



C&I New Construction and Lost Opportunity Pilot Program**

Primary Objectives

- Support the integration of energy efficient technologies and building practices in new construction and renovation of commercial, industrial, institutional, and government facilities, by providing technical assistance and financial incentives specific to the needs of each individual project.
- Target the brief window of opportunity to install premium grade replacements when equipment fails or is near the end of its useful life
- Test and evaluate the process for identifying time dependant projects, providing technical services, and providing financial incentives to further the installation of highly efficient equipment. The process evaluation will 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 contact the program and complete an application to inquire about technical services or rebates for their specific new construction or renovation project. Due to the highly custom nature of new construction and renovation projects, appropriate levels of funding and technical assistance will vary based on a project by project basis. The program administrator will develop a customized plan noting areas where technical assistance is available, what types of rebates may be available, and the participant's cost share of services. In 2010, WG&E anticipates the program design will consist of the following process:

- Initial Application: Customers complete an application,
 - Contact information
 - Project type (new construction, major renovation, end of life replacement)
 - Facility Information
 - Any specific areas of interest for study/technical assistance?
- Customized Work Plan: Based on the specific projects needs identified in the application and during a conversation between the customer and the program representative, a customized work plan will be developed. The customized work plan will follow one of two tracks as outlined below:
 - *Technical Services Track:* For projects in which technical services are to be rendered, the work plan will identify the scope and type of services to be rendered, the total estimated cost of services, and the customers cost sharing obligation. The scope of work and cost are negotiable between the program administrator and the customer. Efficiency measures implemented as a result of a co-funded technical assistance study will be eligible for the incentive on incremental labor and equipment costs.
 - *Prescriptive Track:* For projects where a rebates are sought for incremental costs of high efficiency equipment and no technical assistance is needed. The program administrator will prepare a work plan that specifies which costs are eligible for the program and outlines the procedure for receiving a rebate.
- Rebate Process: The process for receiving rebates on eligible labor and equipment costs will be iterative between the customer and the program administrative. The program administrator will require documentation of each of the following before

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Program Summary/ Design, cont'd	<p>any rebates will be processed:</p> <ul style="list-style-type: none"> ○ Labor and material cost of standard equipment installation ○ Labor and material cost of premium (energy efficient) equipment installation ○ Estimate of energy savings resulting from premium equipment ○ Field verification that equipment has been successfully installed <p>The program administrator is capable of providing technical services to establish incremental costs or projected energy savings as needed, or customers can provide this information directly subject to check by the program's technical experts.</p>
Target Market	<p>All time-dependant electric and gas energy efficiency opportunities in the C&I sector - commercial, industrial, governmental, and institutional customers. Multi-family building owners are eligible to participate in this program. Specific projects to be targeted are all new construction, major renovation, and end-of-life replacements where there is an opportunity to install premium efficiency equipment.</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>
Technical Assistance Services Offered	<p>The program administrator has access to broad cross-section of industry experts capable of providing technical assistance as needed on a project by project basis. Specific examples where technical assistance support is contemplated during the pilot phase of the program include:</p> <ul style="list-style-type: none"> • Review of architectural, mechanical, and electrical building plans for compliance with the State Energy Code, and Leadership in Energy and Environmental Design (LEED) criteria. • Assist in the identification and selection of premium efficiency equipment for replacements. Assist in the procurement of price quotations for standard and premium equipment (to calculate incremental costs) and in the calculation of estimated energy savings • Technical Service Providers can perform cursory plan reviews and offer suggestions on how to incorporate energy efficient features that may qualify for incentives • General consultation regarding energy use in buildings, including best practices on air sealing and building envelope construction, lighting systems, HVAC systems, and renewable energy systems.
Target End Uses	<p>Target end uses include, but are not limited to building envelop, lighting and lighting controls, motors and drives, HVAC equipment, chiller water systems / refrigeration systems, high efficiency heating and water heating, energy management systems, compressed air, furnaces and boilers, additional unique gas and electric industrial processes, and site-specific custom measures (CHP, renewable, etc.)</p>
Financial Incentives	<ul style="list-style-type: none"> • WG&E will co-fund 50% of the cost of the technical services up to a max of \$5,000 per project. • WG&E will provide rebates for 50% of the <u>incremental cost</u> of premium efficiency equipment and measures up to a max of \$7,500 per project
Delivery Mechanism	<p>Installation of measures may be conducted by qualified contractors with whom the customer has an existing relationship, or through contractors who have been pre-selected by WG&E. Technical service providers will be assigned on a project by project basis to match the individual needs of each unique project</p>

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