

Pacific Gas & Electric

Direct Assistance Programs

Over its ten-year history Pacific Gas and Electric's Direct Assistance programs (Energy Partners and Target Customer Appliance Program) have weatherized more than 600,000 low income homes at a total program cost of nearly a quarter of a billion dollars. In addition, since 1987 more than 90,000 appliances, primarily refrigerators that exceed federal appliance efficiency standards but also furnaces, evaporative coolers, water heaters, etc. have been replaced with energy-efficient models at no charge to low income customers. In addition over 70,000 compact fluorescent lamps were installed as part of TCAP.

Despite the fact that the Direct Assistance programs are clearly not cost effective as defined by the total resource cost test nor the rate impact measure test, the programs have been mandated by the California Public Utilities Commission which has considered the programs very important. So important, in fact, that PG&E's shareholders were rewarded with over a million dollars in incentives for their \$35 million programs in 1992.

The Energy Partners component of the Direct Assistance programs has been through an evolution that has enhanced the program, refining its delivery mechanism and quality control procedures, but which unfortunately complicates this profile somewhat and obfuscates its data. Originally part of PG&E's Zero Interest Program, it is now its own program area. The program's initial mandate was to provide "Big Six measures" to low income customers including attic insulation, weatherstripping, caulking, water heater blankets, low-flow showerheads, and duct insulation. Then PG&E added "Non "Big Six" measures to the program including fluorescent bulbs, outlet gaskets, faucet aerators, home repairs, pipe wraps, furnace filters, and evaporative cooler covers. In addition, an energy specialist spends up to three-quarters of an hour in each home providing owners with advice on energy saving tips, developing a personal energy savings plan, and completing an Energy Partners Agreement with the customer.

Currently PG&E's program staff are experimenting with two pilot programs that may become incorporated into the program design in the future. The Blower Door Pilot was developed to test the appropriateness of using blower door equipment to determine optimal weatherization measures. In 1992, 1,392 blower door tests were completed. A Pen-Based Computer Pilot was tested in 88 of these homes to evaluate the effectiveness of creating a paperless program, a refinement that many utilities across the country may implement in the not-too-distant future!

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PACIFIC GAS & ELECTRIC	
Direct Assistance Programs	
Sector:	<i>Low-income residential</i>
Measures:	<i>Attic insulation, weather stripping, showerheads, caulking, water heater blankets, duct wraps, fluorescent bulbs with electronic ballasts, outlet gaskets, faucet aerators, pipe wraps, refrigerators, evaporative coolers, furnaces, water heaters</i>
Mechanism:	<i>Low-income customers receive free residential weatherization as well as replacement of appliances</i>
History:	<i>Weatherization programs began in 1982, TCAP began in 1987</i>
1992 Program Data	
Energy savings:	16,283 MWh
Lifecycle energy savings:	244 GWh
Peak capacity savings:	4.91 MW
Cost:	\$35,473,300
Cumulative Data (1987 - 1992)	
Annual energy savings:	480 GWh
Lifecycle energy savings:	1,901 GWh
Peak capacity savings:	32.97 MW
Cost:	\$245,408,500

The Results Center produced 126 profiles of the most successful energy efficiency and renewable energy programs in the United States and around the world in the early and mid 1990s. With the support of the John D. and Catherine T. MacArthur Foundation, Ted Flanigan directed a research team at Colorado-based IRT Environment to produce and distribute these exceptional examples. Thanks to strong demand for solid case studies, The Results Center was supported by dozens of major utilities and energy associations worldwide. Today, The Results Center is managed again by Ted Flanigan, now at California-based EcoMotion Incorporated, a firm focused on strategic consulting, information dissemination, program design, outreach services, and aggressive implementation. To nominate highly successful programs, contact: The Results Center, c/o EcoMotion, 15375 Barranca Parkway, F-104, Irvine, CA 92618, (949) 450-7155, or TFlanigan@EcoMotion.us