

Providing Energy Savings Assistance to Low Income Customers

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ESA Program Overview

PG&E's Energy Savings Assistance (ESA) Program

- A low income energy efficiency program providing income-qualified PG&E customers free energy education, weatherization measures and energy efficient appliances to reduce gas and electric usage.
 - Provided by PG&E since 1983
 - Funded through a public purpose charge on customer utility bills
 - Serves single-family, multi-family and mobile homes and is available to both owners and renters
 - Provides prescriptive measures through a direct install program
 - Participants receive all feasible measures for which they qualify
 - Serves customers at or below 200% of federal poverty guidelines

ESA Program 2012 Activity				
Homes	Expenditures	kWh	kW	Therms
115,229	\$131,145,519	37,479,398	7,824	1,208,745



2012-2014 ESA Program

Almost 1/3 of PG&E residential customers qualify for the ESA Program

PG&E's 2012-2014 ESA Program increases previous goals and budgets

- **2012-2014 Home Goal: 359,820**
 - PG&E will treat about 20% of our 1.8 million low income customers in the 2012-2014 program cycle
 - Increases the previous 2009-2011 goal of 340,884 homes
- **2012-2014 Budget: \$469,207,675**
 - Continues the accelerated installation pace established in the 2009-2011 program cycle
 - Increases the previous 2009-2011 authorized budget of \$416,912,752

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Assistance Program



2012-2014 ESA Program Measures

**Hard-Wired Compact
Fluorescent Porch lights**

**Interior Hardwire Compact
Fluorescent lamps**

**Screw-in Compact Fluorescent
lamps**

Occupancy Sensors

Torchieres

Refrigerator Replacement

Evaporative Coolers

Central Air Conditioners

Window/Wall Air Conditioners

Central AC Tune Up

**Furnace repair/replacement (home-
owners only)**

**Water Heater repair/replacement
(home-owners only)**

Energy Education

**Hot Water Conservation
Measures**

- Faucet Aerators
- Pipe Wrap
- Low Flow Showerheads/ Thermostatic Valve
- Water Heater Blankets

Air Infiltration Measures

- Door Weather-stripping
- Caulking
- Outlet Gaskets
- Evaporative Cooler Covers
- Minor Home Repairs

Duct Testing and Sealing

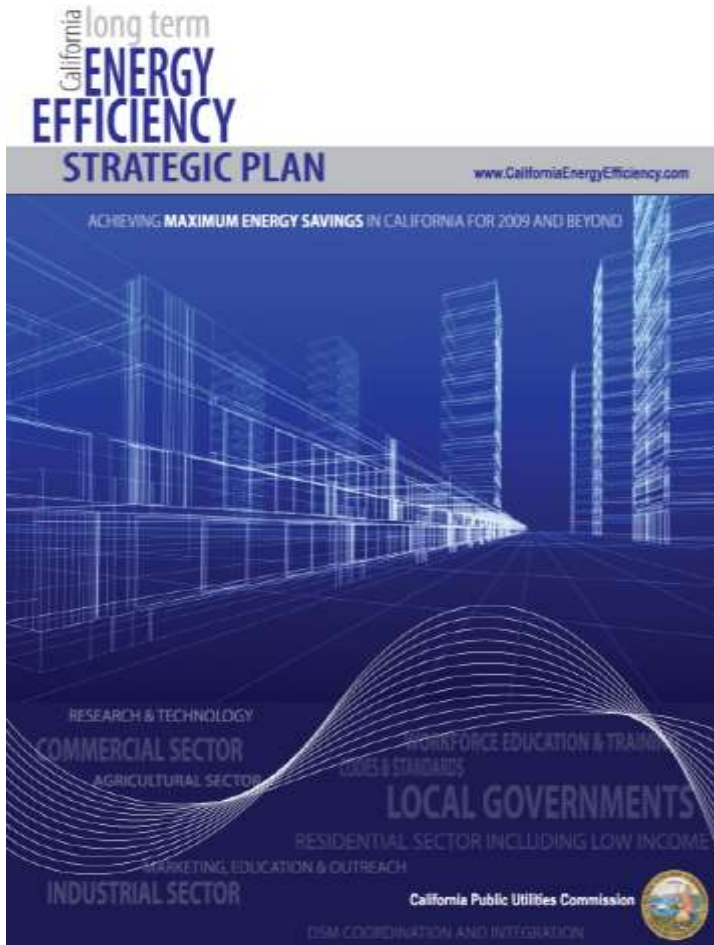
Attic Insulation

Microwaves

**SmartAC Fan Delay relay with
premium motor**



2012-2014 ESA Program Supports Strategic Plan Low Income Initiatives



All eligible low income customers will be given the opportunity to participate in the low income energy efficiency program by 2020

LI Goal: Improve Customer Outreach

- Strengthen customer outreach by using customer segmentation analysis and social marketing tools
- Develop recognizable statewide branding
- Improve program delivery
- Promote the growth of a trained LIEE workforce

LI Goal: ESA as energy resource for long term, cost-effective savings

- Increase collaboration among and leveraging of other low income programs and services
- Integrate LIEE programs with energy efficiency and other demand-side management programs
- Provide customers with measures that result in higher and longer term energy savings

*More information available at
www.californiaenergyefficiency.com*



ESA Opportunities

Rethinking ESA Directions and Strategies

- Designing a Cost Effective Program
- Targeting the Right Customers
- Providing the Right Services





Thanks!

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