



CPUC Public Agenda 3398
Thursday, May 25, 2017 9:30 a.m.
San Francisco, CA



Commissioners:
Michael Picker, President
Carla J. Peterman
Liane M. Randolph
Martha Guzman Aceves
Clifford Rechtschaffen

www.cpuc.ca.gov





The Pledge of Allegiance



“I pledge allegiance to the Flag of the
United States of America,
and to the Republic for which it stands,
one nation under God,
indivisible,
with liberty and justice for all.”





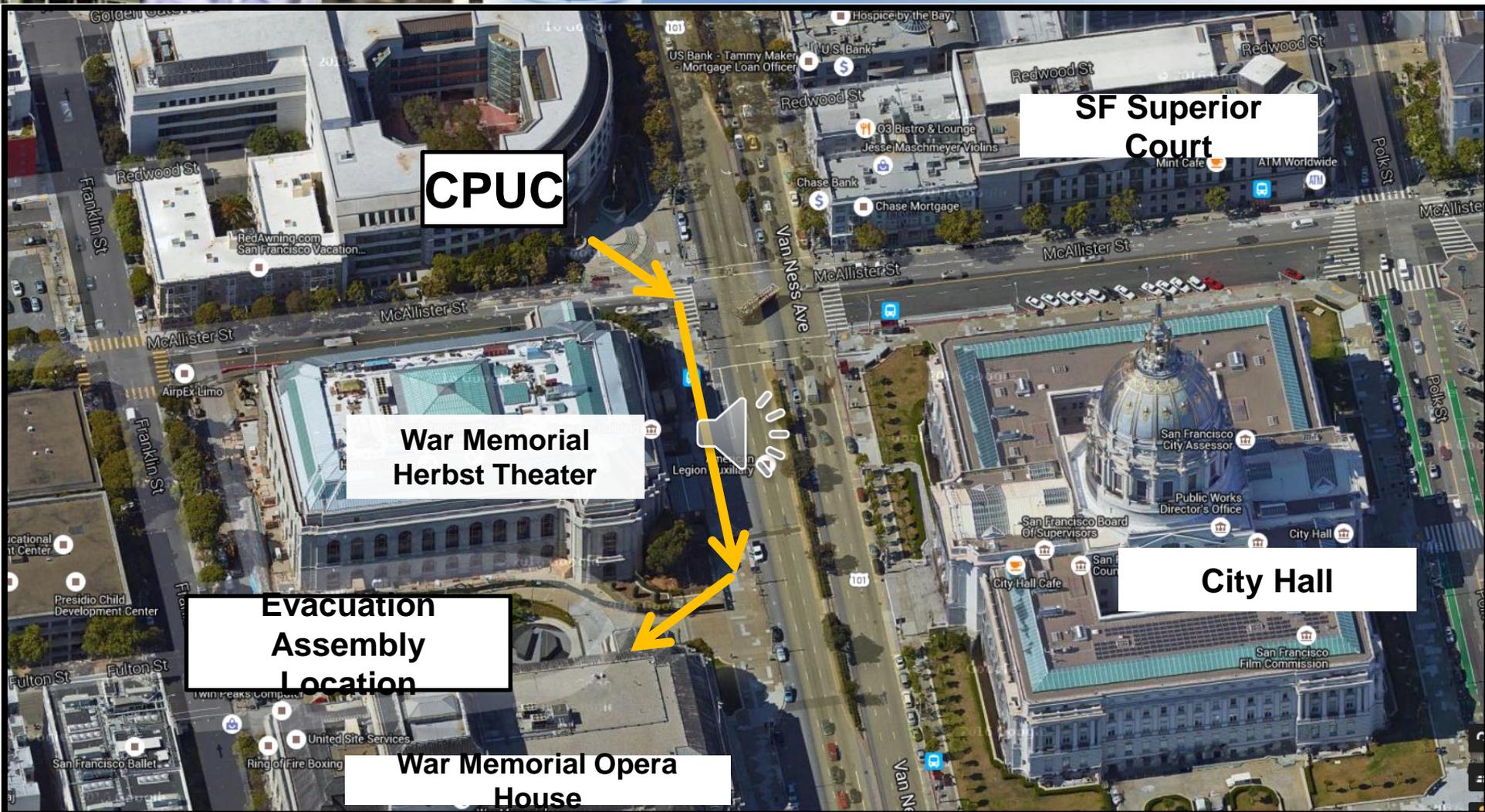
Emergency Evacuation

Safety is our number one priority:

Please listen to the emergency evacuation instructions for this location.



Evacuation Assembly Location





CPUC Mission

The CPUC regulates services and utilities, protects consumers, safeguards the environment, and assures Californians' access to safe and reliable utility infrastructure and services.





CPUC Core Values

Accountability
Excellence
Integrity
Open Communication
Stewardship





Commissioner Code of Conduct

- **I. Commissioners should conduct themselves in a manner that demonstrates respect for the public, for fellow Commissioners, and for Commission staff.**
- **II. Commission meetings should be opportunities for a full and respectful exchange of ideas and the responsible execution of Commission duties.**
- **III. Serving on the Commission is an honor and Commissioners should treat their colleagues at the Commission with respect for the varied backgrounds, skills and interests that each one brings.**
- **IV. Commissioners are public officials who should uphold the integrity of their office at all times.**





Public Comment

- Per Resolution ALJ-252, any member of the public (excluding parties and their representatives) who wishes to address the CPUC about matters before the Commission must sign up with the Public Advisor's Office table before the meeting begins. If an individual has signed up using the electronic system on the Commission's website, they must check in with the Public Advisor's Office on the day of the meeting, by the sign-up deadline.
- Once called, each speaker has up to 3 minutes at the discretion of the Commission President. Depending on the number of speakers, the time limit may be reduced to 1 minute.
- A sign will be posted when 1 minute remains.
- A bell will ring when time has expired.
- At the end of the Public Comment Section, the Commission President will ask if there are any additional individuals who wish to speak. Individuals who wish to speak but did not sign up by the deadline, will be granted a maximum of one minute to make their comments.

Public Comment is not permitted on the following items:

- **29, 33, 34, and 35.**
- All items on the Closed Session Agenda





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- Once called, each speaker has up to 2 minutes at the discretion of the Commission President. Depending on the number of speakers, the time limit may be reduced to 1 minute.
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Public Agenda Changes

Items shown on the Consent Agenda will be taken up and voted on as a group in one of the first items of business of each CPUC meeting.

- Items on Today's Consent Agenda are: **1, 2, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, and 31.**
- Any Commissioner, with consent of the other Commissioners, may request an item from the Regular Agenda be moved to the Consent Agenda prior to the meeting.
- **No Item** from the Regular Agenda has been added to the Consent Agenda.
- Any Commissioner may request an item be removed from the Consent Agenda for discussion on the Regular Agenda prior to the meeting.
- **No Item** has been moved to the Regular Agenda.
- **Item 7, 18.** has been withdrawn.
- The following items have been held to future Commission Meetings:
 - Held to **6/15/17**: **3, 37, 38, 39, 40, and 41.**
 - Held to **6/29/17**: **4.**





Regular Agenda

- Each item on the Regular Agenda (and its alternate if any) will be introduced by the assigned Commissioner or CPUC staff and discussed before it is moved for a vote.
- For each agenda item, a summary of the proposed action is included on the agenda; the CPUC's final decision may, however, differ from that proposed.
- The complete text of every Proposed Decision or Draft Resolution is available for download on the CPUC's website: www.cpuc.ca.gov.
- Late changes to agenda items are available on the Escutia Table.





Regular Agenda – Agenda- Water/Sewer Orders

Item # 32 [15535] – Denies Compensation to Public Water Now

A13-05-017

In the Matter of the Application of California-American Water Company for an Order (1) Approving a Settlement Agreement with the County of Monterey and the Monterey County Water Resources Agency to Settle and Resolve Claims and Issues Between the Parties and to Promote the Development, Construction and Operation of a Water Supply Project for Monterey County on an Expedited Basis, and (2) Authorizing the Transfer of Authorized Costs Related to the Settlement Agreement to Its Special Request 1 Surcharge Balancing Account.

Ratesetting

Comr Picker - Judge ALJ Division

PROPOSED OUTCOME :

- Denies Compensation to Public Water Now for contribution to Decision (D.) 15-03-002 and D.15-10-052. Public Water Now is not eligible for intervenor compensation. Public Water Now did not timely file the notice of intent to claim intervenor compensation. Public Water Now requested \$16,504.73.

SAFETY CONSIDERATIONS :

- There are no safety considerations associated with the outcome of this decision.

ESTIMATED COST :

- There are no costs associated with the outcome of this proceeding.





Regular Agenda – Agenda- Water/Sewer Orders (continued)

Item # 32a [15682] – COMMISSIONER RECHTSCHAFFEN'S ALTERNATE TO ITEM 15535

A13-05-017

In the Matter of the Application of California-American Water Company for an Order (1) Approving a Settlement Agreement with the County of Monterey and the Monterey County Water Resources Agency to Settle and Resolve Claims and Issues Between the Parties and to Promote the Development, Construction and Operation of a Water Supply Project for Monterey County on an Expedited Basis, and (2) Authorizing the Transfer of Authorized Costs Related to the Settlement Agreement to Its Special Request 1 Surcharge Balancing Account.

Ratesetting

Comr Rechtschaffen

PROPOSED OUTCOME :

- Awards \$16,671.51 to Public Water Now for contribution to Decisions (D.)15-03-002 and D.15-10-052. These decisions approved a settlement agreement between California-American Water Company, the County of Monterey, and the Monterey County Water Resources Agency that resolved claims and issues between these parties regarding the Regional Desalination Project. Public Water Now requested \$16,504.73.

SAFETY CONSIDERATIONS :

- There are no safety considerations associated with the outcome of this decision.

ESTIMATED COST :

- \$16,617.51, plus interest, to be paid by the ratepayers of California-American Water Company.





Regular Agenda – Orders Extending Statutory Deadline

Item # 33 [15718] – Order Extending Statutory Deadline

C16-06-008

City of Ojai vs. Golden State Water Company.

Adjudicatory

Comr Rechtschaffen - Judge Miles

PROPOSED OUTCOME :

- Extends the statutory deadline for completion of this proceeding until September 14, 2017.

SAFETY CONSIDERATIONS :

- There are no safety considerations implicated with this Order Extending Statutory Deadline.

ESTIMATED COST :

- There are no costs associated with this Order Extending Statutory Deadline.





Regular Agenda – Orders Extending Statutory Deadline (continued)

Item # 34 [15719] – Order Extending Statutory Deadline

C16-06-007

Starline Tours of Hollywood, Inc. vs. EHM Productions, Inc., dba TMZ, TMZ.Com, TMZ
Celebrity Tour.

Adjudicatory

Comr Guzman Aceves - Judge Yacknin

PROPOSED OUTCOME :

- Extends the statutory deadline for completion of this proceeding until December 7, 2017.

SAFETY CONSIDERATIONS :

- There are no safety considerations implicated with this Order Extending Statutory Deadline.

ESTIMATED COST :

- There are no costs associated with this Order Extending Statutory Deadline.





Regular Agenda – Orders Extending Statutory Deadline (continued)

Item # 35 [15720] – Order Extending Statutory Deadline

C14-01-006

United Energy Trading, LLC vs. Pacific Gas and Electric Company.

Adjudicatory

Comr Rechtschaffen - Judge Bemesserfer

PROPOSED OUTCOME :

- Extends the statutory deadline for completion of this proceeding until December 10, 2017.

SAFETY CONSIDERATIONS :

- There are no safety considerations implicated with this Order Extending Statutory Deadline.

ESTIMATED COST :

- There are no costs associated with this Order Extending Statutory Deadline.





Regular Agenda – Orders Extending Statutory Deadline (continued)

Item # 36 [15746] – Order Extending Statutory Deadline

A15-02-001, A.15-02-002, A.15-02-003, A.15-02-013, A.15-02-024, and A.15-03-004 - Related matters. In the Matter of the Application of Southwest Gas Corporation for Approval of Low-Income Programs and Budgets for Program Years 2015-2017. Consolidated applications include San Jose Water Company, San Diego Gas & Electric Company, PacifiCorp, West Coast Gas Company and Alpine Natural Gas Operating Company.

Ratesetting

Comr Rechtschaffen - Judge Colbert

PROPOSED OUTCOME :

- Extends the statutory deadline for completion of this proceeding until July 31, 2017.

SAFETY CONSIDERATIONS :

- There are no safety considerations implicated with this Order Extending Statutory Deadline.

ESTIMATED COST :

- There are no costs associated with this Order Extending Statutory Deadline.





Commissioners' Reports





Management Reports





Regular Agenda – Management Reports and Resolutions

Item # 42 [15729]

Report and Discussion on Recent Consumer Protection and Safety Activities





CPUC Transportation Enforcement Branch Yosemite Joint Bus Inspections



Brian Kahrs, *Supervising Investigator*
California Public Utilities Commission

May 25, 2017





Bi-Annual Bus Inspection





A Bus Fire at Yosemite View Lodge Three Weeks Ago





There is a Potential for Disaster





Joint Agency Inspection

- CPUC's Transportation Enforcement Branch
- National Park Service Law Enforcement Rangers
- California Highway Patrol – Central Division
- Modesto Police Department
- San Francisco Police Department
- US Department of Transportation (USDOT)
- California Air Resources Board (CARB)
- Internal Revenue Service (IRS)





Inspection Site





The Process...

- Buses arrive and drop off its passengers who spend time in the park sightseeing
- An officer takes possession of the bus driver's license and log book.
- The bus is brought back to the inspection site.
- The CHP or DOT does a safety inspection of the bus.
- CARB checks its emissions equipment.
- TEB checks the carrier's license and insurance status; that the vehicle is on the equipment list.



Ramps for Buses with Air Shocks





Another Bus about to be Inspected





A Bus that doesn't Need a Ramp





TEB Conducting its Inspection





Checking the Break Rotor through the Rim





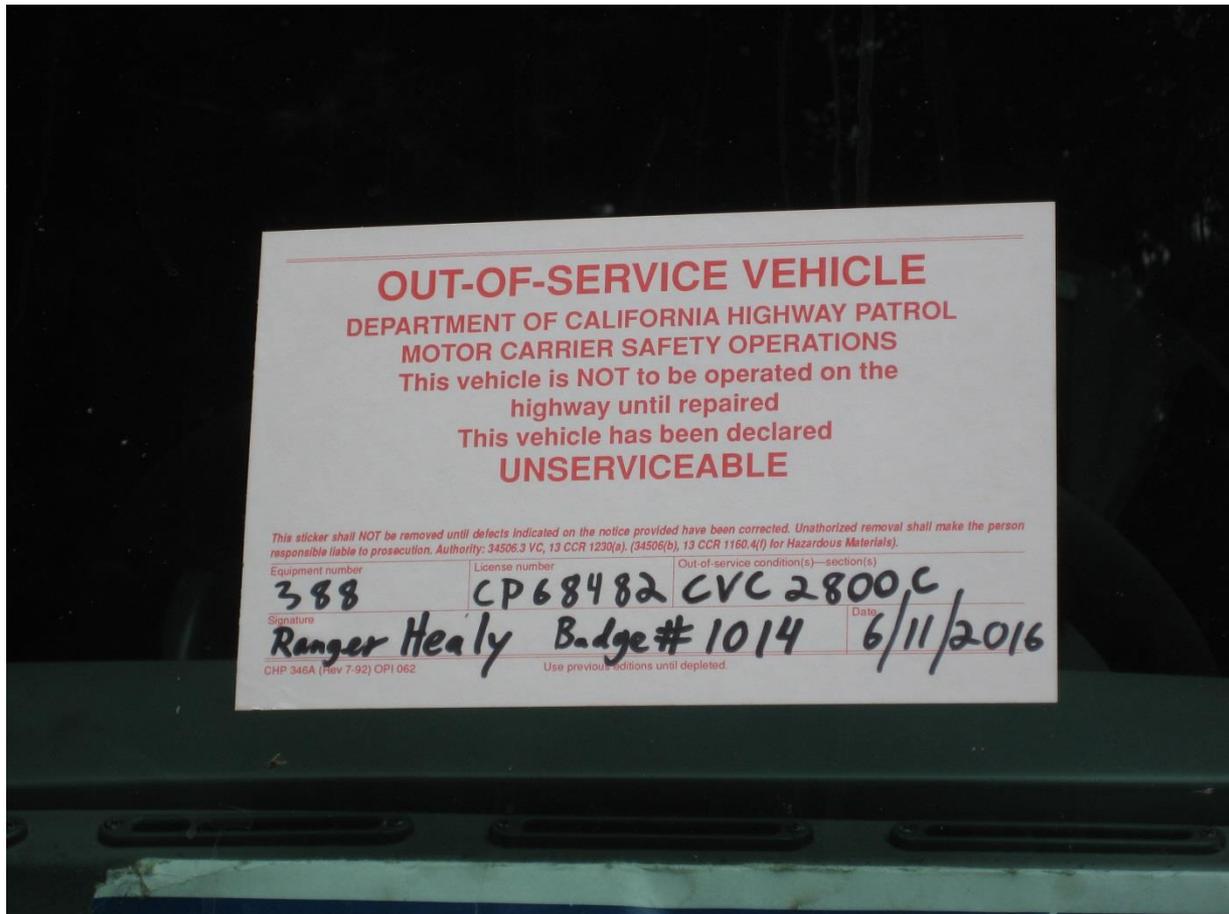
2015 Statistics

- 112 Buses Inspected
- 66 Vehicles without violations
- 70 Total violations found
- 33 Warnings issued
- 12 Violation Notices Issued
- 8 Violations Issued by CARB
- 2 Drivers put out of service
- 7 Bus Out of Service Violations
- 13 Buses not listed on Equipment Statement





Out of Service Sticker





What if a Bus or Driver is put out of Service?

- The park has a bus maintenance yard on standby for most repairs
- A mobile mechanic can be called from Modesto
- The bus company sends another bus
- The bus company hires another bus company
- If the driver is out of service for a log book issue, the driver has to have a break before they can drive again.





Challenges

- Inspections cancelled due to forest fires.
- State budget limitations.
- Construction in Yosemite Valley limiting 2016 and 2017 work.





A Past Inspection Team





Regular Agenda – Management Reports and Resolutions

Item # 42 [15729]

Report and Discussion on Recent Consumer Protection and Safety Activities





Regular Agenda – Management Reports and Resolutions

Item # 43 [15730]

Management Report on Administrative Activities





CPUC Data Dashboard

Utility System Efficiency

Policy & Planning Division

California Public Utilities Commission
San Francisco, CA





Purpose of the Data Dashboard Project

- ✓ Publish key datasets in 9 general data categories to shed light on utility performance in a publicly accessible manner.
 1. Residential Electric Usage and Bill Data
 2. Customer satisfaction
 3. Customer engagement
 - 4. System efficiency**
 5. Safety
 6. Network support services
 7. Environmental goals performance
 8. Utility workforce
 9. Research and development projects
- ✓ Enable customers to have visibility to how their usage and rates compare with others and gain insights into the overall energy infrastructure and performance in the state
- ✓ Provide policy makers an added tool to better guide their decision-making and to increase the transparency on utility activities in areas that impact the public.



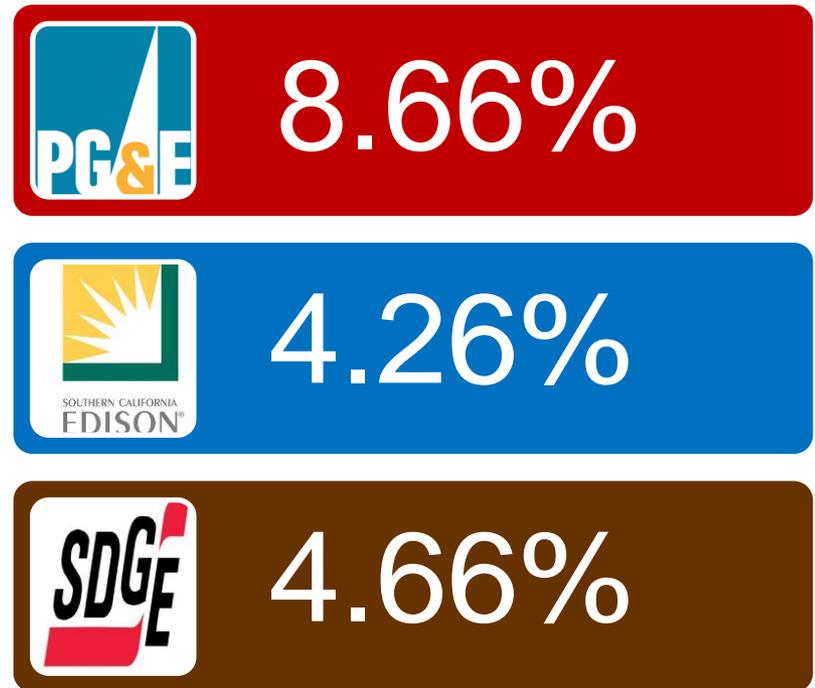
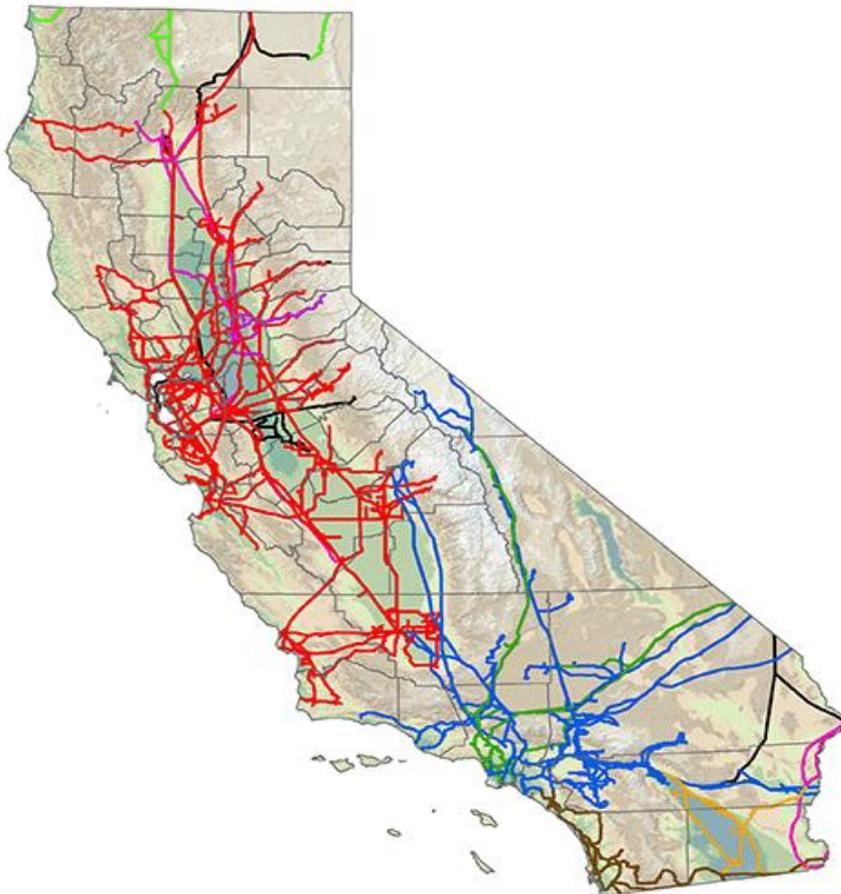
What is System Efficiency?





Electricity Losses

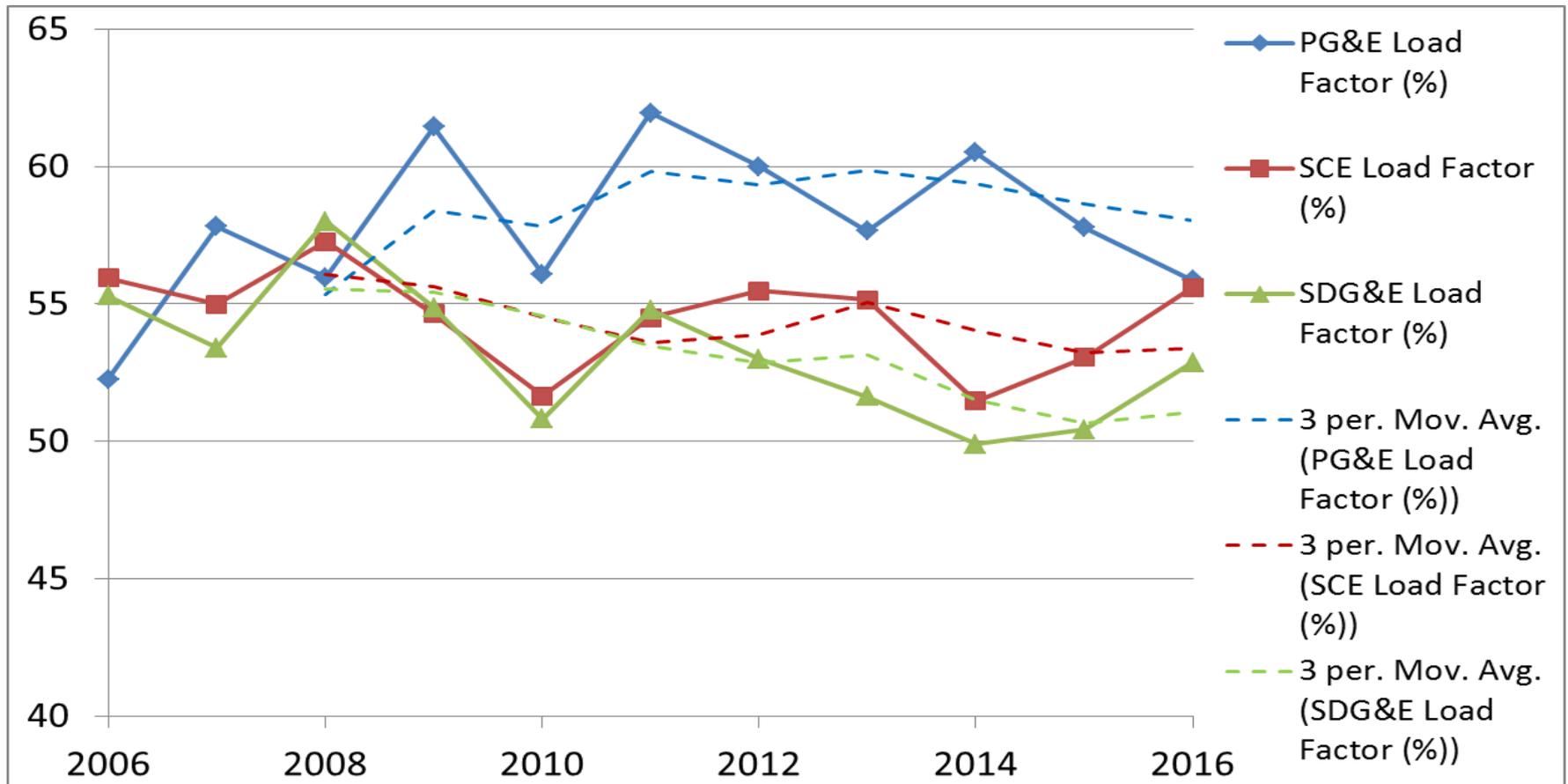
The percentage of electricity losses reflects the efficiency of delivering electric generation to load. PG&E electricity losses are close to twice the amount present in SCE and SDG&E service territories.





System Load Factor Trends

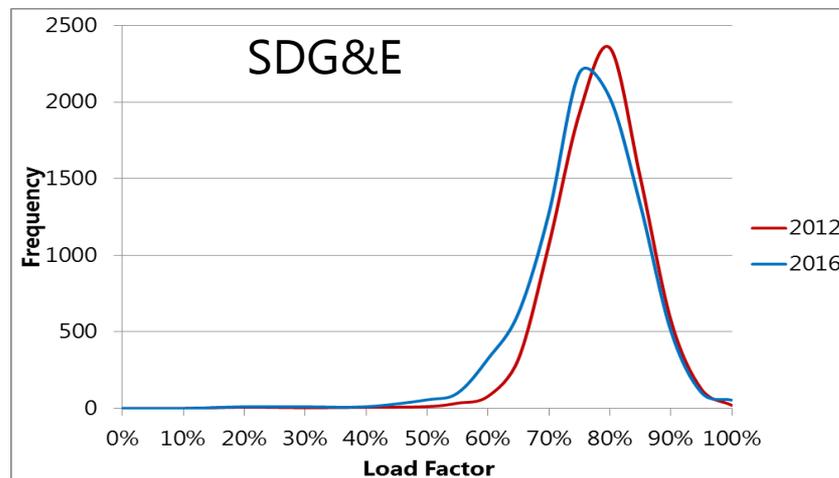
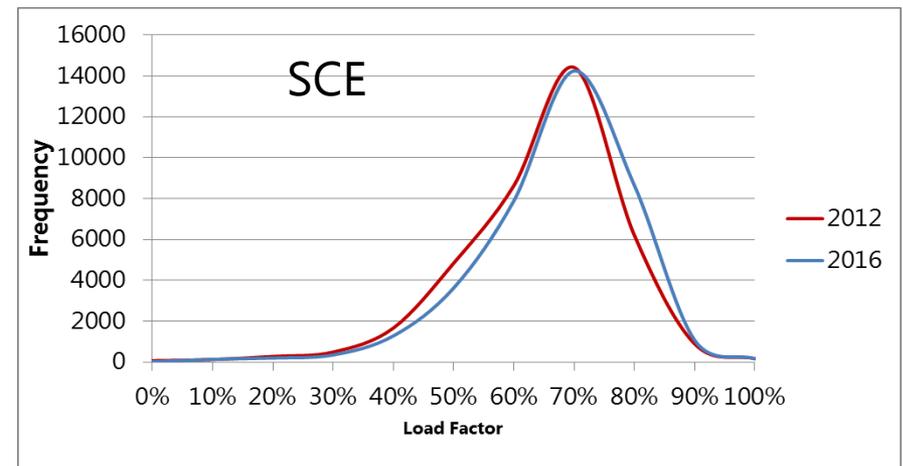
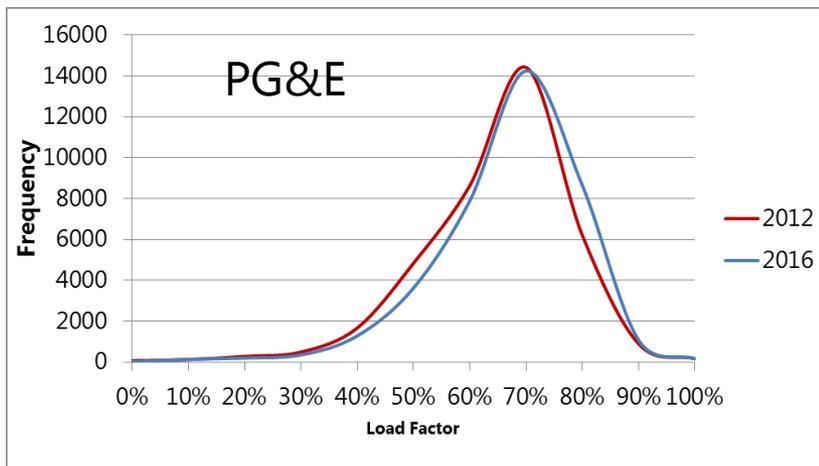
System load factor is a measure of system capacity utilization. From 2012 to 2016, PG&E system load factors ranged from 55% to 60% whereas SCE and SDG&E had lower values that ranged from 50% to 55%.





Distribution Load Factors

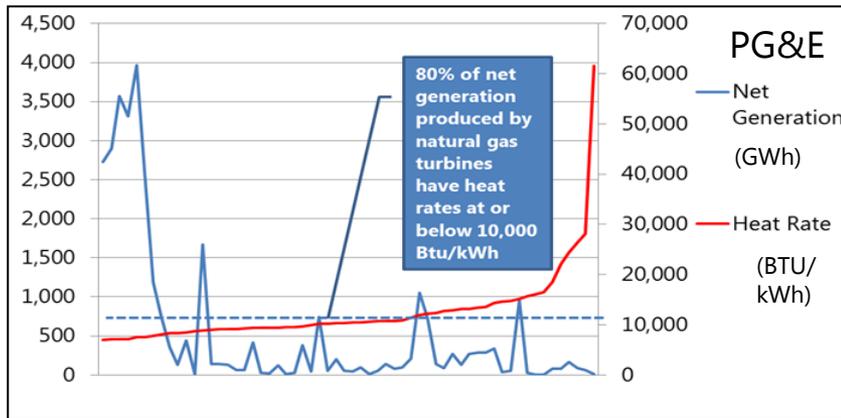
Distribution load factor is a measure of distribution capacity utilization. In 2012 and 2016, PG&E's and SCE's monthly distribution load factors most frequently were in the range of 65%-75%, while SDG&E's were in the range of 75%-85%.



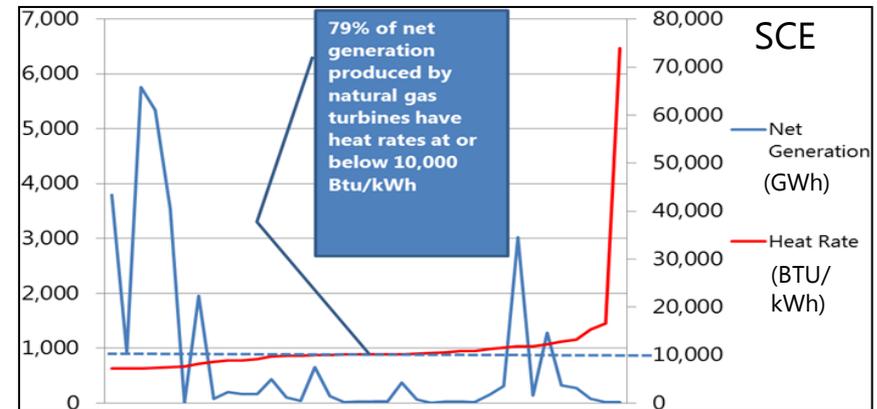


Natural Gas Generation Efficiency

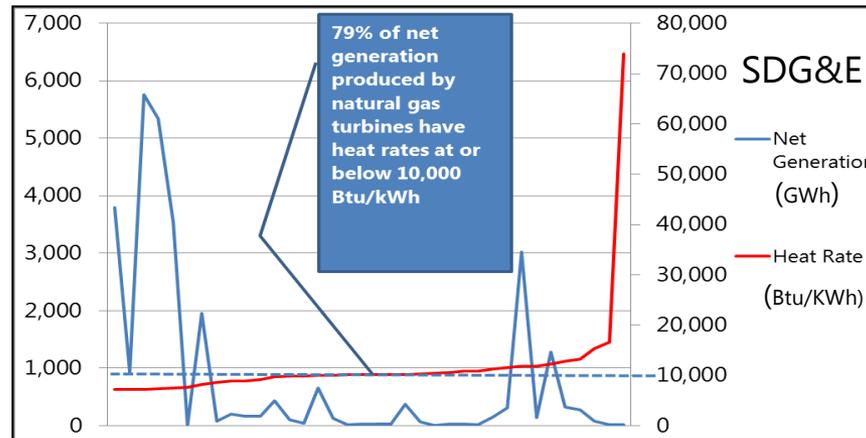
Natural gas generation (NG) efficiency reflects the amount of heat energy required to generate a kWh of electricity. In 2015, approximately 80-95% of net generation produced by California IOU NG resources had heat rates at or below 10,000 Btu/kWh, the approximate heat rate for a peaker plant.



Natural Gas Generators



Natural Gas Generators



Natural Gas Generators



Regular Agenda – Management Reports and Resolutions

Item # 43 [15730]

Management Report on Administrative Activities





Employee Recognition of CPUC Employees



Ryan Dulin

(on behalf of the Executive Director)

California Public Utilities Commission

May 25, 2017





Employee of the Quarter – 1st Qtr. of 2017

- **Cindy Philapil - Building Morale**
- **Hung Lam - Driving Innovation**
- **Patrick Doherty - Embodying Core Values**
- **Ed Maglipon - Excelling at Customer Service**





30 Years of Service

Jonathan Tom
John S. Wong





Regular Agenda – Management Reports and Resolutions

Item # 43 [15730]

Management Report on Administrative Activities





Regular Agenda – Management Reports and Resolutions

Item # 44 [15725]

Summary Report on the Changes Program - The Community Help and Awareness of Natural Gas and Electricity Services

The CHANGES contractor team will report on data intelligence collected about issues faced by Limited English proficient customers. This item does not require a vote of the Commission. Decision 15-12-047 requires that the CHANGES program report to the Commission Voting Meeting once a year.





Consumer Help and Awareness of Natural Gas and Electricity Services

Summary Report on the CHANGES Program

Self-Help for the Elderly
Milestone Consulting LLC
May 25, 2017

CPUC Directives

CPUC extended protections to Limited and Non-English Proficient (LEP) consumers provided in the TEAM Program.

CSID-004:

Resolution to launch CHANGES pilot program in **February 2011**

CSID-005; D. 12-12-011; D. 14-08-030:

Provided further guidance on program requirements

D. 15-12-047:

CHANGES approved as a permanent program, moves out of pilot phase and expands scope and reach in **June 2016**

Program Operations

CPUC Public Advisor's Office

Contract Oversight

Self-Help for the Elderly – Contractor

- Lead Agency
- Administration Lead
 - Fiscal Oversight
- Database Management

Milestone Consulting LLC

- Program Operations
- Training and Technical Assistance
 - Reporting
 - Internal Evaluation

Community Based Organizations

- Outreach
- Consumer Education
- Dispute Resolution
- Needs Assistance
 - Advocacy

The CHANGES Program is operated in conjunction with the TEAM program

CHANGES Services

Outreach

Events
Media
Presentations
Special Projects
Bill Fairs
Social Media

Consumer Education

8 Topics
In-language
New Education Materials

Needs Assistance

Consumers who need help navigating the utility system
Large percentage from HEAP enrollment

Dispute Resolution

Disputes resolved with IOUs on behalf of LEP consumers

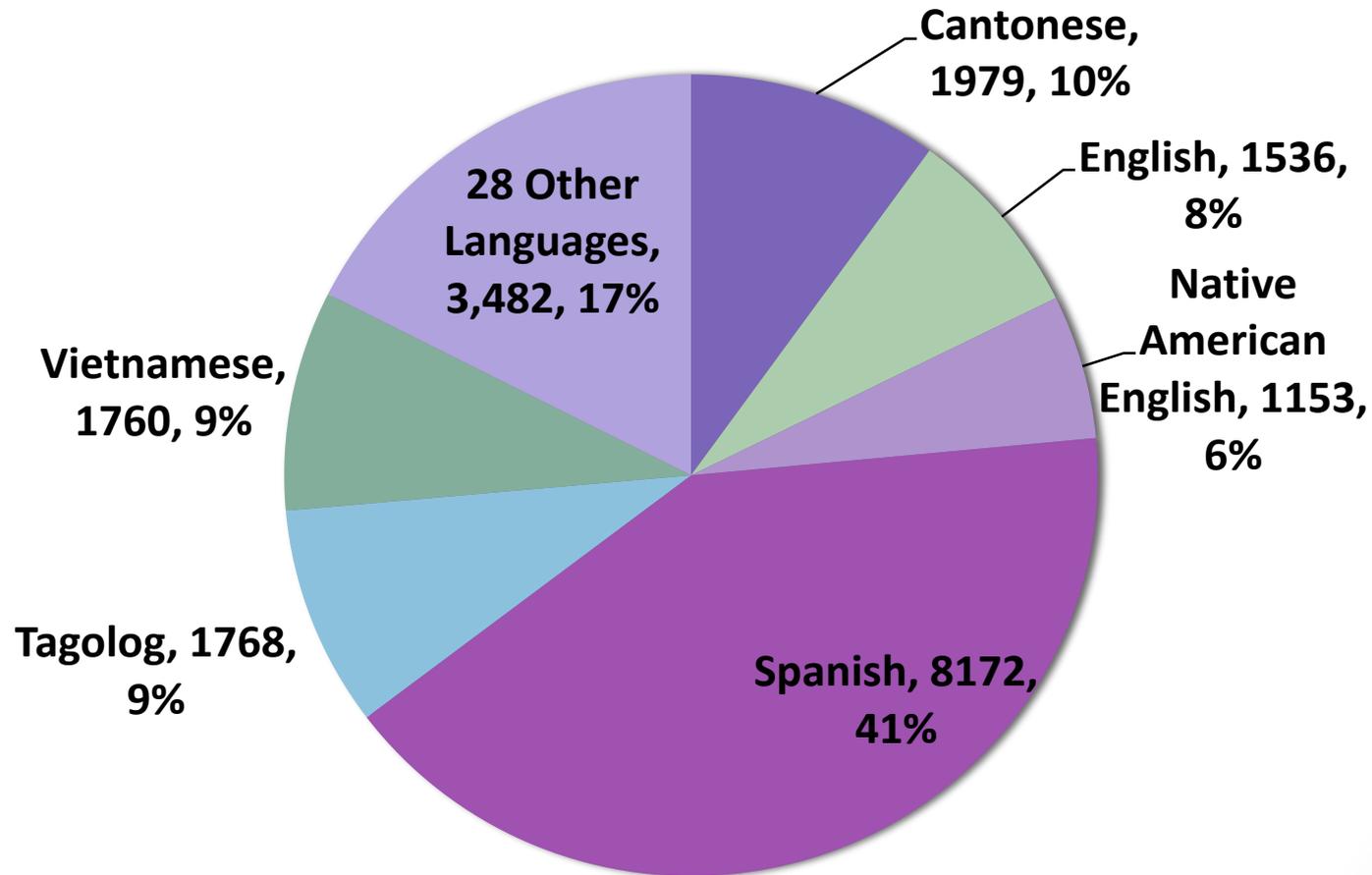
- 27 Community Based Organizations
- Capacity to provide services in 47 languages
- CBO are located across the state from San Ysidro to Sacramento in areas with large refugee and immigrant populations
- All CBOs provide both TEAM and CHANGES services

Consumer Education – Topic

June 1, 2016 – January 31, 2017

Topic	Number Educated
CARE/FERA and Other Assistance Programs	6,032
Understanding Your Bill	3,893
Avoiding Disconnection	2,339
Electric and Natural Gas Safety	2,088
Energy Conservation	1,954
Gas Aggregation	1,355
High Energy Use & CARE	1,103
Level Pay Plan	1,084
TOTAL	19,847

Consumer Education - Language



Dispute Resolution

June 1, 2016 – January 31, 2017

- 495 disputes resolved during this period
- Resolved for consumers in 19 languages -- 36% were in Spanish
- 33% of Disputes were related to 3rd Party Gas Aggregation
- 26% of Disputes were related to stopping disconnection or assisting with reconnection

Needs Assistance

June 1, 2016 – January 31, 2017

- 1,158 cases resolved during this period
- Resolved for consumers in 28 languages -- 29% were in Spanish, 19% in Cantonese
- 54% of Needs Assistance services included applications for HEAP payment assistance
- 18% of Needs Assistance cases were related to applications for other assistance programs (medical baseline, Neighbor to Neighbor, ESAP, etc.)

Program Contacts

Anni Chung

President & CEO

Self-Help for the Elderly

annic@selfhelpelderly.org

(415) 677-7600

Casey McFall

Chief Executive Officer

Milestone Consulting LLC

casey@milestoneconsulting.org

(310) 920-0648

Ravinder Mangat

Public Advisor's Office

Ravinder.Mangat@cpuc.ca.gov

(415) 355-5556



Regular Agenda – Management Reports and Resolutions

Item # 44 [15725]

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Regular Agenda – Management Reports and Resolutions

Item # 45 [15751]

Summary Report on New Energy Upgrade California Campaign

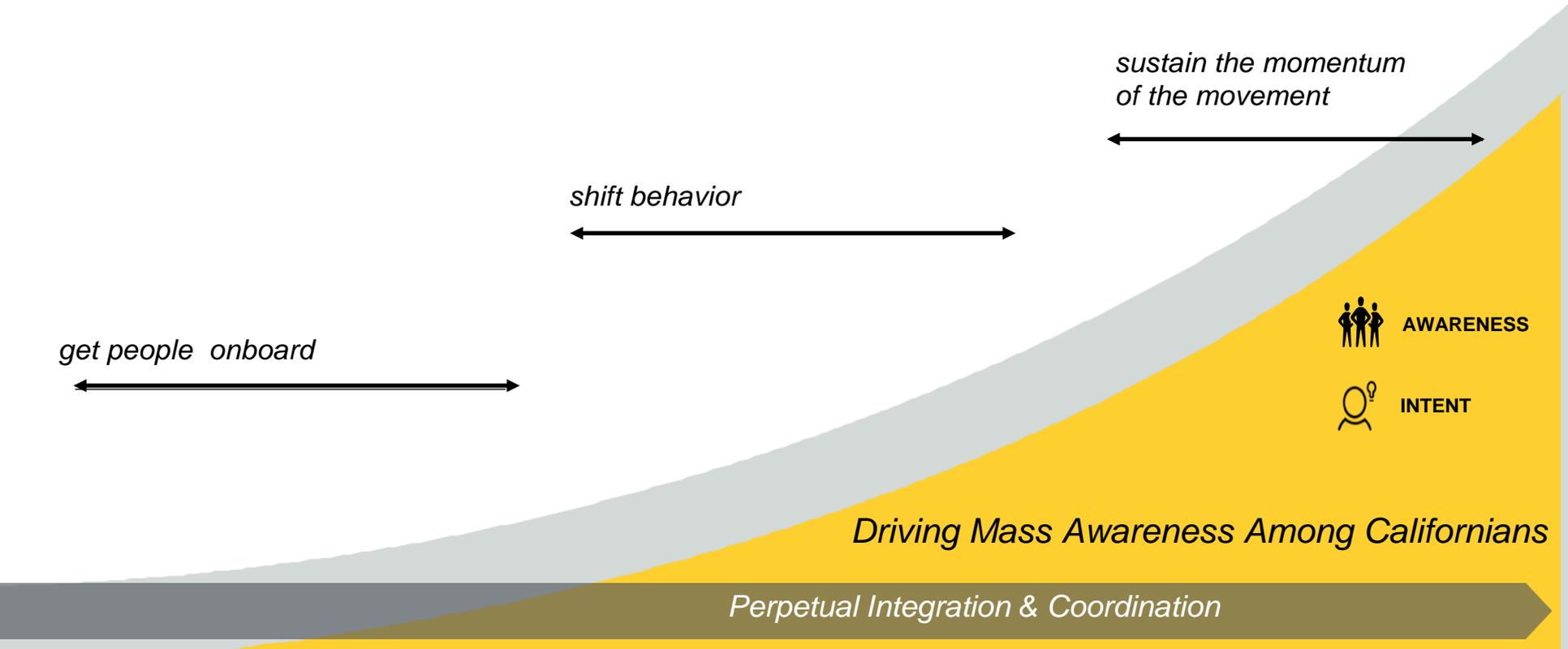
DDB, the program implementer for the California Public Utility Commission's Energy Upgrade California program, will give a presentation on the new campaign. This item does not require a vote of the Commission.



Our Goal

Get Adult Californians onboard with EUC's energy movement by taking their energy efficiency and energy management behaviors up a notch.

Building an energy-efficiency movement over time



Year 1

Years 2 & 3

Years 4 & 5



Drive mass awareness of Energy Upgrade California's energy efficiency movement.



Continue driving mass awareness and begin shifting Californians' intent to participate.



Sustain mass awareness, reinforce intent to participate, and encourage advocacy.

Campaign Overview

Brand Mark



Core Logo



Logo Family

Smallest Size

Tagline | Logo Lockup



Spanish



Chinese



Vietnamese



Korean

TV / Online Video







Digital

Digital Banners

300x250



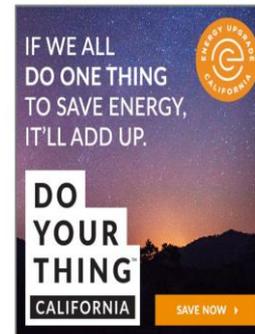
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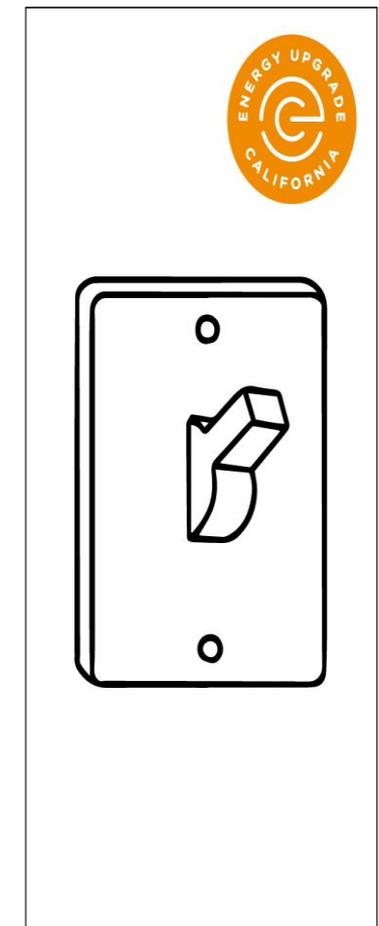
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500x500 static



Animation



Small Business Print

APPLIANCE-UPGRADING EXPANSION WARRIOR

Upgrading to an energy-efficient appliance is one thing that can save your small business big on energy bills. That's money that can be funneled right back into building your small business into an any-size-you-want business. Fabian knows this first-hand. His restaurant, Bella Pasta, is a well-extra-virgin-olive-oiled-machine, running on energy-efficient appliances, LED lights and good old-fashioned discipline. Fabian recently used his energy savings to upgrade to a brand-new space.

**IF WE ALL DO ONE THING TO SAVE ENERGY, WE
CAN MAKE A BIG DIFFERENCE FOR CALIFORNIA.**

Fabian Rodriguez

*Owner and Executive Chef
Bella Pasta | Fresno, CA*



**DO
YOUR
THING™**

Learn more about energy savings @ EnergyUpgradeCA.org

"Do Your Thing" is a trademark of California Public Utilities Commission. All rights reserved.

Out of Home

Out of Home

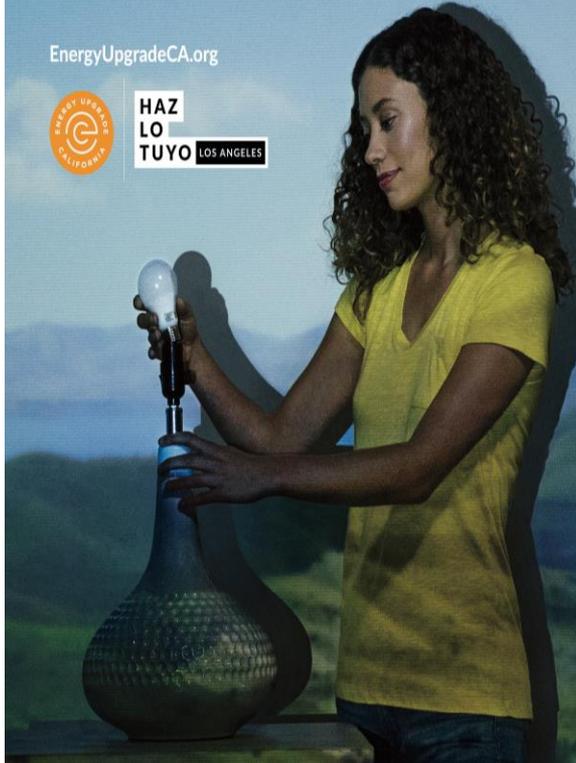
USA BOMBILLOS LED & AYUDA A QUE TENGAMOS UN FUTURO MÁS BRILLANTE.

Cambiando los bombillos tradicionales por LED en tu hogar, usarás hasta un 75% menos de energía. Si todos hacemos una cosa para ahorrar energía, lograremos un gran cambio en California.

EnergyUpgradeCA.org



HAZ
LO
TUYO LOS ANGELES



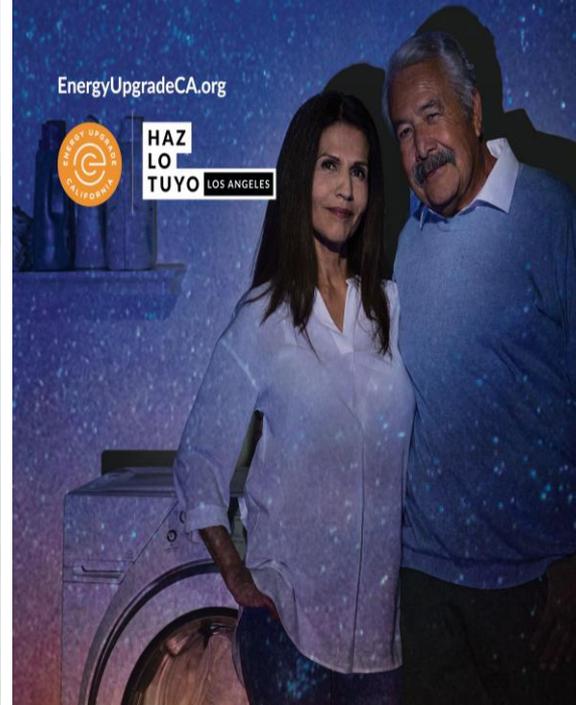
LAVA TU ROPA DESPUÉS DE LAS 9PM & DISFRUTA LAS ESTRELLAS.

Lavando durante horas que no son pico, ayudaremos a reducir las emisiones de CO₂ y a preservar nuestra vista de la estrellas. Si todos hacemos una cosa para ahorrar energía, lograremos un gran cambio en California.

EnergyUpgradeCA.org



HAZ
LO
TUYO LOS ANGELES



USA TERMOSTATOS INTELIGENTES & AHORRA ENERGÍA EN TU HOGAR.

Con este simple cambio manejarás de manera más eficiente el consumo de energía. Si todos hacemos una cosa para ahorrar energía, lograremos un gran cambio en California.

EnergyUpgradeCA.org



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LO
TUYO LOS ANGELES

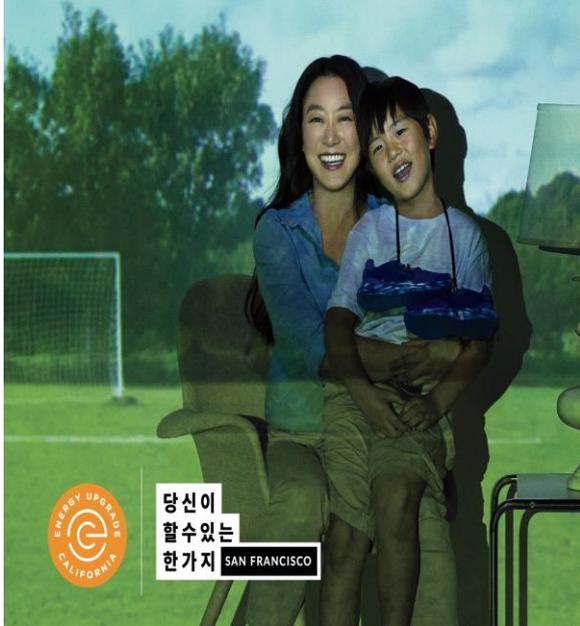


Out of Home

아들 운동화는 손세탁합니다!
친구들과 뛰어놀 운동장까지
더 푸릇푸릇해질 테니까요!

운동화를 손으로 직접 빨면, 물도, 전기도 아낄 수 있고 온실가스 감축 효과로
아이들이 뛰어놀 운동장도 더 푸르게 될 테니까요!
에너지절약을 위해 한 가지만 하셔도 캘리포니아의 미래가 밝아집니다.

EnergyUpgradeCA.org



당신이
할 수 있는
한 가지
SAN FRANCISCO

請過了晚上九點洗衣服。
您可以看到更明亮的星星。

避開用電量高峰期，
就能節省電源、減少碳的排放量，
也可能享受更明亮的星星。

如果每個人都做一件事來節省能源，
就能為加州帶來更美好的未來。

EnergyUpgradeCA.org



你
也
可
以
SAN FRANCISCO

TÔI ĐEM QUẦN ÁO CON
GÁI RA PHƠI NẮNG
NGÀY MAI CON CƯỜI DƯỚI
NẮNG TƯƠI HƠN.

Tôi đem phơi nắng thay vì dùng máy sấy.
Năng bảo vệ áo quần con gái và tiết kiệm năng lượng.
Nhờ vậy giúp giảm thải khí cac bon và đem lại không khí sạch hơn.
Nếu ta cùng nhau làm một việc để tiết kiệm năng lượng,
ta sẽ tạo thay đổi lớn ở California.

EnergyUpgradeCA.org



XIN
HÃY LÀM
PHẦN MÌNH
SAN FRANCISCO

Out of Home | Bus Kings



I use LED light bulbs and that helps us have a brighter future. Do your thing, Bakersfield



I unplug the unused power cords and pay less on my bill. Do your thing, Bakersfield



We use smart thermostats and save up energy in our home. Do your thing, Fresno



Example Comp

Climate March

Climate March | Megaphone Posters

ONE OF OUR FAVORITE COUNTS
 GET POWERLINED!
 We will join you to see the light.
 We will cheer, we will dance,
 we will fight to save the day.

Get powered for the power of you on
 Monday the 16th of the month's day!

**MARCH FOR THE CLIMATE
 SHOUT FOR THE FUTURE.**

Empower the climate march to reduce your carbon for a more energy efficient California.

There's nothing we say **DO YOUR THING**
 without the blue thing.

What do we want? A planet
 where all we want is green.

How do we get it?
 There's nothing we say.

Pass. This poster's mega-efficient. Fold to make a megaphone!

How to use:
 1. Fold poster into four steps.
 2. See how to fold the megaphone.
 3. Show it off!

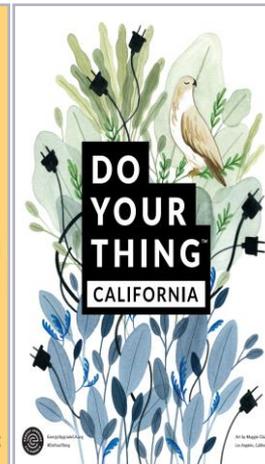
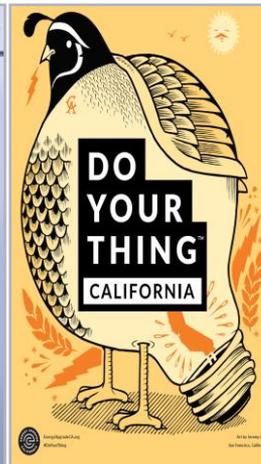


ANGELENOS, CHECK THE WAY YOU DO YOUR THING

Energy Upgrade California is a statewide initiative committed to urging Californians to strive toward reaching our state's energy goals. That's why EUC is inviting you to Do Your Thing™ to help increase energy efficiency for the future of California.

- Flip off the lights when leaving a room
- Swap old lightbulbs for LEDs
- Run appliances during off-peak hours
- Wash laundry in cold water
- Set your AC 1° warmer
- Upgrade to energy-efficient appliances

Learn more about energy efficiency @ EnergyUpgradeCA.org



Shine a light on energy efficiency.
Upgrade to LED bulbs.

DO YOUR THING
EnergyUpgradeCA.org

Put the freeze on wasted energy.
Wash your clothes in cold water.

DO YOUR THING
EnergyUpgradeCA.org

Pull the plug on the misuse of power.
Unplug gadgets when not in use.

DO YOUR THING
EnergyUpgradeCA.org

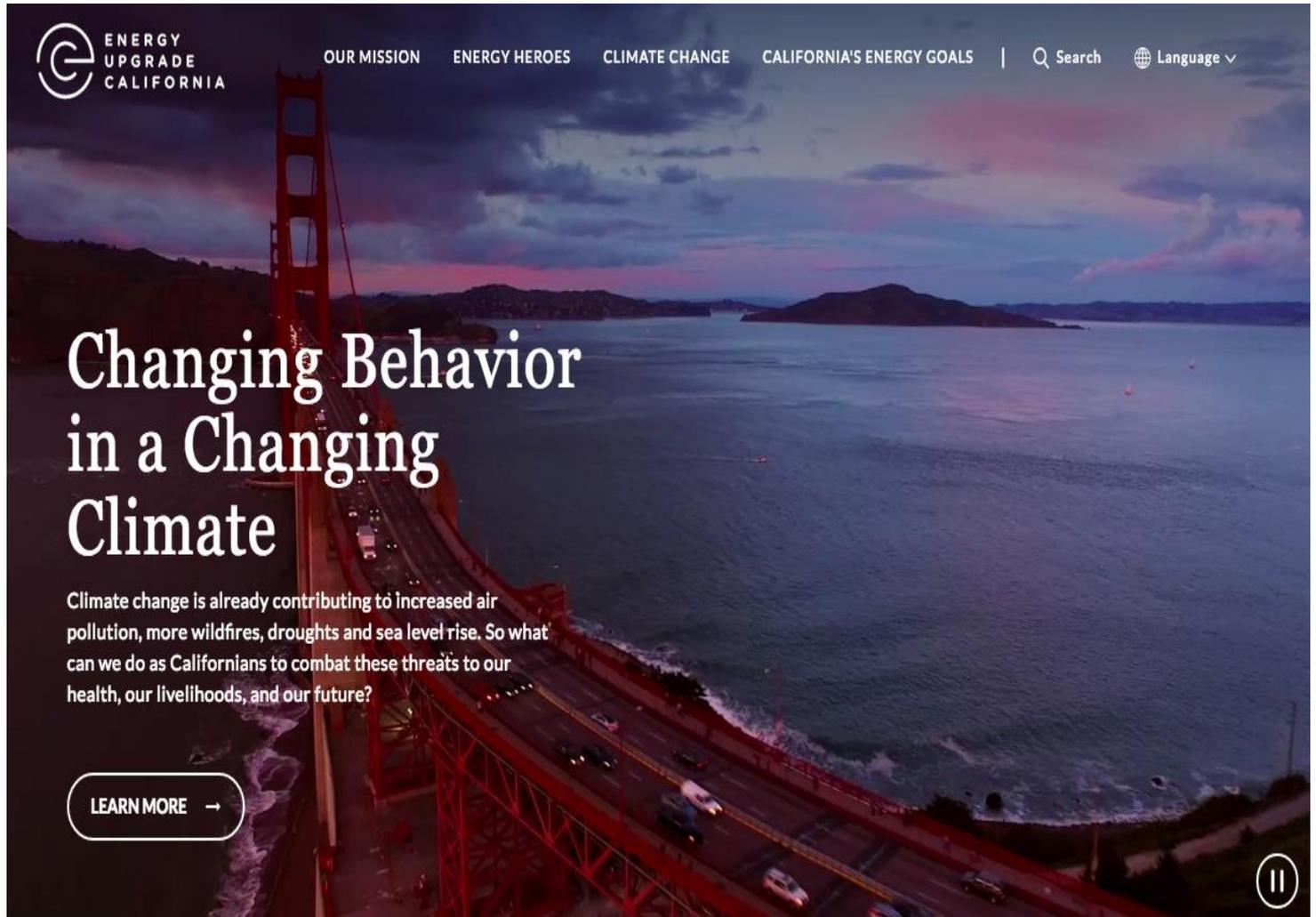
If we all do one thing to save energy,
it'll make a big difference for California.

DO YOUR THING CALIFORNIA
DO YOUR THING CALIFORNIA

DO YOUR THING
EnergyUpgradeCA.org

Website

Main Site



**ENERGY
UPGRADE
CALIFORNIA**

OUR MISSION | ENERGY HEROES | CLIMATE CHANGE | CALIFORNIA'S ENERGY GOALS | |

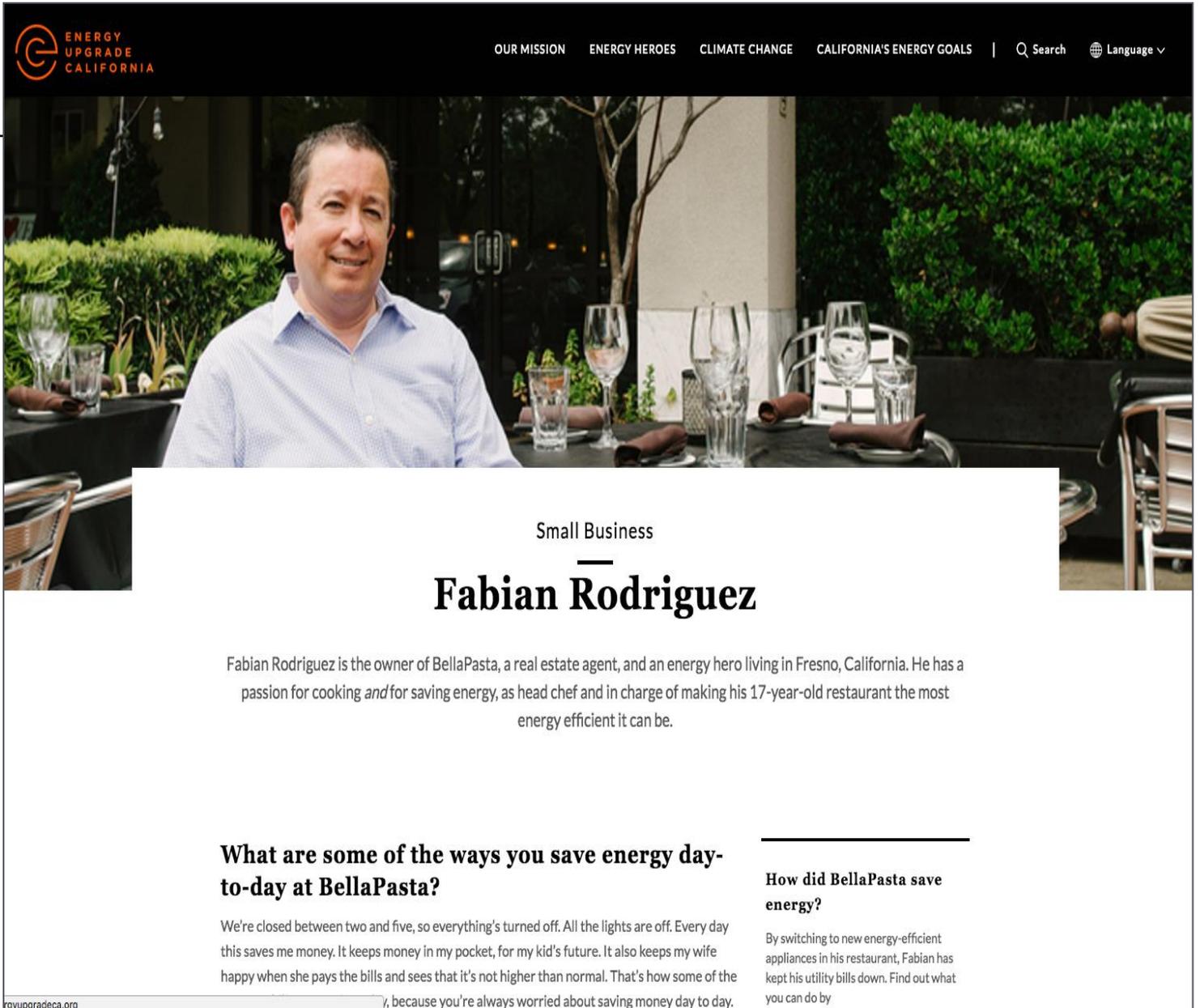
Changing Behavior in a Changing Climate

Climate change is already contributing to increased air pollution, more wildfires, droughts and sea level rise. So what can we do as Californians to combat these threats to our health, our livelihoods, and our future?

[LEARN MORE →](#)

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Main Site



The screenshot shows the top navigation bar of the Energy Upgrade California website. The logo is on the left, and the navigation menu includes 'OUR MISSION', 'ENERGY HEROES', 'CLIMATE CHANGE', 'CALIFORNIA'S ENERGY GOALS', a search icon, and a language dropdown. Below the navigation is a large hero image of Fabian Rodriguez, a man in a light blue shirt, sitting at an outdoor restaurant table. The table is set with wine glasses, water glasses, and plates. The background shows greenery and a building.

ENERGY UPGRADE CALIFORNIA

OUR MISSION | ENERGY HEROES | CLIMATE CHANGE | CALIFORNIA'S ENERGY GOALS | Search | Language

Small Business

Fabian Rodríguez

Fabian Rodríguez is the owner of BellaPasta, a real estate agent, and an energy hero living in Fresno, California. He has a passion for cooking *and* for saving energy, as head chef and in charge of making his 17-year-old restaurant the most energy efficient it can be.

What are some of the ways you save energy day-to-day at BellaPasta?

We're closed between two and five, so everything's turned off. All the lights are off. Every day this saves me money. It keeps money in my pocket, for my kid's future. It also keeps my wife happy when she pays the bills and sees that it's not higher than normal. That's how some of the

..., because you're always worried about saving money day to day.

How did BellaPasta save energy?

By switching to new energy-efficient appliances in his restaurant, Fabian has kept his utility bills down. Find out what you can do by

energyupgrade.org

The Movement



ENERGY
UPGRADE
CALIFORNIA

실천하기 공유하기 우리가 성취한 업적 더 많은 노력 기울이기 | 🔍 검색 🌐 언어

환경 운동에 참여하기

캘리포니아의 각 주민들이 에너지 절약을 위해 아주 조금씩만 노력해 준다면, 주 전체로 봤을때 이는 아주 큰 변화를 이끌어낼 수 있습니다. Energy Upgrade California®는 우리 사회를 위해 탄소 배출량 감소, 미래 세대를 위한 환경 보호 및 에너지 효율 측면에서 캘리포니아를 더욱 발전시켜 나가는 모임으로, 귀하와 여러 캘리포니아 주민들과 함께 해보려 합니다.

↓ 아래로 스크롤

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DDB

Community Based Organizations

Community-Based Engagement Collateral

Developed materials for CBOs.

Year 1 focus is for economically disadvantaged, multicultural, environmental advocacy, disability, state based business and educational organizations.

Establish a network of committed partners who sign up to take the pledge to join the Energy Upgrade California movement.

Launching grant program with CBO partners to expand reach and influence among California community based organizations. Secured a proclamation on behalf of the State Senate promoting EUC 'Do Your Thing'.

Developed assets to leverage across CBOs.

JOIN THE MOVEMENT

Empowering Californians to take energy management actions is what Energy Upgrade California is all about.
But we can't succeed without you.



Energy Upgrade California is a statewide initiative committed to uniting Californians to strive toward reaching our vision energy goals. That's why Energy Upgrade California is inviting you and your organization to Do Your Thing™. Because we know that all these small, energy-efficient things add up to big change for our Golden State.
 So what do you say? Will you join our cause and help California reach its energy goals?

YES, I want to help California reach its energy goals and encourage Californians to take energy management actions!

By signing up, your organization will be listed as a member on our website.

ORGANIZATION NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY/ZIP _____

EMAIL _____

PREFERRED PHONE NUMBER _____

As a coalition member you will:

- Help create awareness about how Californians can become better energy managers.
- Work to advance your membership on energy management actions and equip them with the information and tools to become better energy managers.
- Receive additional Energy Upgrade California materials and updates to share with your membership.


EnergyUpgradeCA.org



ENERGY UPGRADE CALIFORNIA

Energy Upgrade California® is a statewide initiative whose sole purpose is to ensure every Californian has the tools needed to keep making strides toward a cleaner, healthier, more prosperous state. We support California on its quest to double energy efficiency and reduce greenhouse gas emissions by 40% before 2030. California is already a leader in energy conservation.

SO HOW ARE WE DOING?

- We're on track to getting 33% of our electricity from renewable resources by 2030.
- California is the #1 producer of biomass, geothermal and solar energy as of 2015.
- Our state has the second lowest energy consumption rate (per capita) in the nation.

SAVING ENERGY IS EASY.

At Energy Upgrade California, we make it so small, energy-efficient things have our Golden State.

Here are a few things you can do:

- CHANGE YOUR LIGHTBULBS**
LED bulbs last 25x longer and use 75% less energy.
- ADJUST YOUR THERMOSTAT**
For each degree your thermostat is set lower in the summer, you can save 3% to 5% on air conditioning.
- UNPLUG YOUR ELECTRONICS**
75% of the electricity used to power electronics is consumed while the products are turned off.
- WASH CLOTHES ON THE COLD CYCLE**
Approximately 90% of the energy used to heat water is used to heat the water.
- UPGRADE HOUSEHOLD APPLIANCES**
By using energy-efficient appliances, California has saved more than 10,000 gigawatt-hours of electricity since 2003. That's enough to power 2 million homes for one year.

WE CAN STILL DO SO MUCH MORE.

Small energy inefficiencies in our homes and businesses can add up to big losses—both for our pocketbooks and for California.

- The average household wastes \$150 per year in energy costs from holes and cracks in their home.
- Better energy management can save organizations up to 10% annually on energy bills.
- The average household spends \$100 every year to power unused appliances.



Learn more about energy efficiency
[@EnergyUpgradeCA.org](http://EnergyUpgradeCA.org)



ENERGY UPGRADE CALIFORNIA

Energy Upgrade California® is a statewide initiative committed to uniting Californians to strive toward reaching our state's energy goals. That's why we're inviting you to Do Your Thing™—to help increase energy efficiency for the future of California and make sure we remain leaders in energy conservation.

HERE ARE A FEW EASY THINGS TO GET YOU STARTED:

- CHANGE YOUR LIGHTBULBS**
LED bulbs last 25x longer and use at least 75% less energy.
- AUDIT YOUR HOME TO FIND EFFICIENCIES**
The average household wastes \$150 per year in energy costs just from holes and cracks in their home.
- UNPLUG YOUR ELECTRONICS**
75% of the electricity used to power home electronics is consumed while the products are turned off.
- WASH CLOTHES ON THE COLD CYCLE**
Approximately 90% of the energy used for washing clothes is used to heat the water.
- UPGRADE HOUSEHOLD APPLIANCES**
By using energy-efficient appliances, California has saved more than 10,000 gigawatt-hours of electricity since 2003. That's enough to power 2 million homes for one year.









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In Summary

Summary

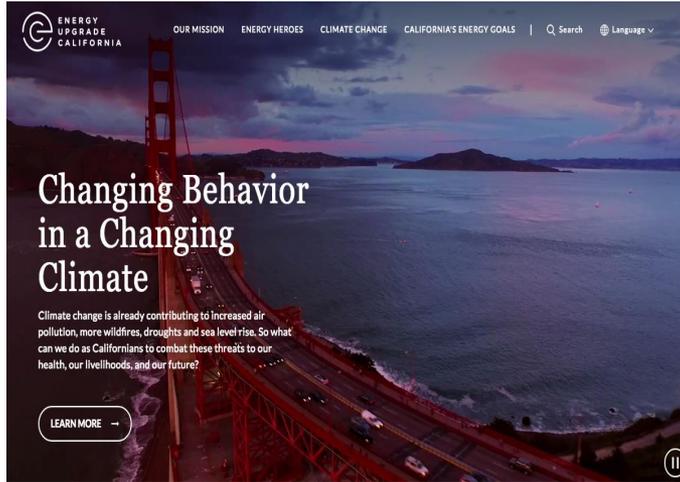


DO YOUR THING
LOS ANGELES



Climate March Activation

New work



Social / PR

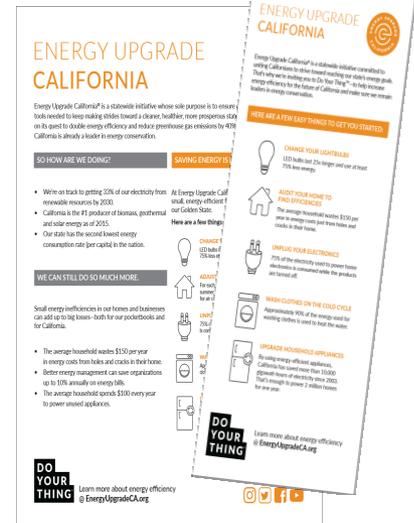


Television



Small Business Print

Website



Outdoor

Community Based Organizations

EUC Measurement Plan

EUC Measurement Plan

Marketing Objectives	Key Measures	Measurement Tools	Reporting Frequency	Goals	Year 1 Measurement Goals* / Benchmarking Windows
Awareness	Shift in aided awareness¹ Shift in unaided awareness²	DB5 Tracking Study	Semi-Annually	YOY % increase	Aided +2 - 6% pts (up from 64%) Unaided +1 - 3% pts (up from 1%)
	Shift in familiarity ladder¹				Shift in familiarity +4 - 7% pts (up from 27%)
Intent	Shift in motivation³ I'm always seeking out ways to be more energy efficient	DB5 Tracking Study	Semi-Annually		Shift in motivation** +2 - 5% pts (up from 74%)
	Shift in Intent to Participate⁴ Increase in intent to take action				<i>Benchmark to be set in July/August 2017 wave tracking</i>
	Shift in Participation Increase in engagement with content Referral traffic to PA website	Platform-Specific Metrics	Quarterly	YOY % increase	<i>Google analytics tracked site referrals.</i> Benchmarks to be set July '17 - June '18
	Shift in Advocacy (of messaging/content) Increase in sharing, mentions, likes, follows, comments Social community growth per platform				Benchmarks to be set July '17 - June '18

-
Thank
you



Regular Agenda – Management Reports and Resolutions

Item # 45 [15751]

Summary Report on New Energy Upgrade California Campaign

DDB, the program implementer for the California Public Utility Commission's Energy Upgrade California program, will give a presentation on the new campaign. This item does not require a vote of the Commission.





Management Reports





The CPUC Thanks You For Attending Today's Meeting

**The Public Meeting is adjourned.
The next Public Meeting will be:**

**June 15, 2017 at 9:30 a.m.
in Sacramento, CA**

