

ENERGY EFFICIENCY STUDY PROPOSAL

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TITLE OF STUDY: RES_STATEWIDE WHOLE HOUSE MARKET BASELINE STIUDY

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UTILITY CONTACT INFORMATION

Utility Name: SCE

Utility Contact: Caroline Chen

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Utility Programs Affected: Whole House & Whole Apartment Programs

SCOPE OF STUDY

1. **Nature of Study:** Briefly describe the nature of the study. This is not a substitution for a complete document describing the study proposal, which must be submitted with this cover sheet.

Project Status: Fast Track

Project Description/Purpose:

The Whole House program is a statewide program that is mandated by the October 2009 EE decision. As part of the joint program design process, the IOUs have collectively reviewed relevant nationwide whole house studies and comparison as part of the all party workshops. Currently, the program is designed with two parts: Basic (deemed values with 10% savings goal) and Advanced (performance based with up to 20% savings goal).

The IOUs need to collect baseline information prior to commencing with program intervention so that we can properly target potential households for this effort. This baseline study also will identify key market indicators to inform program design for 2013-2015 program cycle. At this time, the bulk of the forecasted savings is expected to come from the Basic Services. Based on our market research results and current economic climate, the target market may be small, and sensitive to the required size of investment for their homes. Additionally, the Whole House programs on file today generate less than acceptable cost effectiveness using standard TRC methodologies (i.e., postpone generation energy savings as benefits). Finally, the IOUs would like to collect additional early M&V data to provide better documentation for the program work-papers.

The program baseline data collection may include:

1. # of qualifying contractors available to participate in prescriptive program (i.e., # of licensed contractors) and performance program (i.e., # of BPI qualified contractors) in California and by IOU territory,
2. # of homes have achieved 10% to 20% or greater energy usage reduction before January 1, 2010 as compared to 2008 baseline year,
 - a. For those homes that achieved more than 10% energy usage reduction levels by January of 2010, how did they achieve it? Did they achieve it through EE, DR or CSI and other programs or non-program behaviors? If yes, which program or non-program behavior and how?

In addition, IOUs are interested in conducting early M&V to assess the validity of the work-paper assumptions and savings estimate. This may require analysis of program applications and Q/A & Q/C data. We are especially concerned about the building leakage by climate zones. Some field data collection will be required.

As part of this evaluation, IOUs would like to explore alternative TRC scenarios given considerations to environmental adders (GHG, etc.) to full account for cost effectiveness of the program.

Project Output:

- Program baseline data as described above,
- Early M&E data to support and verify work-papers,
- Recommendations for alternative TRC scenarios.

Project Focus: This project is focused on Whole House Programs only.

Budget: This project has a preliminary budget of \$350,000.

Preferred and Optional Contractor/s: TBD

Scope of Work/Project Plan: TBD

Project Schedule: The exact project schedule still needs to be worked out. IOUs would like to see final report from this study by Q/2 2011 so timely feedback for 2013-2015 program design can be possible.

Supporting Project Documentation: TBD

Importance (Rank the study as Essential, Important, or Desirable as follows): *Essential* – Required by CPUC decision or mandate. This is a market baseline study that is necessary to establish the market conditions prior to program intervention and to properly target potential households for program outreach.