

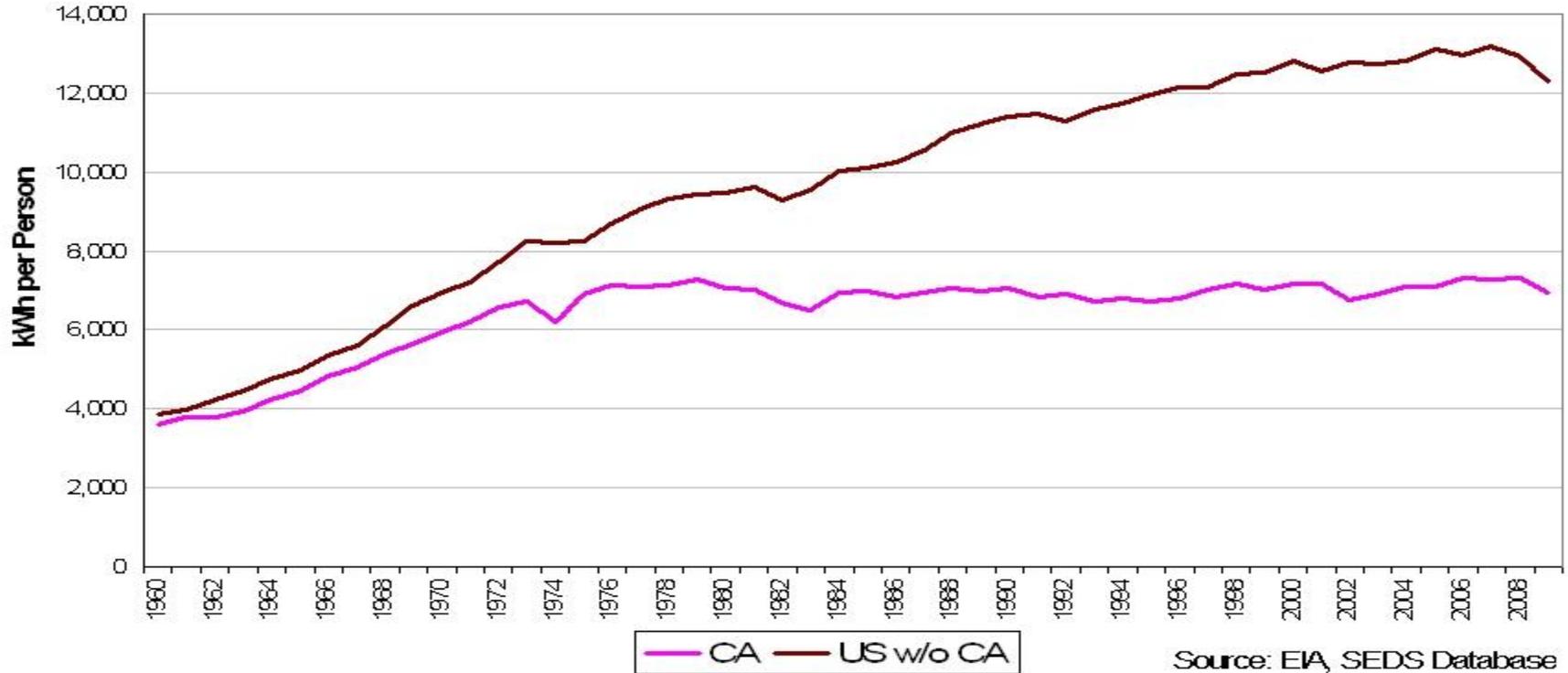


California's Successful Energy Efficiency Strategies

Natural Resources Defense Council
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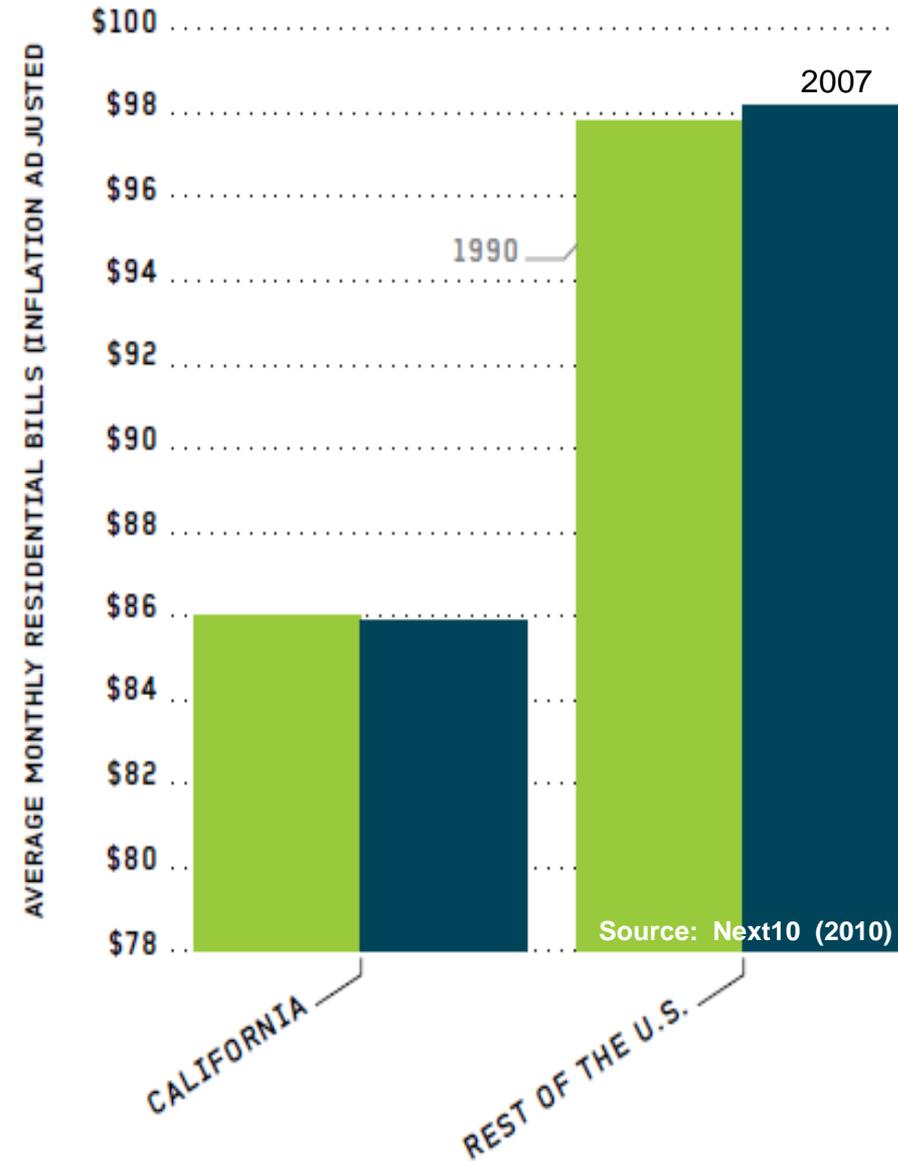


Lower Electricity Consumption Per Capita



- CA per capita electricity consumption remained nearly flat over the past 35 years, while the U.S. increased by 50 percent
- Efficiency policies contribute at least 1/3 to this effect

Efficiency Saves Money & Reduces Pollution



- CA bills are **14% less** than the U.S. and CA households spend **\$750 less** than Texan counterparts
- Program net benefits to customers from 1998-2008 reached **\$5 billion**
- Energy savings avoided the equivalent of CO₂ emissions from nearly **3 million cars** and the need to build nearly **30 power plants** (since mid-1970s)
- Long lasting savings reduce costs for customers and improve comfort, health, & safety

Efficiency Costs Less Than Dirty Power

- Efficiency continues to be cheaper (and significantly cleaner) than conventional energy resources
- Market transformation efforts and comprehensive program design inherently cost more than “cream skimming” activities
- As markets are transformed, new and innovative programs become more cost-effective and lead to codes and standards and/or common practice
- Current cost-effectiveness methodology needs to be updated to account for strategic goals

Efficiency Policies Support Job Creation

- **50 new jobs across the economy** are created for each new job foregone in the fossil fuel sector
- **1.5 million full-time equivalent jobs** were created from 1972 to 2006 due to efficiency policies
- **CA efficiency workforce grew 20% in 2009** and another 17% in the first quarter of 2010
- **200,000 new jobs in 2020** will be created due to efficiency policies and investments



California
Energy Efficiency
Industry Council  *Moving Efficiency Forward*



How our clean energy
economy is
putting California

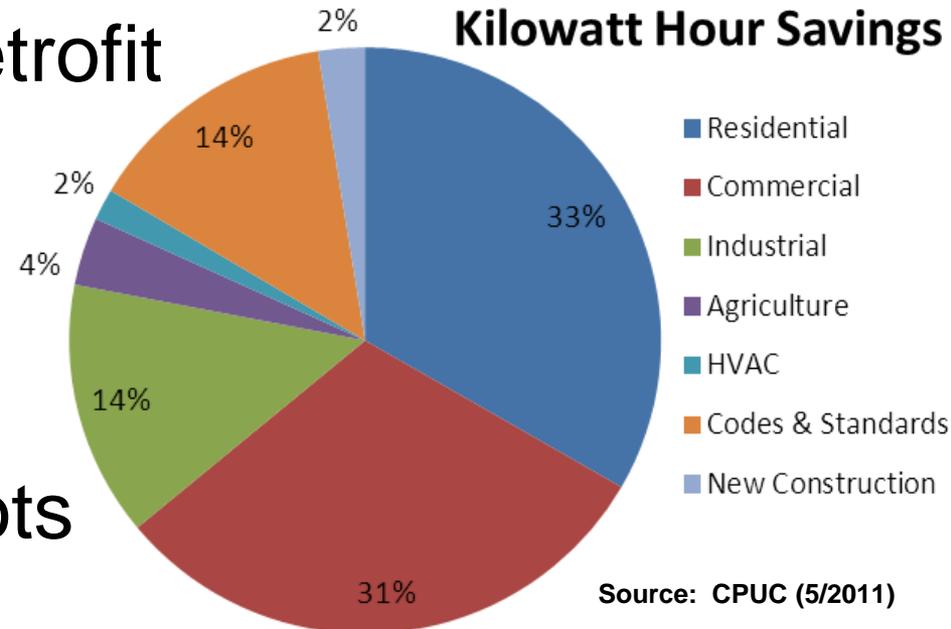
to work.

Real people,
Real jobs.

Efficiency Programs Continue to Expand

- Increased offerings
- Address major end uses/ market segments
- Designed to support strategic goals
- Program highlights include:

- Custom commercial retrofit
- Whole home retrofit
- Consumer electronics
- Advanced lighting
- Code enforcement pilots



Opportunities for Continued and Expanded Success

- Focus on improvements to a strong foundation
- Provide stability and continuity for the industry
- Ensure EE is on par with conventional resources
- Align the CPUC rules with strategic goals
- Maximize savings from codes and standards
- Expand publicly owned utility programs
- Enable collaborative effort to resolve barriers

Questions?

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Citations

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- Slide 3 - Harper, M. et al, *Ground-truth analysis of California's Residential Sector aECI Trend*. Schatz Energy Research Center, Humboldt State University, and NRDC. May 2011. p.2
- Slide 4 – NRDC. *California Restores Energy Efficiency Leadership*, March 2009; Next 10. *California Green Innovation Index*, 2009 and 2010.
- Slide 6 - Roland-Holst, University of California, Berkeley, *Energy Efficiency, Innovation, & Job Creation in California*, October, 2008, p. 4/5; Donald Vial Center, University of California, Berkeley, *California Workforce Education & Training Needs Assessment*, 2011, p. ix.; California Energy Efficiency Council, *Industry Survey Shows that Energy Efficiency in California is Creating “Real People, Real Jobs” at a Record Rate*, September, 2010.