



Small Commercial / Industrial Direct Install Pilot Program**

Primary Objectives

- Identify and implement gas and electric energy efficiency opportunities associated with mechanical, electrical, and thermal systems in existing small commercial, industrial, governmental, and institutional buildings.
- Assist WG&E customers reduce operating costs by incentivizing the identification and installation of energy efficiency opportunities in an expedited manner.
- Test and evaluate the process, from lead generation through audit and implementation, to inform future refinements of the program that can be applied to WG&E and more broadly, to other MMWEC member municipalities.

Program Summary/ Design

WG&E will take a measured approach to implementing C&I energy efficiency programs in Westfield. In the first year of the pilot period, the program will be administered through a controlled process whereby customers submit an application and a project expeditor is assigned to the project. The project expeditor will conduct an energy audit, prepare an audit report, and install selected measures. Measure installations and energy savings are tracked and verified by a WG&E program representative. This process allows WG&E to control the number and type of measures funded, and provides WG&E the ability to catalogue the types of efficiency measures most prevalent in their service territory. This information may be used to develop prescriptive incentive programs in subsequent pilot years.

In 2010, the program design will consist of the following process:

- Application: Customers complete an application form that addresses key contact information, facility type and use, prior year energy usage, high level inventory and prioritization of energy using equipment, interest in renewable/alternative energy, and any other specific client interests or needs
- Intake and Assignment: Once an application is received, the project will be entered into the program tracking database. Baseline energy use will be recorded and compared to buildings of similar size and use. The project will be assigned to a pre-qualified project expeditor.
- Investigation: The project expeditor will conduct a targeted energy audit that will include evaluation of mechanical, electrical, and thermal systems, as well as consideration of any specific areas of interest noted by the customer in the initial application. The cost and scope of the audit will vary based on the size and complexity of the facility, and will be reviewed with, and approved by the client before the project expeditor conducts the audit.
- Energy Audit Report: Completed audit reports will be uploaded to the program tracking database and submitted to the client. Audit reports will include analysis of baseline energy usage, identification of energy efficiency opportunities, projected energy savings, measure installation costs, and simple project economics. Recommended measures, energy savings, and costs will be entered into the program tracking database for consideration
- Installation: Unlike the C&I retrofit program for medium and large customers, there is no holding period for evaluation of measures; measures may be installed immediately following the energy audit. Selected measures will be installed by the project expeditor,

**This document represents the Proposed Pilot Design as of June 28, 2010. Incentives and Program Delivery are subject to change as the process is evaluated and refined



www.wgeld.org
 Program Hotline
 (877) 259-3015



WESTFIELD GAS+ELECTRIC

	<p>or by a qualified vendor with whom the client has an existing relationship.</p> <ul style="list-style-type: none"> • Verification: Once the measures have been installed, a WG&E employee or representative will visit the site to confirm that the measures have been installed and are working properly. Once the measures have been verified, incentive payments will be made to the installing contractor.
Target Market	<p>All non-residential customers – commercial, industrial, governmental, and institutional, with single month energy consumption less than 4,000 kWh in any month. Multi-family building owners that meet this monthly consumption threshold are eligible to participate in this program.</p>
Marketing Approach	<p>Throughout the term of the three year pilot program, customer participation levels will be closely monitored to ensure program targets are met and incentive expenditures are on track with those budgeted. Marketing efforts will be adjusted as required throughout the term of the program to allow WG&E to realize its participation target goals.</p>
Target End Uses	<p>Target end uses include, but are not limited to building envelop, lighting and lighting controls, motors and drives, HVAC equipment, energy management systems, furnaces and boilers, and site-specific custom measures (i.e. renewable energy)</p>
Recommended Technologies	<p>Recommended electric technologies include, but are not limited to, energy-efficient fluorescent ballasts, lamps, and fixtures; hard-wired and screw-in compact fluorescent systems; high intensity discharge systems; LED lighting and occupancy sensors; energy management systems; and refrigeration measures such as evaporator fan controls, efficient evaporator fan motors, automatic door closers and door heater control devices for walk-in coolers. Any cost-effective efficiency measures that result in electric savings are eligible for consideration under this program.</p> <p>Recommended gas technologies include programmable thermostats, pre rinse spray valves, pipe insulation, and potentially some weatherization and infiltration measures. Any cost-effective efficiency measures that result in natural gas savings are eligible for consideration under this program.</p>
Financial Incentives	<p>Westfield will provide incentives to co-fund up to 50% of the cost of the energy audits up to a maximum of \$2,500 per project.</p> <p>Once the energy audit has been conducted and the efficiency opportunities identified, incentives are available for the installation of efficiency improvements up to 50% of the total approved project costs, up to a maximum of \$5,000 per project. Incentives will not be offered if such incentives would reduce the simple payback to less than one-year.</p>
Delivery Mechanism	<p>The direct install program is designed as an accelerated program for small C&I customers to have energy audits conducted and immediately proceed with the installation of approved measures. The project expediter model has been utilized with great success by a number of Massachusetts Investor Owned Utilities. For the first year of the pilot period, Westfield has selected a single qualified engineering firm with experience in both energy auditing and installation services to serve as project expediter during the pilot phase.</p>

**This document represents the Proposed Pilot Design as of June 28, 2010. Incentives and Program Delivery are subject to change as the process is evaluated and refined