

PG&E's Next Generation of Energy Efficiency Savings

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Together, Building
a Better California



About PG&E



24,000
employees

5.3
million
electric
customers

~70%
GHG-free energy

70,000
square mile
service area

4.4
million
gas distribution
customers

7,700
MW of owned
electric
generation
capacity

PG&E is focused on providing safe, reliable, affordable and clean energy to nearly 16 million Californians

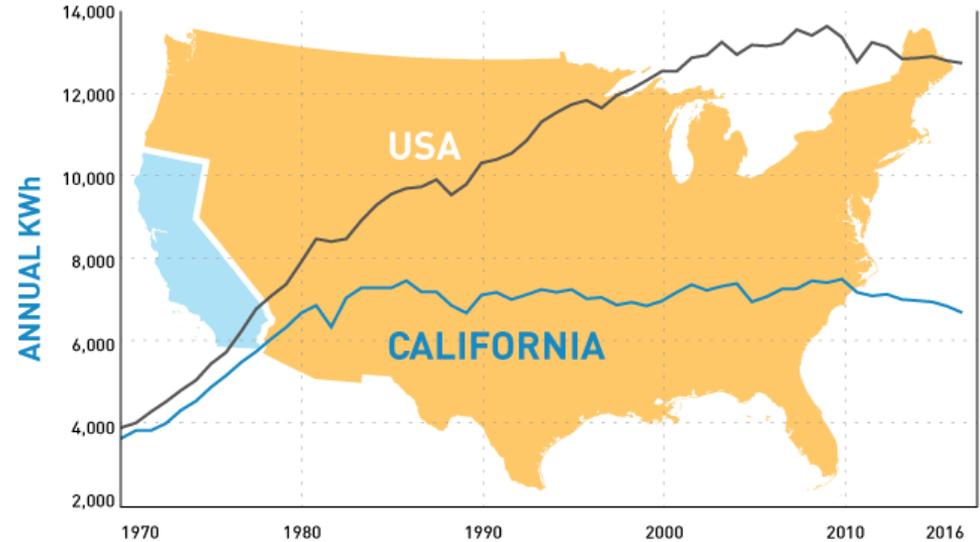


California has been leading EE for 40 years

History

- 1970s - building and appliance Code drove savings
- Decoupling – utility profits not tied to revenue
- Shareholder incentive

PER CAPITA ELECTRICITY CONSUMPTION



Source: CEC, EIA, US Census, CA Department of Finance



Currently

- \$1 Billion/year in ratepayer funded EE
- Cost effective savings are mandated
- Huge variety of programs, channels and offerings



Let's celebrate y'all!

Lighting Market Transformation



We made this happen!



California policy drives EE change



SB 350

- Doubles energy efficiency goals in existing buildings by 2030
- Calls out behavioral savings opportunities



AB 802

- Allows “existing conditions” baselines to pursue “stranded potential”
- Prioritizes weather normalized, “meter-based” savings



AB 793

- Requires that real time energy usage data is made available to customers
- Requires IOUs to incentivize energy management technologies



CPUC Decisions

- New program models (third party design/delivery, statewide)
- Stringent cost-effectiveness requirements reaffirmed

Moving to a new portfolio paradigm

Move away from the traditional incentive model

- Residential Pay for Performance (P4P)
- On Bill Finance (OBF) Non-Incentive
- Strategic Energy Management (SEM)
- Marketplace



Enabling EE as a grid resource

- Customer and locational targeting
- Connected Homes and Buildings, and “smart” technologies
- EE/DR integration (controls become prominent)



Market Transformation, making EE a way of life

- Codes and Standards
- Energy Star Retail Product Platform (ESRPP)
- Upstream/midstream opportunities





Questions?

Thank You

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