



Customer Behavior: PG&E's Innovator Pilots

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Lynne Galal
Pacific Gas & Electric



Innovator Pilots Program

- **Competitive funding**
- **Innovative & widely replicable**
- **Local governments run projects**
- **Share lessons learned**
- **Potential new programs**

2010 Projects

Alameda County Office
of Education

Chico

Oakland, Berkeley and
Emeryville

San Jose

Sierra Business Council



Tenant-Landlord Split Incentives Pilot (QuEST, Oakland, Berkeley, Emeryville)

- Identify barriers to *multi-family* building energy efficiency
- Identify and test various approaches to removing these barriers
- **Process:**
 - Research
 - Stakeholder vetting
 - Pilot different solutions in each city
 - Share lessons learned





Tenant-Landlord Split Incentives Pilot

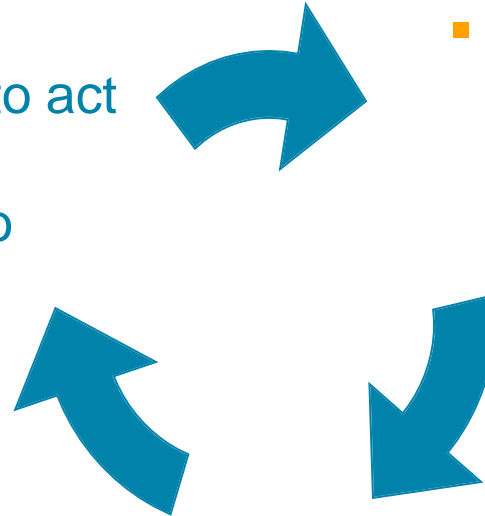
Emerging Research Themes

Barriers to Energy Efficiency

- Access to funding
- Split incentive
- Building owner resistance to act
- Long payback periods
- Confusion about what to do

Funding Sources

- Utilities
- Stimulus funding



Existing Programs/Strategies

- Weatherization/income-qualified
- Local building ordinances
- State requirements (Title 24)
- Utility Rebates



Tenant-Landlord Split Incentives Pilot Potential Strategies?

- **Benchmark and report building energy performance (Seattle, Boulder)**
- **Whole building approach (SMUD, NYSERDA)**
 - **Energy Upgrade California goes multifamily**
- **On-bill financing (Kansas and Portland stimulus funding programs)**
- **Weatherization Assistance Program (NYSERDA, San Francisco)**



Chico Residential Behavior Pilot

- Identify barriers to *single family* building energy efficiency
- Inform homeowners about their energy usage
 - SmartMeter data instruction
 - Conduct BPI assessments
- Help homeowners set reduction targets
- Install RECO measures selected by homeowners
- Share lessons learned

- **Main Players: Chico, CSU Chico, Butte College, BPI, PG&E**





Chico Residential Behavior Pilot

“Test” Group”

1. **In-home** consultations
2. Energy monitor
3. Set reduction goal and monitor progress
4. Personalized & **comparative** savings tips
5. Web portal for participants
6. Interview at end of pilot

“Control Group”

1. **Phone/email** consultations
2. **No** energy monitor
3. Set reduction goal and monitor progress
4. Personalized savings tips
5. Web portal for participants
6. Interview at end of pilot





Thank You!

Lynne Galal
Pacific Gas and Electric Company
Green Communities and Innovator Pilots
L1G7@pge.com