
“Together We Will” – Fighting Climate Change and Creating Jobs

Consortium for Energy Efficiency

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***Pacific Gas and
Electric Company™***

Overview of Your Next Few Minutes

- **What's up in DC**
- **Surf is already up in California**
- **Market changes are in the wind**
- **What this means for us**



What's up in DC

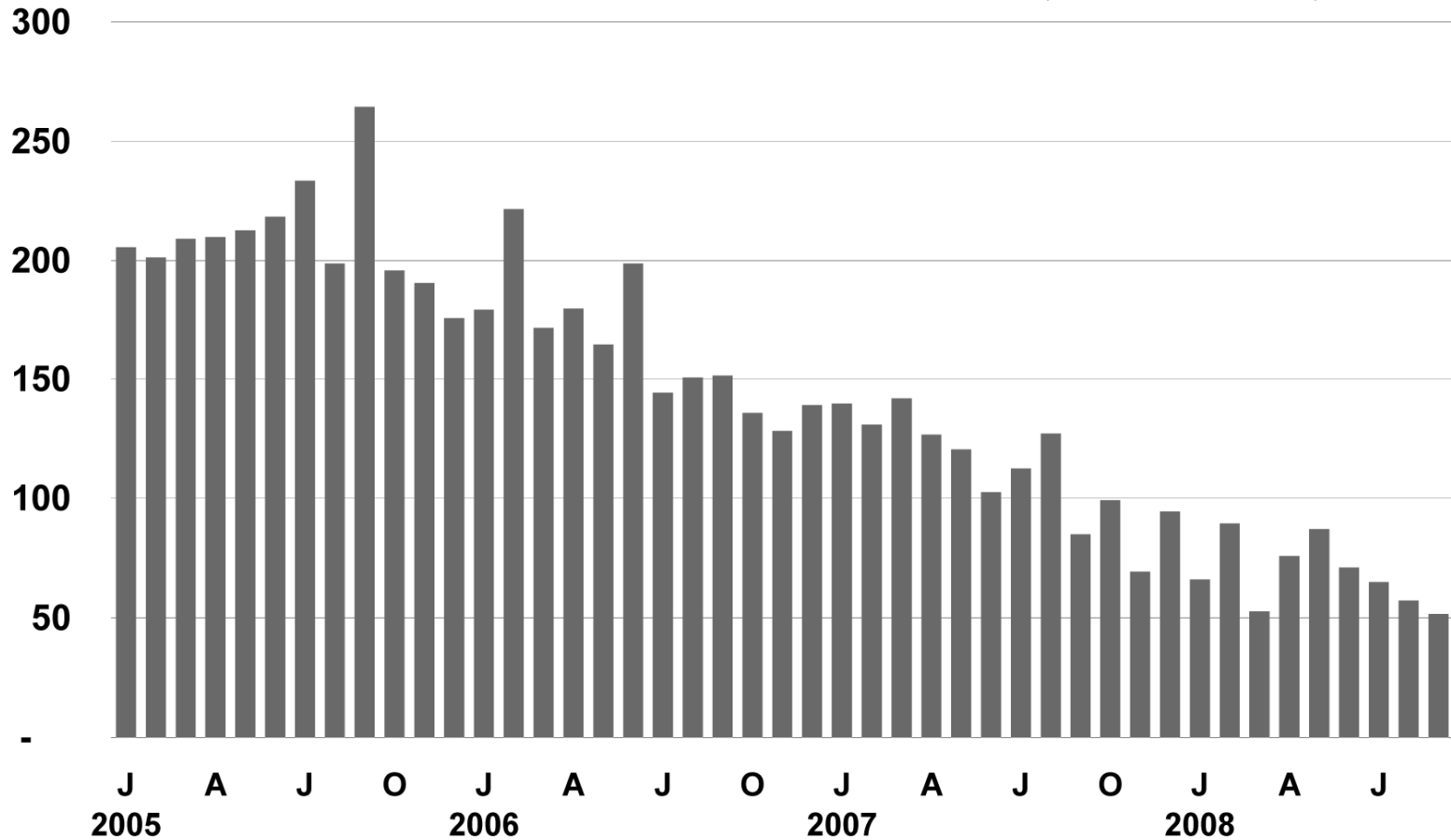
- President-elect Obama's transition team and agencies are collecting ideas and information
- National energy policy is focused on climate change
- Green jobs as cornerstone of economic stimulus package
- Billions of \$\$ to be available for “shovel ready” initiatives



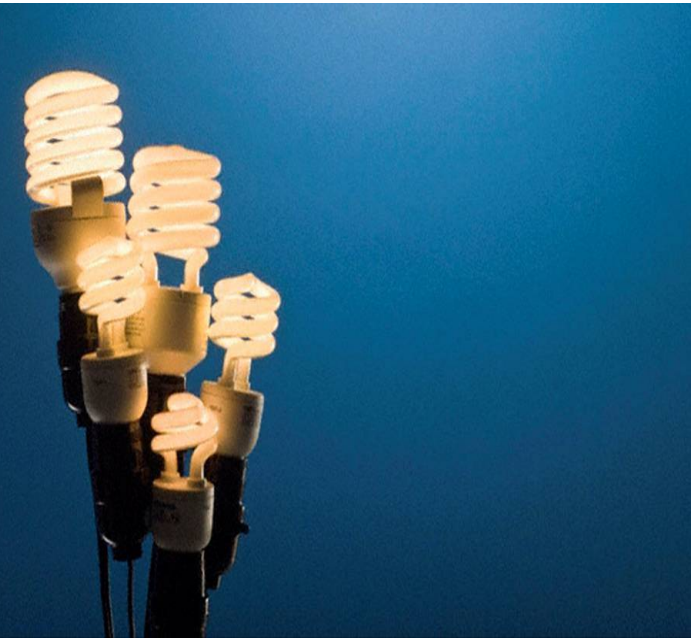
Workforce ready to train?

Home Building Slides to Historic Low

New Residential Building Permits
1,000s of Units, SAAR



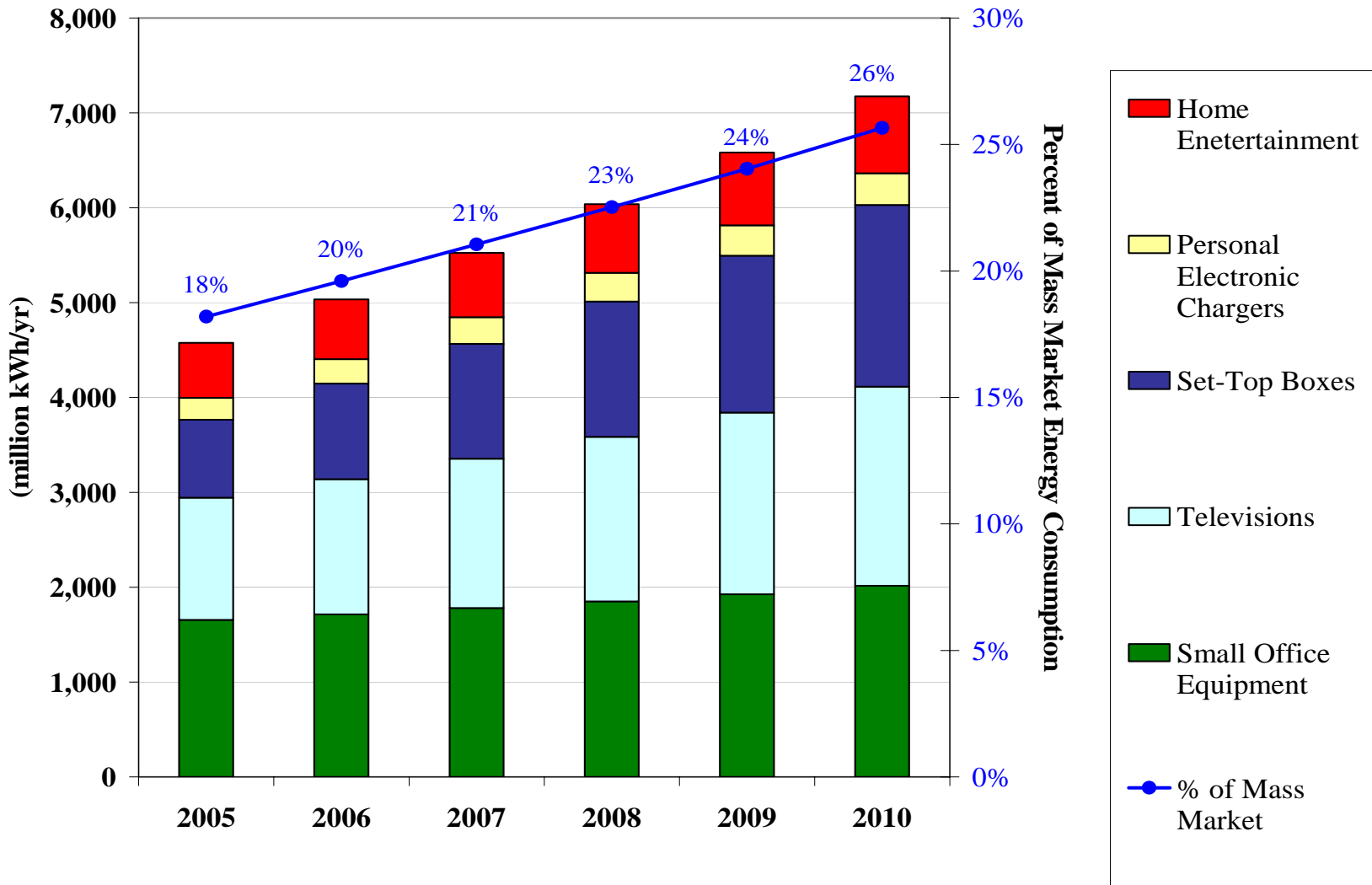
Surf is already up in California































- Long Term EE Strategic Plan
- AB 32 Scoping Plan calls for greatly increased EE
- 32 Years of continuous EE programs – Voluntary and Codes and Standards
- Infrastructure and models for success
- Electronics and Lighting are most cost-effective carbon reduction measures

Electricity Growth in Growth in Electricity Use

PG&E Mass Market Customers

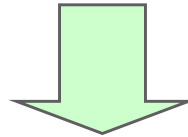


PG&E's Current Work in California on Title 20 Appliance Standards

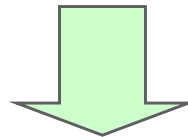
<p>HIGHEST PRIORITY</p>	<ul style="list-style-type: none">  Genral Purpose Lighting  Televisions, 2,300  Linear Fluor. Fixtures, 1,959  Battery Chargers, 1,700  Set-Top Boxes, 1,072  Portable Lighting Fixtures, 871  Decorative String Lighting, 649  Plug-in Luminous Signs, 585  Video display equipment, 400  Metal Halide Lamps, 356 Pool/Spa refinements 	<div style="border: 1px dashed black; padding: 10px;"> <p><u>Support Federal Action</u></p> <ul style="list-style-type: none">  Fluor. Tube Lamps, 2,060  Res. refrigerators, 1,680  Prem. Efficiency Motors, 769 </div>
<p>HIGH PRIORITY</p>	<ul style="list-style-type: none">  Signage power supply, 341  Vented Gas Fireplaces, 276  Microwave Ovens, 200  Garage door openers, 159  Nightlights, 111  Game Consoles 	<p>NOTES: Values after topic name are current energy saving <i>estimates</i> (GWh/yr) for each topic at full replacement (value for vented gas fireplaces is straight GWH equivalents from 9 MM Therms. Topics without values are TBD upon further research.</p> <p>CIRCLE COLOR KEY:</p> <ul style="list-style-type: none">  topic related to AB 1109 (Huffman)  may be related to AB 1109 (Huffman)  all other topics
<p>MEDIUM PRIORITY</p>	<ul style="list-style-type: none">  Residential Air-Handlers  Illum. st. number signs, 73  Circulation Pumping, 56  Shelf lighting systems, 54 Dimming Ballasts Photocontrols Comm. Kitchen Vent. 	
<p>No further action at this time</p>	<ul style="list-style-type: none">  Modular furniture sensors  Doorbell transformers 	

Market Changes are in the Wind

- Cost of conventional energy is rising
- Need to reduce emissions is increasing
- Customers are ready to go green



- Legislative and Regulatory policies are shaping the markets:
 - Renewable Portfolio Standard (RPS)
 - Greenhouse Gas (GHG)
- Investment in technology solutions is rising



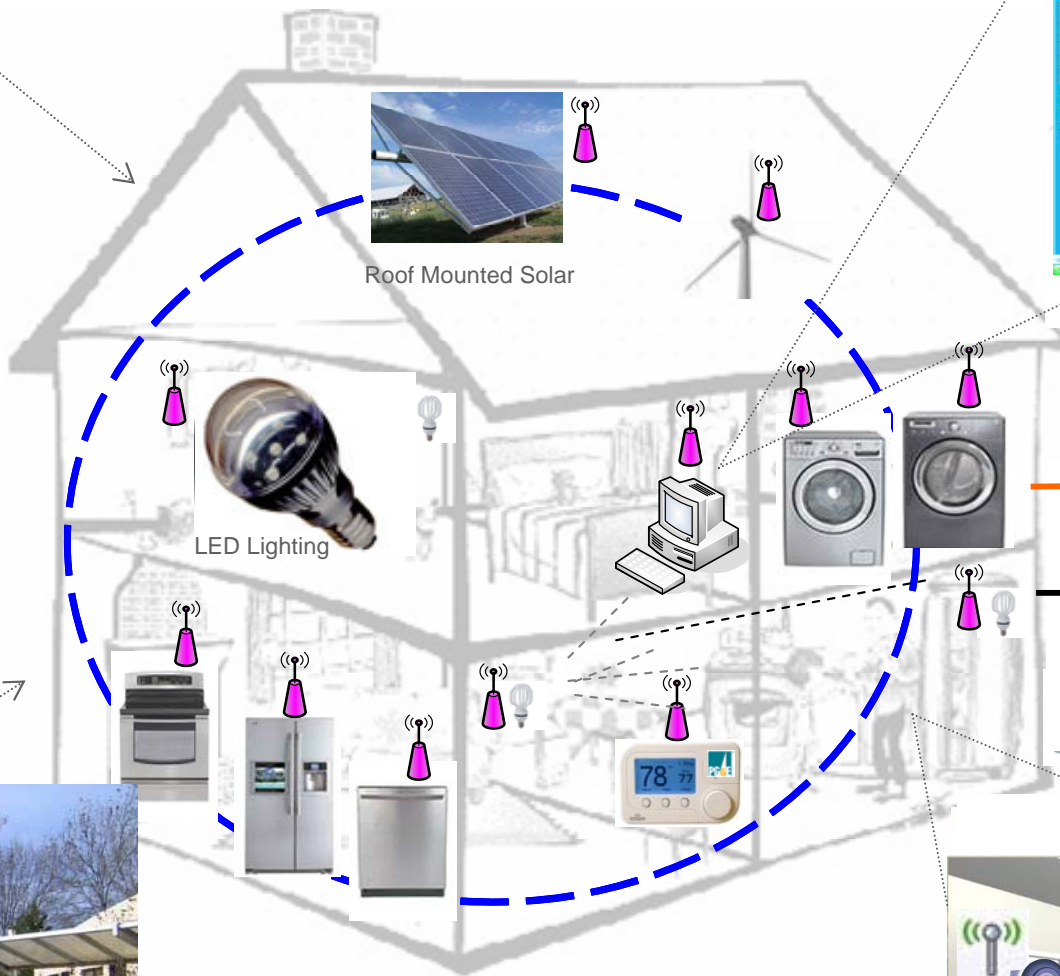
- Cost of renewable generation is falling
- Energy storage (battery) performance is improving
- The Grid is starting to get smarter...much smarter
- Electric vehicles are going mainstream



The Near Future



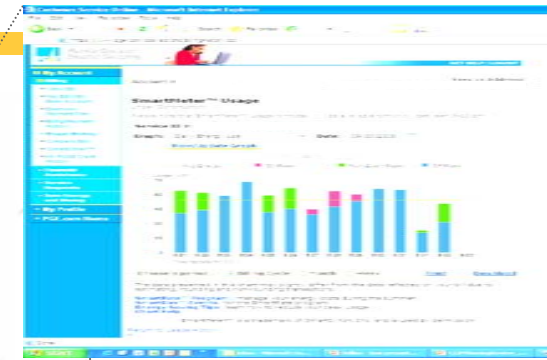
Wind Power



Roof Mounted Solar



LED Lighting



Home Energy Management System

BroadBand Internet



HAN gateway chip inside meter



What this means for us

Cycle of innovation and investment is measured in months, not years

Huge opportunities to help shape the future of one (and possibly two) of the world's most important industries

“Together We Will” is the only way we can meet the needs of the Nation and the Customer