

# El Paso Electric

Solutions Programs -  
a.k.a. Market Transformation Programs

# EPE SOLUTIONS PROGRAMS IMPLEMENTER

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**CLEAResult does not sell or install energy efficiency products at EPE customer facilities and acts on behalf of EPE to promote the energy efficiency marketplace in the EPE Texas service area.**

**EPE does not endorse any products or services of Project Sponsors, vendors, or any other third party.**



## LARGE COMMERCIAL & INDUSTRIAL SOLUTIONS PROGRAM

- Will offer customers cash incentives to commercial and industrial customers.
- Will provide non-cash incentives that include:
  - technical assistance;
  - education on financing energy efficiency projects; and
  - communications services.
  - Assist companies that do not have the in-house capacity or expertise to:
    - 1) identify, evaluate, and undertake efficiency improvements;
    - 2) properly evaluate energy efficiency proposals from vendors; and/or
    - 3) understand how to leverage their energy savings to finance projects
- Will provide technical support to EPE customers' project plans, specs, and program applications.
- Will invite and encourage the EESPs who are not currently doing business in the El Paso area to establish a presence in EPE's territory to further develop the third party market.
- Will develop specialized outreach and implementation approaches for, three major market sectors that have significant refrigerated air conditioning and lighting loads: Grocery Stores, Healthcare, and "Big Box" Retail.



# RESIDENTIAL AND SMALL COMMERCIAL SOLUTIONS PROGRAM

- Will offer customers both cash and non-cash incentives.
  - The cash incentives will be at a lower \$/kW than SOP,
  - Non-cash incentives for technical assistance, education on financing energy efficiency projects, and communications services.
- Will help focus on improving the efficiency and installation practices of products and services that residential consumers purchase.
- Will help residential and small commercial contractors to improve their ability to identify, evaluate, and sell efficiency improvements to home and small business
- Will coordinate with EPE local residential contractors and local retailers to execute a plan that will offer additional motivations for consumers to make better energy efficiency choices.
- Will assist EESPs to increase their local penetration rates of high efficiency products and services.
- Will focus attention to and develop specialized implementation approaches for four key technologies: high-efficiency HVAC systems, high-efficiency lighting, multiple ENERGY STAR appliances, and built-up refrigeration systems (e.g., walk-in coolers and freezers).
- Will target the largest energy-using components in the home or small business and to develop improved efficiency strategies to increase the reductions associated with those technologies.



# HARD-TO-REACH SOLUTIONS PROGRAM

- Will offer additional motivations for consumers to make better energy efficiency choices.
- Will work with City and County officials to identify low-income customers in order to develop targeted mailings.
- Will work with contractors in the State of Texas that specialize in reaching the low-income sector and actively solicit their participation in the programs.
- Will provide outreach to key energy efficiency services providers (EESPs).
- Will invite and encourage the EESPs who are not currently doing business in the El Paso area to establish a presence in EPE's territory to further develop the third party market.
- Will evaluate direct install options with qualified customers in order to achieve the kW reductions.
- Will focus attention to and develop specialized implementation approaches for three key technologies: high-efficiency HVAC systems, high-efficiency lighting, and multiple ENERGY STAR appliances.
- Will target the largest energy-using components in the home and to develop improved efficiency strategies to increase the reductions associated with those technologies.
- Will develop specific strategies to market the program to these contractors, manufacturers, and retailers in order to meet the kW reduction goals of EPE.



# Solutions Programs Budgets

Program	Available Incentive Budgets- 2009
Residential and Small Commercial Solutions Program	<b>\$308,800</b>
Hard-to-Reach (QLF) Solutions Program	<b>\$164,160</b>
Commercial and Industrial Solutions Program	<b>\$176,670</b>
Total	<b>\$649,630</b>
There are no limitations on incentives	