

Home Energy Reports Initiative Overview

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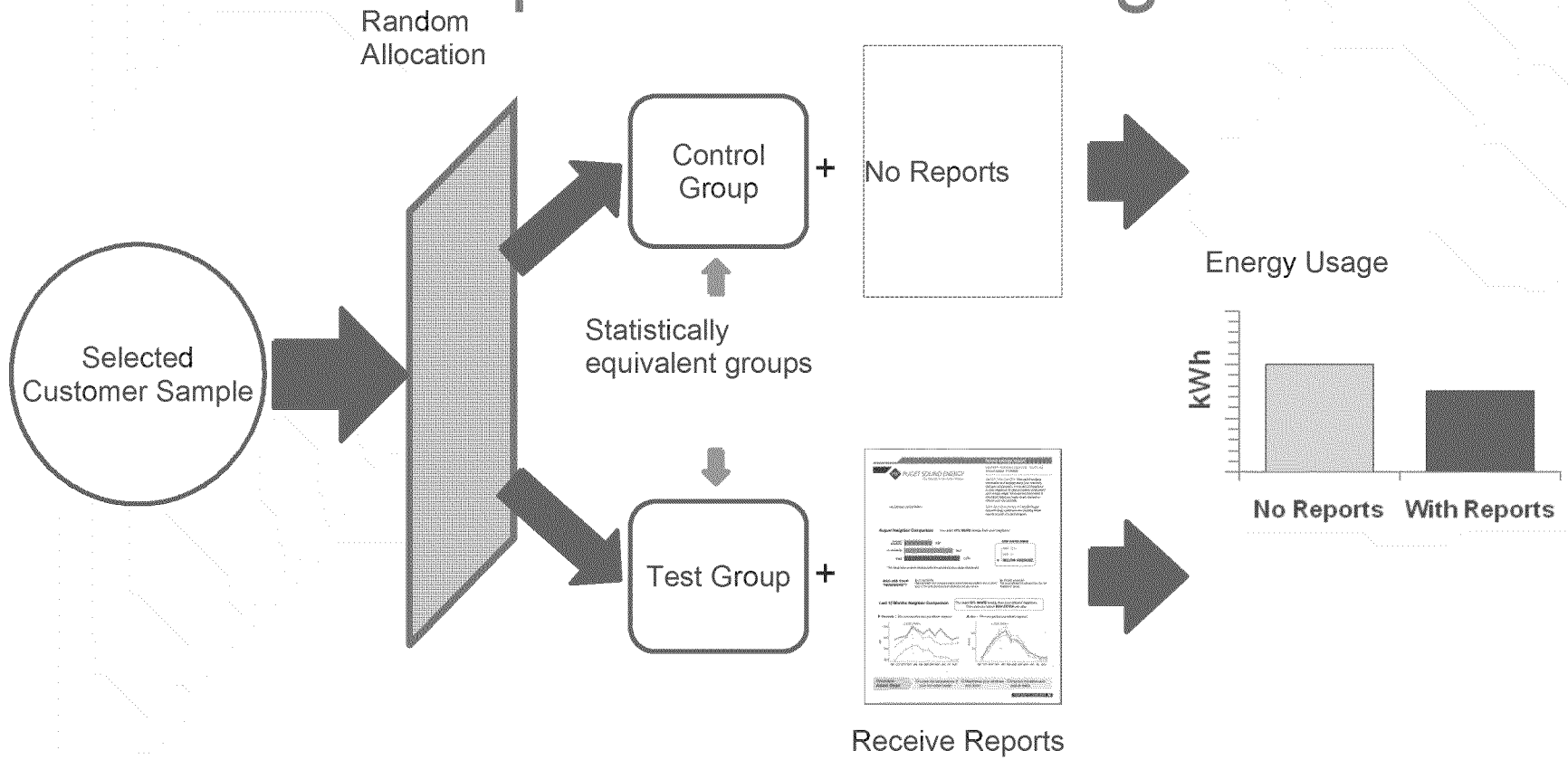
March 8, 2011

1

Regulatory Overview

- ◆ Decision 09-09-047 defines behavior-based efficiency programs (known also as “comparative billing programs” and “home energy reports”).
- ◆ SB 488 requires the CPUC to evaluate certain residential benchmarking programs using an experimental design approach.
- ◆ The EM&V decision (10-04-029) provides for savings claims for behavior-based programs based on experimental design that must be approved by ED.
- ◆ PG&E is initiating its first initiative as part of the Home Energy Efficiency Survey (HEES) sub-program of PG&E’s core residential energy efficiency program.

Experimental Design



Large-Scale Data Analysis

- Follows experimental design blueprint
- Clearly isolates impact of reports
- Follows NAPEE guidelines
- Endorsed by ACEEE
- Consistent with CPUC protocols

Sample Report



Your Home Energy Report

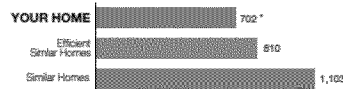
Account number: 123456789
Report period: 03/13/10 - 04/13/10

Be informed: This personalized report is an educational tool to show your home's energy use.
Track your use: Learn how your home's energy use changes over time and where you likely have opportunities to save.
Improve Efficiency: We'll also provide tips and resources chosen for your home to help you better manage your energy costs.

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Last Month Household Comparison

You used **13% LESS** energy than efficient similar homes.



How you're doing:

GREAT 😊
Good 😊
More than average

* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

What Homes Are Compared?

Similar Homes

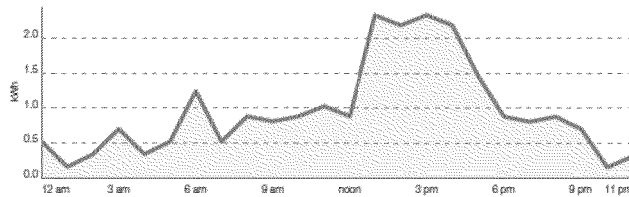
Approximately 100 occupied, nearby homes that are similar in size to yours (avg 2,656 sq ft) and have both electricity and natural gas service.

Efficient Similar Homes

The most efficient 20 percent of similar homes.

An Average Day Last Month

On average, you used the most from 1 - 4 pm. Think about what uses electricity during that time.



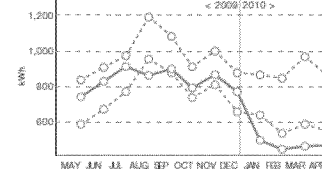
Visit www.pge.com/homeenergyreports to see which days you used the most.

Turn over for savings →

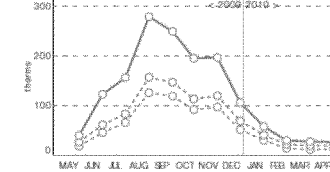
Last 12 Months Household Comparison

You used **22% MORE** energy than similar homes. This costs you about **\$404 EXTRA** per year.

Electricity | 24% less electricity than similar homes



Natural Gas | 89% more natural gas than similar homes



Action Steps | Personalized tips chosen for you based on your energy use and housing profile

Quick Fixes

Things you can do right now

Recycle second refrigerator

Old refrigerators are significantly less energy-efficient – even models from 2000 use 40% more energy than today's best.

If you have a second refrigerator or freezer that is older, it's likely an energy-intensive appliance that costs you more to use than it's worth. Recycle it to save!

Get free pickup and recycling, as well as an incentive check. Retire your old appliance and reap energy savings right away.

Smart Purchases

Save a lot by spending a little

Spotlight your work spaces

Whether you're preparing dinner, writing at a desk, or reading a book, light is important. Instead of spreading it around the room, focus light where you need it most.

Using desk lamps or under-the-counter lighting for specific tasks brightens important spaces, and it can significantly reduce your energy consumption.

Most of these lights are also compatible with energy-efficient bulbs.

Great Investments

Big ideas for big savings

Pay less to keep outdoor lights on

Operating outdoor lights all night could cost you over \$40 per year on your electric bill. Luckily, you can reduce energy usage without sacrificing security or style.

Incandescent lights with motion sensors only operate when needed, saving you even more than efficient bulbs.

Or, unplug entirely and install outdoor solar lights, which are available as wall-mounted, post or patio lamps.

SAVE UP TO **\$200** PER YEAR

SAVE **\$15** OR MORE PER YEAR

SAVE UP TO **\$35** OR MORE PER LIGHT ANNUALLY



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*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. These offerings are funded by California utility customers and administered by PG&E under the auspices of the California Public Utilities Commission.

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Program Phasing Overview

Phase	Launch	Goals	Target
Operational Pilot ("Alpha")	Q1 '11	<ul style="list-style-type: none"> •Validate operational and organizational readiness 	8K employees
Initial Targeted Sample ("Beta")	Q3 '11	<ul style="list-style-type: none"> •Validate ability to generate cost-effective energy savings •Validate ability to handle customer inquiries 	50K targeted customers
Broad Research Sample ("Gamma")	Q4 '11	<ul style="list-style-type: none"> •Gather broad sample to model expansion and optimization opportunities 	~100K broad sample
Targeted Rollout	Q1 '12 <i>multiple waves</i>	<ul style="list-style-type: none"> •Generate verified cost-effective energy savings 	1.5 – 2.0MM targeted customers

EM&V (Gamma) Design Concept

Service Type	Proposed Start Date	Baseline Territory	Standard Frequency	Reduced Frequency	Control
Dual Fuel	July 2011				
		R	Treatment 1 (n=15K)	Treatment 2 (n=15K)	Control 1 (n=10K)
		S	Treatment 3 (n=15K)	Treatment 4 (n=15K)	Control 2 (n=10K)
		X	Treatment 5 (n=15K)	Treatment 6 (n=15K)	Control 3 (n=10K)
Electric Only	July 2011				
		R	Treatment 7 (n=12K)		Control 4 (n=10K)
		S	Treatment 8 (n=12K)		Control 5 (n=10K)
		X	Treatment 9 (n=12K)		Control 6 (n=10K)
Gas Only	October 2011				
		SMUD	Treatment 10 (n=12K)		Control 7 (n=10K)
		Other	Treatment 11 (n=12K)		Control 9 (n=10K)