

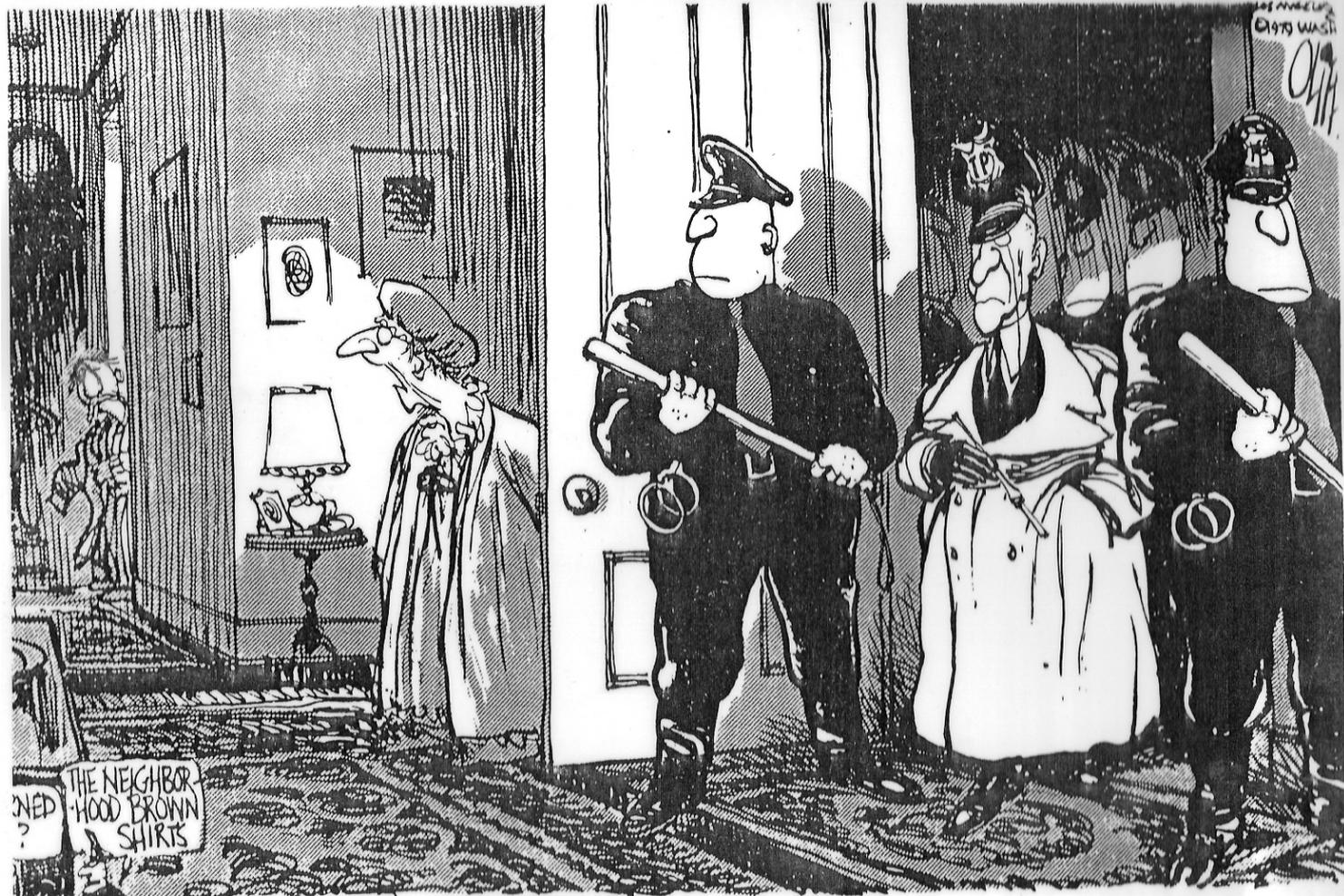


“Building Stronger Small Businesses using Energy Efficiency & Access to Capital”

SMALL BUSINESS WORKSHOP

March 16th, 2010

Green Business Summit



'Henry—It's the thermostat police!'

As major energy users, small businesses must be pro-active by using energy smarter and reducing energy use.

To do this small (all) businesses need three basic tools:

1. Energy savings that can be easily measured.
2. Access to capital that allows businesses to invest in energy savings.
3. Regulations that encourage businesses to earn profits by saving energy, balancing requirements with incentives to mitigate costs.

We need to know more about what we're using.

BILLING DATE: **Sep 12, 2008**
ACCOUNT NUMBER: **03985473-001 5**
DATE DUE: Sep 30, 2008
AMOUNT DUE: \$41.44

Historical Data - ITEM 4

Month	Average kwh/day
S 2007	15
O 2007	20
N 2007	25
D 2007	35
J 2008	75
F 2008	45
M 2008	25
A 2008	20
M 2008	10
J 2008	30
J 2008	15
A 2008	15
S 2008	15

Your Average Daily kwh Usage by Month

PERIOD ENDING	SEP 2008	SEP 2007
Avg. Daily Temp.	66	67
Total kwh	432	337
Avg. kwh per Day	14	11
Cost per Day	\$1.38	

Looking for ways to pay?
Try ePay and pay online with your checking account. Or for a fee, use our pay by phone option by calling toll free 1-800-672-2403.

If we can get this kind of information, we can figure things out !

Even Better....



- “Smart Meters”
- Projected to cut use 5%-10%
- Interactive – controlling max loads
- Google / Lucid “dashboards”
- Opens the door for more attractive rates
- By the way, what rate do I have now ?
- Can I save \$\$ NOW with a different rate ?
- Will my utility help ?

Google.....

- **ENERGY STAR for Small Business**

This leads to the answers about where to save energy in your business and what to do once you know that.

- **Characterization and Analysis of Small Business Energy Costs**

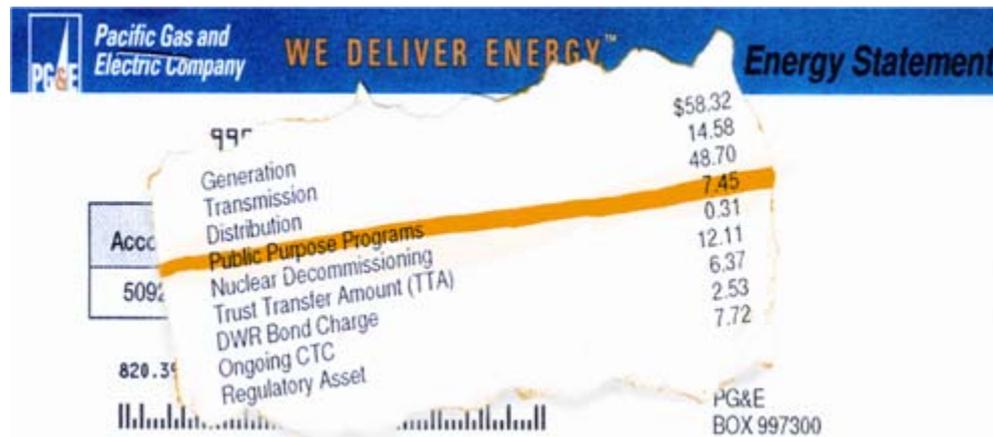
How to compare your business against other kinds of operations and how much does a business like yours use on average ?

- **California Incentives for Renewables and Efficiency**

Is there any financial help available? Does my utility offer rebates or other incentives to use less energy ? (Wait a minute...they sell the stuff...why would they want to do that ??)

Get Your Money's Worth!

On the account detail of your PG&E/SCE/SDG&E bill, you will see a small charge for "public purpose programs."



The image shows a portion of a PG&E Energy Statement bill. The header includes the PG&E logo, the text "Pacific Gas and Electric Company", the slogan "WE DELIVER ENERGY™", and the title "Energy Statement". The bill is partially obscured by a torn paper effect. A yellow highlight is drawn over the "Public Purpose Programs" line item. The table below lists various charges and their amounts.

Account Number	Charge Description	Amount
999	Generation	\$58.32
	Transmission	14.58
	Distribution	48.70
	Public Purpose Programs	7.45
	Nuclear Decommissioning	0.31
5092	Trust Transfer Amount (TTA)	12.11
	DWR Bond Charge	6.37
	Ongoing CTC	2.53
	Regulatory Asset	7.72

PG&E
BOX 997300

This charge provides the funding for energy efficiency programs, "on bill" financing, and rebate incentives. You have been paying into this fund since you have been a PG&E/SCE/SDG&E/SoCalGas customer.

It's about time you got some of your money back!

Southern California Edison

Link to EE Program Info

<http://www.sce.com/business/ems/appdownload.htm>

SoCalGas Third Party Programs

2 types of EECs –

Resource
#3P-NRes3 - Small Industrial Facility Upgrades
#3P-Xc02 - SaveGas – Hot Water Control
#3P-Xc01 - Gas Cooling Retrofit
#3P-NRes4 - Program for Resource Efficiency in Private
#3P-Res03 - Multifamily Home Tune-Up
#3P-Res04 - Multifamily Solar Pool Heating
#3P-Res06 - Multifamily Direct Therm Savings
#3P-Res09 - Manufactured Mobile Home
#3P-Xc03 - Upstream High Efficiency Gas Water Hea
#3P-Res07 - LivingWise™
#3P-Res01 - On Demand Efficiency

Non-Resource
#3P-NRes1 - Steam Trap and Compressed Air Survey
#3P-NRes2 - Energy Challenger
#3P-Res02 - HERS Rater Training Advancement
#3P-Res05 - Community Language Effic Outreach
#3P-Xc04 - California Sustainability Alliance
#3P-Xc05 - Portfolio of the Future (PoF)
#3P-Xc06 - Energy Efficient Ethnic Outreach

Local Government (Energy Watch) Partnerships

Program Offerings*

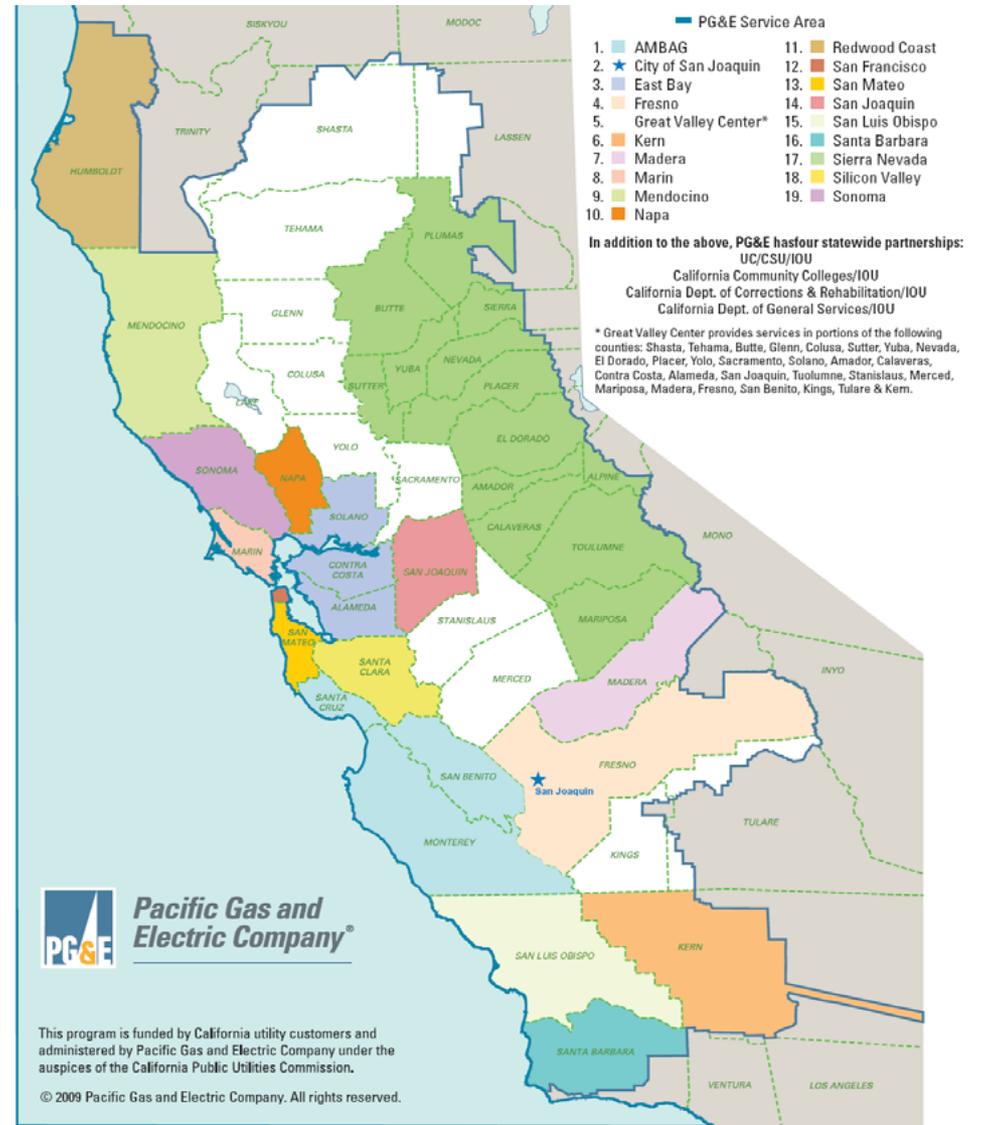
- **Municipal Retrofits**
 - Audits
 - Application Assistance
 - Technical support

- **Direct Install**
 - Small Business
 - Moderate Income

- **Community Outreach and Education**

- **Support with Long Term Strategic Plan initiatives**

Note: Program offerings may vary by partnership



Local Government (Energy Watch) Partnerships

- **San Francisco County**
- **San Mateo County**
- **Association of Monterey Bay Area Governments (AMBAG)**
- **San Jose/Silicon Valley**
- **East Bay** - Alameda, Contra Costa
- **Sonoma County**
- **Napa County**
- **Marin County**
- **Redwood (Humboldt County)**
- **Mendocino County**
- **City of San Joaquin**
- **San Joaquin County**
- **Fresno City and County**
- **Kern County**
- **Madera County**
- **San Luis Obispo County**
- **Santa Barbara County**
- **Sierra Nevada** – Plumas, Butte, Sierra, Yuba, Sutter, Nevada, Placer, El Dorado, Amador, Alpine, Calaveras, Tuolumne, Mariposa



- Analyze Your Energy Use
- Small and Medium Business Solutions
- Large Business Solutions
- Partners and Trade Professionals
- Search Energy Efficiency Implementation Specialists
- Search Trade Professionals
- Find Energy Watch Partnerships
- For Trade Professionals
- Rebates, Incentives & Resources
- Demand Response Incentives
- Solar Energy Incentives
- Self-Generation Incentives
- Buyer's Guides
- Energy Saving Tips

Partners and Trade Professionals

PG&E program partners, local contractors and trade professionals offer special assistance in implementing energy efficiency measures for your business. These specialists help you to take advantage of PG&E rebates and incentives by distributing, installing, and servicing the energy efficient equipment and systems that PG&E supports.



Trade Professionals

Many local trade professionals offer energy-efficient equipment and services paired with PG&E rebates and incentives to reduce the cost of implementation. To find an installer, contractor, distributor or retailer for your energy efficiency project, search our [Trade Professionals Directory](#).

Or, if you would like to register as a trade professional, please visit our [trade professional resources](#).

Energy Efficiency Implementation Specialists

PG&E authorizes third party contractors as strategic partners to manage energy efficiency programs for PG&E. These programs offer incentives and turnkey services to facilitate installation of energy efficiency technologies and are designed to address specific needs of each industry. [Search for a specialist](#) in your industry to help you implement your energy efficiency project and save money on energy costs.

Energy Watch Partnerships

Energy Watch partnerships offer local governments and communities a direct opportunity to partner with PG&E and gain access to a multitude of programs and services that will help you manage the energy needs of municipal facilities and community businesses. Find an [Energy Watch Partnership](#) in your area.





MANAGE MY ACCOUNT

CUSTOMER SERVICE

ENERGY SAVINGS & REBATES

ENVIRONMENT

EDUCATION & SAFETY

Print Page | Email Page

Search Energy Efficiency Implementation Specialists

Pacific Gas and Electric Company has partnered with energy efficiency specialists in order to extend the reach and effectiveness of energy efficiency, demand response, renewable energy and self-generation programs.

Maximize your business's energy savings through energy audits, implementing energy efficient technology, receive rebates and incentives and enjoy a cleaner environment.

Searching and Viewing the Program List

Select your industry.

PLEASE NOTE: Search results do not appear in alphabetical order.

Bold Fields Required

Search Programs

Select Your Industry

Choose One...



Search

- Analyze Your Energy Use
- Small and Medium Business Solutions
- Large Business Solutions
- Partners and Trade Professionals
 - Search Energy Efficiency Implementation Specialists
 - Search Trade Professionals
 - Find Energy Watch Partnerships
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- Self-Generation Incentives
- Buyer's Guides
- Energy Saving Tips



Energy Efficiency Programs by Industry

Print Page | Email Page

Program and Partner	Description	Industry	Technology	Eligible Customers	Eligible Geographic Areas
Vacom Technologies Industrial Refrigeration Performance Plus (IRRP)	The IRRP Program targets refrigerated warehouses, food processors and related cooling operations that operate year-round or seasonally in the food and beverage sector in the areas of processing, storage and distribution operations with industrial refrigeration systems as a large portion of their electric load. Existing facilities will be retrofitted, emphasizing refrigeration system improvements, as well as addressing lighting, envelope, pumping, air handling and related process equipment.	Agriculture and Food Processing	Process, Lighting, HVAC, Refrigeration	Refrigerated warehouses, food processors and related cooling operations that operate year-round or seasonally in the food and beverage sector	All PG&E
EnSave, Inc. California Dairy Energy Efficiency Program (DEEP)	The Dairy Energy Efficiency Program promotes installation of energy efficient measures to dairy customers, and offers cash incentives on variable speed drives, compressor heat recovery units, scroll compressors, lighting, time clocks, ventilation and premium efficiency motors.	Agriculture and Food Processing	Process, Lighting, HVAC	Dairies	All PG&E
Enovity Boiler Energy Efficiency Program	The Boiler Energy Efficiency Program provides marketing, technical assistance and financial incentives to PG&E's hospitality customers for the implementation of boiler system energy efficiency improvements that will result in both natural gas and electrical energy savings.	Industrial, Agriculture and Food Processing, Health Care, High	Process, High Efficiency Boilers, Variable Speed Drive	Agriculture and Food Processing, Commercial and Industrial	All PG&E

CoolCalifornia.org

Small Business Toolkit

- ***New*** Small Biz Calculator

CLIMATE ACTION PLANNER ^{Beta}
for California Small Businesses



- **Additional Toolkit Content**
 - Info about how to save \$ & reduce emissions
 - Success stories profiling green businesses
 - Financial resources

Contact: Annmarie Rodgers at arodgers@arb.ca.gov or (916) 323-1517

Existing CA Green Business Programs

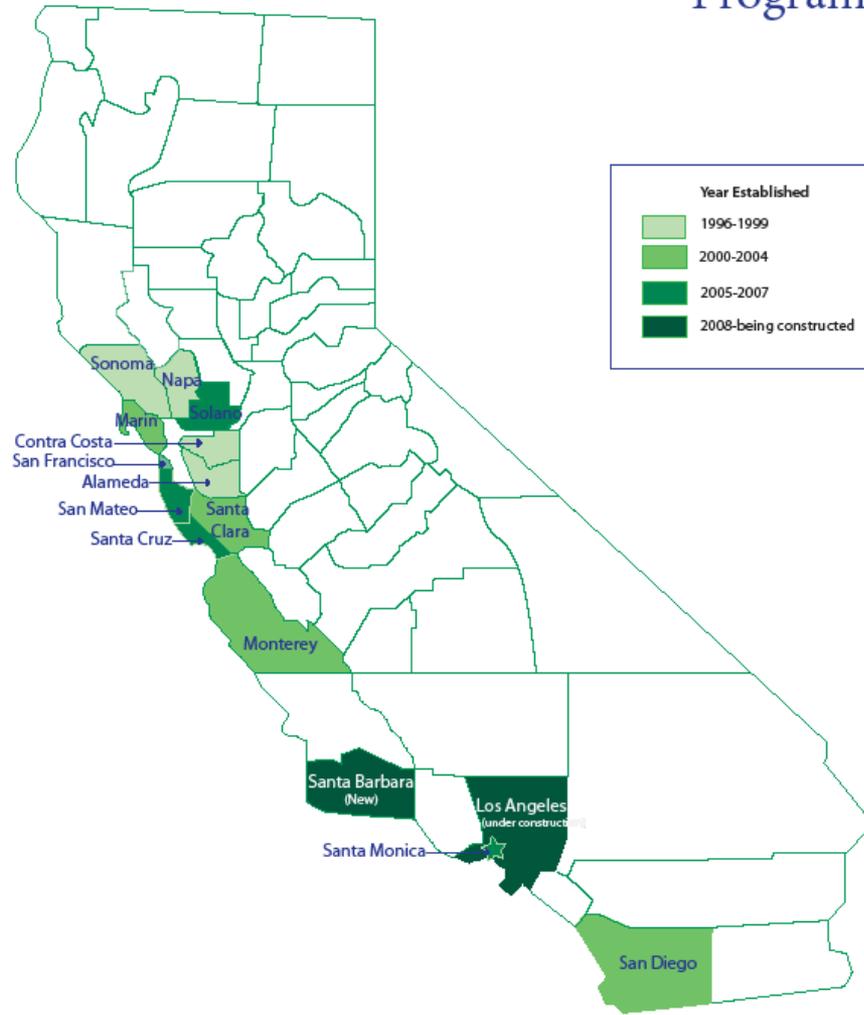
Bay Area Programs:

Sonoma
Napa
Solano
Marin
Contra Costa
San Francisco
Alameda
San Mateo
Santa Clara

Other:

Monterey BAY Co's
Santa Barbara
Santa Monica
Los Angeles
San Diego

Establishment of California Green Business Programs



Scope of Program

Work with existing small-medium sized firms to reduce overall operating costs, cut pollution and increase resource efficiency

- **Assessment-** Businesses receive audits for performance in 4 areas: water, waste, energy and pollution prevention
- **Compliance-** Businesses must be in compliance with all environmental regulations and meet a set of requirements laid out in (14) industry-specific checklists
- **Certification-** Businesses able to meet checklists requirements are recognized for their efforts
- **Target Specific Local Business Types**

Examples of Environmental Measures - Checklist

Media Area	MUST do	MAY Do
Solid Waste Reduction and Recycling	Purchase recycled content products such as copy paper, toilet tissue, printer cartridges, etc.	Use double-sided printing and draft paper
Energy Conservation	Replace incandescent bulbs with CFLs or replace T12 lamps with T8 or T5 lamps	Install timers or occupancy sensors in rooms
Water Conservation	Replace older toilets with high efficiency models	Use reclaimed water for irrigation
Pollution Prevention	Use less toxic cleaning products	Stencil "No Dumping, Flows to Bay" on all your storm drains

Kim Parker, CEO of the California Employers Association recently noted the # 1 problem for small businesses:

ACCESS TO CAPITAL



On Bill Financing (OBF), is a utility based method of providing seamless 0% financing through the monthly power bill for small business energy efficiency improvements.

- Project costs financed by Utility Partner
- Usually 0% financing to Customer
- Allows the purchase of energy efficiency to be the same as the purchase of energy – verified savings is crucial!

“OBF” provides more small businesses with the opportunity to address energy costs as a "controllable", thus helping the bottom line.

Side by Side Comparison



Default Loan Term

Project Cost:	Material costs	\$9,204.20
	Labor costs	\$6,571.03
	Project Subtotal	\$15,775.23
	Tax (CT 6%)	\$946.51
	Total Cost	\$16,721.74
	Approved UI Incentive	\$7,886.52
	Net Total Cost	\$8,835.22
	Monthly Payment (16)	\$552.20
	-> Annual Energy Savings	42,301 kWh
Estimated: (may include adjustments) ->	Annual Dollar Savings	\$6,927 = \$577.25/monthly
	Pay Back	1.2 years

Cash Positive \$25.05

Loan Extension – 36 months

Project Cost:	Material costs	\$9,204.20
	Labor costs	\$6,571.03
	Project Subtotal	\$15,775.23
	Tax (CT 6%)	\$946.51
	Total Cost	\$16,721.74
	Approved UI Incentive	\$7,886.52
	Net Total Cost	\$8,835.22
	Monthly Payment (36)	\$245.42

-> *Annual Energy Savings* 42,301 kWh

Estimated: -> *Annual Dollar Savings* **\$6,927 = \$577.25/monthly**

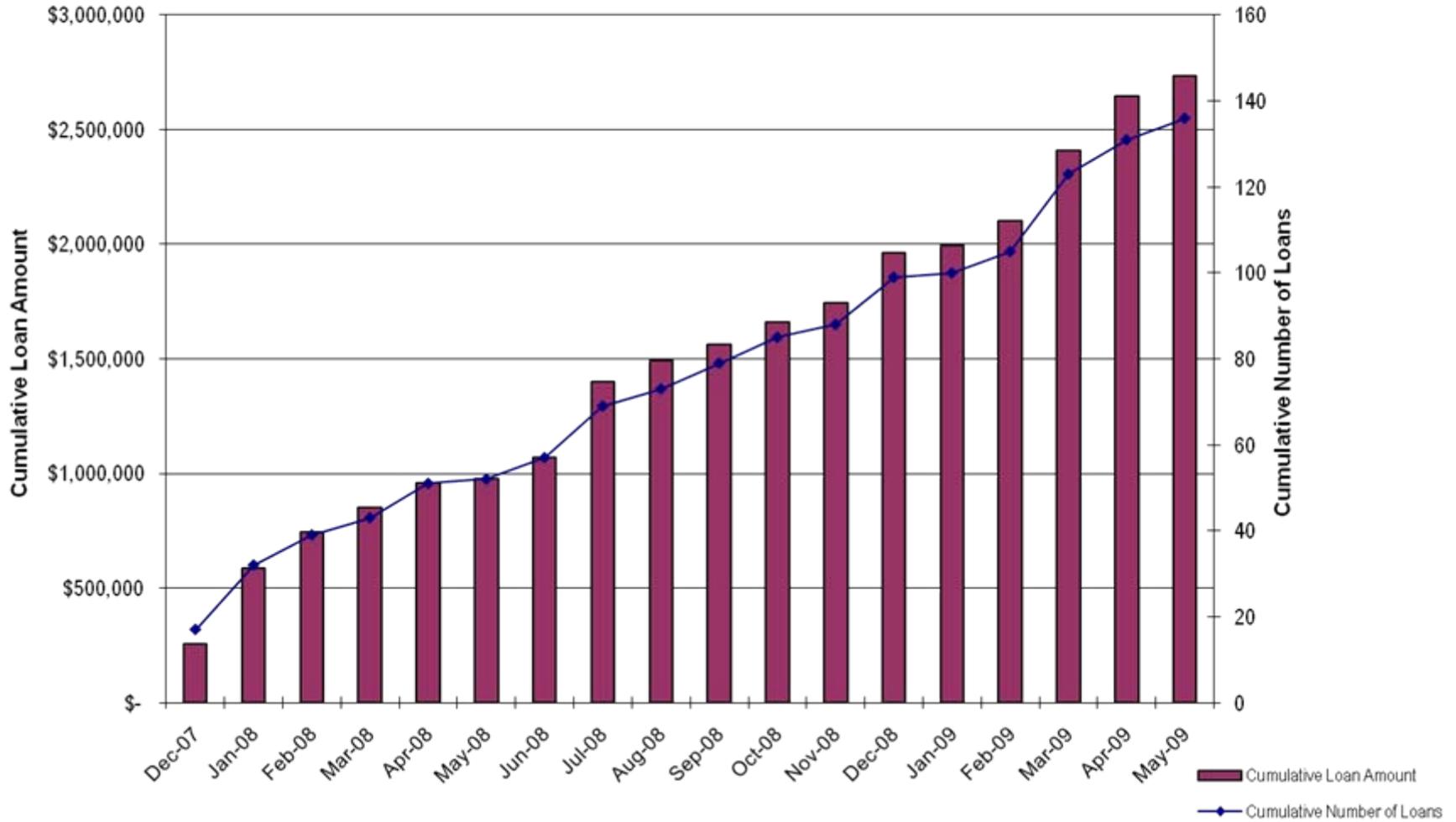
(may include adjustments) ->

Pay Back

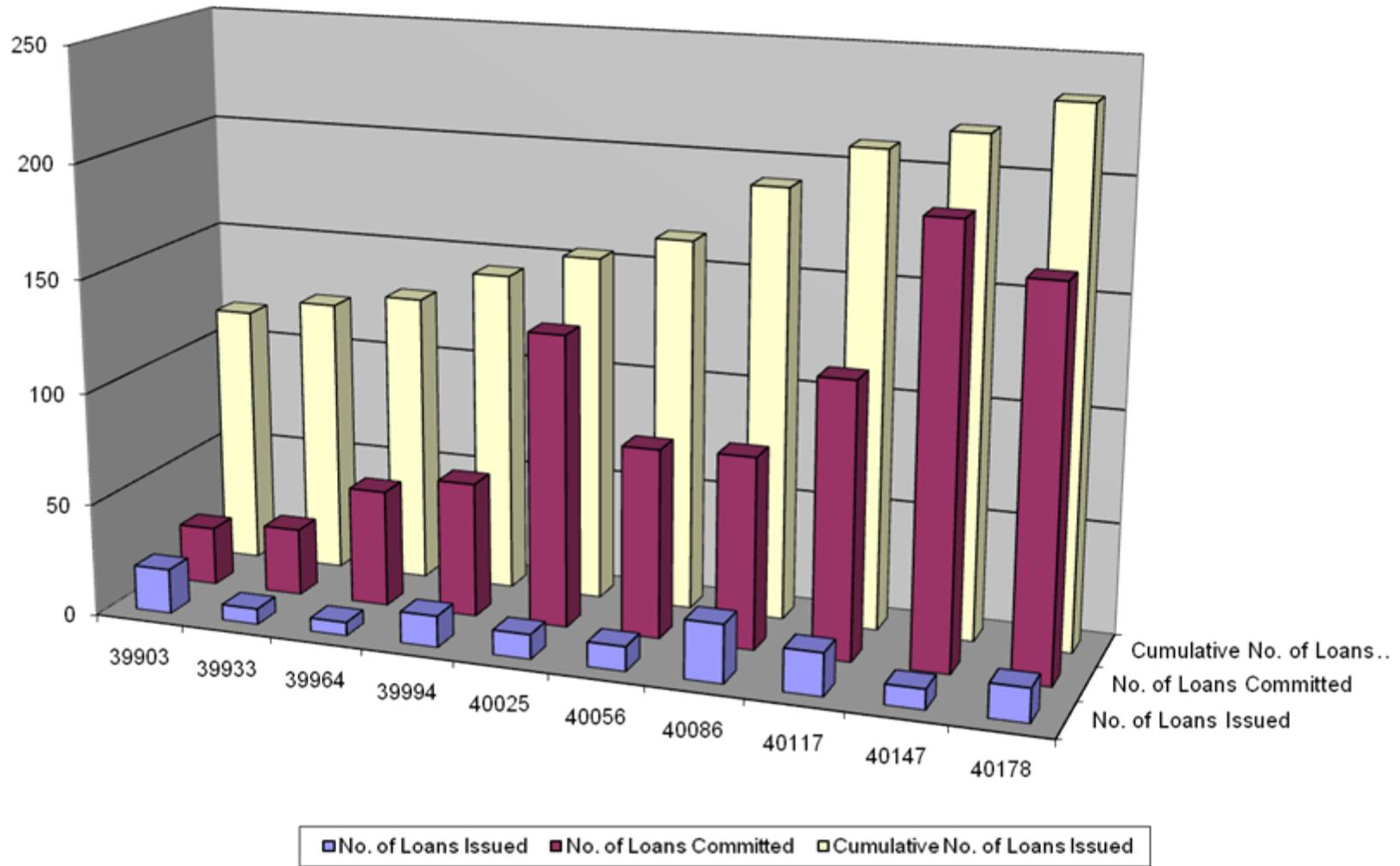
1.2 years

Cash Positive \$331.83

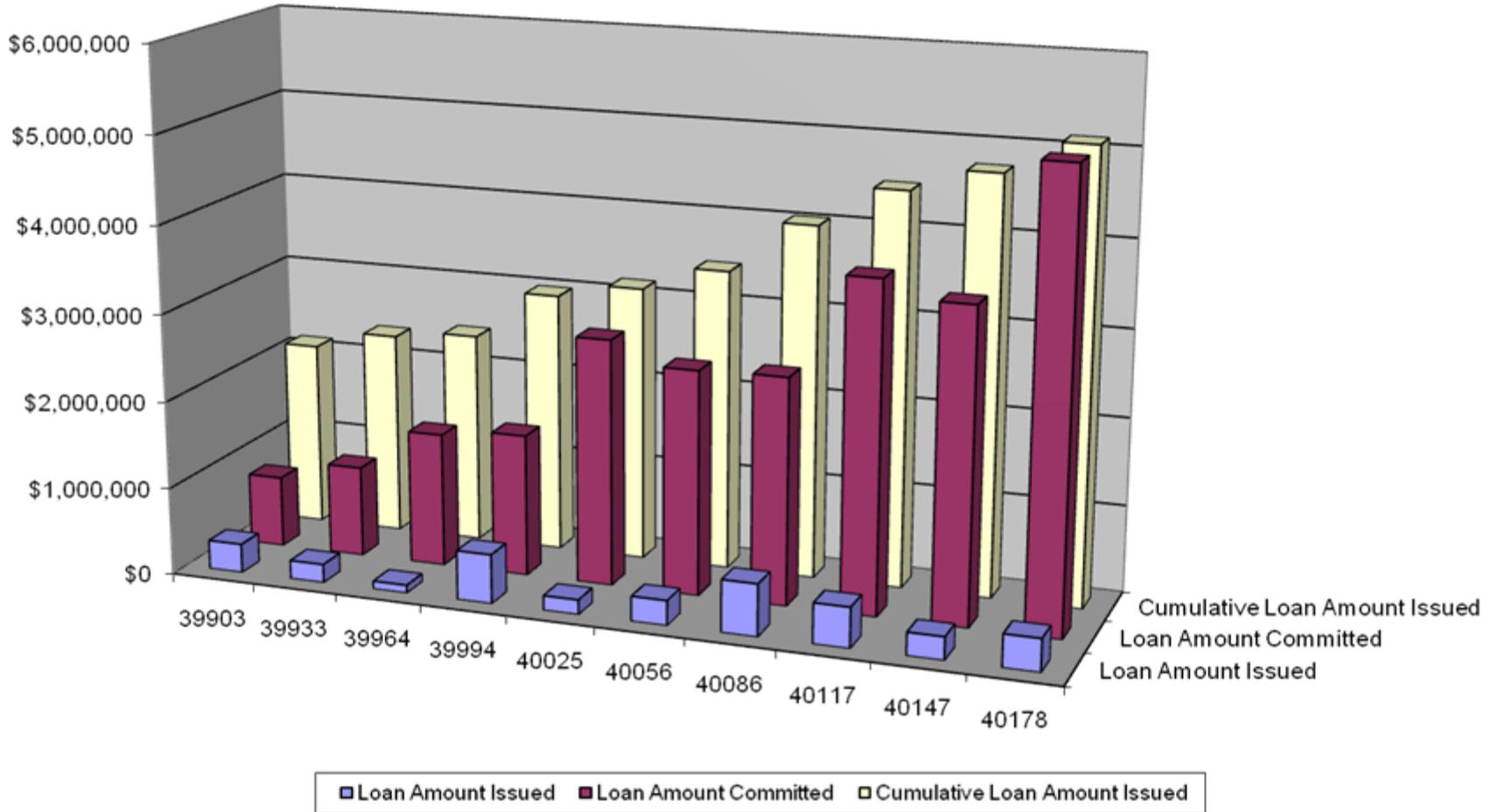
**San Diego Gas & Electric
On-Bill Financing - Issued Loans
18-Month Cumulative History Ending December 2009**



**San Diego Gas & Electric
On-Bill Financing - Number of Issued and Committed Loans
March - December 2009**



San Diego Gas & Electric
On-Bill Financing - Amount of Issued and Committed Loans
March - December 2009



SCE OBF

“Finally, we continue to fine tune our 2010-2012 OBF offering.

Currently authorized funding is \$16 Million, of which \$12 Million is earmarked for public sector entities and \$4 Million for private sector entities.

OBF funding will be dedicated to EE projects for which incentive rebates have been approved with the loan proceeds covering an amount up to total project cost less rebates.

We plan on rolling the OBF program out in **Q2 of 2010**.

I hope this information is useful.”

Regards, jim d

(James Dodenhoff, Manager, Business Services, Energy Efficiency – SCE – email – 1/28/10)

PG&E OBF

“Possibly 2012”

Phone conversation with Maria Eansor, PG&E, 1/18/10

PG&E serves over 55% of CA IOU customers.

Small Business to America's Rescue?



Small Business Plug-in Hybrid Diesel Work Truck
2010 ?

Can these vehicles help with Demand Response?

SB-Cal Member Business Profile

MacKenzie Automotive Parts Warehouse - Light Duty Vehicles



MacKenzie Warehouse is a 60+ year old family business located in San Francisco serving the Bay Area from their 52,000 square foot facility. Their auto parts delivery service is at the heart of their business utilizing 17 vehicles averaging 120 miles per day. **If gas prices return to \$4+ per gallon levels, CEO Michelle MacKenzie will see monthly fuel costs rise AGAIN from \$4600 to over \$10,000 !**

With an average **16-21 MPG rating**, the fleet of Toyota Tacoma pickups **cost around \$17K each in 2000**. Currently the fleet averages 300K miles per vehicle. Preventative maintenance keeps them rolling.

Small businesses like MacKenzie are everywhere delivering everything ! What will the next fleet choice be for businesses like this ? Can they afford to risk \$\$ investing in vehicles available today to gain 5-10 MPG ? Will that actually protect their 95 employees?

Think about it. How many businesses like this exist in California ?





What about “OBF” for transportation?
Is there a source of sustainable access to
capital to increase BEV/PHEV sales?



“Sustainable Cash for Clunkers”

Using 20 cents of the 50 cents for mileage reimbursement to employees as a metric for an employer to employee 0% interest loan

Example: Employee drives 10,000 miles/year on company business.

3 years @ 20 cents x 10,000 miles = \$6000 loan

Employer loan costs may be subsidized by air districts.



Chevy Volt Plug-in Hybrid



Ford Transit “Connect” BEV

Cost - \$40,000 – current incentives (\$7500) = \$32,500 – C for C Loan = \$26,500

Loan paid via lower fuel costs over time.

SB-CAL Supports AB32

- AB32 commits California to make meaningful emissions reductions.
- Regulations should be properly balanced with incentives to allow businesses to adjust to changes.



- Small Business California
- Statewide non-partisan small business advocacy organization
- www.smallbusinesscalifornia.org
- Core Issue Areas:
 - [Healthcare](#) [Workers compensation](#) [Workforce development](#) [Government regulation](#) [Energy](#) [Access to capital](#)
- Hank Ryan, Executive Director, Energy Grant Program Manager

Cell: 510-459-9683

Email: hryan@smallbusinesscalifornia.org