Community Based Emerging Strategies

Using Community GHG Reduction to Drive Energy Savings

Catherine Squire
Pacific Gas and Electric Company
November 17, 2009
“Energy efficiency must be a top priority. Improving energy efficiency is one of the lowest cost options for managing growing energy demand, while eliminating greenhouse gas emissions.”

Peter A. Darbee, Chief Executive Officer and President
Pacific Gas and Electric Company
Testimony before the Committee on Environment and Public Works,
United States Senate, June 28, 2007
About PG&E

- 70,000 square miles
- 15 million people
- 6 million customers
  - 87 percent residential
  - 13 percent non-residential
- 139,000+ circuit miles of electric lines
- 45,800+ miles of natural gas pipeline
- 2008 electric deliveries: 88,127 GWH
California Policy and Regulation Drive Demand

Industry shifts due to environmental regulation increase the importance of comprehensive energy solutions to reduce GHG emissions and increase renewables.

Customers are driven by:

• Global Warming Solutions Act of 2006 -- AB 32

• Land use and transportation policy to reduce GHG -- SB 375

• Benchmark buildings by Jan 2010 -- AB 1103

• Attorney General Regulates General Plans
What Our Local Governments Say*

Local Governments (LG) act as Caretakers of Communities

• Single point of contact
• Comprehensive approaches
• Utility data to strategize, implement and track success
• Work with Local Government; PG&E as a “partner”
• Inform LG on community-wide outcomes
• Co-brand and share success

* Local Government Customer Needs Exploratory Research, August 2009. Research involved 21 PG&E staff and 21 “advanced” and “emerging” local governments in interviews or focus groups.
Local Governments Lead Community GHG Reduction

Inventory → Set Target → Climate Action Plan (CAP) → Implement CAP → Monitor

PG&E provided data to 110 LG

Cool Counties Target = 80% below current levels by 2050

Cities are working together to produce plans.

Backlog of Local Government requests

The need for help is real.

PG&E has the technical capacity to help.
Example: Community GHG Inventory

Over 1/3 of LG* completed Inventories

LG and PG&E plan and track energy reduction by Customer Segment

* in PG&E territory

Berkeley’s GHG Emissions by Source in 2005
Community Based Energy Management: Sustainable San Francisco

Top level collaboration supports SF Climate Action Plan and PG&E goals

Neighborhood and Segment Campaigns

Energy Efficiency estimated results prior to community initiative < 1 MW/yr 2003-07

Estimated results since initiative launched 01/01/08:
• 8.21 MW Energy Efficiency
• 9.68 MW Demand Response
• District campaign resulted in 200-300% increased participation
Community Based Energy Management: Medical Center

Start with sustainability vision and collaboration

PG&E delivers comprehensive solutions

- Estimated 162 kW Lighting Project, 500 kW more expected
- + est. 200 kW of DR
- Est. 50 kW computer project
- 7,571,390 kwh more expected
- 60,000 therms, pipe and valve insulation
Community Based Energy Management: City of Pleasanton

Integrated, multi-year plan to address community segments

Police station, fire station and library facilities estimated savings 150,000 kwh and 7,000 therms

Small commercial campaigns anticipated 1MW savings planned for 2010
Green Communities 2010-2012

$20M to serve Local Governments

Vision: PG&E is the energy solutions company that helps customers achieve real GHG reduction results.

Objectives

• Community Scale Energy Solutions

• Assist customers to transform their vision for GHG reduction into reality while delivering real, measurable results

PG&E’s Portfolio increases integration and energy management.
How: Strategic Energy Management Drives Results

Scalable, repeatable process that forms foundation of collaboration with customers and communities

Strategy Development
- GHG Reduction
- Energy Managers
- Energy data to plan and track results
- Community Based Social Marketing

Strategy Implementation
- Community Scale
- Customer Segments
- Managed Customers

Track and Report Results
- Evaluate and Modify
- Reward and Recognize
Community Based Emerging Strategies

For information contact:

Catherine Squire
Principal, Government Innovation and Sustainability
Pacific Gas and Electric Company
415.973.0887
c3s9@pge.com
Thank you