

- a. Passed and implemented the Commercial Lighting Efficiency Ordinance (CLEO) that requires energy efficient fluorescent lighting in existing commercial and multifamily buildings.
- b. Updated SF Bldg Code 13C Green Building Requirements to incorporate CALGreen, plus GreenPoint Rated for residential and LEED Silver (LEED Gold in 2012) as minimum requirement for new construction.
- c. Amended green building code (see above) to require renewable energy and/or 25% T24 code compliance margin in all new commercial buildings >25k sq ft beginning in 2012.
- d. Passed implemented the Existing Commercial Buildings Energy Performance Ordinance (ECBEPO) requiring ongoing benchmarking and comprehensive energy audits for all nonresidential buildings >10k sq ft
- e. Updated Community-wide and Municipal GHG inventories called for in the Climate Action Plan

Proposed for 2013-2014

- a. Implement Commercial Refrigeration Innovator Pilot Program

- b. Update Climate Action Plan
- c. Devise Targeted Commercial Programs by obtaining and analyzing utility data from benchmarking results
- d. Update Residential Energy Conservation Ordinance to support Home Performance retrofits.

2. Leverage other resources to work towards strategic plan objectives, including PG&E and non-PG&E resources.

Accomplished in 2010-2012

- a. **ARRA programs:** Multifamily boiler replacements; EUC; Workforce development; Financing for affordable housing retrofits; HVAC and Lighting upgrades on 12 municipal properties
- b. **Renewal Energy Report:** Established a Mayor’s Task Force on “100% Renewables” (included a sub-committee on energy efficiency) that produced a plan that is expected to be adopted in summer of 2012.
- c. **Wind Map:** Completed mapping of the City to identify wind energy potential

Proposed for 2013-2014

- a. **ARRA.** Some funding continues into 2013 for residential programs
- b. **Renewables:** Study to be undertaken to identify specific feasible renewable projects in Task Force Plan
- c. **CSI Thermal:** Work with PG&E on solar hot water installations.

Overarching Success Criteria

1. Community Engagement

- a. **Promote local presence through community-based initiatives and/or leverage community resources (financial and non-financial) to ensure the success of the Partnership. Leverage partner’s unique role as a community leader to work collaboratively among local stakeholders and to enhance the success of the Partnership.**

Accomplished in 2010-2012

The SFEW Neighborhood Campaign (2009-2012) was created in partnerships with PG&E to intensify community-based outreach to local businesses within targeted commercial corridors in all Supervisorial Districts (1-11) in San Francisco. Through grassroots efforts, staff from the Partnership, PG&E and “Environment Now”—a workforce development and training program—conducted District-by-District neighborhood outreach to promote the Partnership to small business owners.

The marketing strategy involved the following outreach activities in each targeted District over a 3-4 month period:

- a) Meeting with each District Supervisor to describe the program, solicit support from their office, and invite the Supervisor to join the neighborhood walks that would take place in the following weeks .
- b) Presentations at various merchant associations’ meeting (including in Spanish or Chinese).
- c) Contacting local neighborhood newspapers, blogs, and local radio programs to coordinate with reporters interested in writing a story about the Campaign (including in Spanish and Chinese).
- d) Working with PG&E program manager to acquire a list of businesses in each District and sorting by customer size.
- e) Neighborhood walks where team members canvassed every business to describe the program and attempt to obtain a signed access agreement that would enable them to get a free energy audit. They left program literature and contact information.
- f) Team was trained to note where or where not there were opportunities for energy savings. They also note businesses that were closed and returned when they were open and did follow up phone calls where the owner/decision maker was not available

A total of 1,378 businesses throughout the City of San Francisco signed up for the free energy assessment. Of these, 88% of the customers that requested the audit met program eligibility qualifications for SFEW’s Small Business Direct Install Program—which is a complete no-hassle turnkey program for very small and/ or businesses run by customers who speak English as a second language. The remainder were served by components of the Partnership designed for larger Commercial and Multifamily customers.

Proposed for 2013-2014

The Partnership will continue to implement community-based initiatives and outreach to help local businesses cut energy costs through energy efficiency upgrades. The Partnership will work with PG&E to develop new campaigns implementing the lessons learned from the previous SFEW Neighborhood Campaign (2009-2012), targeting certain market sectors. In addition, the Partnership will continue to engage and promote local presence in the community by strengthening relations with neighborhood merchants associations, community leaders, local media and City representatives.

b. Achieve additional local benefits beyond energy savings, such as local job creation/economic development, community engagement, and staff capacity-building.

Accomplished in 2010-2012

SFEW's focus on recruiting local companies to become participating contractors in the program has enabled these businesses to retain and/or hire new staff directly as a result of the program. With an average of \$250,000 in program incentives generated each month, both local suppliers and installation contractors have seen the benefits of staying active in the program.

SFE began a workforce development and job training program (Environment Now) in 2010, originally funded by ARRA through the U.S. Department of Labor. When ARRA funding was cut off, the Department maintained the program, but had to reduce its size. The program supports soft skills development, workforce readiness, and technical job skills in addition to eco-literacy and environmental stewardship. During the SFEW Neighborhood Campaign (2009-2012), up to 10 Environment Now members were assigned to work with Partnership staff to support outreach efforts. They visited targeted businesses, identified energy-saving opportunities in the business, and encouraged businesses to sign up for a free SF Energy Watch energy audit.

The Department of the Environment has been able to increase capacity building by hiring engineers and other highly skilled staff to work on the program. This is the main reasons the Partnership has been so successful over the years. Customers appreciate solid technical expertise and impartial advice over marketing pitches.

Proposed for 2013-2014

The program will continue to provide these local benefits and will increase where the opportunities arise.

2. Link energy efficiency projects and initiatives to elements of an adopted energy, climate change or sustainability plan.

Accomplished in 2010-2012

San Francisco has both an Electricity Resource Plan and a Climate Action Plan. All the work conducted under the Partnership is designed to meet GHG reduction goals. The City has a goal of Zero Net Energy, just as the State has in the Strategic Plan

Proposed for 2013-2014

All energy reduction strategies and programs described here are governed by referenced Plans

3. Additional goals from the 2010-2012 Program Implementation Plan (PIP)/Scope of Work that the Partnership did or will accomplish (beyond those noted above).

Accomplished in 2010-2012

NTR

Proposed for 2013-2014

To accomplish or exceed all above sections for 2013-2014

OFFICE OF THE MAYOR
SAN FRANCISCO



EDWIN M. LEE
MAYOR

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: *Edwin M. Lee* Mayor Edwin M. Lee
RE: Accept-Expend Grant - Energy Efficiency Program and Amendment to the
Annual Salary Ordinance - \$13,100,000
DATE: December 11, 2012

Attached for introduction to the Board of Supervisors is the ordinance authorizing the Department of the Environment to accept and expend a grant in the amount of \$13.1 million from the California Public Utilities Commission, through Pacific Gas and Electric Company, to implement an Energy Use and Demand Reduction Through Energy Efficiency Program in the City and County of San Francisco and amending Ordinance Number 165-12 (Annual Salary Ordinance, FY 2012-13 and FY 2013-14) to reflect the addition of five (5) grant funded positions (5 FTE) at the Department of the Environment.

I request that this item be calendared in Budget and Finance Committee.

Should you have any questions, please contact Jason Elliott (415) 554-5105.

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