



Savings You Don't See: California's Energy Efficiency Programs

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Vice President of Energy Programs, The Energy Coalition

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ABOUT ME.

Laurel Rothschild



- **Vice President of Energy Programs**
- TEC is a 50 year CA non-profit and implementer of utility & REN programs
- Our EE programs serve: cities, counties, schools, water districts, Tribal Nations, K-12 students and educators, small and medium businesses, single family residences, building departments



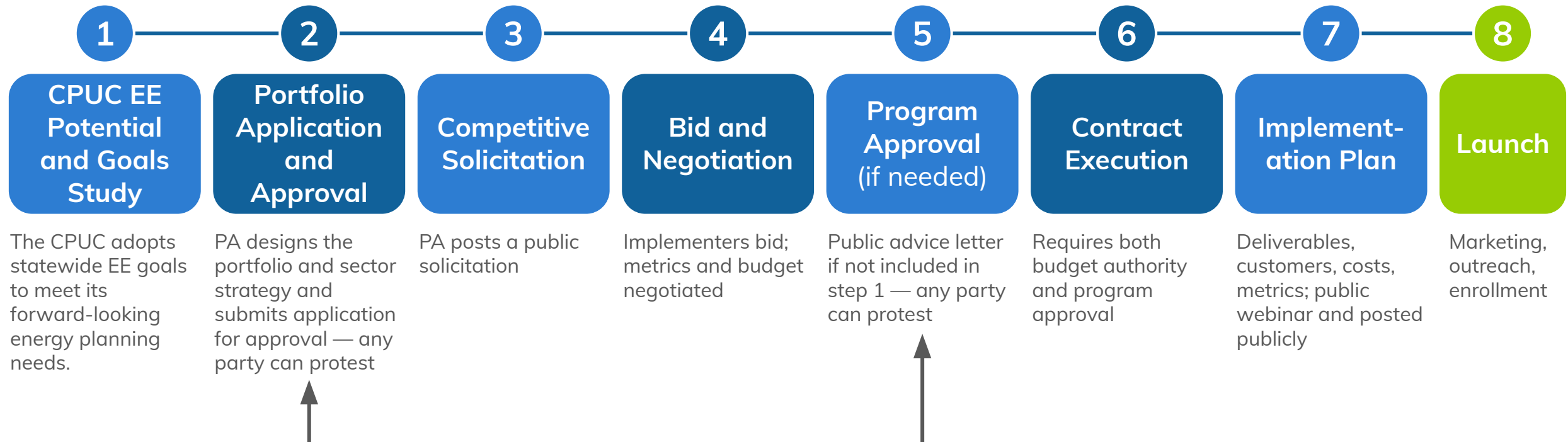
- **Board Member**
- CEDMC is a nonprofit trade association for energy efficiency and demand management implementation and evaluation firms

California Energy
Efficiency Coordinating
Committee

- **Co-Chair**
- CAEECC is the CPUC stakeholder committee for this portfolio

How a Program Gets Built

For third-party implemented programs, from solicitation to launch is typically one to two years



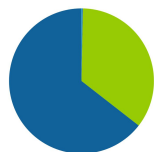
Programs don't proceed until the program administrator has budget authority and approval for the program.

How a Program is Managed

Every invoice is split into four categories

SAMPLE INVOICE FOR PROGRAM

- **Administration (<1%)**
Used minimally; includes reporting and invoicing activities
- **Direct implementation (35%)**
Technical services, project support, education, training, concierge support, savings validation
- **Customer incentives (64%)**
Dollars that go to the participant
- **Marketing & outreach (<1%)**
Reaching the customers the program exists to serve



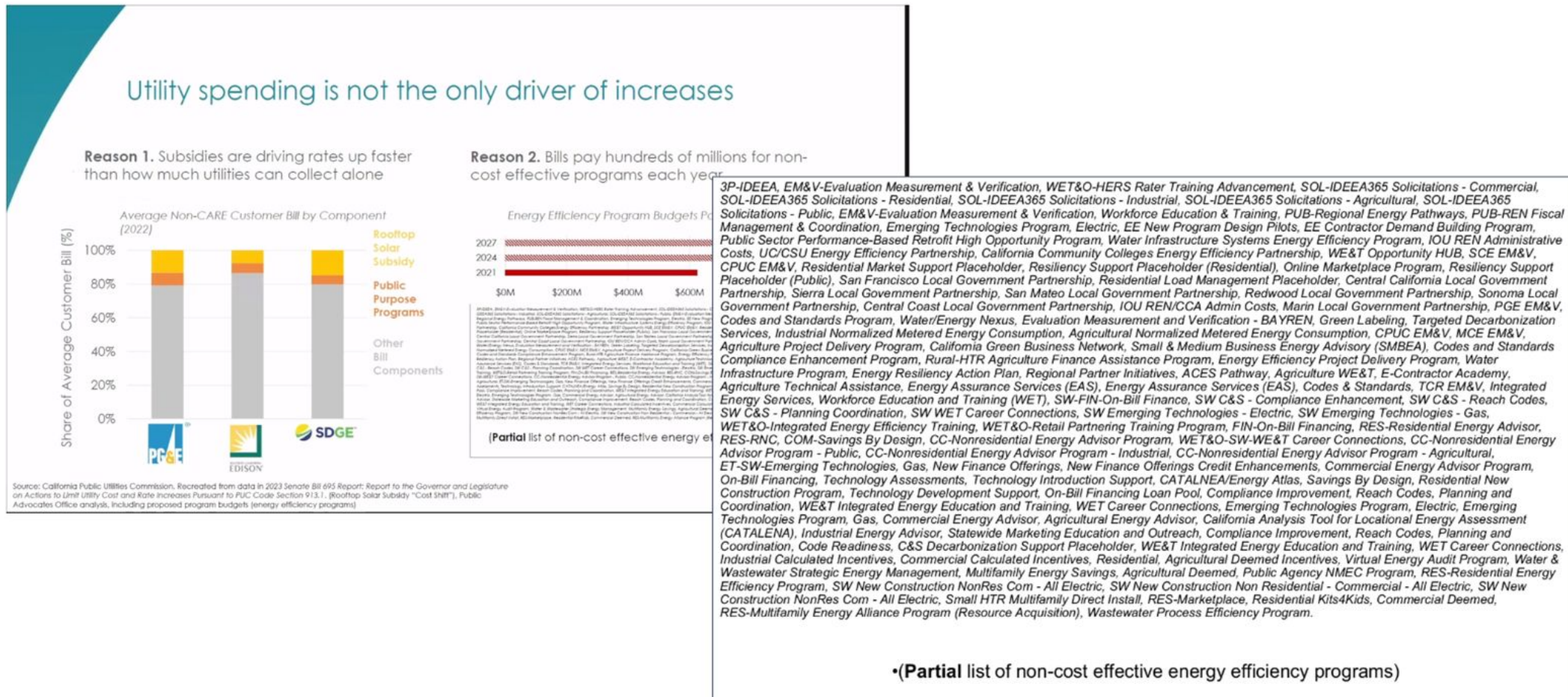
Every program is evaluated and managed



Program goals advance 4-year portfolio goals

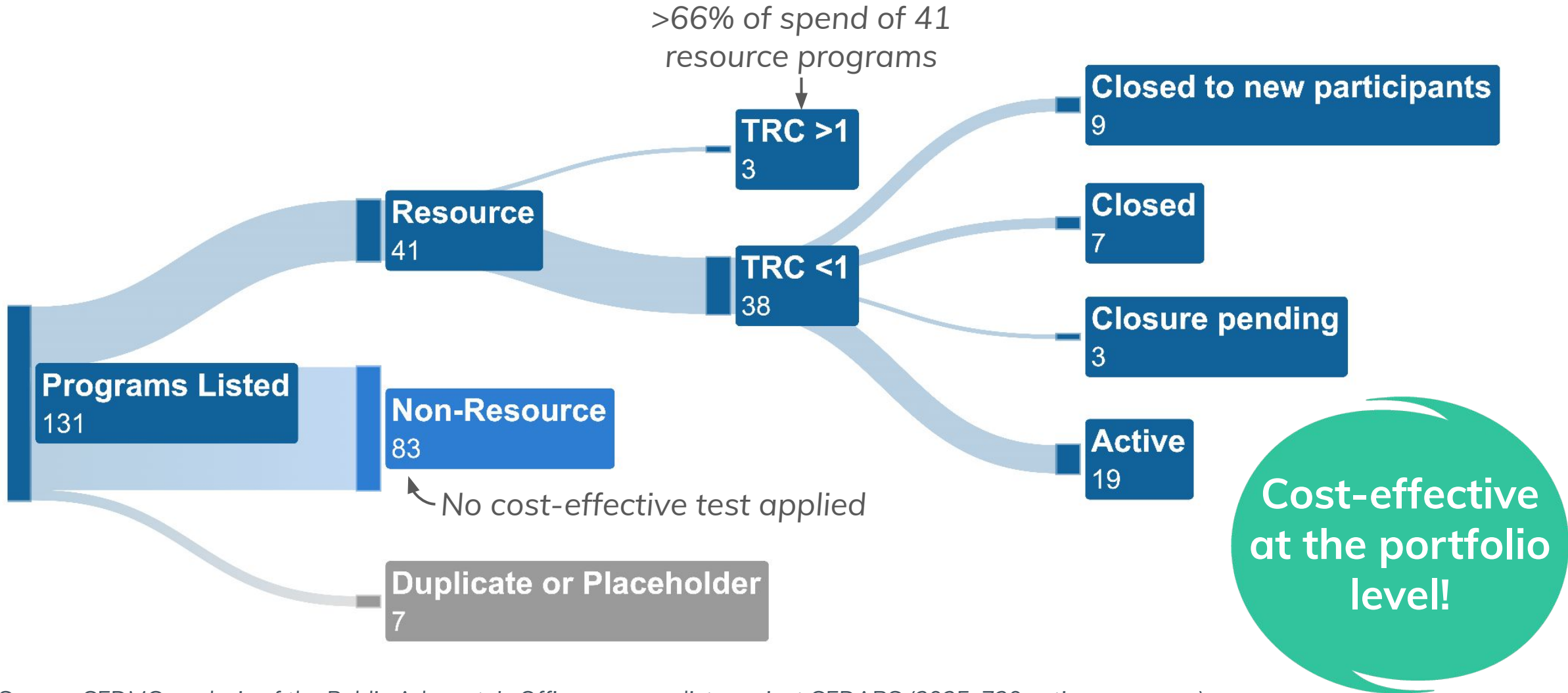
Dispelling Misconceptions

In a March 2024 Assembly Utilities and Energy Committee hearing, the Public Advocate's Office presented the following slides:



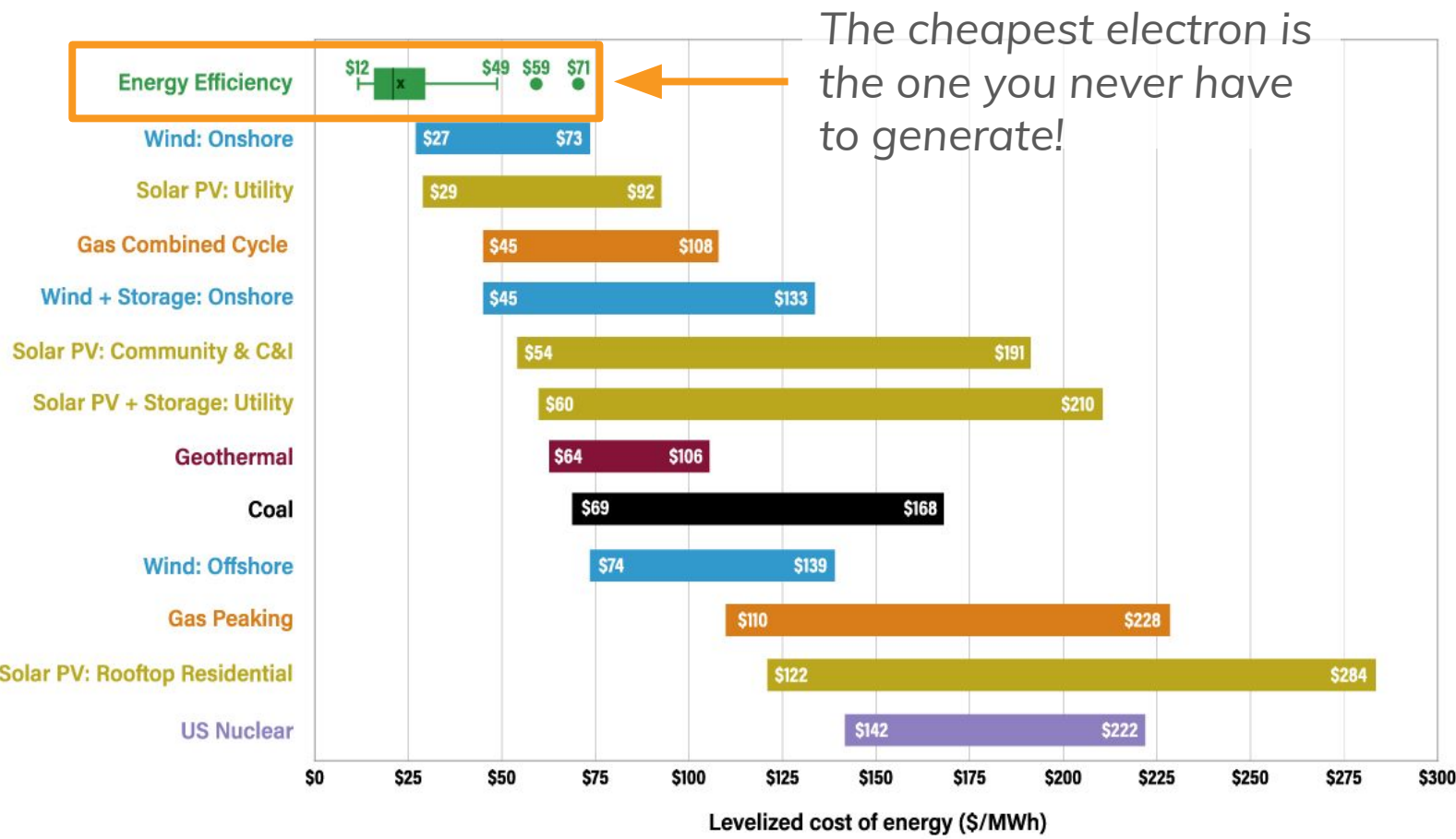
•(Partial list of non-cost effective energy efficiency programs)

Upon inspection, that “partial list” shows actively managed programs



Source: CEDMC analysis of the Public Advocate's Office program list, against CEDARS (2025: 720 active programs)

Energy Efficiency Is The Best Return on Every Energy Dollar



Source: [ACEEE](#). A comparison of the levelized cost of energy efficiency and supply-side resources. Vertical line and "X" represent the median and mean costs of energy efficiency, respectively. Cost data for supply-side resources calculated by Lazard (2024).

Energy efficiency means:



Generation
fewer plants built



Transmission
fewer lines strung



Distribution
local grid doesn't need to expand



Affordability
Lower system cost for all



Decarbonization
Spreads fixed costs over more units



Reliability
Less demand, less grid stress

Project Spotlight: Santa Barbara USD Heat Pump Water Heater Upgrades with SoCalREN

"SoCalREN's program to help replace old natural gas water heaters with HPWH is the only reason why our District completed these change outs. The increased cost coupled with budget cuts would have prevented us from completing this upgrade."

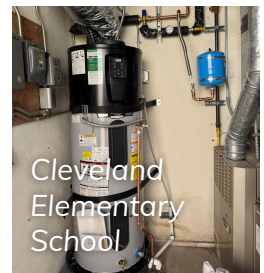


Desmond Ho, Operations & Sustainability Coordinator

>1
Total
Resource
Cost

\$300k+
Total
System
Benefit

\$0
Out of
pocket for
the District



Three Recommendations to Make the Savings You Don't See Visible

Go from
good to
great!

1. Replace TRC with a Balanced Cost Effectiveness Test

This would provide a more holistic view into program and portfolio performance and value.

2. Shared Math on Both Sides of the Meter

Value energy efficiency as we value supply-side investment.

3. Define Success for all Programs

Those with primary purpose beyond direct energy savings.

All of these are currently in process at the CPUC