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<th><strong>Docket Number:</strong></th>
<th>17-IEPR-06</th>
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<tr>
<td><strong>Project Title:</strong></td>
<td>Doubling Energy Efficiency Savings</td>
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<tr>
<td><strong>Document Title:</strong></td>
<td>Energy Efficiency at SMUD</td>
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<tr>
<td><strong>Description:</strong></td>
<td>6.19.17 Presentation by Richard Oberg of SMUD</td>
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<td><strong>Filer:</strong></td>
<td>Raquel Kravitz</td>
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<td><strong>Organization:</strong></td>
<td>SMUD</td>
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Energy Efficiency at SMUD

Customer Solutions
Richard Oberg
Manager, Customer Program Delivery

June 2017
Impact Of Energy Efficiency
SMUD

Number Of Customers (Thousands)

Energy (GWh)

Sales
Energy Efficiency
AB2021
Number Of Customers
2017 Planned EE Program Performance vs. Cost Effectiveness Targets

Levelized cost of each Program relative to their Program-specific cost target (Cost Effectiveness Threshold) and respective GWh contribution.
2017 Plan - EE Program Performance vs. Cost Effectiveness Targets
(Excludes Codes/Standards and Retail Lighting Programs)

Levelized cents cost of each Program relative to their Program-specific cost target (Cost Effectiveness Threshold) and respective GWh contribution.
Market Transformation

- MT enhances the effectiveness of existing resource acquisition programs.
- Energy savings can be attributed to MT activities using standard M&V methods.
- MT is implemented notably by NEEA, but also by several other regional agencies.
- MT goals can be specific and quantifiable. Examples include:
  - Development of new product performance specifications (beyond ENERGY STAR)
  - Development of test procedures for new appliance or device types.
  - Goals for statewide availability of specific products through retail channels.
  - Goals for customer signups for voluntary programs.
  - Goals for awareness or positive perception of a technology among specific consumers.
Electrification & Market Transformation

- Market transformation approaches for electrification and emerging technologies should be key strategies to meeting SB 350
- Building electrification is tremendous energy efficiency, carbon reduction, and renewable integration opportunity
- SMUD examining a carbon metric for internal tracking to better align these three elements
- Important to align Title 24 with long-term carbon objectives for which SB 350 was passed