

Alliance to Save Energy 2007 Star of Energy Efficiency Award

Nomination for Pacific Gas and Electric Company's Customer Energy Efficiency Program

Achieving Record Energy Savings

Driven by the passion, expertise, and creativity of its dedicated staff, PG&E in 2007 implemented one of the most comprehensive and aggressive energy efficiency programs in the nation—and enabled record energy savings across multiple market segments. From free installation of energy-saving equipment in low-income households to incentives for manufacturers of energy-efficient IT equipment, PG&E has demonstrated its commitment to supporting innovations that succeed by meeting customer needs.

From 1976-2007, PG&E achieved energy savings of 134 million MWH savings and 11.1 billion therms of natural gas, preventing the emission of more than 135 million tons of carbon dioxide (CO₂) over that same period, and saving customers over \$22 billion. In 2006 and 2007 alone, PG&E spent \$444 million and achieved demand reduction of 429 MW, 2,376 GWH, and 33.3 million therms (savings data subject to change per regulatory verification process). In so doing, PG&E far exceeded aggressive regulatory goals of 385 MW, 1,773 GWH, and 27.5 therms. Significantly, these savings have avoided the emission of almost 1.5 million tons of CO₂—which has the same emissions effect as taking about 209,000 cars off the road for one year.

2007 Program Highlights

- **Exemplary Outreach and Education:** PG&E pledged to give away one million compact fluorescent lamps to recognize October as Energy Awareness Month and support the ENERGY STAR® *Change a Light, Change the World Campaign*. This effort galvanized some 1,000 employee volunteers—and partners such as the Sierra Club and Girl Scouts of America—who attended 600 events throughout Northern California to provide the free bulbs to customers. PG&E estimates it's innovative and award-winning Change a Light campaign will save customer \$30 million by saving 400,000 MWH and avoiding emissions of 200,000 tons of CO₂. This campaign was recognized with a 2008 ENERGY STAR award.
- **Innovative Program Design:** In 2007, PG&E led the nation in capturing energy efficiency opportunities in the high tech industry – an industry that has become vitally interested in energy capacity and use, and is moving dramatically forward with “green” positioning. From offering first-of-their kind technology incentives, such as virtualization techniques that consolidate multiple servers on a single machine and air flow management and cooling system improvements that can reduce data center energy use by up to 50 percent, to founding a national coalition of utilities focusing on high tech energy efficiency, the PG&E High Tech Energy Efficiency Program has partnered with technology industry leaders to deliver major energy savings in PG&E's service territory and beyond. This program was recently recognized by the Association of Energy Services Professionals for Program Innovation.
- **Exceptional Partnering:** Working closely with ENERGY STAR, PG&E created the Automated Benchmarking Tool, add-on software that dramatically increases the functionality and potential use of ENERGY STAR's *Portfolio Manager* tool for understanding and improving building energy use. PG&E's add-on—which received an ENERGY STAR 2008 Partner of the Year award and is being shared with utilities across the country—saves customers hours of time by enabling automated upload of monthly building energy data.
- **National Leadership:** PG&E was widely honored for its energy efficiency leadership in 2007. Evidence of PG&E's national leadership is underscored in the American Council for an Energy Efficient Economy *Compendium of Champions*. Almost one quarter of the programs highlighted in this publication are run by PG&E alone or in partnership with other California utilities. In addition to the awards above, we were also recognized by the following national organizations: American Institute of Architects, The Davey Awards, Brilliant Utility Award, Association of Marketing and Communication Professionals and PR News.
- **International Expertise:** Hoping to benefit from our deep understanding of effective approaches to achieving lasting energy efficiency and environmental gains, several countries have sought out PG&E's advice and direction. We've happily shared our knowledge with leaders from Chile, Panama, France, and China, and recently met with regulators in several Indian cities to help them develop energy efficiency programs that will help them reduce their greenhouse gas emissions.