



ATMO
sphere

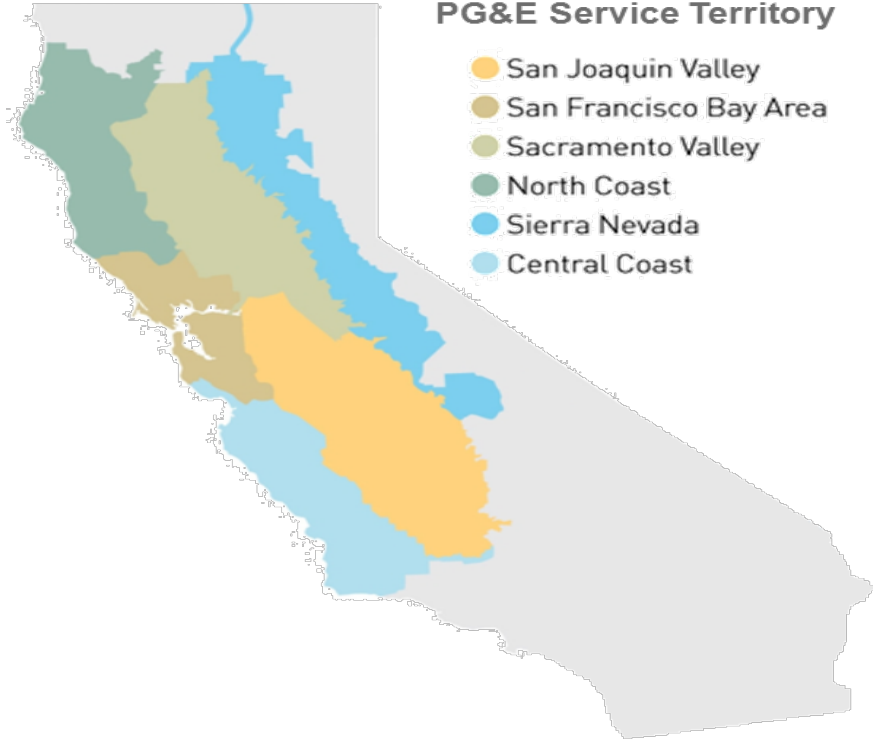




Patrick Moore, Product Manager
Product Development



Pacific Gas and Electric Company (PG&E)



Energy Supply

- Services to 15M people:
 - 5.2M Electric accounts
 - 4.3M Natural Gas accounts
- Peak electricity demand: 20,000 MW
- Over 50% of PG&E's electric supply comes from non-greenhouse gas emitting facilities

Service Territory

- 70,000 sq. miles with diverse topography
- 160,000 circuit miles of electric transmission and distribution lines
- 49,000 miles of natural gas transmission and distribution pipelines


PG&E's EE Portfolio

Channels

Direct Sales
Trade Professionals
Retailers
Manufacturers
Government Partnerships

Technology families

Refrigeration
Food Service Equipment
Appliances/Electronics
Energy Management
Systems
Lighting
HVAC
Building shell

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- Rebates and Incentives
 - Services
 - Information
 - Surveys /Audits

Customer Segments

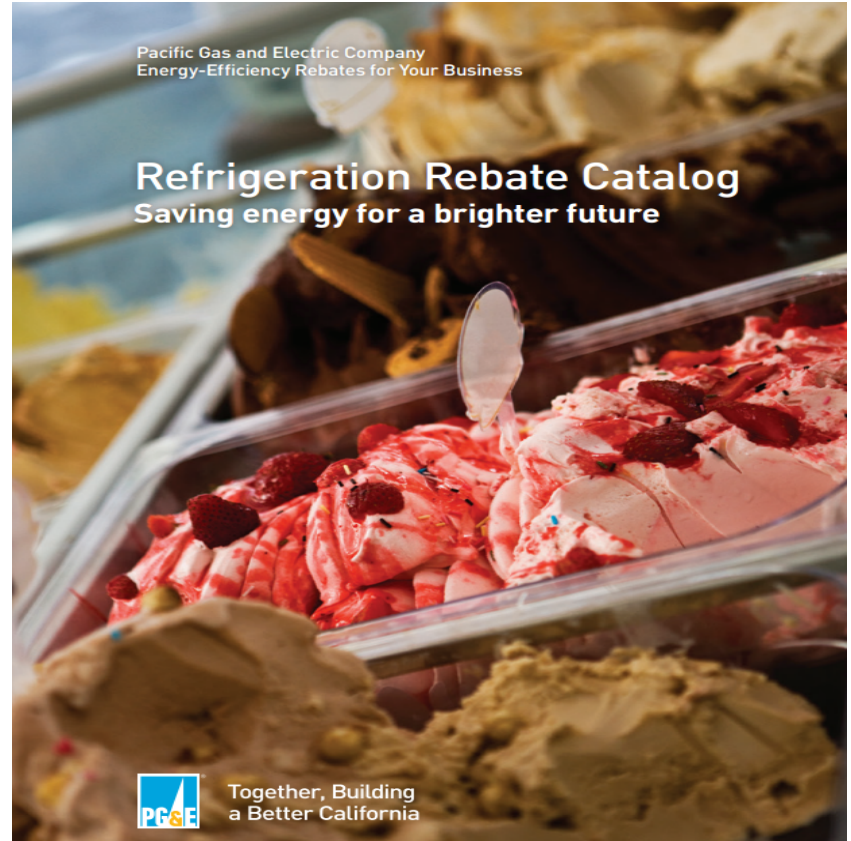
- Residential
- Commercial
- Industrial
- Agricultural

Sub-segments by:
size - large, medium, small
type - retail, hospitality, high
tech, etc.

PG&E Rebates – Prescriptive Projects

- Anti-Sweat Heater (ASH) Controls
- Efficient Evaporator Fan Motors
- Auto-Closers for Walk-in Doors
- Evaporator Fan Controllers for Walk-ins
- New High-Efficiency Refrigeration Display Cases
- New Display Cases to Replace Open Multi-Deck Refrigerated Displays
- Commercial Glass /Solid Door Refrigerators
- Commercial Ice Machines

www.pge.com



PG&E Incentives – Custom Projects

2017 INCENTIVES RATES

Incentive type	2017 Incentives rates
Basic lighting	\$0.03 / kWh
Basic non-lighting	\$0.08 / kWh
Natural gas	\$1.00 / therm
Targeted lighting	\$0.08 / kWh
Targeted non-lighting	\$0.15 / kWh
Peak demand	\$150 / kW

PG&E Interest-free Loans

- For replacing old and worn-out equipment with more energy-efficient models
- Loans from \$5,000 to \$100,000 and up to \$250,000 for Government Agencies
- Up to five years for repayment
- **Financing questions?**
 - **1-800-468-4743**
 - www.pge.com/eef



Emerging Technologies Coordinating Council

- Submit inquiries to: www.ETCC-CA.com, “Get Involved” tab
- Internal and external parties may submit ideas through idea proposal form
- Initiates idea review, selection, prioritization, and feedback
- Website administrator submits received ideas to ETCC members for consideration

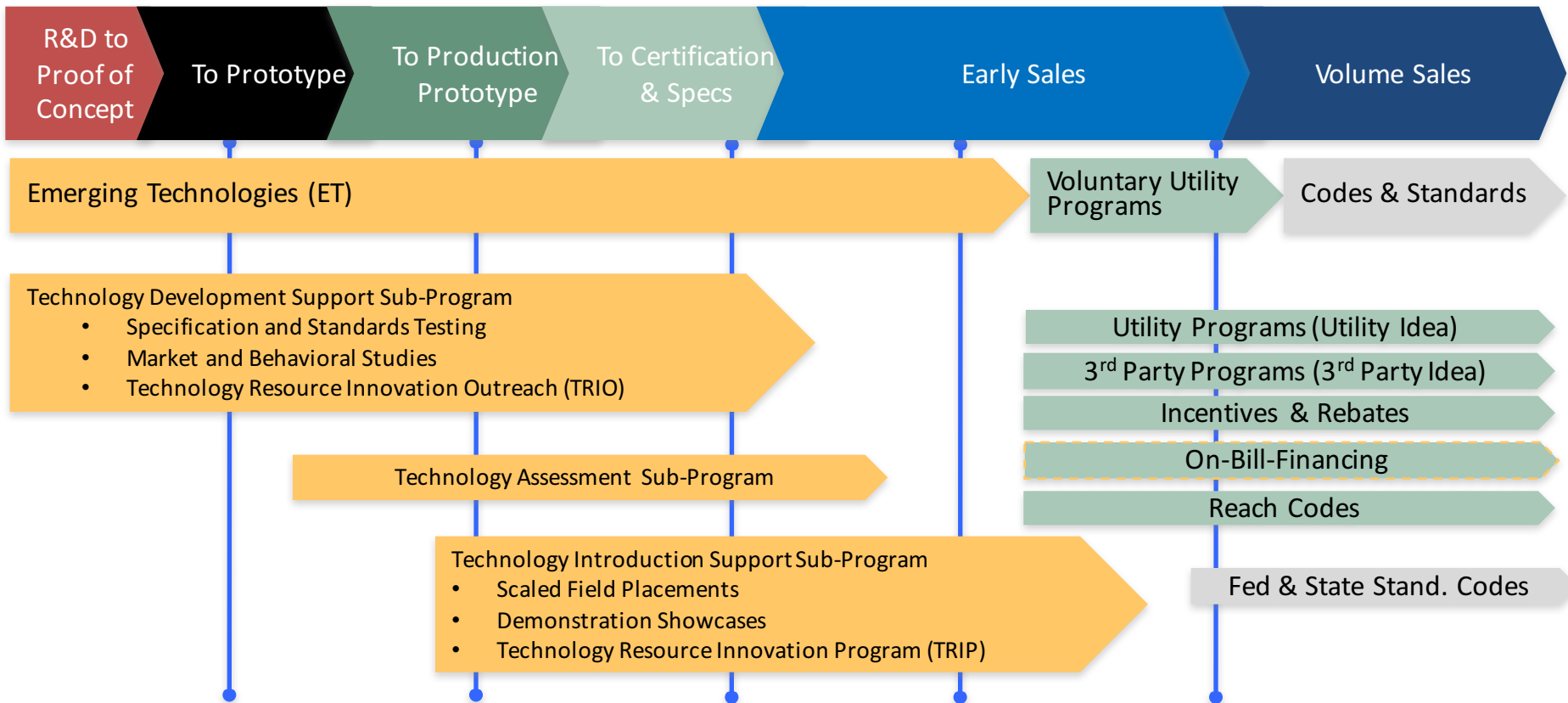


Product Screening Criteria

- It Saves Energy!
- Has a DSM Program Portfolio Fit
- Meets EE and DR Programs Requirements
- Commercially Available
- Market Barriers Addressed
- Current Market Readiness
- Need for IOU Involvement
- EM&V (achievable/defendable)
- Aligns with the California Long Term Strategic Plan

www.etcc-ca.com

ET Place in the Value Chain





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Thank you very much!

