

GOLDEN OPPORTUNITIES IN CALIFORNIA



California – A Golden Opportunity

- 38 million Californians <http://www.dof.ca.gov>
- World's 8th largest economy
- \$4 billion proposed for 2009-2011 Statewide Utility Energy Efficiency Programs
- Population projected to reach over 42 million by 2015
- Electricity consumption projected to increase by 1.25% for the next decade 2007

IEPR

Energy Action Plan (EAP)

- ❑ Created by energy policy agencies to define a common vision and set of strategies by a “loading order” to address California’s future energy needs.
- ❑ The “loading order” established that the state, in meeting its energy needs would invest first in
 1. Energy Efficiency
 2. Demand-Side Resources
 3. Renewable Resources
 4. Cleanest available conventional generation
- ❑ This concept is now widely understood and respected both nationally and internationally

California's Major Utilities

4 Investor-Owned Utilities (IOU)

- Pacific Gas and Electric Company (PG&E)
- San Diego Gas & Electric (SDG&E)
- Southern California Edison (SCE)
- Southern California Gas Company (SCG)

2 Largest Municipal Utilities

- Los Angeles Department of Water & Power (LADWP)
- Sacramento Municipal Utility District (SMUD)

California Utilities Plan

- Our objective is to influence customers to make Energy Efficient choices.
 - ENERGY STAR® is a joint program of the U.S Environmental Protection Agency and the Department of Energy incorporates a labeling process designed to identify and promote energy efficient products.
 - ENERGY STAR qualified appliances incorporate advanced technologies that use 10-50% less energy and/or water than standard models.

Qualified Appliances

- Energy Star Products*
 - Dishwasher
 - Clothes Washer
 - Refrigerator
 - Room Air Conditioner
 - Water Heater

**Please note, not all ENERGY STAR products qualify for utility rebates.*



2009-2011 Energy Efficiency Funding (Proposed)

- Statewide Utilities has proposed over \$4.4 billion for 2009-2011 energy efficiency programs.

LADWP - 270 million

PG&E – 1.9 billion

SMUD – 130 million

SCE – 1.6 billion

SCG – 230 million

SDG&E – 280 million

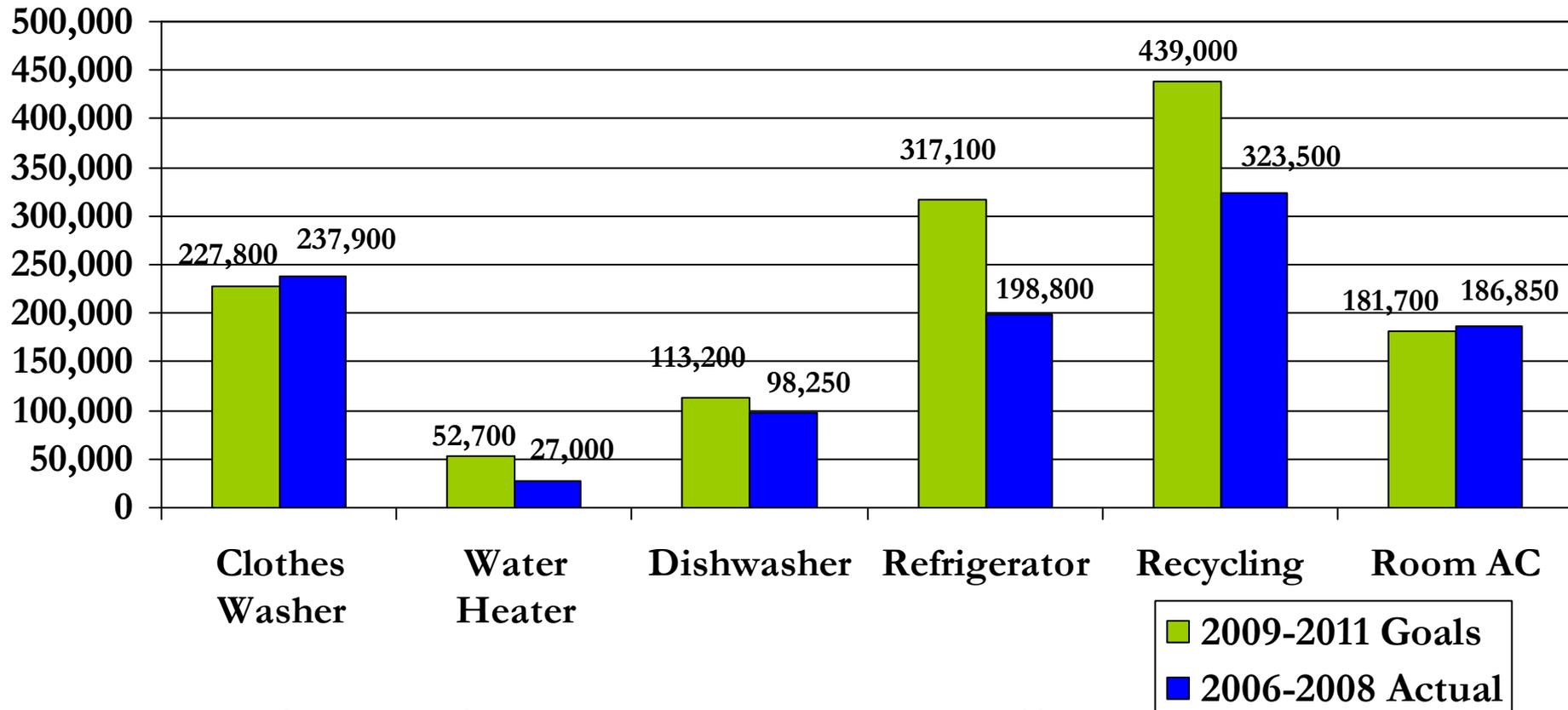
Available Rebates Amounts

Organization Name	LADWP	PG&E	SMUD	SDG&E	SCE	SCG
Clothes Washer	\$250	\$35 or \$75	\$100 or \$200	N/A	N/A	\$35
Water Heater	N/A	\$30	N/A	\$30	\$30	\$30
Dishwasher	N/A	\$30 or \$50	\$25 or \$75	\$30	N/A	\$30
Room AC	\$50	\$50	\$50	\$50	\$50	N/A
Refrigerator	\$65	N/A	\$40 or \$75	\$25	\$50	N/A
Recycle Refrig / Freezer	\$35	\$35	\$35	\$50	\$50	N/A

2009 – 2011 Statewide Unit Goals

vs.

2006-2008 Statewide Unit Goals Actual (Aug 2008)



Statewide Goal Units = over 1.3 million

Statewide Actual Units = over 1.1 million

**Estimated units*

Rebate Options

- Mail-In Applications
- Online Applications
- Retailer Point of Sale
 - Store Register
 - Store Website

Most Effective Way

□ Retailer Point of Sale (POS)

■ Utility Benefits

- Immediate
- Higher Capture Rate
- Lower Rebate Processing Cost
- Greater Customer Outreach

■ Retailer Benefits

- Sales Tool
- Customer Outreach
- Going Green

POS Requirements

- Customer Data Collection*
 - Retailer Reports
 - Gift Cards
 - Tear pads with customer information
 - Drawings

** Data needs and collection vary by utility.*

- Utility POS Contracts
- Qualified Products Availability

How we report

We report influences by those purchases and the savings claimed to those products by

- Energy – kWh
- Gas – Therms

Sample of Electric Savings



VS.



= Savings **146** kWh
which is 21% energy savings

NOT Energy Star Refrigerator
This model uses **726** kWh per yr

Energy Star Refrigerator
This model uses **580** kWh per yr

- The savings is what we claim to the CPUC.

Sample of Natural Gas Savings



NOT ENERGY STAR®
Natural Gas Water Heater
.58 EF (Energy Factor)

VS.



ENERGY STAR®
Natural Gas Water Heater
.62 EF
(ENERGY STAR minimum requirement)

= Savings **11.22**
therms per year

- Annual savings claims are reported to the CPUC.

Utility Reporting Responsibility

- Prove that we affect customer purchase
- Prove they are customers of that utility area
- Prove that product was installed
- Prove the savings claim of each product

What Ties Us Together

Retailers	Utilities
Going Green	Energy Action Plan
Sales Increase sales of energy-efficient appliances	To meet energy efficiency goals ▣ To help customers save energy and money
Reporting - Profits - Shareholders	Reporting - Energy Savings - California Public Utility Commission

California Public Utilities Commission (CPUC) Speaker

Milchail Haramati – Regulator Analyst for
California Public Utilities Commission

How the CPUC uses information

- ❑ Purpose of EM&V
- ❑ Data sources- publicly available appliance specifications for energy star and non energy star appliances; shipping documentation, sales data; rebate forms; additional surveys and or/site visit verification of installation and operation
- ❑ How data is collected-by stores, by the utilities on rebate applications, by evaluators
- ❑ How data is used-to see the impact of the program data is aggregated to a utility portfolio level to determine if the utility has met the commission's goals for energy efficiency savings.
- ❑ Data Confidentiality- manufacturer, retailer, and customer data

Other Opportunities

- Utility and Flex Your Power marketing
 - \$223 million to drive customers to qualified high-efficiency products
- ENERGY STAR website
- Cross-cutting with other energy efficiency programs
- Enhance brand's environmentally-responsible image
- Electronics Point-of-Sale

Contacts

Utility/Org	Name	Role	Phone	Email
LADWP	Steve Starks	Residential Rebate Program Manager	213-367-4019	Steven.starks@ladwp.com
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Questions & Answer

Please come see us in our

Breakout Session Room:

Regency A