

# PG&E ESA Whole Home Pilot

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**Pacific Gas and Electric Company (PG&E)**

**Customer Programs, Income Qualified & Disadvantaged Communities**



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# Snapshot: PG&E ESA Whole Home Pilot

## Current Status:

120 projects completed / 79 in installation phase  
Average energy savings: 13-16%  
1 partial electrification project completed in 2023  
Target 200+ electrified homes (approx. 10% of projects)

## Key Pilot Design Features:

**Data-driven** customer targeting  
**Meter-based** energy savings  
**Ongoing** monitoring & education  
**Performance-based** testing post-installation

## Home Characteristics:\*

**Central Valley** (Climate Zones 11 – 12 – 13)  
**Single-Family Detached** homes  
**Dual-Fuel** service (gas & electric)  
**No recent ESA treatment** (past 1 year)

## Pilot Treatment Plans:

**1,979** Total  
**575** Plus (5-15% savings)  
**1,404** Deep\*\* (15-50% savings)  
Installations: Q4 2022-Q4 2025

## Avg. Project Cost:

**\$12k** Low end (5-15% tier)  
**\$15k** Mid-range (16-25% tier)  
**\$20k** High end (26%+ tier)  
**\$240** remediation

## Measures:

ESA Basic + Plus  
Electrification Appliances  
Heat Pump HVAC + WH  
Envelope Improvements

\*PV, storage, EV ok if not installed during 12-month baseline or 12 months post-treatment

\*\*Deep includes 216 electrification projects



# Decarbonization Through Electrification

***Electrification in the low-income segment → Bill impacts are critically important.***

*ESA Pilot Plus/Deep will explore the feasibility of electrifying appliances as an alternative to installing furnaces and gas water heaters, supporting decarbonization in under-represented communities, while ensuring bill savings.*

- To electrify or not electrify?
- Near term vs. long term perspective on electrification & affordability
- Near term opportunities:
  - Rate selection
  - Load shifting
  - Education
  - New technologies
  - *Advance screening & monitoring*

## **Pilot advance screening & monitoring:**

- Data-driven customer targeting
- Electric distribution & service capacity assessment
- Energy saving estimates, scenarios & rate options
- Ongoing bill monitoring via NMEC\*
- Future follow-ups to provide additional offerings

## **Conclusions:**

- A pilot provides the opportunity to test new approaches, collect data, and determine how to scale electrification for the low-income segment.
- Throughout the pilot, PG&E will remain highly selective and careful to monitor customer's realized savings.

\*NMEC stands for Normalized Meter-based Energy Consumption and refers to a process of estimating energy savings from advanced metering infrastructure.

# Thank you!

Follow-up:

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