

Palm Desert Energy Partnership

Energy Efficiency Best Practices Forum

October 14, 2010



Palm Desert Energy Partnership



A Sempra Energy utility

Partnership Background

- Program started in 2007 as partnership between City of Palm Desert, Southern California Edison, Southern California Gas Company, and The Energy Coalition
- Designed as an aggressive and groundbreaking energy efficiency model
- Goals:
 - Reduce energy consumption within City by 30% over 5 years
 - 215 M kWh; (13,200 Homes/yr.)
 - 48.7 MW peak demand; and
 - 5.7 M Therms natural gas
 - Empower community to save energy, money, environment

Palm Desert Demographics

- Residents Play Important Role:
 - 55% of total electric usage (30K meters)
 - 73% of total gas usage (30K meters)
 - 50,000 permanent residents (32,000 seasonal)
 - 80+ Homeowners Associations, most include golf courses
 - 8,100 single-family pools



Partnership Strategies

- Innovative / Replicable / Cost Effective
- Build community groundswell (Outreach)
- Provide customer financing (AB 811)
- Utilize new technology to save money
- Marketing
 - Advertising (local newspapers)
 - Newsletter (Brightside)
 - HOA meetings/ Energy Rallies
 - Website
 - Contractor meetings



Unique Partnership Programs

- Goal: Unique / Innovative / Cost Effective
 - City Funded Office of Energy Management
 - EE Upgrade Program with A/C Tune-ups
 - Palm Desert's Energy Loan Program (EIP)
 - New Technology Pilot Tests
 - LED landscape lighting, liquid pool covers, behavior change
 - “One Stop Shop” Pool Pump/Pool Heater Program



“One Stop Shop” Pool Pump/Pool Heater Program

- One call to Office of Energy Management
- Convenient, simple process
- Preselected EE equipment, price (including rebate)
 - Variable Speed Pool Pump
 - EE Pool Heater
- Preselected contractor, easy installation and inspection (permit fee waived)
- No paperwork / no hassles



“One Stop Shop”

Save up to 70% on pool's annual energy costs

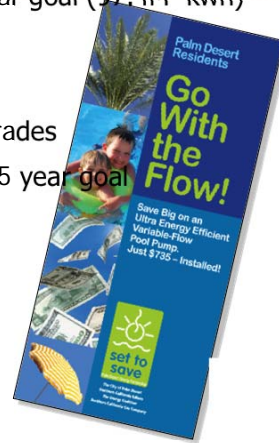


One Stop Shop Results

- “One Stop Shop” Pool Pump/Heater Program:
 - During 2 year period 800 variable speed pool pumps installed
 - 100 EE Pool Heaters installed
- Partnership efforts have achieved carbon emissions savings of 36,407 metric tons of CO₂
 - Equivalent of removing 7,900 autos from the road

Partnership Results

- Partnership Energy Savings:
 - Electric savings achieved is 45% of 5 year goal (97.4M kwh)
 - » Pool pump replacements
 - » HVAC retrofits
 - » EE Upgrades (Cool roofs, lights upgrades)
 - Natural gas savings achieved is 34% of 5 year goal (1.94 Therms)
 - » Pool Heater replacements
 - » Water Heaters / Furnaces
 - » Insulation Upgrades
 - » Appliances



Customer Financing (AB 811)

- FUNDING
 - Phases 1 & 2 - \$5.5M
 - 215 loans
 - 95 PV solar / 120 EE projects.
 - Phase 3 - \$6.0M (In Process)
 - Total City Commitment \$15.0M



Q&A

- Contact Information:
 - Martin Alvarez, Redevelopment Manager
 - malvarez@cityofpalmdesert.org
 - 760 346-0611
 - Cityofpalmdesert.org
 - SetToSave.com

