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Governor Brown recently issued an ambitious California state goal to double the efficiency of existing buildings by 2030. Achieving this level of savings will require unprecedented levels of efficiency improvement over the next 15 years. Depending on how the goal is interpreted, the required savings can exceed the current estimate of available technical potential. Technical potential is the savings available if everyone were to upgrade to the best available technology; clearly a tall order. This suggests that investments will need to be made in areas that haven't been targeted or fully pursued in the past. Three examples are: upgrading existing buildings, operational efficiency, and behavior. The state has made several code improvements over the last several years and has plans to make many more. While these code changes will be a critical tool in meeting the governor's goal, particularly in new construction, there are many older buildings "left behind" by the new codes without incentive to upgrade. A key question now is how we can target opportunities in these less efficient, older buildings. In the case of operational inefficiencies, we may have assumed in the past that the building owner should do the work without assistance. However, new analysis reveals that significant opportunity for operational efficiency savings remain. Finally, efficiency gains related to behavioral changes of building occupants offer additional untapped savings potential. This presentation will explore analysis and work PG&E is doing in these three areas – and what we believe needs to be done to meet the Governor's goal.