



# HVAC and ENERGY STAR®

---

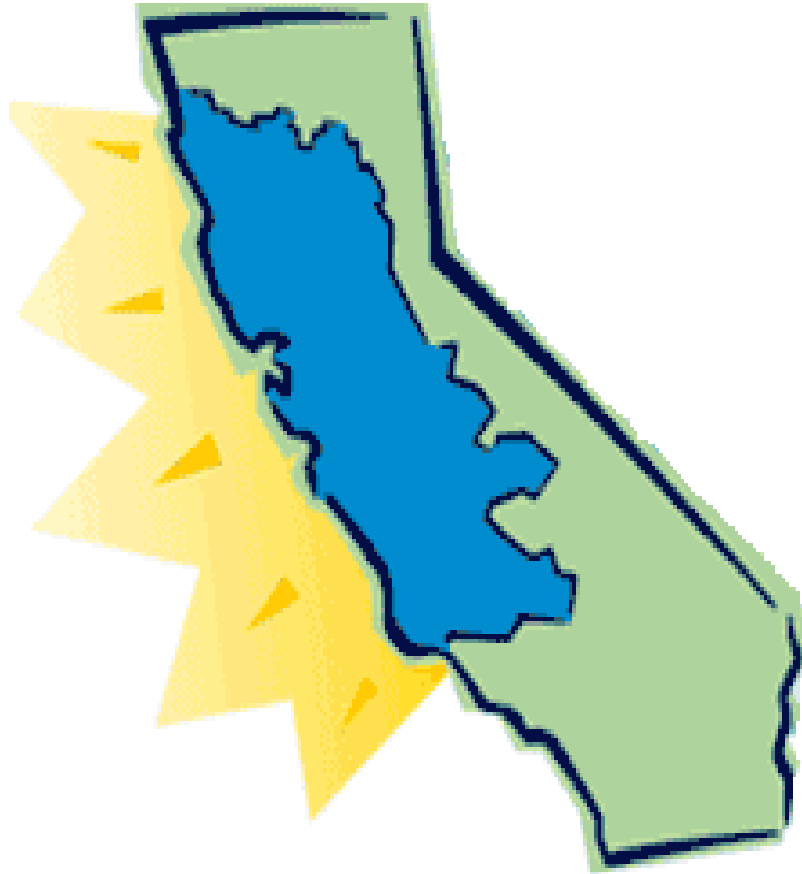
**Scott Clay**

Sr. Program Manager,  
Customer Energy Efficiency

*CEE Ask The Experts*

*June 2, 2009*

# PG&E Service Area



- 70,000 square miles
- 15 million people
  - about 1 in every 20 Americans
- 6 million customers
  - 87% residential
  - 13% non-residential
- 139,000+ circuit miles of electric lines
- 45,800+ miles of natural gas pipeline
- Summer Peak: typically 20,000 MW
- Electricity Sales: approx. 86,000 GWH

“Energy efficiency is California’s highest-priority resource for meeting its energy needs in a clean, reliable, and low-cost manner.”

California Public Utilities Commission’s 2006 publication, *Energy Efficiency: California’s Highest-Priority Resource*

“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**, President and Chief Executive Officer, Pacific Gas and Electric Company, *Testimony before the Committee on Environment and Public Works, United States Senate, June 28, 2007*



# PG&E's Commitment to Energy Efficiency

## 2006-2008 Energy Efficiency Portfolio

- ~\$1 billion budget supported 85 energy efficiency programs
- Achieved: **613 MW**    **2,826 GWH**    **44.9 MM Therms**

## 2006-2008 Comprehensive HVAC Program

- Energy Savings:
  - Achieved: ~98 MW    ~ 98 GWH    ~ 1 MM Therms
- Units Serviced:
  - **DTS – 64,434**
  - **RCA – 105,493**

## PG&E's 2009-2011 Energy Efficiency Portfolio (proposed)

- ~\$1.9 billion supporting more than 100 energy efficiency programs
- Several new initiatives and program proposals
  - Consumer electronics
  - Workforce Education and Training, including promotion of North American Testing Examination (NATE) certifications
  - Integration of Energy Efficiency, Demand Response, Solar and Low Income Energy Efficiency

## Major HVAC program initiatives

- ENERGY STAR Quality Installation and Quality Maintenance
- Technologies and Diagnostics
- Emphasis on increasing permit/code compliance levels
- Climate Optimized AC
- HVAC Roundtable



## 2009 – 2011 Marketing Strategy: Grow the Program

- Assist contractor in marketing program by leveraging ES collateral.
- Acknowledge & partner w/ “Quality Contractors” (QC)
- Educate customers (ES Collateral) and direct to QC
- Integrate NATE certification requirements/incentives
- Increase program visibility via PG&E Website
- Partner with OEMs to include equipment installation and maintenance recommendations in equipment literature
- Increase contractors recruitment and education efforts
- Bring onboard additional VSPs and contractors

## ENERGY STAR® Products - HVAC

- Contractor resources
  - A Guide to EE Heating & Cooling
  - Duct Sealing Brochure
  - Quality Installation for AC
  - HVAC Installation Bid Comparison Checklist
- ENERGY STAR Quality Installation
  - ENERGY STAR® QI Pilot
  - ACCA QI Standards

## ENERGY STAR® Products:

### Assist Contractors in promoting HVAC Programs

- Provide EE knowledge
- Give contractor credibility
- Brochures to leave with customers
- “Quasi-Affiliation” with respected organization
- Give contractors confidence to promote
- Recognizable brand



For more information

# **Scott Clay**

**Sr. Program Manager - HVAC**

Pacific Gas and Electric Company

Customer Energy Efficiency

Portfolio Implementation

415-973-7329

SBC1@pge.com