

The document that follows, “Program Guidelines—Clients” was prepared by the Field Manager, located at the Center for Advanced Energy Systems, Rutgers, The State University of New Jersey, Piscataway, New Jersey (<http://caes.rutgers.edu>). It is made available here with the disclaimer that it may not be current and that important change from what is written here might occur at any time. (7/15/2003)

Program Guidelines – Clients
November, 2002

This document attempts to lay out guidelines for determining eligible clients and selecting the best ones to serve. The program is to remain focused on small and medium-sized manufacturers. The primary tool will continue to be the one-day integrated assessment. However special cases arise all the time and centers are encouraged to bring possibilities to the attention of the Field Manager or DOE for special consideration. It is hoped that this helps in day-to-day decision making.

Range of Eligible Manufacturers served

- SIC code for manufacturing 20 - 39 / NAICS 31 - 33
- For agriculture, NAICS 11 with the following exclusions:
 - NAICS 111 – Crop Production
 - NAICS 113 – Forestry and Logging
 - NAICS 114 – Fishing, Hunting and Trapping
- For mining, NAICS 21
 - Excluding 213 – Support Activities for Mining
- Commercial and institutional clients are not in general eligible but might qualify for other programs (such as the FEMP assessments) or special considerations.
- Centers are expected to serve a full range of manufacturers unless they are specially tasked by DOE (such as to focus on a particular industry)

Location of Eligible Manufacturers

- Specific territories to be covered and the resources to support them are contained in individual statements of work
- Generally the distance traveled should allow the team to complete the assessment and travel comfortably in a single day with no overnight stay -- the rule of thumb has been plants within 150 miles of a Center
- Centers are expected to solicit clients from throughout their region while at the same time being cognizant of cross-over into other Center's regions and to make sure these assessments are coordinated with the Field Manager
- DOE's goal is to make assessments available throughout the entire country even for clients outside a "one day" trip of any currently existing Center.
 - These clients will be approved on a case by case basis and within the funding available for accommodating these requests.
 - In most cases, Centers have sufficient travel funds in their current budgets to handle a few assessments outside their territories each year to allow for this coverage.

- Centers should notify the Field Manager when they get requests that are outside the geography that they want or feel they cannot afford to travel to. If the client is a "good" client -- with good savings potential – attempts will be made to find someone to do it -- meeting our goals of serving the entire national geography.

Size of Manufacturers

- Clients will be required to have annual energy bills under \$2 million unless special permission is granted from the Field Manager or DOE.
- In addition, clients must also meet three of the following four conditions:
 - Sales under \$100 million
 - Fewer than 500 employees
 - Utility bills over \$100k
 - Have no in-house energy professional

Other Eligibility Requirements

- Clients must be willing to co-operate with at least one follow-up implementation call and a follow-up survey. In some cases they will need to participate in multiple implementation reports
- Clients must be willing to have their names listed as program participants.
- Clients who have had a previous assessment require approval for a revisit. These clients offer the opportunity to collect special metrics information regarding longer term implementation results (persistence) and replication of projects.

Repeat Corporate Clients

- Centers should be aware that assessments at multiple locations for the same corporate entity may lead to criticism and also limit replicability of our efforts
- Normally, centers should not do more than one assessment for a corporate entity in any fiscal year.
- Corporate entities who wish multiple sites to be assessed could become potential partners with DOE by replicating assessment results. Centers are encouraged to bring these opportunities to the attention of the Field Manager or DOE.

Criteria for multiple day assessments

- Centers are expected to decide on extra time at a plant in consultation with the field manager
- Normally one of four reasons will be present:
 - Clients would be on the high end (\$1 - \$2 million) regarding energy bills

- A plant or process is particularly complicated
- Important, sophisticated or large recommendations requiring additional time
- Programmatic reasons such as participation by the plant in other DOE projects
- It is assumed that the quantity and value of the recommendations will be considerably higher than if the resources were used for two separate assessments.

We are currently looking for everyone to generate implemented savings of about \$1 million per year. Roughly this means that recommendations need to be on the order of \$100k per assessment day. Along this line, discretion must be used when offering small clients an assessment. Please consult with Field Management in any cases where there seems to be a question of eligibility.