Creating a More Energy Efficient Future for Residential Customers

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Pacific Gas and Electric Company

- Energy services to 15M people
- 70,000 square miles with diverse topography and climate zones

- Largest Annual Energy Efficiency Investments
- PG&E Serves Approximately 4% of the U.S. Households

Over $700mm Energy Efficiency and Demand Response Budget
- D/R
- Low-Income EE
- Energy Efficiency
Strategic Drivers

EIA: The Annual Energy Outlook 2014
- Residential electricity demand to grow by 21%, to 1,657 billion kWh in 2040
- Growth comes from increasing market penetration of smaller electric devices (and cooling in warmer climates)

California Direction
- Support market transformation of the EE industry
- Form partnerships to increase availability and adoption of energy efficient plug load solutions
- Increase energy savings accuracy through historic and current category sales data, opportunity to secure quantitative and qualitative market information
- Reduce plug-loads by 40%

Big goals!
Why a “Midstream” Approach?

- Energy efficiency programs increased market share and performance of energy efficient products, driving down per-unit energy savings resulting in smaller per unit incentive offerings relative to incremental cost.

- Small incentives do not influence customer purchasing.

**Then**
- 30% energy savings economical
- Mail-in rebates up to $200 available

**Now**
- Soon, cost-effective rebates may be closer to ~$25

Cost effective “downstream” programs becoming rare!
ENERGY STAR RPP Creates Market Leverage

Program Sponsors requested ENERGY STAR to facilitate the midstream RPP process:

• Outreach to create scale
• EM&V to overcome regulatory concerns
• Improve operational efficiencies
  – Legal / Participation Agreements
  – Implementation and Field Services
• More accurate and cost effective data
  – Support for seamless data transfer
• Harmonize product selection
  – Forum for program sponsors to agree on products and specifications

Lower cost, more impact!
ENERGY STAR Retail Products Platform

• A grassroots, coordinated approach to align energy efficiency programs with retailers’ business models

• A collaborative national effort to address energy savings opportunities in growing “miscellaneous/plug load” through consistent program design
2016 Plans

- Launch a coordinated ENERGY STAR RPP Program - pilot with 3 retailers and 5 products
  - Best Buy, Sears and The Home Depot
  - Electric and gas dryers, Air cleaners, Freezers, Sound bars, Room air conditioners
- Build scale with other Program Sponsors
- Drive cost effectiveness

2017
More retailers, more program sponsors and more products
Market Transformation!