



Gene's History of California EE (So Far)

A 23-Year Odyssey from the "California's Collaborative Process"

... To "First in Loading Order"

... To a "Living Pilot for the Future"

(The Complete California Story Told in Ten Minutes)

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2013 Energy Efficiency as a Resource
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It All (Re)Started with a Collaborative Process

1990: California Discovers EE as a Resource



It All (Re)Started with a Collaborative Process

1990: California's Blueprint for EE

California Adopts its “Big Three” Policy Platform

- Funding
- Decoupling
- Earnings Opportunity





EE's Salad Days

1990 – 2013: First in Loading Order

- ❑ Moving EE to “first in loading order priority” in Long-Term Resource Plans makes pursuit of all cost-effective EE a reality
- ❑ Combined with aggressive Codes and Standards activities, EE becomes ingrained in the California economy





EE's Salad Days

1990 – 2013: A Bountiful Harvest

- ❑ Over **\$4 Billion** in energy efficiency investments

- ❑ **23 Billion kWh Saved**
 - ✓ Enough to power **3.4 million** homes
 - ✓ GHG Reduction = **10.4 million** metric tons
 - ✓ Equivalent to **2.2 million** cars off the road

- ❑ **1.5 Million** low income homes with EE

- ❑ **42,000** Solar Homes = **480 MW** of Solar Installed

2012 Stats

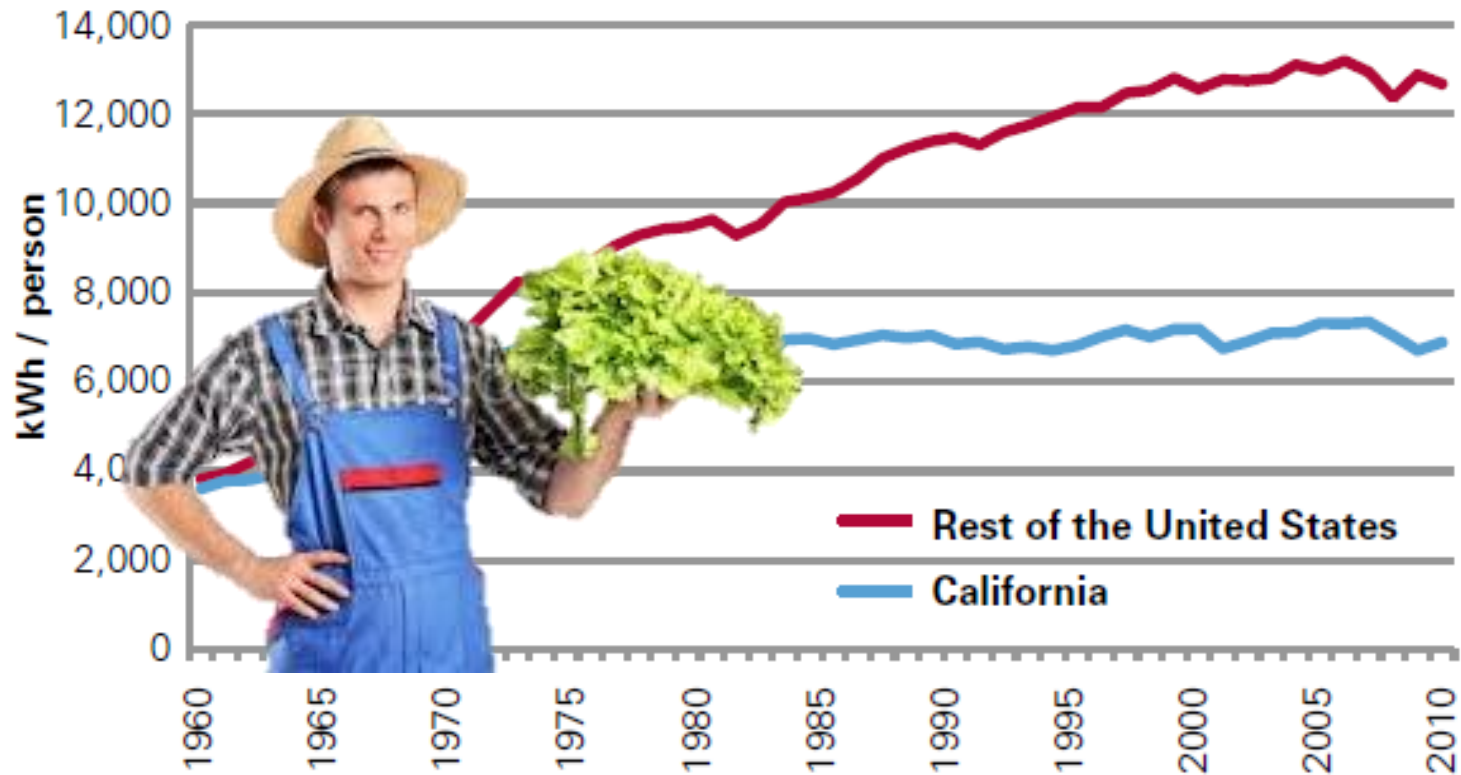
- ✓ **1.8% of SCE retail sales**
- ✓ **\$0.03/kWh (lifecycle)**





EE's Salad Days

The Rosenfeld Observation



A Living Pilot for the Future

Two New Drivers for EE as a Resource

- ❑ A Sea of Solar Rooftops Creates Existential Angst Which, In Turn, Creates the Opportunity for Industry Evolution



Living Pilot for the Future

Two New Drivers for EE as a Resource



Living Pilot for the Future

Two New Drivers for EE as a Resource





Marker for the Future

Where do we go from here in California?

50%

- ✓ 2012 LTPP Base Case for EE Reduction to Systemwide Load Growth
- ✓ Living Pilot Assumption for Additional Impact of Preferred Resources on Remaining Growth in Targeted Areas



Thank You!

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