

DOCKETED

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PG&E Drought Support Letter

Additional submitted attachment is included below.



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Pacific Gas and Electric Company
245 Market Street, N6G
San Francisco, CA 94105

May 14, 2015

Dr. Robert Weisenmiller
Chair, California Energy Commission
1516 Ninth Street
Sacramento, CA 95814

Dear Chair Weisenmiller:

Thank you for the opportunity to meet with your advisors and staff on April 7th to discuss opportunities to partner with the California Energy Commission (CEC) to implement Governor Brown's Executive Order on the drought. Under your leadership, the CEC is well positioned to effectively advance the energy-related initiatives it has been tasked with and PG&E looks forward to working with the CEC to accomplish those goals.

One area where PG&E can partner immediately with the CEC is on implementing the water appliance rebate program. PG&E has extensive experience, tested processes, and retail and manufacturer relationships in the appliance rebate arena that allow us to easily deploy incentive programs and educational initiatives to customers. Over the past several years, PG&E has partnered with dozens of water agencies to provide over a hundred thousand water and energy rebates for high efficiency clothes washers. In this program, PG&E processes both the water agency and energy efficiency rebates, issues customer rebates and advertises the program through our multiple channels. The water agencies are invoiced for their portion of the rebate and a \$10 fee per application. This model has been extremely successful, given many local water agencies have limited staff and infrastructure to support water efficiency rebates and program. PG&E could easily expand existing programs throughout our service territory to accommodate CEC water efficiency rebates. This would allow the state to launch a rebate program immediately, limit costs for administration and ensure a consistent customer message.

PG&E recently launched its Energy Smart Marketplace¹ which offers customers an online comparison shopping experience. PG&E could partner with the CEC to evaluate expanding the products on this site to include additional water savings measures and customer information comparing water usage of the various options. This would promote more informed customer decision making and could be another place to highlight water rebate opportunities.

These two opportunities are short-term ways to help address residential water use in response to the drought. Furthermore, PG&E can also assist in longer-term initiatives, codes and standards support, and water energy efficiency efforts for commercial, agricultural and industrial customers. We look forward to continuing this conversation and discussing partnership opportunities.

Sincerely,

A handwritten signature in black ink, appearing to read "Janice Berman", written over a horizontal line.

Janice Berman

¹ <http://enervee.marketplace.com>