

# CVAG

## COACHELLA VALLEY ASSOCIATION of GOVERNMENTS

Blythe • Cathedral City • Coachella • Desert Hot Springs • Indian Wells • Indio • La Quinta • Palm Desert • Palm Springs • Rancho Mirage  
County of Riverside • Agua Caliente Band of Cahuilla Indians • Cabazon Band of Mission Indians • Torres Martinez Desert Cahuilla Indians

March 12, 2008

Marjorie Hamilton  
Southern California Edison  
2244 Walnut Grove Ave.  
Rosemead, California 91770

Dear Ms. Hamilton:

On behalf of CVAG, I want to begin by expressing our appreciation to you for working with us to identify potential energy partnership opportunities with Southern California Edison. We appreciate the notice about the Energy Efficiency Partnership Program Opportunities. As you know, we are invested in a regional effort to lower energy bills to ratepayers and promote energy efficiency and sustainability. I understand that one or more Coachella Valley cities did submit an abstract for the Energy Efficiency Partnership Program and we encourage your support of their efforts.

As we have discussed, CVAG is most successful when we can work with city/county elected officials and staff and our other partners to develop support for a program. The schedule for submitting an abstract to this program did not provide us the time to work with our member agencies and develop the support for a partnership that we believe would be necessary for long-term success. We would like you to consider our request that SCE continue to work with CVAG, our member jurisdictions, our Energy Conservation Subcommittee, our other utility partners, and community partners to develop an energy partnership that will be successful and serve the needs of the Coachella Valley as well as your program needs.

We believe that the Coachella Valley is ideally situated for an energy efficiency partnership. In March 2007, CVAG, our 10 member cities, Riverside County, and three tribes, launched an energy conservation initiative for the Coachella Valley. We have established an Energy Conservation Subcommittee including representatives of all the cities, the County, tribal members, Southern California Edison, Southern California Gas Company, Imperial Irrigation District, the Building Industry Association – Desert Chapter, our local water districts, and members of the public. Riverside County Supervisor Roy Wilson is an active member of our subcommittee and a strong supporter of energy efficiency. Here are some of our accomplishments to date that demonstrate our commitment to promoting energy efficiency (also see attached summary):

- ✓ We have adopted an Energy Conservation Action Plan (please see attachment 1) prepared by our Energy Conservation Subcommittee. This action plan lays out goals for the for the CVAG Energy Conservation/Efficiency Program including a valley-wide goal to reduce per capita energy use in the Coachella Valley by 10% by 2012 and an effort by each jurisdiction to develop model energy efficiency projects and showcase energy conservation in their buildings, facilities, and programs.

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- ✓ Our Energy Conservation/Efficiency Subcommittee has developed an Energy Conservation and Sustainability model resolution (please see Attachment 2) for consideration by each jurisdiction whereby they will adopt energy conservation and efficiency goals and pledge to support energy programs. Target date for approval of the model resolution by all member jurisdictions is April 2008.
- ✓ September – April 2008: Energy Conservation Subcommittee is gathering baseline energy use data for each jurisdiction, with assistance from Southern California Edison, Southern California Gas Company, and Imperial Irrigation District. These data will be used to begin to formulate a Coachella Valley Energy Initiative, focused on ways to reduce energy use and improve energy efficiency. Jurisdictions would coordinate with utilities to identify programs suited to their individual energy use profile and needs
- ✓ April 25, 2008: CVAG partners with UC Riverside – Palm Desert to offer an Energy, Environment and Economic Change Summit to focus on energy efficiency opportunities for the Coachella Valley. SCE is a major sponsor and SCE Director of Energy Efficiency Gene Rodrigues is a featured speaker.

In terms of skills and experience, CVAG's strength is our collaborative ability to find solutions to regional issues, including energy. CVAG has a strong track record of finding regional solutions. Our air quality program including control of fugitive dust and PM<sub>10</sub> is considered a national model of regional cooperation. CVAG has an ongoing solid waste and recycling program that provides collaboration among our member agencies to promote recycling and reuse. We support regional efforts to promote water conservation and have recently brought the water agencies on board with our Energy Conservation Subcommittee. Of course all of these efforts also benefit energy efficiency and our goal to reduce per capita energy consumption.

One of the elements of a successful program in the Coachella Valley is the investment and support from our member agencies. CVAG works because we work with our members to develop programs that serve their needs as well as benefit the community as a whole. We think this kind of investment is an important element of a successful energy partnership. This week, we are bringing the potential for an energy partnership with SCE, and possibly Southern California Gas Company and the Imperial Irrigation District, to our Energy and Environmental Resources and Technical Advisory Committees (which includes the city managers, county and tribal CEOs). Next week our Energy Conservation Subcommittee meets. These committee meetings will give us the opportunity to get input and direction from our member cities. The input from these committees will be forwarded to the Executive Committee on March 31.

Another element of a successful regional partnership is including our other partners and looking for ways to meet common goals. Energy savings and the associated cost savings are one of the goals of our effort. Through the Energy Conservation Subcommittee utility and community partners have come together to work on an energy program that will result in meaningful changes. We have already had productive initial discussions with the Imperial Irrigation District and The Gas Company about partnership opportunities. Imperial Irrigation District serves three of our member cities and part of Riverside County. They have expressed a willingness to participate with SCE and The Gas Company to maximize the resources necessary to meet our energy reduction goal. These resources could include community outreach efforts, technical support to Coachella Valley communities, and expertise to develop a unified message targeted at changing behaviors and attitudes to promote energy savings.

**Energy Conservation Subcommittee**  
**Energy Conservation Action Plan**  
*July 2007*

**I. Purpose**

Identify, initiate and/or support energy conservation initiatives within the Coachella Valley and Palo Verde Valley to foster a long-term cultural change toward improved energy conservation and enhanced energy efficiency.

**II. Goals and Objectives**

1. Establish a vision for the Coachella Valley to foster a culture shift in how residents, business and governments in the Coachella Valley and Palo Verde Valley view energy conservation through the development of an education component, information resources, financial incentives and legislative alternatives.

Objectives:

- a. Prepare a resolution to be adopted by all member agencies as a valley-wide energy conservation vision statement
    - i. One option is a resolution specific to the Coachella Valley
    - ii. Another option is the 2005 U.S. Conference of Mayors *U.S Mayor's Climate Protection Agreement*
  - b. Promote awareness and education about energy conservation
    - i. Develop media program with Public Service Announcements (PSAs) to start impacting customers through radio and TV, and support programs already out there to activate consumers to start thinking about conservation
  - c. Prepare position letters to impact both state, federal, and local legislative bodies so that as legislative issues or mandates come out the subcommittee can provide input and start affecting the broader dialogue
  - d. Develop a long-term strategic Plan
    - i. Develop baseline data to measure successes and accomplishments
    - ii. Establish specific targets and long-term goals to create a framework for implementation of plan
    - iii. Develop a "menu" approach of programs
    - iv. Create an education component for both current rate payers and K-12 curriculum.
    - v. Consider policies and legislative options/opportunities
    - vi. Monitor results and showcase positive outcomes
  - e. Develop annual action plans (see Item III)
2. Reduce valley-wide per capita energy consumption by 10% by 2012. A baseline will be established and this goal may be adjusted as new information is obtained.
- Objectives:
- a. Develop a model energy conservation ordinance
  - b. Encourage energy conservation by residents, businesses, visitors and governments.
    - i. Promote concept that to achieve lower energy bills, individuals must

- change their behavior
      - ii. Encourage people to cut their usage immediately during hot summer. If they don't do that, utilities will buy expensive power translating into higher customer costs.
      - iii. Encourage specific assistance from cities when utilities have demand in the summer months
3. Local governments will adopt model energy efficiency projects and programs and showcase new energy conservation and alternative technologies in their buildings, facilities, and programs.
- Objectives:
- a. Each jurisdiction to develop an energy program to accomplish the 10% conservation goal by 2012. This program could provide a menu of options for energy conservation
  - b. Establish a baseline through an assessment of current energy practices by each jurisdiction
  - c. Incorporate energy conservation features in new and remodeled/retrofitted municipal buildings, including energy efficient design, green building standards, and other sustainability measures
  - d. Encourage jurisdictions to hire an energy manager.
  - e. Address consistent enforcement of current programs, such as Title 24
    - i. For example, leaks in the average California home's air ducts waste 30 cents of every dollar spent on heating and cooling.
- III. Develop annual action plans (first year - 2007)
- a. Present an Energy Conservation Fair. Cooperate with a large venue in the Coachella Valley, with large participant draw. This fair is intended to provide the public/rate payer with information from energy conservation firms or energy providers. Vendors will be encouraged to provide information or sample energy conservation products to the public.
  - b. Develop a Best Practices Resource Manual to identify, collect information, and create an inventory of best practices to include governmental programs, not-for-profit programs, utility programs (including incentives and rebates). Information will be compiled and distributed widely.
  - c. Consider and encourage the key note speaker at CVAG's General Assembly meeting on June 25, 2007 to address energy conservation.
  - d. Plan and hold an Energy Symposium for policy makers and policy implementers in the Fall of 2007. A resource manual, perhaps the Best Practices Manual, will be provided to attendees.
  - e. Draft a model ordinance for energy conservation
  - f. Present educational forums, including workshops for local planning and building officials (community development, planning, building staff)
  - g. Develop a budget for the Energy Conservation Subcommittee, focusing on both financial and in-kind contributions from stakeholders to fulfill the action plan items.
  - h. Investigate other techniques to educate and inform residents, business, and governments about energy conservation issues and opportunities such as a website.
  - i. Consider and encourage partnership opportunities with other agencies
    - i. Coachella Valley Economic Partnership – Career Pathways Program for Alternative Technologies

- ii. College of the Desert – Advanced Transportation Technologies and Energy program
- iii. UCR Palm Desert
- iv. Other agencies

IV. Energy Conservation Subcommittee structure:

1. The Energy Conservation Subcommittee will be a subcommittee of the Energy and Environmental Resources Committee.
2. At the direction of the Executive Committee, the Subcommittee composition will include:
  - A. 1) no more than five members from the Energy and Environmental Resources Committee; 2) representatives from every jurisdiction; 3) five members at large; 4) utilities; 5) tribal members of CVAG; 6) Building Industry Association (BIA). Each jurisdiction will be asked to determine who they would like to send as a representative to the subcommittee. If necessary, adjustments to the membership can be discussed by the Energy and Environmental Resources Committee to be forwarded as a recommendation to the Executive Committee.
3. The Subcommittee will meet monthly at a regular date and time set by the Subcommittee.
4. The Subcommittee will establish working groups as necessary.
5. The Subcommittee will be non-voting and will operate by consensus.
6. Steve Pougnet will be the first Chair of the subcommittee.

MODEL RESOLUTION  
ENERGY CONSERVATION AND RESOURCE SUSTAINABILITY  
January 2008

WHEREAS, the Coachella Valley is committed to a regional effort to adopt policies and implement programs which foster and encourage conservation and resource sustainability through wise stewardship of our resources, promotion of energy efficient technology and programs in current and planned municipal activities, and the delivery of education and information regarding individual options for reducing energy use and conservation of resources; and

WHEREAS, the Coachella Valley has abundant solar, wind, and geothermal resources and there is economic opportunity in developing these resources to reduce our dependence on non-renewable energy sources and expand our use of renewable energy sources; and

WHEREAS, reducing our energy use will result in cleaner air which is a critical factor in preserving the Coachella Valley quality of life and economy, and the fabulous views for which it is known by tourists and residents alike; and

WHEREAS, cities across the country and nations around the world are adopting programs and policies that provide economic and quality of life benefits such as reduced energy bills, air quality improvements, open space conservation, reduced traffic congestion, improved transportation choices, and economic development and job creation through energy conservation and the development of new energy technologies; and

WHEREAS state and local governments throughout the United States are adopting emission reduction and conservation targets and programs and this leadership is broad based, bipartisan and collaborative; and

WHEREAS the Coachella Valley supports regional efforts such as the Green Valley Initiative to empower, encourage and promote principles of sustainability through education, training, cooperation and leading by example, and to transform Riverside and San Bernardino counties into a center of green technology; and

WHEREAS the US Conference of Mayors has previously adopted strong policy resolutions calling for cities, communities and the federal government to take actions supporting conservation and other efforts to reduce global warming pollution and address impacts to climate change; and

WHEREAS, the Executive Committee of the Coachella Valley Association of Governments has unanimously adopted a regional conservation goal to reduce valley-wide per capita energy consumption by 10% by 2012;

NOW, THEREFORE, BE IT RESOLVED that the \_\_\_\_\_ (city/County) agrees to join the Coachella Valley Energy Conservation Initiative and hereby adopts the Initiative Energy Conservation goals, including the regional conservation goal to reduce valley-wide per capita energy consumption by 10% by 2012; and

FURTHER, BE IT RESOLVED that the City of \_\_\_\_\_ will strive to meet or exceed the conservation goal by taking actions in our own community to be good stewards of our environment, including:

1. Creating and adopting an energy action plan to include the following milestones:
  - 1.1 Determine baseline energy use, including an assessment of current energy practices within our jurisdiction
  - 1.2 Establish specific targets and long-term goals to create a framework for implementation of a citywide energy conservation plan
  - 1.3 Develop an action plan, to include a "menu" approach of programs for our city
  - 1.4 Implement policies and measures citywide that increase energy conservation and efficiency
  - 1.5 Monitor results and showcase positive outcomes
2. Educating residents, businesses, visitors and governments to reduce energy use and conserve energy:
  - 2.1 Share information and promote programs to encourage behavior changes that lead to lower energy bills,
  - 2.2 Encourage lower energy use and off peak use during hot summer months
3. Adopting model energy efficiency projects and programs and showcasing new energy conservation, sustainability and alternative technologies in municipal buildings, facilities, and programs.
  - 3.1 Incorporate energy conservation features in new and remodeled/retrofitted municipal buildings, capital projects, and other facilities, including energy efficient design, green building standards, and other sustainability measures
4. Providing incentives, tools, and energy conservation programs that help individuals and businesses to decrease their peak and annual power use
5. Adopting voluntary energy, green and sustainable programs for all new and existing buildings that encourage market transformation through incentives
6. Adopting and enforcing land use policies that promote efficient energy use and resource sustainability
7. Providing alternative transportation options, encouraging the use of low-impact vehicles, and the purchase of the cleanest and most efficient vehicles for municipal fleets
8. Encouraging efforts to reduce our dependence on non-renewable energy, implementing programs to reduce consumption of non-renewable energy by creating a portfolio approach to energy use, including energy efficiency, local renewable power, and green power purchases from the electrical grid, with the intent of minimizing use of non-renewable energy within the city

**SCE Proposal**  
**CVAG Energy Conservation Subcommittee Presentation**  
**February 22, 2007 V.2**

**Subcommittee Background**

- Recognized need by CVAG to foster a cultural change towards energy conservation and energy efficiency
- Exploratory Subcommittee was formed to validate the need
- Motion passed by CVAG E&E Committee on 1-11 to formulate a Subcommittee to develop an Energy Conservation Education and Information Plan
- Subcommittee, Chaired by Palm Springs Councilmember Steve Pougnet
- Members include reps from: SCE, IID, SCG, DWA, CVWD, MSWD, BIA, each of the 3 Tribes, each of the 10 Cities, 2 County, 5 Community Members at large

**SCE's Program Commitment**

- Commitment to CVAG and Subcommittee to develop a long-term, strategic plan with annual action plans (as agreed to by the Subcommittee and E&E)
- SCE Sub-Committee representative: Lin Juniper with support from Rosemead
- Year 1: Education, awareness and outreach to community and policy makers
- Key focus on Saving Energy/Saving Money through Program Enrollment
- Annual Evaluation/Measurement of Program Success at conclusion of Year 1

**Targeted Utilization of SCE's standard program offerings for Residents, Businesses, Government and the Building Industry based on City Profiles**

- Residential and business audits and surveys
- Audits for city buildings through SCE Account Managers
- Installation of energy efficiency measures/rebates (e.g., lights, pool pumps, A/C)
- Appliance rebate/turn-in programs (refrigerators, room A/C)
- Demand response programs (Summer Discount Program, Critical Peak Pricing)
- Self-generation incentives for residents and business (solar, co-generation)
- Special programs and rates for low-income consumers
- Bill payment options
- CA New Homes Program

**Action Item 1: Work in partnership with CVAG and Sub-Committee members to sponsor an Annual Energy Fair**

- Create a special Earth Day event for CVAG Program Kick-off
- Weekend event – April 21 and 22



- Promote awareness, education and information
- Special advertising, communication
- Key focus on program enrollment
- Site in a location with high, pedestrian foot traffic with ample parking
- Work with cities to publicize in newsletters, CBO's, etc.

#### Energy Fair Itinerary

- Speakers (local elected officials and SCE)
- Program/booth displays
- Contractor booths
- CFLs and other give-aways
- Special Lamp exchange (for SCE customers only)
- Program enrollment (Audits, Billing, Summer Discount, etc.)

#### **Action Item 2: Develop an Energy Resource Manual for City/Community reference in cooperation with CVAG, SCG, IID (hard copy/web-based with on-line links)**

- Provide in-kind services for development of website and hard copies
- Sections for SCE, IID and SCG standard program offerings
- Incorporate Best Practices by leveraging existing information resources (Utilities, Flex Your Power, Energy Star, Alliance to Save Energy, etc.)
- Package and distribute through cities, CBOs, events, etc.

#### Web Development (in-kind service) – on-going development

- Resource manual
- Utility industry announcements/press releases
- Announcements for Training/New Program Rollout
- Emergency Operations (ISO Alerts, Safety Measures, etc.)

#### **Action Item 3: Support for CVAG's Annual General Assembly Dinner Meeting**

- Work in cooperation with CVAG to seek an executive speaker
- Provide support for speakers
- Provide support for energy-related exhibits/materials

#### **Action Item 4: Support an Energy Conservation Policy Symposium**

- Cooperatively with CVAG, IID, SCG and BIA
- Fall Event – CV location to be determined
- SCE Executive/s participation/speakers
- Support for energy-related exhibits/materials
- Shared expenses between CVAG, IID, SCG and BIA

#### **Potential Opportunity: Permanent SCE Display**

- For education, information, program enrollment
- Work with CVAG and Subcommittee to assess potential
- To be located in a facility (already built) for public display
- Potential for training classes/program roll-out

# COACHELLA VALLEY ASSOCIATION of GOVERNMENTS

## Energy Conservation Subcommittee Energy Action Plan Highlights February 2008

- March 2007: Energy Conservation Subcommittee established by CVAG Executive Committee. Subcommittee includes elected officials, city staff, utilities, members at large.
- April 2007: First Annual Energy Conservation Fair held over Earth Day weekend including Southern California Edison Energy Efficient Lamp Exchange.
- July 2007: Energy Conservation Subcommittee approves Energy Conservation Action Plan. This action plan lays out goals for the subcommittee and for the CVAG Energy Conservation/Efficiency Program including:
  - A Valley-wide goal to reduce per capita energy use in the Coachella Valley by 10% by 2012
  - Effort by each jurisdiction to develop model energy efficiency projects and showcase energy conservation in their building, facilities, and programs
  - Development of an Energy Sustainability Resource Manual, highlighting best practices
  - Development of baseline data on energy use to track progress and measure successes
- September 2007: CVAG Executive Committee approves Energy Conservation Action Plan
- September – December 2007: Energy Conservation Subcommittee gathering baseline energy use data for each jurisdiction, with assistance from Southern California Edison, Southern California Gas Company, and Imperial Irrigation District
- November 2007: Energy Conservation Subcommittee approves model resolution for consideration by each jurisdiction whereby they will adopt energy conservation and efficiency goals and pledge to support energy programs
- December 2007: Baseline data to be analyzed by working group including Southern California Edison and other utilities
- January 2008: Energy Conservation Subcommittee will work with baseline energy use data to begin to formulate a Coachella Valley Energy Initiative, focused on ways to reduce energy use and improve energy efficiency. Jurisdictions would coordinate with utilities to identify programs suited to their individual energy use profile
- April 2008: CVAG partners with UC Riverside – Palm Desert to offer an Energy, Environment and Economic Change Summit. SCE, Southern California Gas Company and the Building Industry Association – Desert Chapter are among the sponsors.