2005 California Statewide Utilities

ENERGY STAR® Partners Meeting
Chicago
October 6, 2004

Presented by: David Manoguerra of PG&E
Goal: Assure California residents receive energy efficient equipment, measures and practices that provide maximum benefit for the cost.

- Simplify and standardize the air conditioning equipment specification for the mass market, make it the same for small commercial, residential new construction and residential retrofit.

- To meet the Goal of highest value for California – we must have three components - EER, SEER and TXV or Equivalent.

- The combination of the 3 specification components provide the most cooling per dollar to residents in California’s climates.
## California Split System
### 2005 Specification

<table>
<thead>
<tr>
<th>Tier</th>
<th>SEER / EER</th>
<th>TXV</th>
<th>Rebate</th>
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<td>HSPF</td>
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<td>13.0 / 11.0</td>
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<td>$200&lt;sup&gt;(1)&lt;/sup&gt;</td>
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## California Package System
### 2005 Specification

<table>
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<th>SEER / EER</th>
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<th>TXV</th>
<th>Rebate</th>
</tr>
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</table>
2005 California Utility Coordination

- The California Utilities work in coordination to plan, market, and implement a residential program portfolio to increase the market share of energy efficient ENERGY STAR® labeled products in California.

- Combined we service over 80% of the residential customers in California.
Activities to Promote ENERGY STAR®

- Consumer marketing and advertising, including coordination with the Statewide Flex Your Power Campaign and Univision.
- Provide rebates.
- Development and maintenance of long-term relationships with key market actors.
- Sales Training and Field Service support for retailers.
- Participation in National ENERGY STAR® Annual Promotions.
Programs that Promote HVAC

- Single Family HVAC Rebates
- Multifamily HVAC Rebates
- HVAC Co-promotions w/Retailers
- 2005 and Energy Procurement
- ENERGY STAR® New Home Construction
- ENERGY STAR® Commercial Rebates
Additional Marketing Activities

- Advertising Campaigns – Region Specific
- Bill Inserts/Customer Newsletters
- Coordination of Sales Promotions with retailers and distributors
- Fact Sheets – TXV, EER, Charge & Air Flow
- Direct Mail to targeted communities
Additional Marketing Activities (cont’d)

- **Training** with manufactures and distributors on program specifications
  - Communication with Contractors

- **Community Events**

- **Associations Events**

- **Retail Mailers Co-Promotion**