

DOCKETED	
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PG&E's Energy Efficiency Business Plan

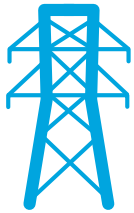
June 7, 2018



Together, Building
a Better California

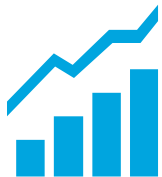
- Highlights of PG&E's BP and strategies to achieve SB 350 goals
- Overview of current market transformation and behavioral activities
- Disadvantaged communities strategy

Our EE Portfolio of the Future



Maximize Value of EE as a Grid Resource

- *NMEC, P4P models, Codes & Standards*
- *Customer and locational targeting*
- *Capturing lost opportunities and stranded potential*



Wisely Deploy Our Customers' Investments in EE

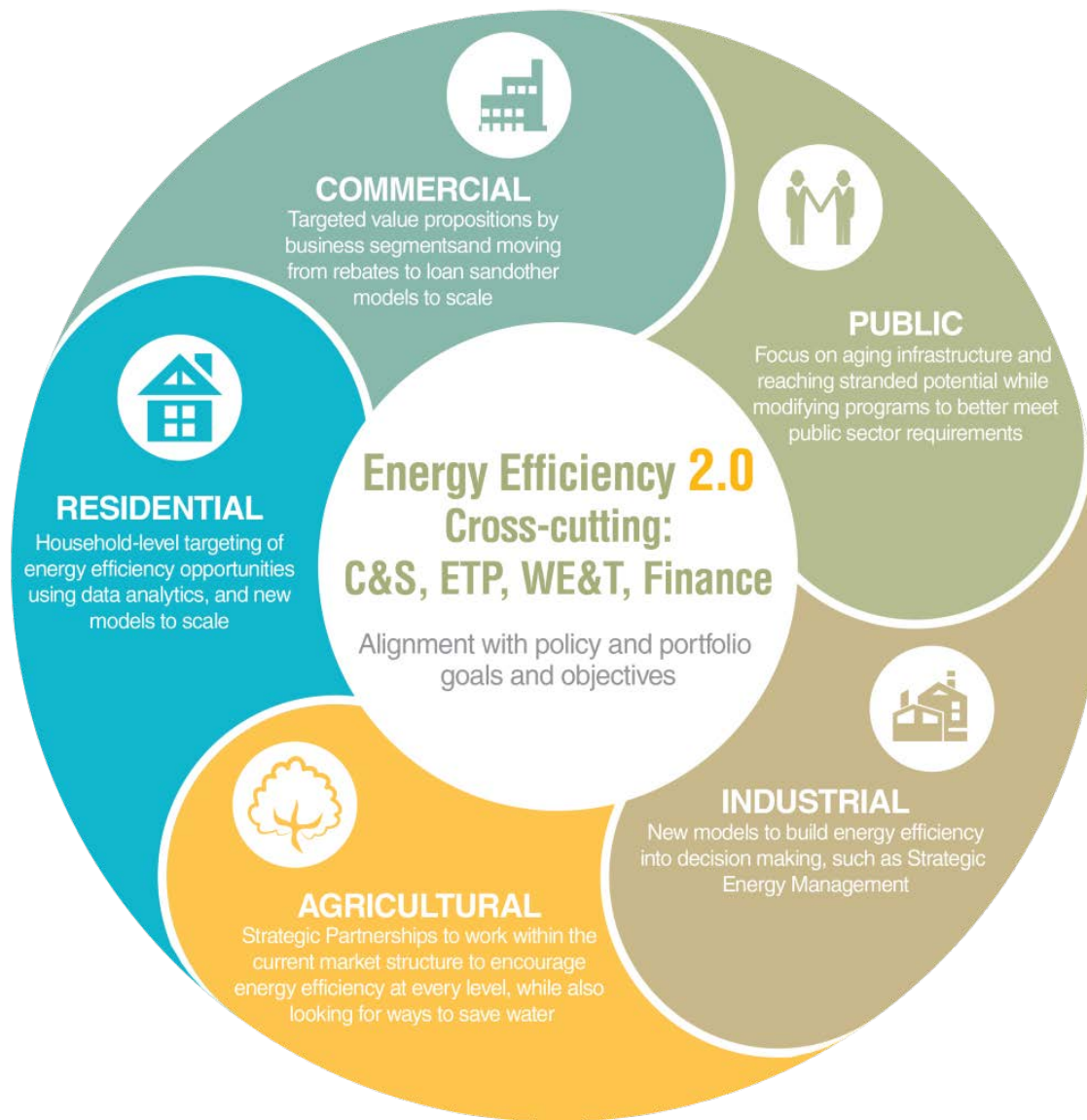
- *Market transformation where it matters most*
- *Moving away from traditional incentive models*
- *Focused technology strategy*



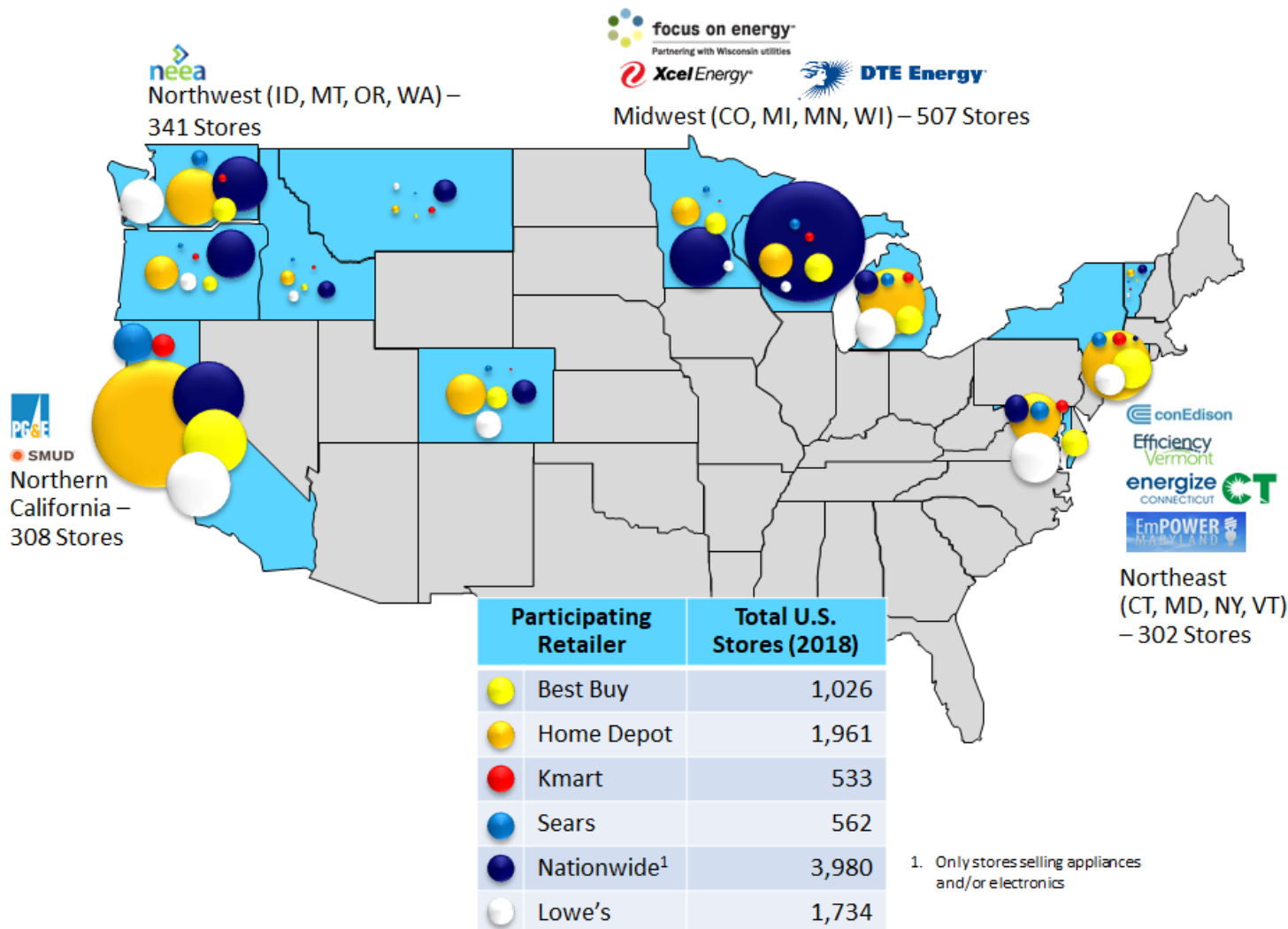
Streamline our Portfolio and Make it Easy to Access

- *Platforms and consistent approaches*
- *Statewide programs that leverage California's buying power*
- *Customer-centric sector and program approaches*

Business Plan Sector Strategies



Market Transformation—Retail Products Platform





Behavioral – HER

Program Performance (07/2011 – 12/2017)

- 40M reports sent to 2.1M households
- 1.3TWh saved (~ \$170M for customers)
- HER savings in 2015 (*ex-post FY*)
 - Electricity: 139 GWh
 - Natural gas: 4.7MM therms
 - Demand: 27 MW

Research-Based Program Optimization

- **Program Redesign:**
 - Report customization based on participant segmentation (e.g. negative savers, low-income)
 - Content overhaul
 - Developing actionable, targeted recommendations
 - Testing alignment with intrinsic motivations to see if that helps customers overcome barriers to taking action, with the goal of driving additional savings
- **Holistic Approach:**
 - Customer research: focus groups, qual & quant
 - Analytic deep dive: savings distribution, targeting



Your Home Energy Report

July 21, 2013

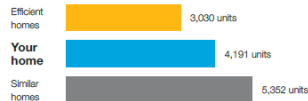
Account number 1000001

Service location: 3 Elm street

This report provides background on your energy use to help you make smart energy saving decisions.

For a full list of energy saving products and services for purchase, including rebates from Pacific Gas & Electric, visit:
marketplace.pge.com

Here's how you compare



Jun 20, 2013 - Jul 21, 2013

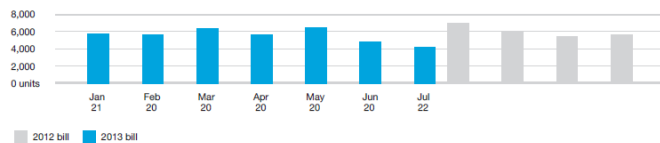
You're compared with 10 homes within 6 mi that are similar size (1,200 sq. ft.) with gas heat. Efficient homes are the most efficient 20% of this group. You can view your home information at pge.com/energycheckup.

Great
Good
Using more than average

38% more energy than efficient homes

Track your progress

✓ This bill, you used 12% less energy than your last bill.



Tips from efficient homes



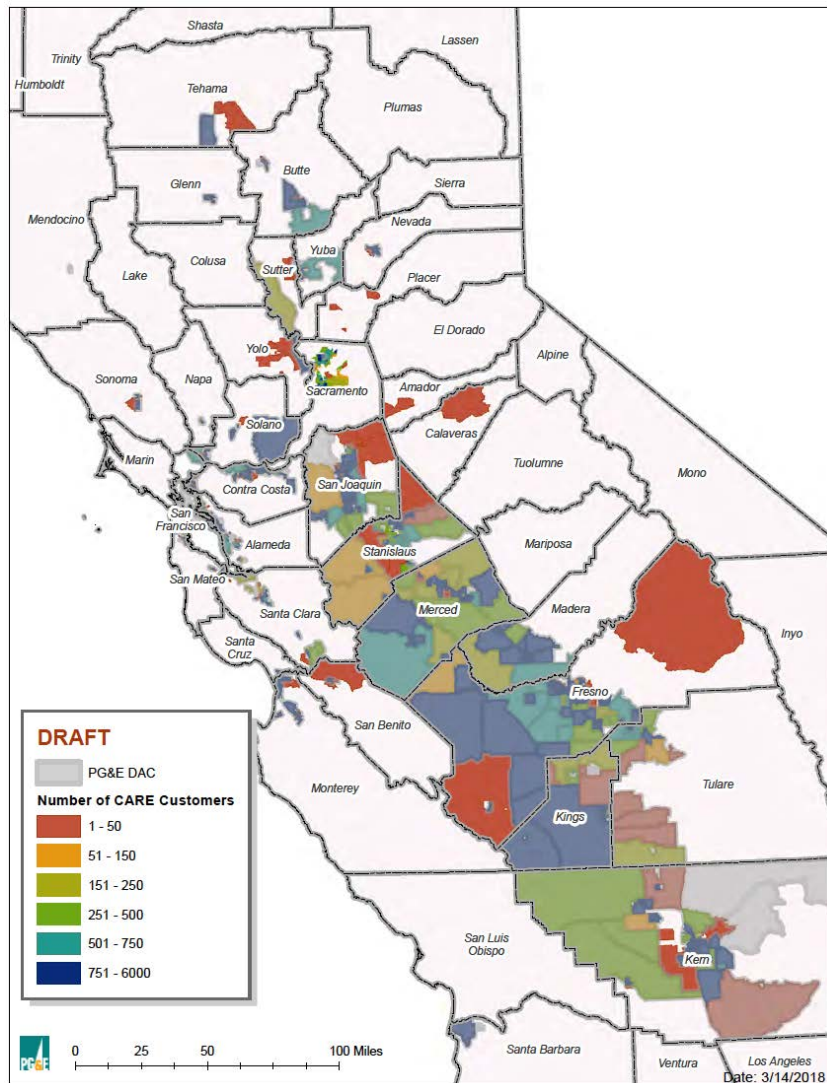
Clean or replace air filters
Save up to \$30 per year



Set your thermostat to 78°F in the summer
Save up to \$20 per year

Turn over for savings →

Disadvantaged Communities



Disadvantaged Customers

- Of the over 5.4 million customers in PG&E's service territory, close to **20% live in disadvantaged communities (1.1 million)**.
- Customers in disadvantaged communities are **densely populated in the Central Valley where nearly two-thirds of all disadvantaged customers reside**.
- 46% of disadvantaged customers are California Alternative Rate for Energy (CARE) eligible—**99% of eligible disadvantaged customers are enrolled in CARE**



PG&E's Disadvantaged Communities Strategy



- **Develop** an enterprise vision and strategy to engage and address needs of DAC in new programs
- Increase **collaboration** with not-for-profit organizations to grow community partnerships
- **Track** our progress in achieving measurable impact in these communities

Measuring Success in DACs

Examples of DAC Energy Efficiency Metrics

- First year annual ex-ante gas, electric and demand savings in disadvantaged communities
- Lifecycle ex-ante gas, electric, and demand savings in disadvantaged communities
- Percent of residential program participation in disadvantaged communities (single-family and multi-family)
- Percent of disadvantaged participants trained by workforce education and training programs

Examples of DAC Metrics in Other Customer Programs

- Increase participation in DACs:
 - CARE penetration
 - Energy Savings Assistance (ESA) Penetration
 - # of Electric Vehicle Chargers Installed
- Adoption of solar technology in DACs
- Number of CBOs activated to support clean, affordable energy in DACs