



1/23/2024

PROGRAM ADMINISTRATION

CALIFORNIA

NON RESIDENTIAL ENERGY EFFICIENCY Program Year 2023

Program Description

Commercial, industrial, and irrigation energy efficiency services and incentives are offered through the Non-Residential Energy Efficiency program, Wattsmart Business.

Wattsmart Business¹ is designed to influence new and existing non-residential customers to increase the efficiency of electric energy usage both through the installation of efficient equipment as well as adoption of improved energy management protocols. Qualifying measures include those which produce verifiable electric energy efficiency improvements compared to an established baseline.

Wattsmart Business offerings include:

- Typical upgrades included in Incentive Lists: Incentives for listed lighting, HVAC, motors, food service, irrigation, compressed air, and other equipment upgrades that increase electrical energy efficiency and exceed energy code requirements.
- Custom analysis: Offers energy analysis studies, services, and incentives for more complex projects.
- Energy Management: Provides expert facility and process analysis and incentives to help lower energy costs by optimizing customer's energy use.
- Enhanced incentives for small businesses: Provide enhanced incentives for lighting upgrades installed by an approved Wattsmart Small Business Contractor at an eligible existing small business customer facility.
- Energy Project Manager Co-funding: Available to customers who commit to an annual goal of completing energy projects resulting in at least 1,000,000 kWh/year in energy saving.
- Project Financing: PacifiCorp is teamed with National Energy Improvement Fund, an energy efficiency project financing firm, to provide customers with access to third party

¹ The current program brochure and incentive tables are available at [CA wattsmartBusiness Brochure.pdf \(pacificpower.net\)](#) and [CA wattsmart Business Incentive Lists.pdf \(pacificpower.net\)](#)

Current program detail (in addition to the program tariff, Schedule A-140) maintained on the Company's website is available at [CA wattsmartBusiness Definitions Incentive Tables Information.pdf \(pacificpower.net\)](#).



financing options for instances where funds for project implementation are not available from within the customer's organization.

Program Administration

The program includes multiple delivery channels, including Trade Ally, Managed Account Delivery and Project Facilitation.

Trade Ally: In this channel, the program is marketed through local trade allies who receive support from one of two competitively procured outsourced program administrators. The Company contracts with Resource Innovations, Inc.² ("RI") and Cascade Energy for commercial measures and industrial/agricultural measures, respectively, for services including those listed below.

- Trade ally engagement – identify, recruit, train, support and assist trade allies to increase sales and installation of energy efficient equipment at qualifying business customer facilities.
- Incentive processing and administrative support – handle incoming inquiries as assigned, process incentive applications, develop and maintain simplified analysis tools and provide program design services, evaluation, and regulatory support upon request.
- Direct customer outreach.
- Inspections – verify on an on-going basis the installation of measures.

Managed Account Delivery and Project Facilitation: In this channel, Cascade Energy, working with the Company's internal project manager, manages a subset of more complex projects. The team works directly with the customer or through the Company's regional business managers³ to identify projects and provide program services and incentives or refer project leads to the appropriate channel identified above. Cascade Energy also works directly with customers to facilitate more complex projects involving measures that are not on the incentive lists.

² RI also delivers the Home Energy Savings program, allowing consolidation of some administrative functions and the residential and non-residential trade ally networks.

³ Regional business managers are responsible for directly working with California commercial and industrial/ag customers.