



# **Pondering *REALLY BIG* Energy Efficiency**

**Gene Rodrigues  
Director of Energy Efficiency**



**SOUTHERN CALIFORNIA  
EDISON**

An *EDISON INTERNATIONAL*<sup>SM</sup> Company

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# Key Challenges to Massive Adoption of EE?

## *We Need Revolution, Not Evolution*

- ❑ **Zeitgeist:** Contributing to or doing nothing about global warming must be viewed as being treasonous, morally abhorrent or incredibly stupid
- ❑ **Utilities:** Clean resources – including and especially EE – must become the backbone of the utility industry business model
- ❑ **Technology:** We must foment the nonviolent overthrow of bad engineering\*
- ❑ **Education & Economy:** Massive adoption means massive implementation ... Where is the workforce to green America's energy-using infrastructure?

\*(Amory Lovins – 9/28/07)

# Most Important Actions Over the Next 5 Years?

## *Think Global\* & Act Local*

- Zeitgeist:** God bless Al Gore and Leonardo DiCaprio ... Who's next to elevate global warming in the nation's consciousness? More importantly, who will be our next President?
- Utilities:** National Action Plan for EE, Clinton Global Initiative, EEI's Energy Efficiency Initiative ... All aboard!
- Technology:** Two words ... ENERGY STAR®. Let's make it hard for someone to choose not to be efficient rather than settling for making it easy to be efficient
- Education & Economy:**
  - ✓ **Grow Resources** – Berkeley, UC Davis, Stanford ... How about other states? ASE's Green Schools & Green Campus programs ... Eastward Ho!
  - ✓ **Transform Resources** – The BBEES for HVAC anticipates a new HVAC industry ... Is industry ready?

# Most Important Actions Over the Next 5 Years?

## *Think Global & Act Local – California Model*

- ❑ **Legislative & Regulatory Policy Framework in Place**
  - ✓ California’s Energy Action Plan = Energy resource “loading order”
  - ✓ California Global Warming Solutions Act = GHG reduction targets
  
- ❑ **Utility Business Model in Place**
  - ✓ Opportunity to recover reasonably incurred program costs
  - ✓ Decoupling mechanism to remove disincentive to conservation impacts
  - ✓ Performance-based risk/reward mechanism\*

*\*(Investor-owned utilities only)*

# Most Important Actions Over the Next 5 Years?

## *Think Global & Act Local – Next Steps*

- ❑ **Single, Statewide, Comprehensive Long-Term EE Plan**
  - ✓ Near-term resource acquisition
  - ✓ Long-term market transformation
  - ✓ Lock-in savings through codes & standards
  - ✓ Ripen next generation of commercial technologies
  
- ❑ **Big, Bold Programmatic Strategies**
  - ✓ Residential new construction = 100% zero net energy by 2020
  - ✓ Commercial new construction = 100% zero net energy by 2030
  - ✓ HVAC = Reshape industry for optimal performance
  
- ❑ **Return of the Collaborative Process**
  - ✓ Goal = Make EE “business as usual” for everyone

# Will We Rise to the Challenge?

## *What Do You Mean “We”, Kemo Sabe?*

- Yes!**
  - ✓ The science on global warming is in
  - ✓ The technology, engineering and know-how exist today
  - ✓ There is an existing national infrastructure waiting to be put to work
  
- But ...**
  - ✓ We need political will and courage
  - ✓ We need regulatory vision and action
  - ✓ We need industry transformation
  - ✓ We need individual accountability
  
- In the Meantime ...**
  - ✓ Every one of us must everything we can to “Think Global (Warming) and Act Local!”

# Thank you!

## *For More Information ...*

**Gene Rodrigues**  
**Director of Energy Efficiency**  
**Southern California Edison**  
[gene.rodrigues@sce.com](mailto:gene.rodrigues@sce.com)

- **Additional information about EE in California available at:**

**Southern California Edison**  
[www.sce.com/](http://www.sce.com/)

**California Public Utilities Commission**  
[www.cpuc.ca.gov/](http://www.cpuc.ca.gov/)

**California Energy Commission**  
[www.energy.ca.gov/](http://www.energy.ca.gov/)

**Flex Your Power**  
[www.fypower.org/](http://www.fypower.org/)

- **For more information, please contact:**

Gene Rodrigues  
Director of Energy Efficiency  
Southern California Edison  
[gene.rodriguez@sce.com](mailto:gene.rodriguez@sce.com)

- **Additional information about energy efficiency in California available at:**

Southern California Edison  
[www.sce.com/](http://www.sce.com/)

California Public Utilities  
Commission  
[www.cpuc.ca.gov/](http://www.cpuc.ca.gov/)

California Energy  
Commission  
[www.energy.ca.gov/](http://www.energy.ca.gov/)

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[www.fypower.org/](http://www.fypower.org/)