

Energy Efficiency, Sustainability, and Economic Opportunity at Pacific Gas and Electric Company

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AABE National Conference

April 2012





Pacific Gas and Electric Company



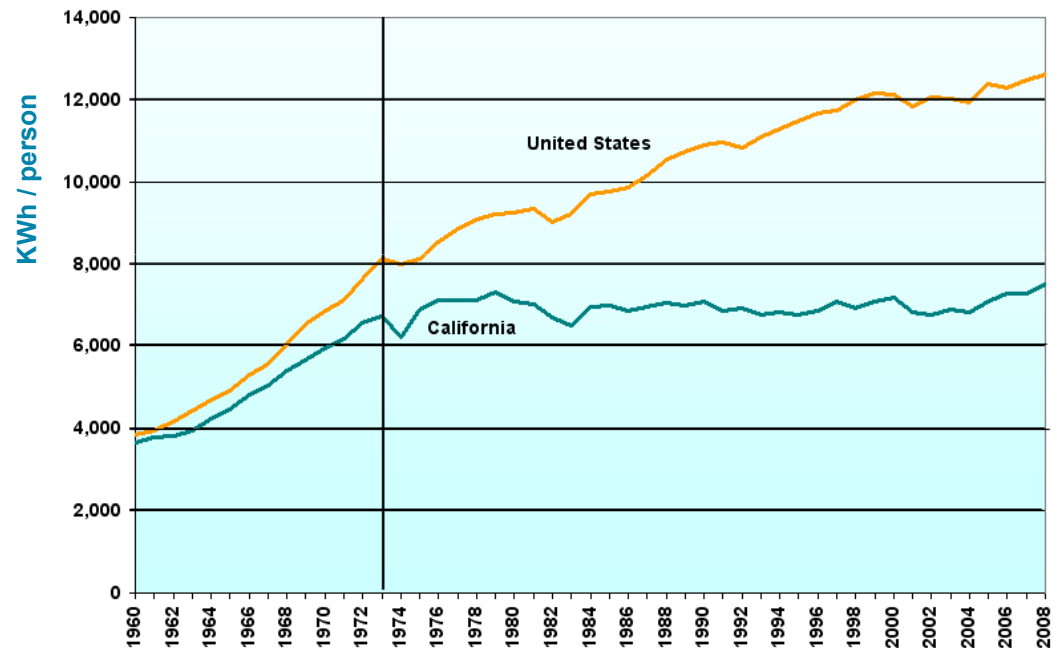
- Provide safe, reliable, and environmentally responsible gas and electricity to approximately 15 million people in northern and central California
- Approximately 20,000 employees
- A regulated investor-owned utility
- California's "decoupling" regulatory policy:
 - Utility revenues and earnings are independent of energy sales.
 - Removes financial incentive to sell more energy
 - Can earn financial incentive for achieving California Public Utilities Commission-approved customer energy efficiency targets



Legacy Of Energy Leadership

For over 30 years, PG&E has been a leader in offering innovative, non-traditional products and services to our customers

California per capita energy use has remained relatively flat, compared to the 50% increase in U.S. per capita energy use since 1974





2010-2012 Energy Efficiency Programs Portfolio

\$ 1.338 Billion budget

Energy Efficiency

- Includes 126 programs and services
- Delivered through multiple delivery channels
- To all customer segments – Residential, Small and Medium Business, Commercial, Ag and Industrial

Sustainability

- Financial Incentives and Rebates
- Energy Audits
- Emerging Technology projects
- Energy Codes and Standards support

Economic Opportunity

- Low Income Energy Efficiency Program
- Workforce Education and Training
- Green Communities



Connecting with our Small and Medium Business Customers

- Educate
 - Rebates and Incentives
 - Time Varying prices
- Multi-touch, multi-channel outreach
 - Local government partnerships
 - 3rd party programs
 - Green community programs
- Leverage local presence
 - Chamber of Commerce
 - Community events





Low Income Energy Efficiency



Energy Savings Assistance Program

- Operated by PG&E since 1983
- Funded through a public purpose charge on customer utility bills
- Serves single-family, multi-family and mobile homes and is available to both owners and renters
- Participants receive all feasible measures for which they qualify
- Serves customers at or below 200% of federal poverty guidelines



Financial Assistance

- CARE
- REACH
- LIHEAP
- Balanced Bill Payment



Connecting with the Community

- Sacramento - "The Avenues" partnership between Naildown Construction, SMUD, PG&E and LIHEAP
- Fairfield - the city, PG&E and Western Insulation partnered to treat several neighborhoods
- Marketing outreach included radio, TV, newspaper ads, outbound calls and direct mail



Avenues Weatherization Project

Need Help? Lower Your Utility Bills —

Sign up to receive free weatherization for your home and get help paying your utility bill.

For more information, call 800-989-9744

Call to find out how you can sign up to have your home assessed and weatherized for free if you qualify for the program. These energy-saving measures help reduce your utility bills:

- Attic Insulation
- Attic Venting
- Door Repair
- Window & Broken Glass Repair
- Safety Test (Gas Appliances)
- Carbon Monoxide Detector
- Low Flow Showerhead
- Faucet Aerators
- Water Heater Blanket
- Outlet / Switch Gaskets
- Heating / Cooling Filter
- Caulking

To qualify, bring your SMUD and/or PG&E bills and proof of income.

Income Guidelines		
Household Size	Monthly	Annual
1	\$1,200.00	\$14,400.00
2	\$1,600.00	\$19,200.00
3	\$2,000.00	\$24,000.00
4	\$2,400.00	\$28,800.00
5	\$2,800.00	\$33,600.00
6	\$3,200.00	\$38,400.00



This project is funded in whole or in part by the American Recovery and Reinvestment Act of 2009 in cooperation with the California Department of Community Services and Development.

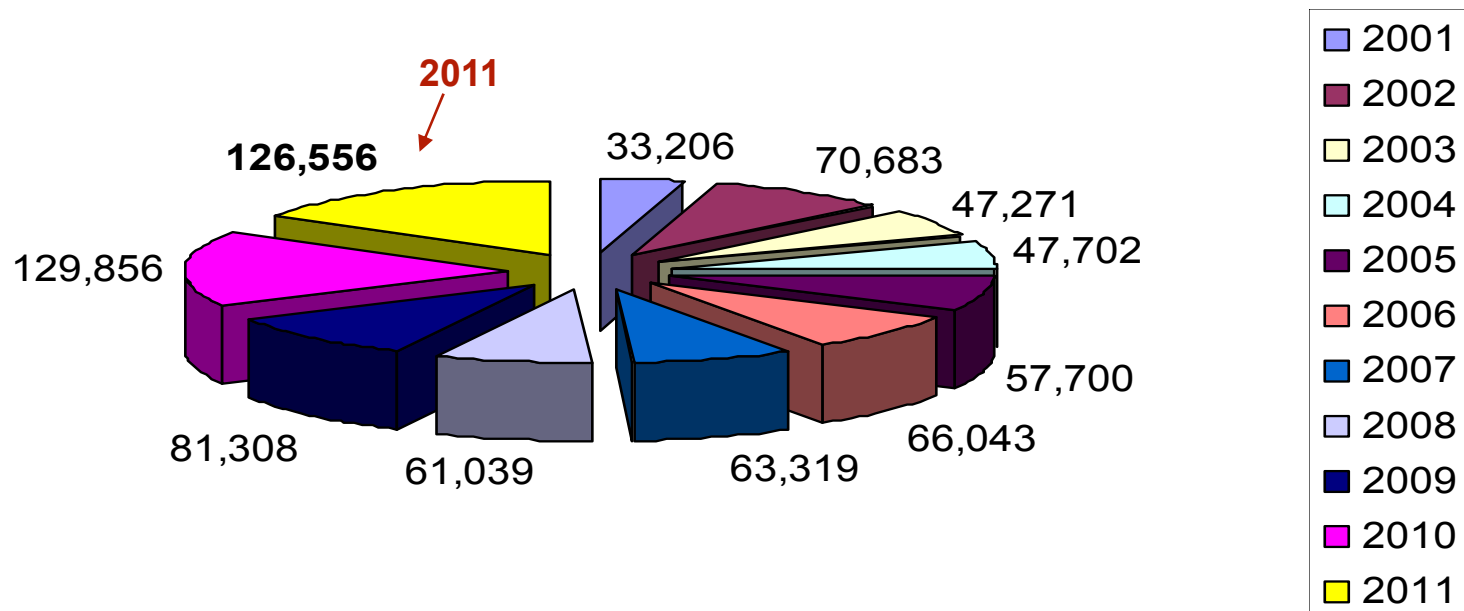




ESAP Historical Accomplishments

Total Treated Homes 2001 - 2011

784,678!





Energy Efficiency Education & Training Programs



Analysis of an architectural model using the heliodon, which simulates sunlight penetration and shading at different times of day and during different seasons

- Energy efficiency classes
 - Offered free throughout IOU service areas
- Tool Lending Library
 - Loans building measurement equipment for energy analysis
- Events, Tours, Presentations
 - Have trained more than 500,000 people since 1978



Utility Training Centers



**Customer Technology
Application Center (CTAC)**



**Agricultural Technology
Application Center (AgTAC)**



**Pacific Energy
Center (PEC)**



**Southern California Gas
Company's Energy
Resource Center**



**Food Service Technology
Center (FSTC)**



**Energy Training Center (ETC)
- Stockton**



Energy Center Leveraging

K-12:

- Energy Academies (PG&E PowerPathway)

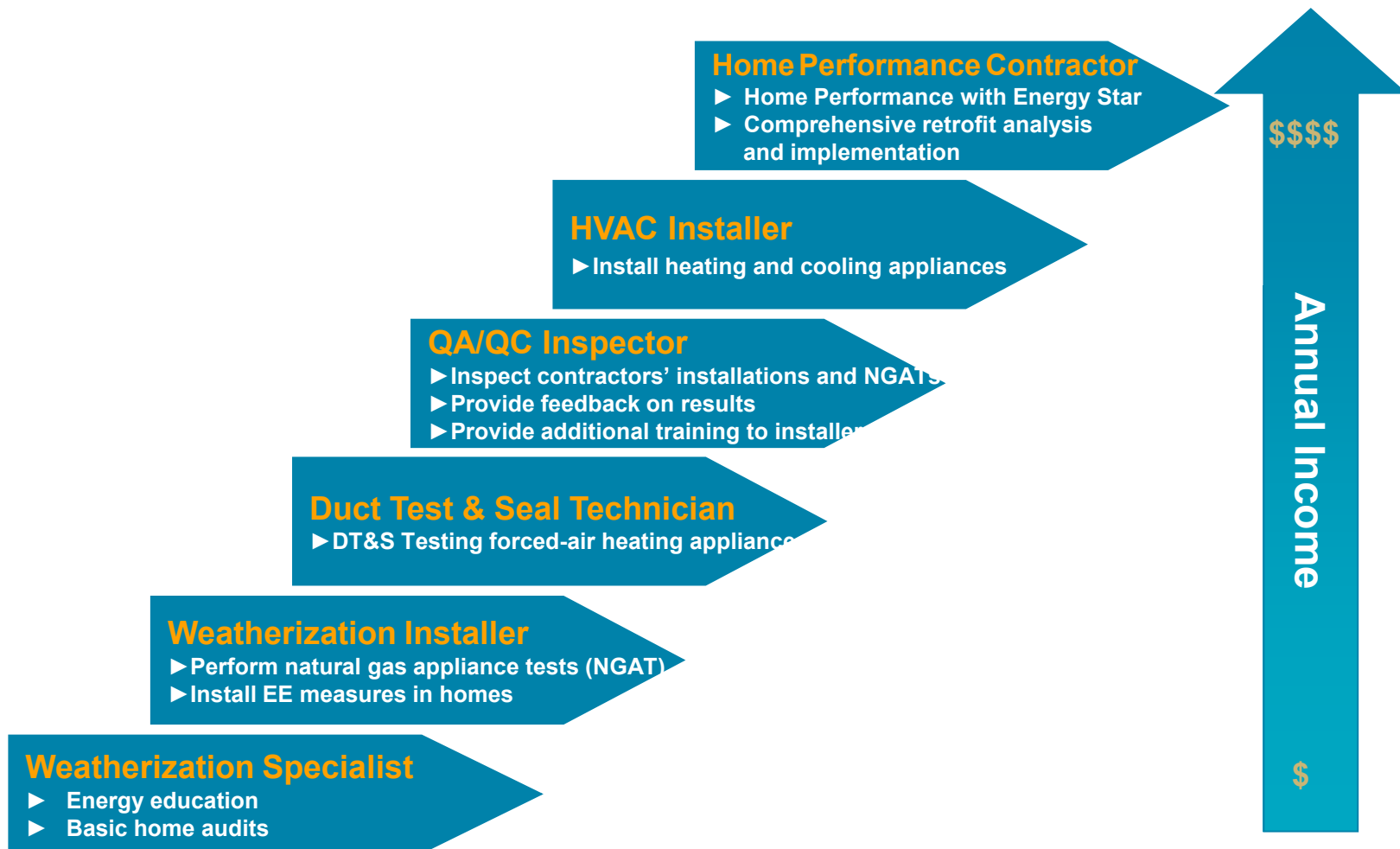
Community College/Adult Ed:

- LIEE Weatherization Training: SF-OEWD/ CCSF and LA-Trade Tech
- PowerPathway™ is a collaborative workforce development model producing the skilled and diverse workers needed by PG&E and the energy and utilities industry





Green Job Career Paths





IOU Energy Center Leveraging Examples

Technical/ Apprenticeship:

- Institute of Heating and Air Conditioning Industries (SoCal)

University:

- UC Berkeley “Vital Signs;” Center for the Built Environment
- Fresno State: Center for Irrigation Technology

Continuing Education:

- North American Technical Excellence
- National Association of the Remolding Industry
- National Council for Qualifications for the Lighting Professions
- Build It Green

CSU East Bay IDSME Certificate

- Integrated demand-side management courses “stacked” into Masters curricula





Looking Forward

- Awaiting 2013-2014 Energy Efficiency Portfolio Decision
- Emphasis on Gas and Electric Public Safety
- Connect with customers where they live and work
- Focus on the small and medium business customer





Questions?