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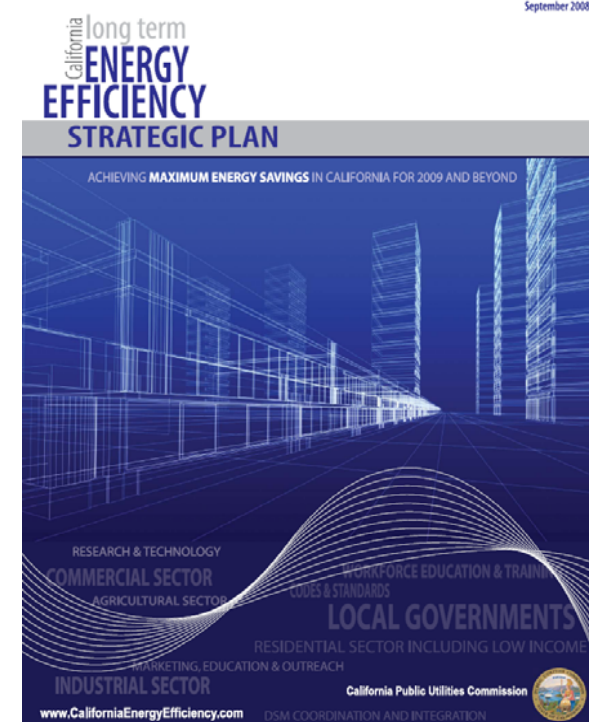
Continuous Energy Improvement (CEI)

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Customer Energy Efficiency



CEI in California Energy Efficiency Strategy

- Increase savings
- Propagate best practices
- Develop recognition to increase global competitiveness
- Amplify impact by certification



PG&E Continuous Energy Improvement
small steps, big savings



Why Continuous Energy Improvement?

- Increase Customer Satisfaction
- Develop recurring sales
- Capture deeper savings
- Decrease cost of saving acquisition per project
- Increase persistence of savings
- Integrate all programs under one service umbrella
- Create better recognition of utility's actual influence

What Strategy for PG&E?

- Start with a small number of customers to learn and build upon success stories
- Offer organizational assistance and provide support services (Benchmarking, Energy Audits, Calculation Assistance, Incentives)
- Provide recognition tools
- Align effort on National and International certification efforts (ANSI MSE 2000, ISO 50001)



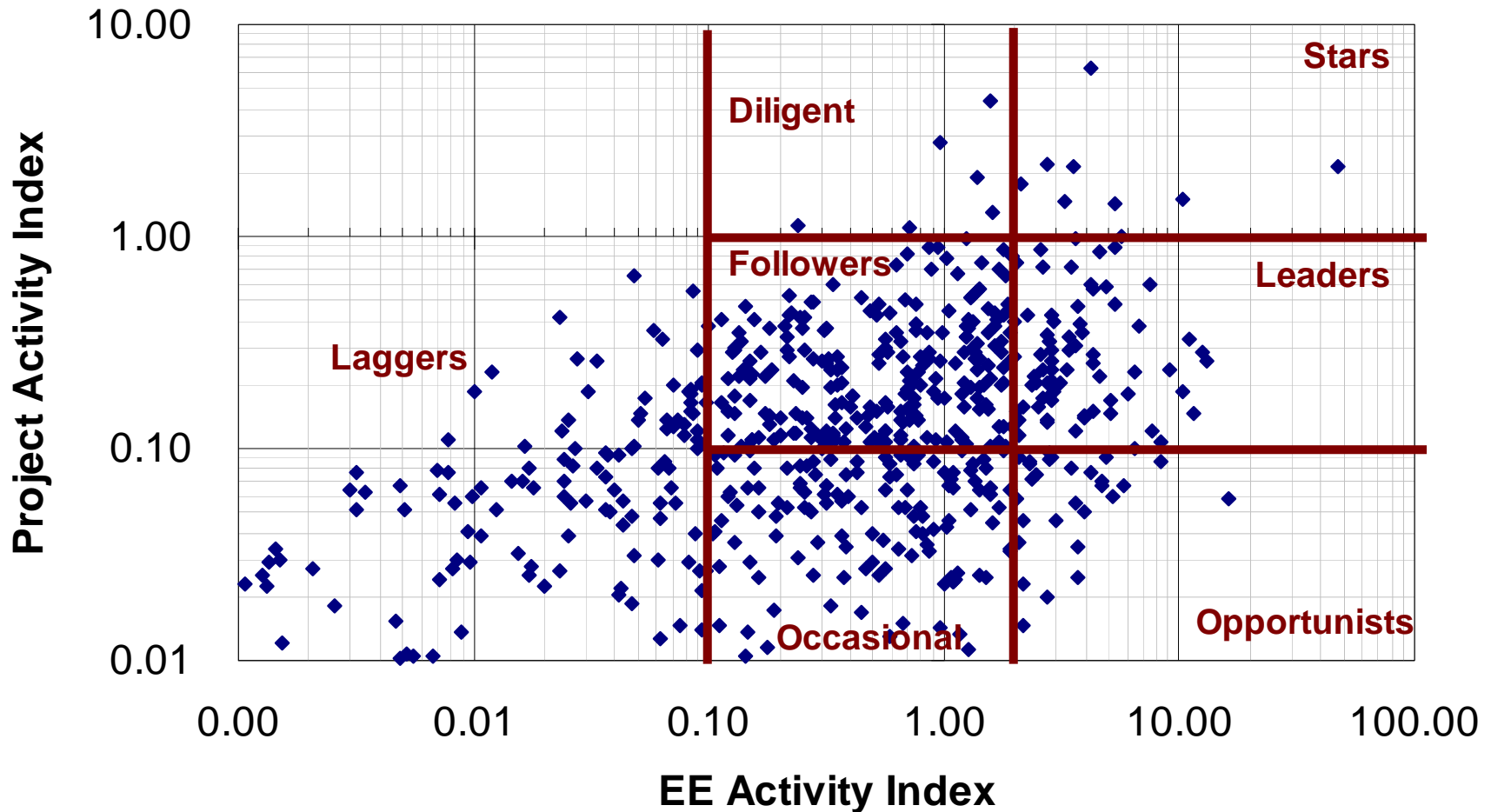
How to measure success?

- Increase overall energy efficiency results for enrolled customers
- Decrease cost of saving acquisition per project by 25%
- Increase Customer Satisfaction and PG&E IDSM service recognition
- Increase Net to Gross performance



Customer EE activity

Activity Indexes



What challenges?

- **Customize the offer to align with customer's corporate strategy**
- **Qualify customer's commitment**
- **Reach Executive level through a new sale approach**
- **Develop new skills for Account Managers and Consultants**

What lessons learnt?

Two pilots performed in 2008-2009

- **Having quality data is essential**
- **Accountability of project owners is key**
- **Business cycles impact implementation**
- **Competition exists between waiting for full implementation and capturing quick results**
- **Strong leadership at the corporate level properly connected with operations is key**



Thank You!

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