**SB 350 Joint Byline: FirstFuel and PG&E**

**Making Strides for Greater Energy Efficiency in California**

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Governor Jerry Brown, joined by a diverse group of utilities and industry partners, made history recently by signing into law California’s most ambitious climate goals to date. The Clean Energy and Pollution Reduction Act of 2015 (also known as Senate Bill 350) calls for a 50 percent increase in building efficiency by 2030. Adopted in conjunction, Assembly Bill 802 provides the means to meet this goal by changing the way energy savings in buildings are measured. Combined, these two mandates expand the opportunity for Californians to pursue energy efficiency as a key part of reaching the state’s overall climate goals.

**Using technology to advance energy efficiency**

Together, the bills empower utilities to take advantage of recent technology advances in energy efficiency to help customers simultaneously decrease energy consumption, save money, and reduce greenhouse gas emissions. By allowing utilities to leverage California’s investment in SmartMeters, Assembly Bill 802 changes the way energy savings in buildings are measured. The bill shifts away from using building codes as a baseline to determine energy efficiency, and standardizes by using a building’s *actual* energy consumption measured at the meter.

By allowing utilities to pair meter data with data analytics to find and measure savings, Assembly Bill 802 empowers customers to reduce usage in their energy system as a whole, rather than focusing narrowly on replacement of equipment. Customers will be able to better track how they reduce energy waste in commercial buildings, as well as at home, and be incentivized for doing so.

Utilities will play a major role as trusted advisors for customers, leveraging the latest in data analytics, energy modeling, and other technologies. In this role, California utilities will need to:

* Support their customers’ energy efficiency actions by leveraging the wide variety of energy efficiency programs and tools they have developed as national leaders in energy efficiency program delivery
* Participate in the development of energy saving building codes and home or workplace appliance standards
* Explore new programs and opportunities for increasing efficiency and eliminating energy waste by measuring savings based on reduced energy consumption

**A case study on meter-based savings**

Customer intelligence technology is already helping to kick start this wave of new energy efficiency programs and tools. The 10 million gas and electric SmartMeters across PG&E’s service area allow the company’s customers to take control of their energy use through data via online tools and energy alerts. With advanced meter data analytics, PG&E will increasingly be able to tailor recommendations for each and every customer, as well as track the impacts of energy efficiency at the individual building level. Both bills pave the way for PG&E customers to become even more efficient through no-to-low cost operational and behavioral changes.

**Building a better California through energy efficiency**

Meeting the ambitious goals of Senate Bill 350 presents huge opportunities for California and the future of energy efficiency, but will take work. By collaborating closely with customers, utilities have the tools at hand to make it happen. Leveraging data to provide building-specific insight helps customers make smarter energy choices, and opens the door for utility system benefits such as reducing peak load and incorporating energy efficiency into distribution system planning.

SB 350 and AB802 pave the way for utilities to do more to help customers save both energy and money with energy efficiency programs – working together to build a better California for the future.

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