



Redding Electric Utility

Gasket Guy Summary Report

Background

In May and June of 2009, REU participated in a regional program called Keep Your Cool. This program provides refrigeration door gaskets, door curtains and door closers to commercial customers, at no cost to the customer. The program is delivered by Humitech, Inc., and REU contracted with Efficiency Services Group to provide program set-up, administration, and quality control.

REU budgeted \$50,000 for the program. If the program was successful, REU would consider a budget extension for a second round.

Energy Savings

All budgeted funds were utilized to provide measures installed at 23 establishments. The measures installed will deliver a deemed annual savings of 748,056 kWh's. There are no deemed kW reduction assumptions in E3 for these measures. However, using the assumptions from PG&E's work papers, these measures achieved a kW reduction of 83.6.

Results

The program was extremely popular with REU's commercial customers. Once the program was announced, it took only one week to become fully subscribed. Customers provided very positive comments about Humitech's installation crews, and the performance of the measures installed.

ESG inspected 35% of the jobs completed (8 out of 23 jobs). In all cases, we found measures installed for every line item invoiced by Humitech. In all cases, the customers expressed gratitude to REU for providing this service. Many of them were not aware that refrigerator gaskets were a regular maintenance item, and several plan to utilize Humitech in the future for gasket maintenance and repair.

We were very pleased with the level of accuracy of Humitech's invoicing processes. We also determined that Humitech is very responsive to customer needs, and responded promptly to any requests made of them by ESG on REU's behalf.

Possible Improvements

Since this is a new offer to REU customers, we did not know what kind of interest and response we would receive. Because of this, REU mailed letters to all of REU's eligible customers announcing the program and inviting them to participate. This was followed up with a marketing post card from Humitech, and then site visits by Humitech's field sales staff.

The offer proved popular with customers, and this approach resulted in the program being fully subscribed in one week. This left some customers feeling like they did not have time to read and respond to REU's marketing.

Future marketing efforts should allow enough time for customers to read and respond to the letters and marketing done by REU. Once customers have had enough time to respond, any remaining budget funds can be subscribed by site visits from Humitech's field sales staff.

Summary

This was a cost-effective, popular offer with REU customers performed by a quality contractor committed to customer service and accuracy in their data and invoicing processes. There are REU customers that did not get to participate in the first round that would appreciate the opportunity to participate if given the chance.

ESG looks forward to working with REU if they choose to extend this and other offers to their customers.