

# Retail Products Platform Quarterly Review with CPUC Staff

June 16, 2016



Scott Fable, Sr. Program Manager  
Plug Load and Appliance Program  
Customer Energy Solutions - EE Team  
Pacific Gas and Electric Company (PG&E)



# Agenda

**RPP Activities to-date**

**Key RPP Leading Indicators and Targets**

**Marketing & Implementation Plans**

**Pilot Activities Moving Forward**

- Participating Utility Sponsors
- RPP Products
- Research Update
- Evaluation Update



## RPP Activities to Date

Date	Activity	Notes
February 12	Advice Letter Approved	Conducting research as per ED Direction
February 29	Project Scoping Memo Submitted	Market Barrier Research
March	Pilot Launches, Retailers sign agreements on a rolling basis	Retail Partners Sign agreements in March: Home Depot, Best Buy, Sears and Kmart for 6 product categories
April 1	Existing Research Reviews Submitted	ES v. Non-ES Qualified Energy Consumption Research, Clothes Dryers Research
April	Retailer Implementation Plans Submitted	Each retailer submitted implementation plan within 30 days of signing their individual agreement
May	Historic Sales Data Provided	Retailers sent product sales data to 3 <sup>rd</sup> party aggregator
May 27	Primary Research Reviews Submitted	ES v. Non-ES Qualified Primary Research Plan, Room Air Cleaner Primary Research Plan
June	Initiate Implementation Plan	<ul style="list-style-type: none"><li>• Retailers have initiated ME&amp;O Implementation Plan</li><li>• Field teams assist with implementation: deploy in-store signage, talking points for sales associates</li></ul>



## Key RPP Leading Indicators & Targets

Key Indicators*	Current (2016)	Projected 2017	Projected 2018	Projected 2019
US utility customers served	15%	20%	25%	30%
RPP Participating Retailers	4	6	7	8
Product categories	6	8	10	12
Executed implementation plans	3	5	6	7
RPP vs. all products in stores	0%**	5%	8%	10%
RPP product market share	TBD**			

\* Summary of Key Indicators taken from RPP Advice Letter, Appendix F

\*\*Analysis underway of initial shelf survey and sales data



# Marketing and Implementation

## Retailers submitted Implementation Plans

- Submitted in April and implementation underway

## PG&E Field Teams now visiting retailers

- Place Smart Choice signage, promote models at [marketplace.pge.com](http://marketplace.pge.com)
- Coach retailer sales representatives on talking points, provide tip sheet
- Conduct monthly shelf survey



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**SMART  
CHOICE™**

**Save money and energy  
on products with the  
Smart Choice badge.**



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# Pilot Activities Moving Forward

## **Near-term: 2017**

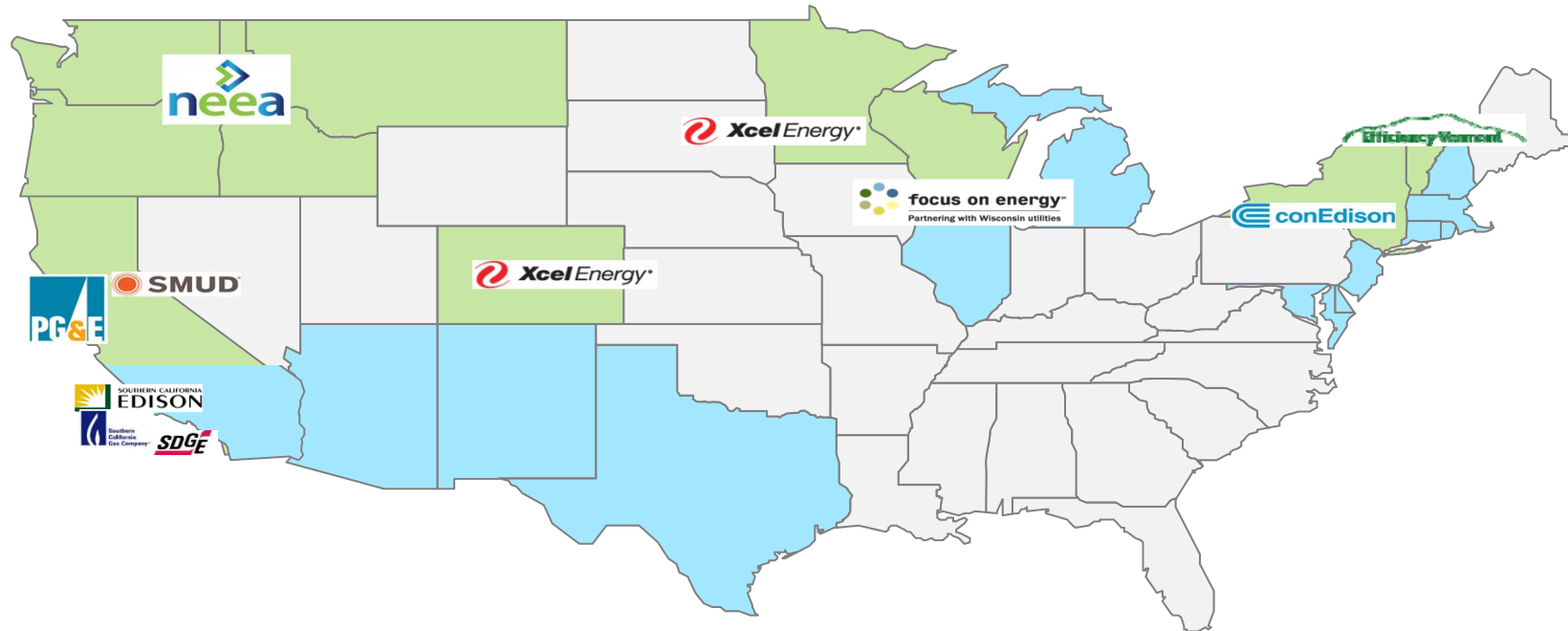
- Recruit more CA IOUs to leverage scale
- Add retailers to increase RPP reach
- Evolve product offerings and specifications

## **Mid-term: 2018-2020**

- Accelerate voluntary (ENERGY STAR) product standards
- Drive up market penetration
- Transition to full scale market transformation program



# Participating Utility Sponsors in RPP



2016 Pilot includes 8 program sponsors in 10 states – 15% of U.S. Market

19 sponsors in 12 states assessing 2017/18 participation – additional 23% of U.S. Market



## RPP Products

### **Proposed RPP products for 2017:**

- ENERGY STAR refrigerators and clothes washers
- Specification will be set in consensus with the ESRPP members and based on ES market share data provided by retailers
- Initiate ES transition of Basic and Advanced Tier specifications for product categories which show 35% market share

### **Workpaper update of existing and new measures:**

- Engage CalTF and Ex Ante Team to update RPP workpaper inputs





## Research Update

### **May 27<sup>th</sup> deliverables uploaded to WPA and Basecamp**

- Non-ENERGY STAR lab testing and Air Cleaner Draft Research Plans

### **October 1<sup>st</sup> deliverables: preliminary results for:**

1. Product-specific Market Barrier research
2. ES non-qualified product testing
3. Clothes dryer research
4. Room air cleaner unit energy savings research

### **Air Cleaner Field Testing challenges and proposed update to plan**

- Vendor bids are double the expect budget
- PG&E will submit an updated Air Cleaner Draft Research Plan:  
a PG&E territory-specific usage survey using Customer Voice Panel



## Evaluation Update

### EMI approved for early M&V

- First task: QA/QC data, to establish foundation for meaningful impact evaluation of RPP
- Monthly meetings to ensure Commission staff concerns regarding evaluability are addressed and integrated into early M&V efforts
- Objective is to raise challenges early and work through them so everyone is on the same page

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