



National Symposium
on Market Transformation
Regional Round-Up Panel:
“What’s HOT in California”



Jan Berman, Sr. Director, PG&E



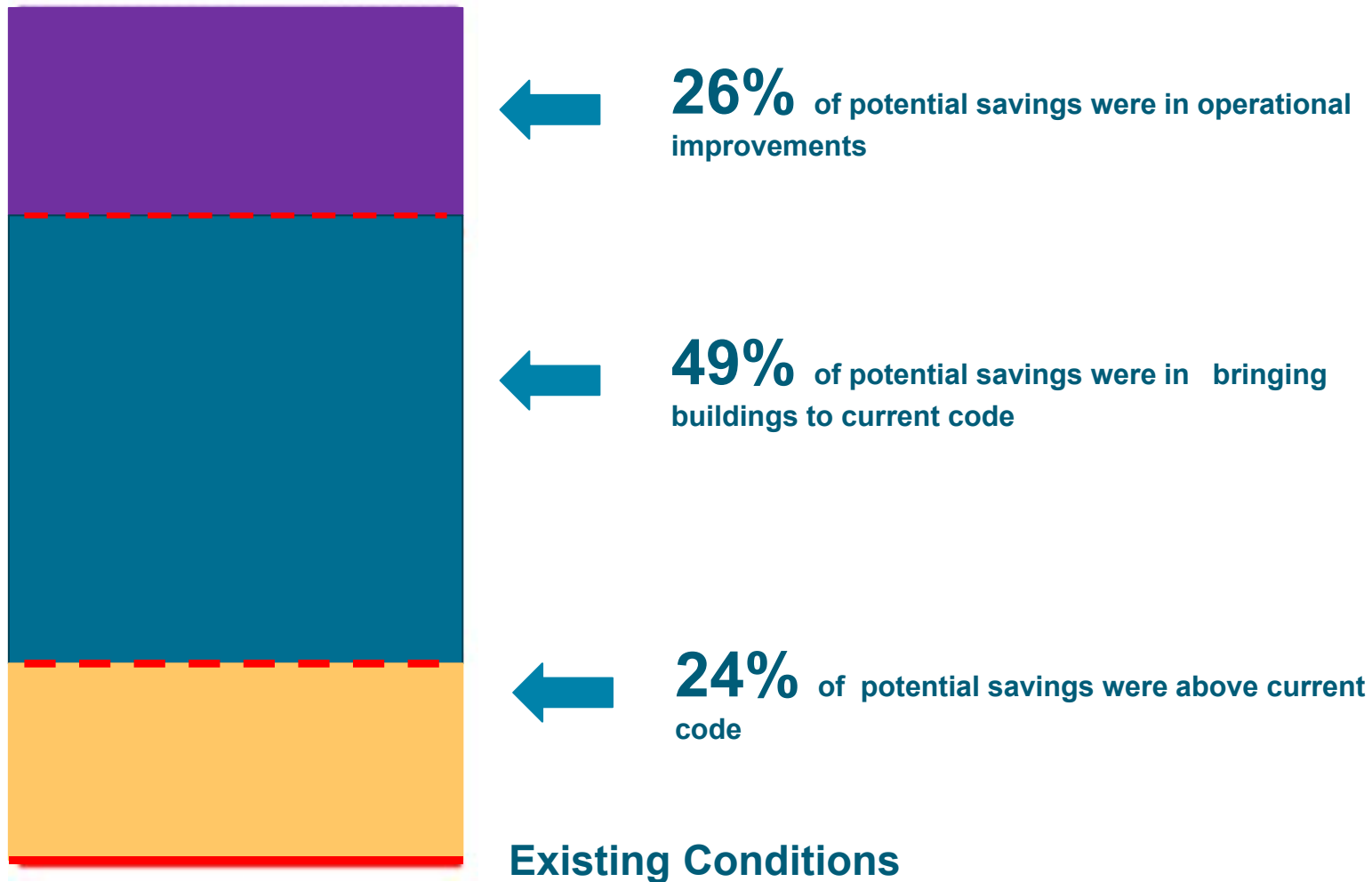
April 22, 2015

*“Double the efficiency of existing buildings
and make heating fuels cleaner.”*



To Code and Operational Opportunities

Gigawatt Hours Savings Potential





Full Surround Market Intervention

At Home

The image shows a digital screenshot of a 'Your Home Energy Report' and a physical report card. The digital report includes sections for 'Last 12 Months Household Comparison', 'Last Month Household Comparison', 'What homes are compared?', and 'An Average Day Last Month'. It features various charts and graphs, such as a line graph for household comparison and a bar chart for monthly comparison. A 'GOOD HOME' badge is visible. The physical report card is titled 'Important: When you're home' and includes the text 'Turn off lights when not needed' and 'Use and switch off power strips'.

Online

The image shows a screenshot of the PG&E online account management interface. The top navigation bar includes 'MY HOME', 'MY BUSINESS', and 'BUSINESS TO BUSINESS'. The main content area is titled 'Manage Your Account Quickly and Easily' and includes a 'Log In' button. Below this, there are three featured sections: 'Driving Toward a Cleaner Future', 'Save up to 20% with SmartRate™', and 'Tips to Save Your Business Money'. The bottom navigation bar includes 'Connect With Us', 'Electric Vehicles', and 'Your Online Options'.

In Stores



Trade Pros





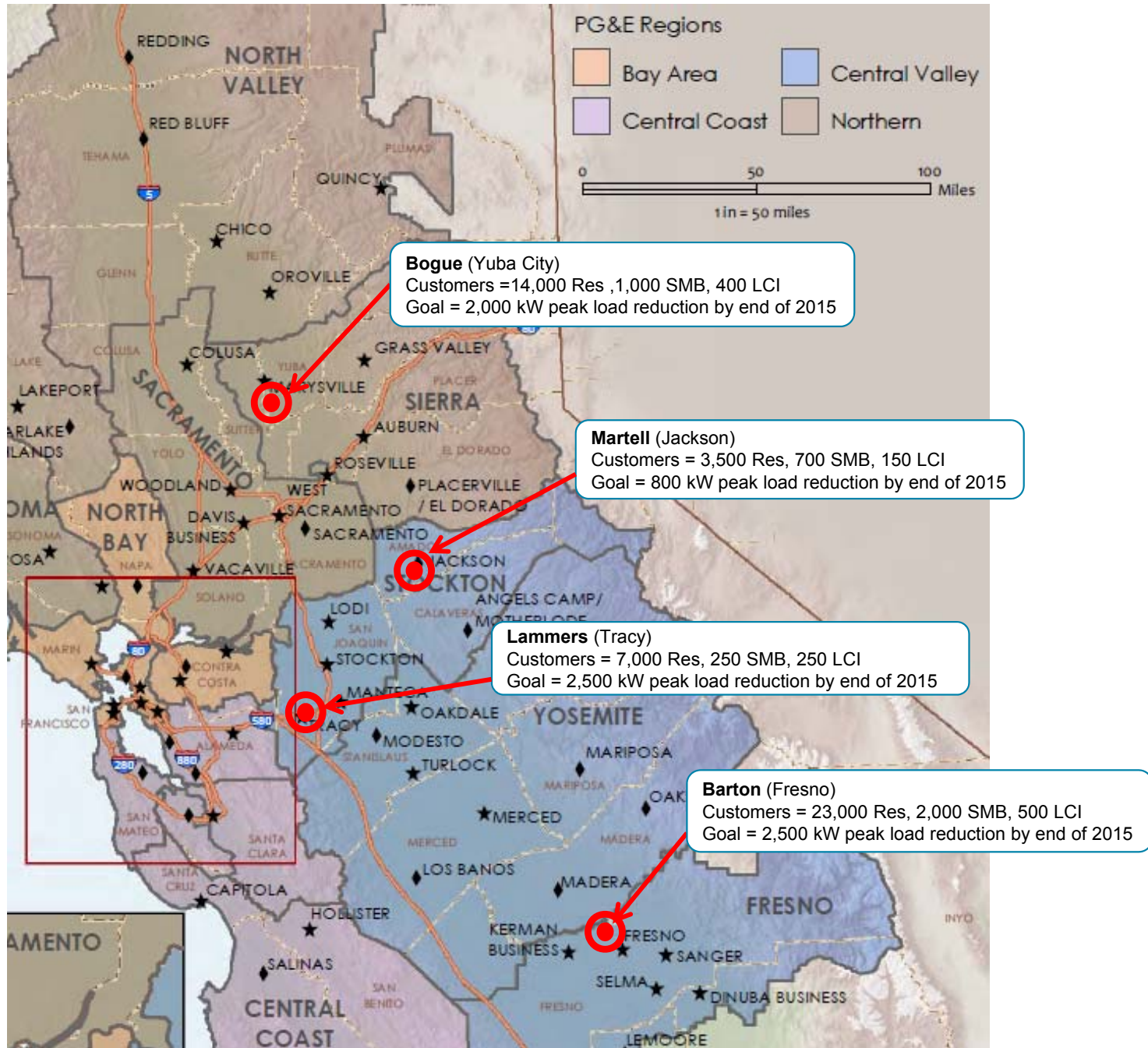
Co-branded signs

Height of promotion

End caps sales

Staff Training

Price reduction

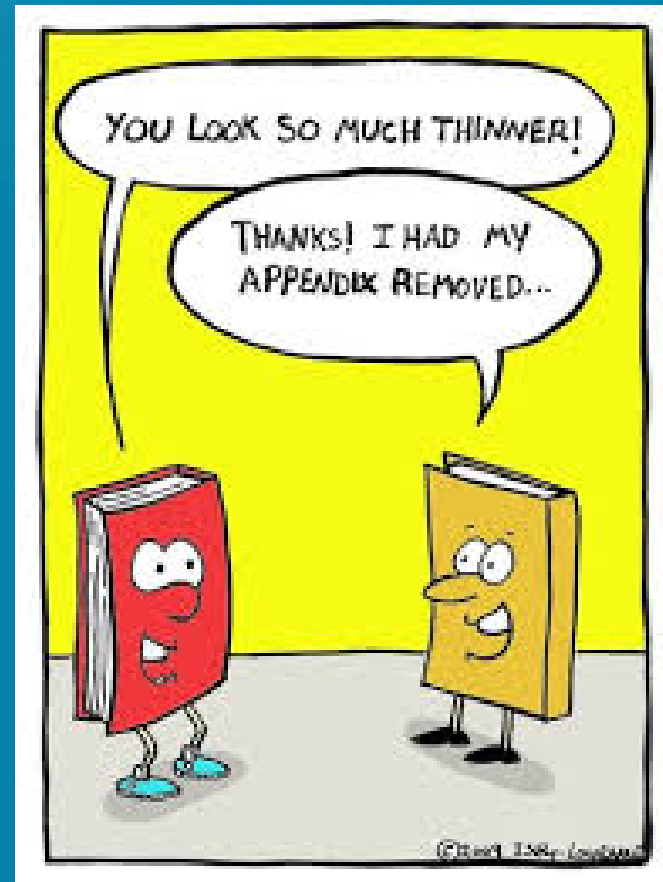




PG&E At A Glance

PACIFIC GAS AND ELECTRIC COMPANY	
Year Founded	1905
Direct Legislative/Regulatory Oversight Bodies	California Public Utilities Commission (CPUC) / Western Electric Coordinating Council (WECC) / FERC
2014 Revenues (Unaudited)	\$17.090 Billion
Annual Energy Efficiency Budget	\$628 Million (\$164M of which is for low income)
Customers Served	15 Million
Fuels	
Gas	Yes
Electricity	Yes
Major Energy Efficiency Program Related Responsibilities	
Informing Policy (various jurisdictions)	Yes
Emerging Technology Development	Yes
Program Design	Yes
Program Implementation	Yes
Program Measurement and Evaluation	No
Other Reporting and Program Support	<p>Various other program exist including Distributed Generation in various forms as well as the company looking into both EV and storage as future opportunities (but currently very limited programs exist for these.)</p> <p>PG&E also operates an ESCO (energy savings company) that is unregulated and works with various large companies to offer dynamic energy savings solutions.</p>
Demand Response Programs	Yes
DR integrated with EE	Yes

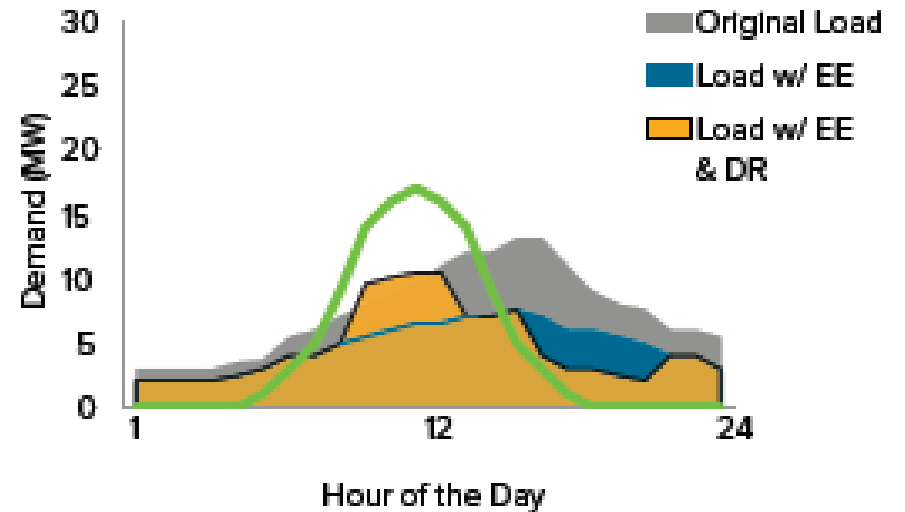
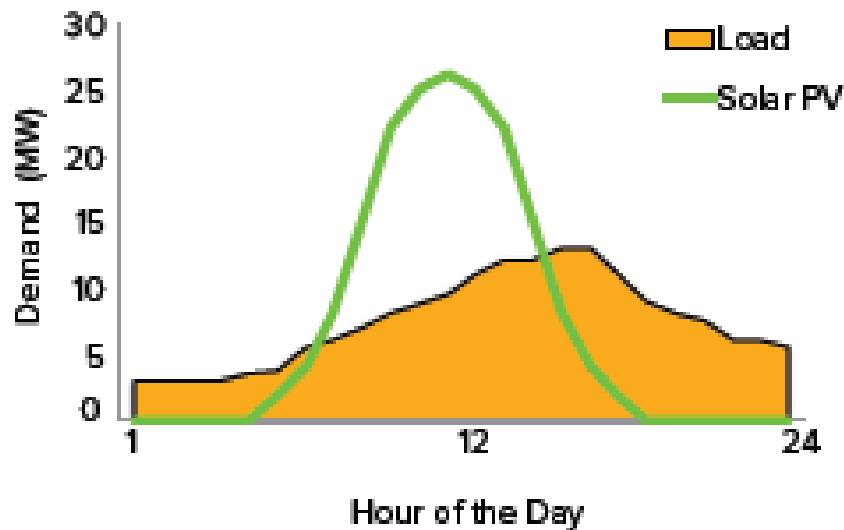
Appendix





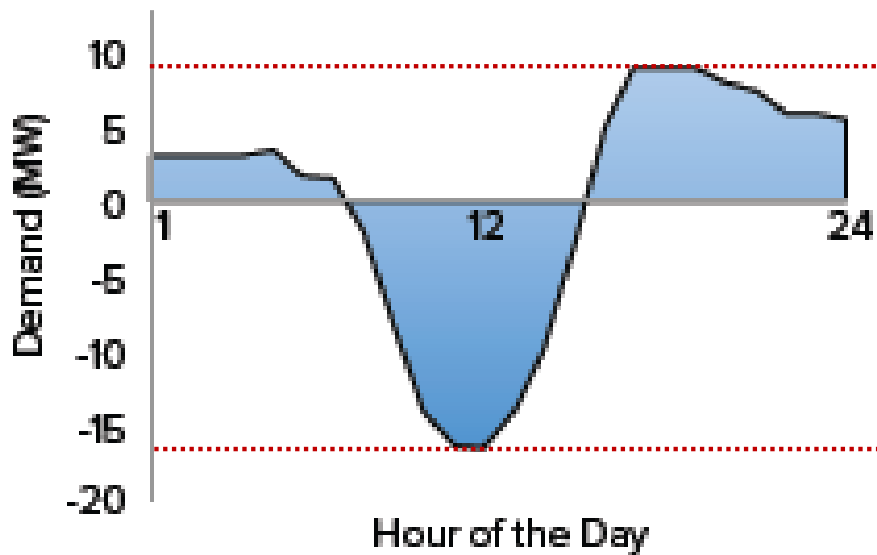
Solar PV

Energy Efficiency, Demand Response, then Solar PV





Solar PV



Energy Efficiency, Demand Response, then Solar PV

