

# CA | Energy Efficiency Strategic Plan

Kristina Skierka, Senior Advisor, Energy Efficiency Strategic Plan  
California Public Utilities Commission (CPUC)



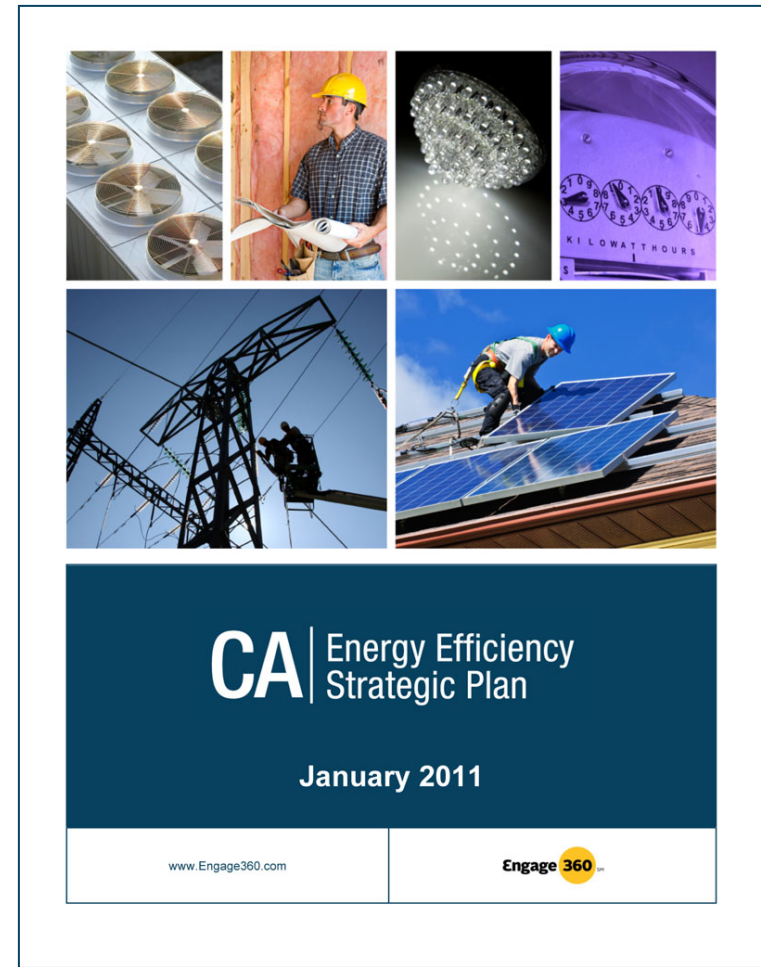
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# CA | Energy Efficiency Strategic Plan

## THE STRATEGIC PLAN

# Market Transformation

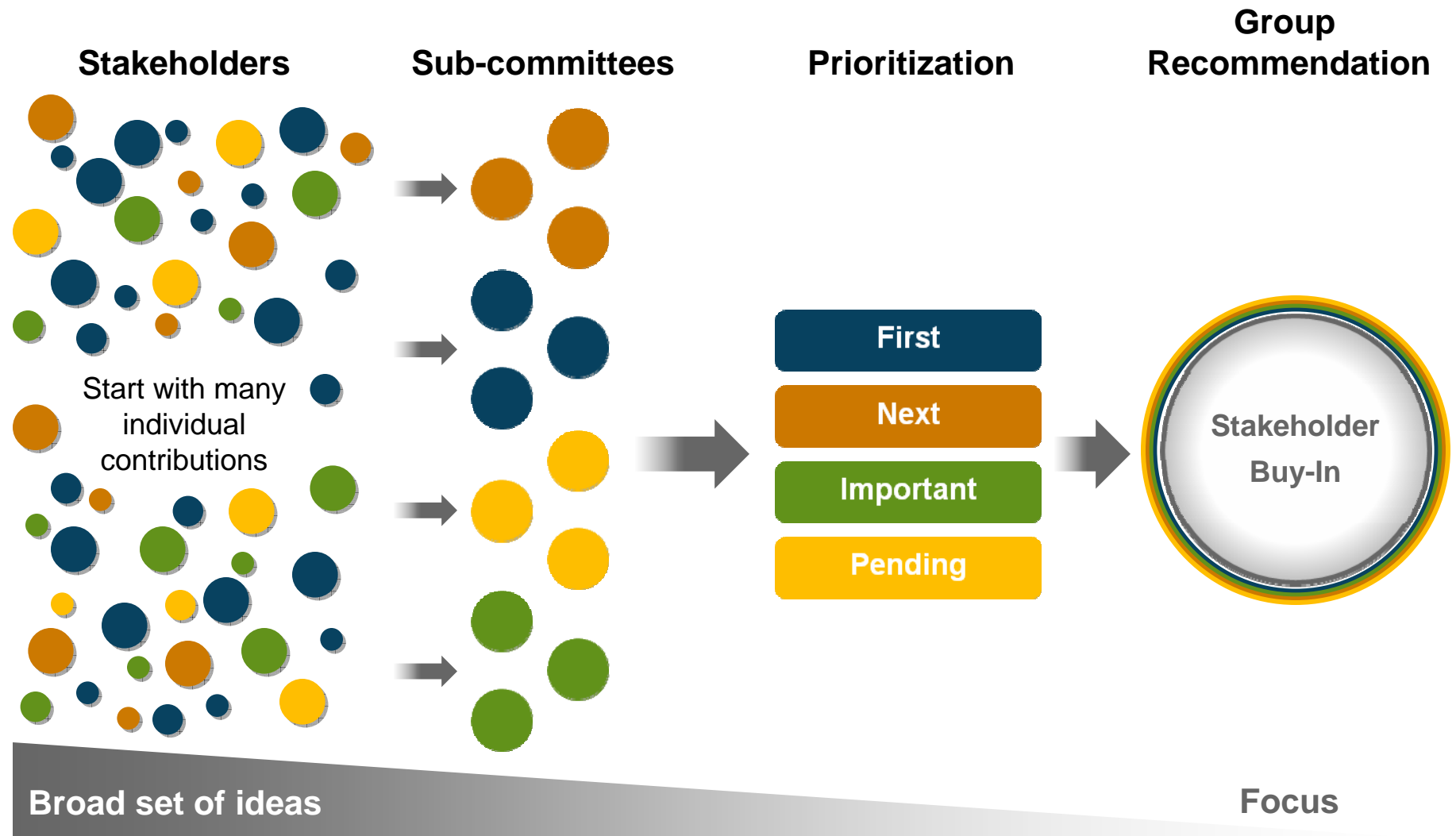
Market transformation is long-lasting, **sustainable changes** in the structure or functioning of a market achieved by **reducing barriers** to the adoption of energy efficiency measures to the point where continuation of the same **publicly-funded intervention is no longer appropriate** in that specific market.



To remove public intervention, stakeholders must be invested enough to carry the changes in market themselves

Stakeholders must be involved in creation of market goals to become invested

# Novel Process

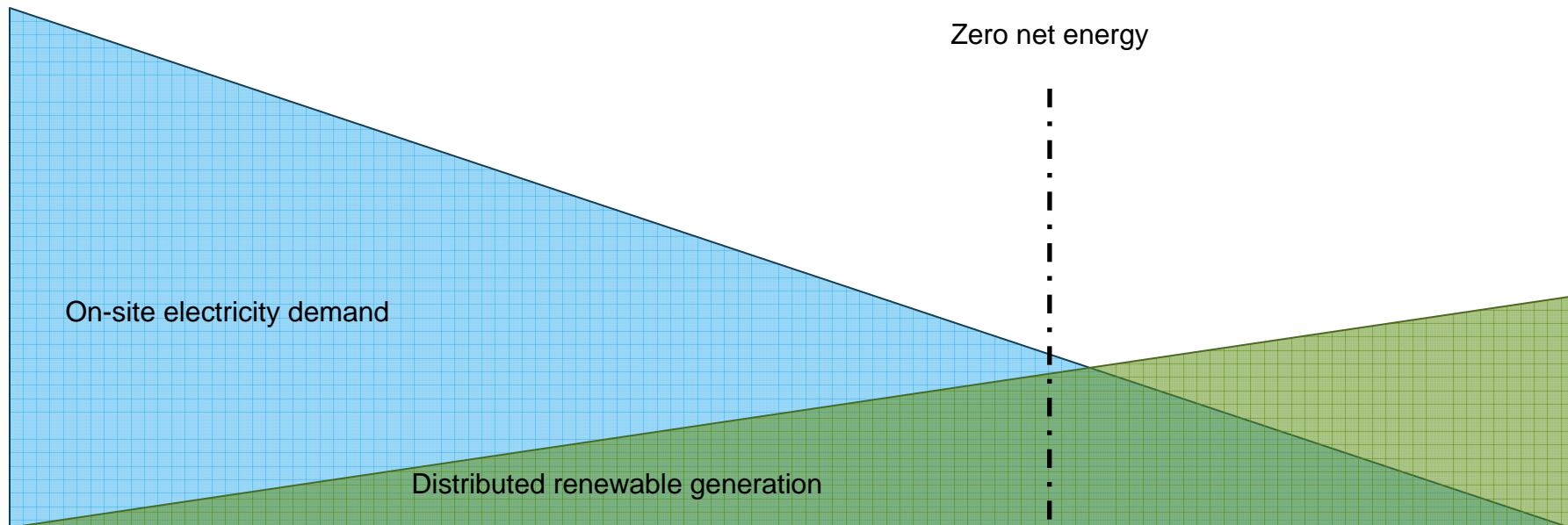


# Big Bold Goals



- All new residential construction in California will be zero net energy by 2020
- All new commercial construction in California will be zero net energy by 2030
- Heating, Ventilation and Air Conditioning (HVAC) will be transformed to ensure that its energy performance is optimal for California's climate
- All eligible low-income customers will be given the opportunity to participate in the low income energy efficiency program by 2020.

## WHAT IS ZERO NET ENERGY?



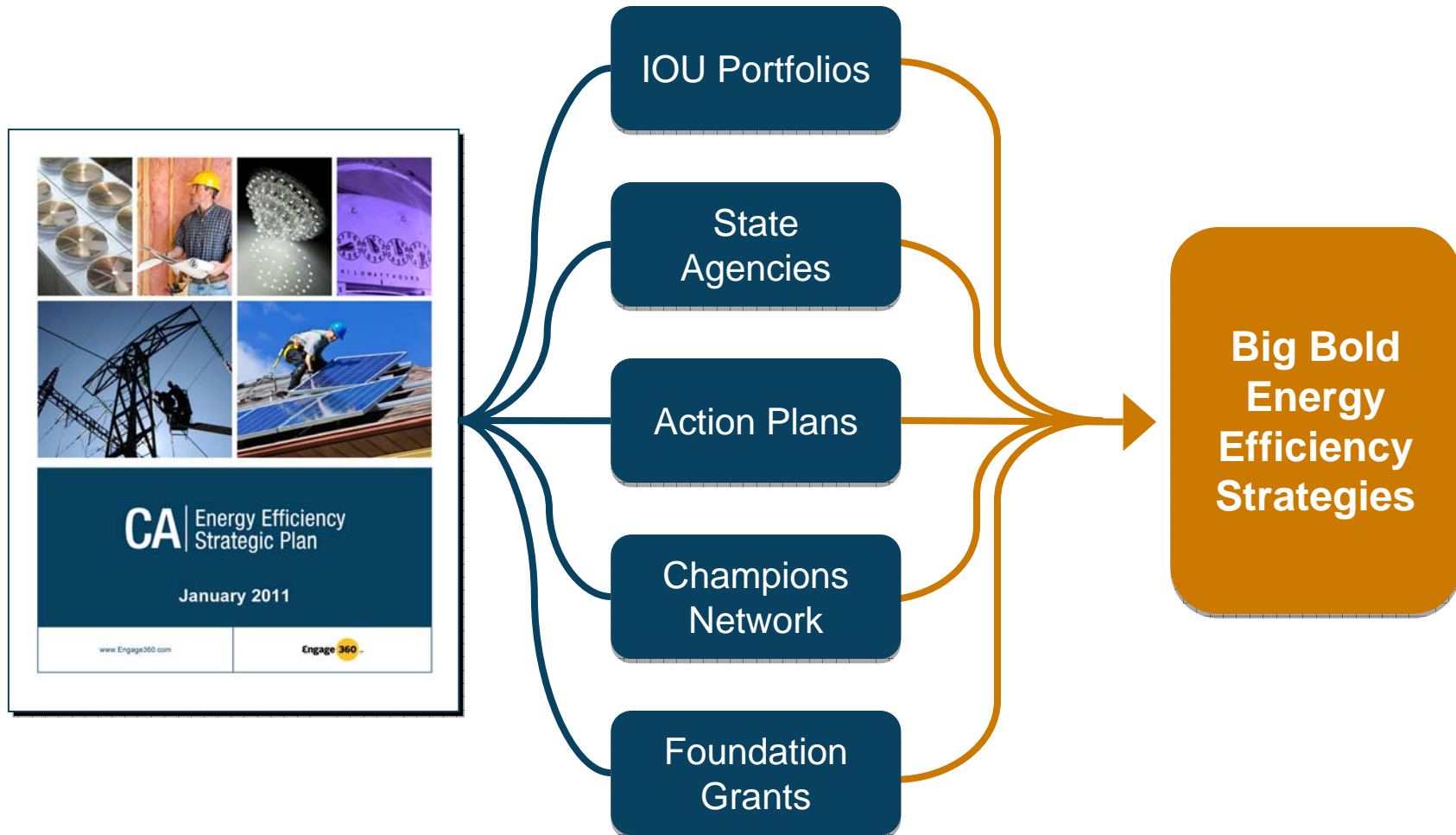
- The amount of energy provided by on-site renewable energy sources is equal to the amount of energy used by the building.

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## IMPLEMENTING THE PLAN



# Implementation Vehicles

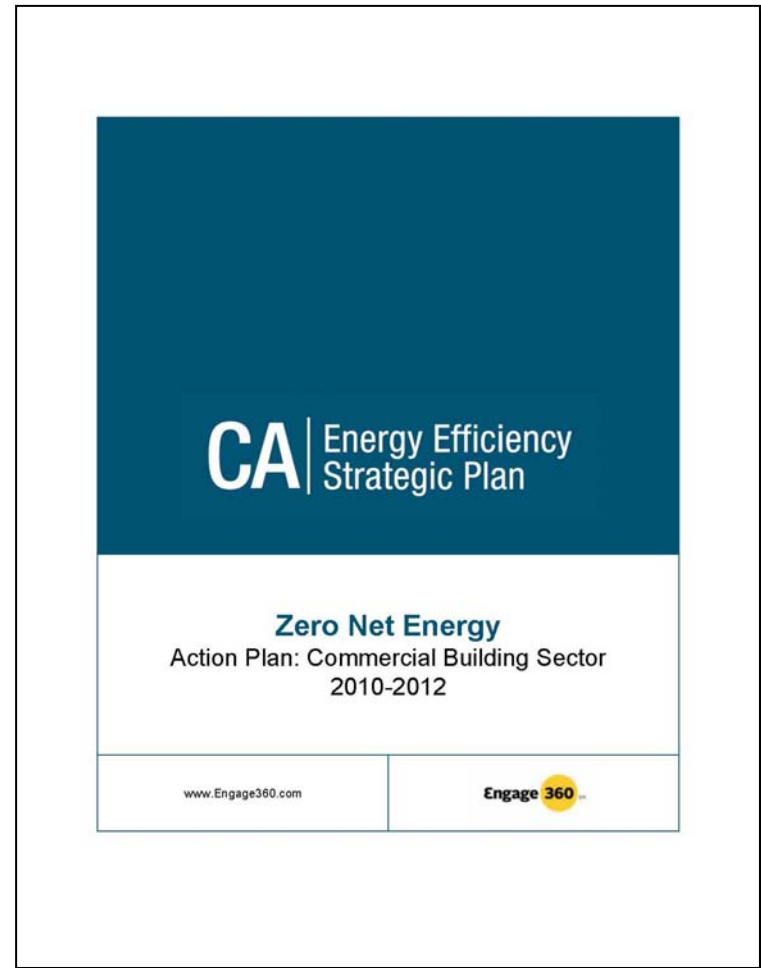
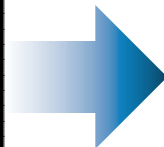
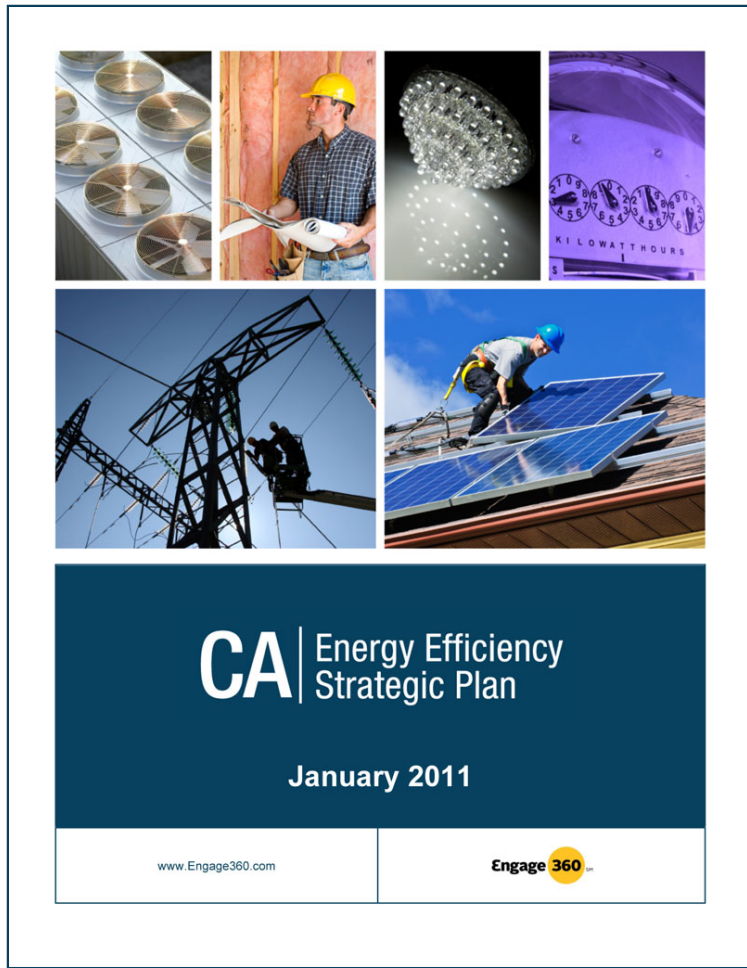


# Strategic Programs

2010-2012 Portfolios: \$3.1 billion budget saving of 7 GWH ~  
three 500 MW power plants and 3 M tons GHG emissions

Creates 15,000-18,000 green jobs, with revolutionary programs  
for zero net energy, local governments, workforce education,  
integrated “DSM” and the largest home retrofit program in US

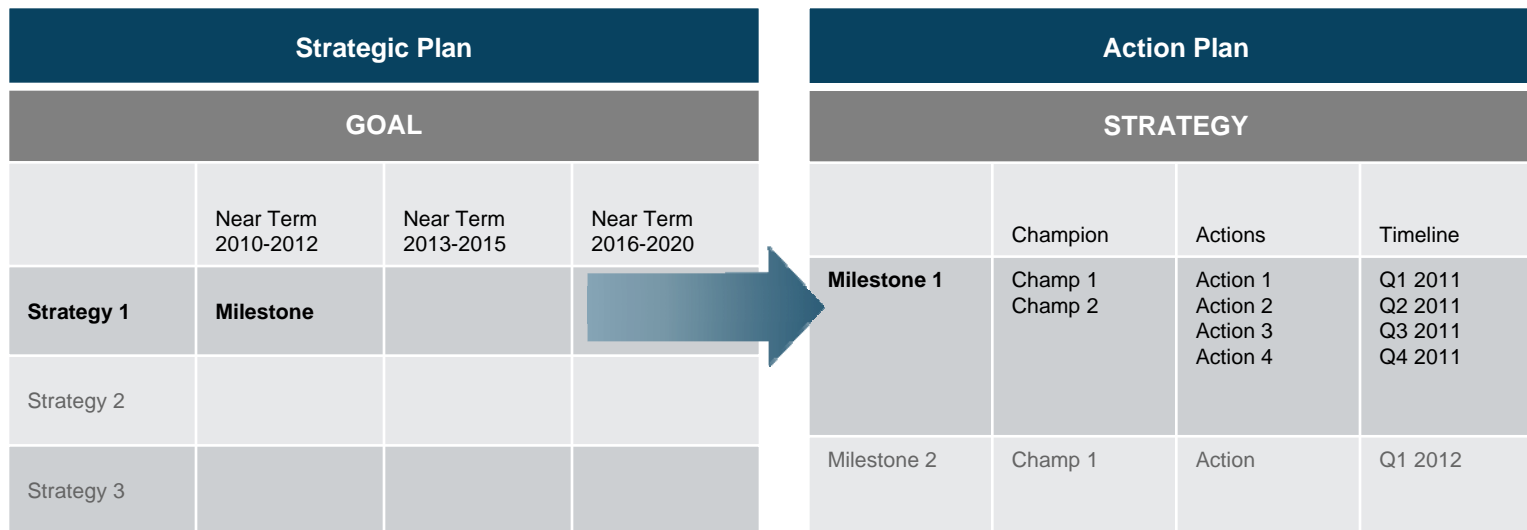
# Action Plans



# Action Plans

ZNE Commercial Buildings				
Strategies	Near Term 2009 – 2011	Mid Term 2012 – 2015	Long Term 2016 – 2020	2021 – 2030
Establish a long-term progressive path of higher minimum codes and standards.	Establish one- or two-tiered voluntary EE building standards.	Adjust the code on a triennial schedule on a fixed trajectory to ZNE by 2030.	RD&D and Title 24 updates	RD&D and Title 24 updates
Broaden Title 24 to address as many energy end uses as possible.	Adopt broader codes and standards to include plug loads and whole building approaches including metering and data management; automated diagnostic systems; and sub-metering for tenant-occupied space.	Develop and adopt progressively broader and deeper codes and standards.	Develop and adopt progressively broader and deeper codes and standards.	Develop and adopt progressively broader and deeper codes and standards.
Establish a “Path to Zero” Campaign to create demand for high-efficiency buildings.	Convene leading building industry associations to plan and conduct campaign.	Conduct Campaign	Conduct Campaign	Conduct Campaign
Develop innovative financing tools for ZNE and ultra-low energy <i>new</i> buildings.	Develop and pilot innovative financing tools.	Implement most effective funding mechanisms.	Expand Implementation of funding mechanisms.	On-going expansion of these options.

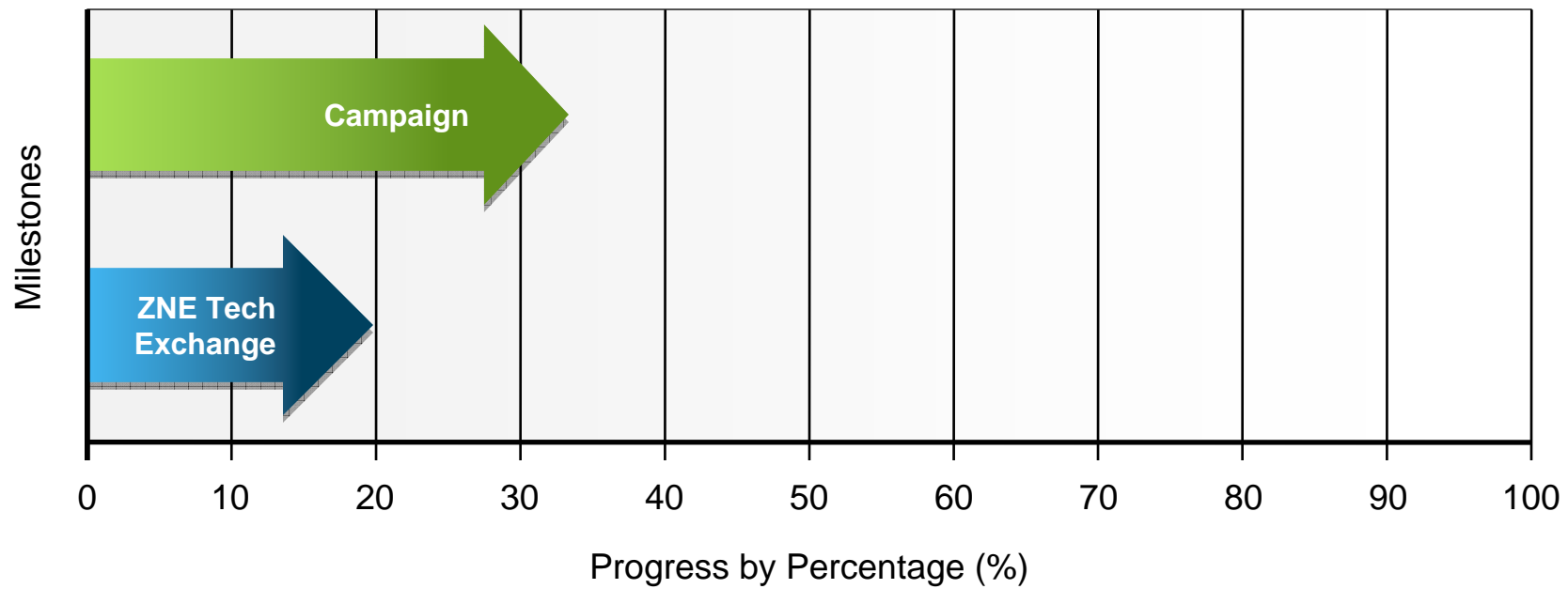
# Action Plans



## 1-3: Establish a “Path to Zero” Campaign To Create Demand for High-Efficiency buildings

Milestone	Champions	Key Actions	Timeline
<b>1-3-1</b> Convene leading building industry associations to plan and conduct campaign	Keri Bolding, Resource Media  Shilpa Sankaran, ZETA Communities	Convene series of stakeholder workshops	Ongoing
		Identify ZNE key audiences, drivers, attitudes segments	Complete
		Develop ZNE baseline study in key ZNE segments	Q3 2010
		Develop outreach and education campaign plan (plus funding opportunities)	Q3 2010
		Launch ZNE outreach and education campaign	Q1 2011
		Track and report on progress	Q3 2011

- 1-3 Establish a “Path to Zero” Campaign To Create Demand for High-Efficiency buildings



# Champions Network

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Thank You

**Kristina Skierka**, Senior Advisor, Energy Efficiency Strategic Plan  
California Public Utilities Commission  
Email: [kristina.skierka@cpuc.ca.gov](mailto:kristina.skierka@cpuc.ca.gov)  
Phone: 415-703-1184



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