



Energy Management for Your Business



PG&E's Energy Solutions for Retail Stores

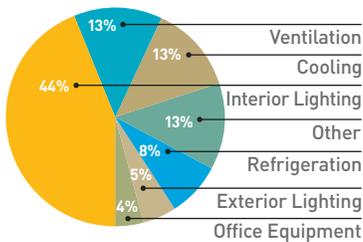
Industry Facts

Energy management experts from Pacific Gas and Electric Company (PG&E) are ready to help your store meet today's energy challenges. A typical retail store can increase its net profit margin by 1.26 percent when it decreases energy costs by up to 10 percent.

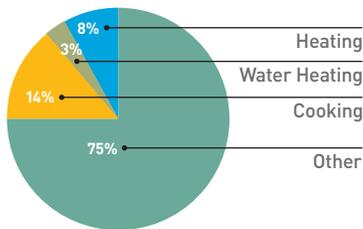
In 2010, PG&E paid more than \$116 million in program incentives to business customers, resulting in annual energy savings of 965 million kilowatt-hours (kWh) and 27 million therms. This is the equivalent of taking about 66,000 cars off the road for a year.

A significant portion of your retail store's financial success depends on reducing controllable costs. Take advantage of PG&E services that can help you use energy more efficiently, maximize the return on your investments, improve net operating income, increase building asset value and balance out your carbon footprint. In addition, improved lighting and ventilation systems enhance your customer's shopping experience with better product display and improved comfort.

Major Electricity Use in Retail Stores



Major Gas Use in Retail Stores



Energy Management Services for Retail Stores

Service	Description	Result
Pricing Plans	Analysis of your business's energy usage patterns to determine your most beneficial pricing plan	Can reduce your energy bills
Customized Retrofit Incentives	Incentives for replacing equipment and systems to achieve greater energy efficiency	Reduces energy costs and improves operations
Energy-efficiency Rebates	Rebates paid for installing qualifying energy-efficient equipment	Improves return on investment for most common measures
Energy Audits	Assessment of your site to identify the best opportunities for improved energy efficiency and potential savings	Analyzes current energy usage and identifies savings opportunities
New Construction	Resources and incentives for energy-efficient design and construction	Increases operational efficiency and reduces energy costs
Automated Benchmarking Service (ABS)	Online tool to monitor monthly energy usage data using ENERGY STAR® Portfolio Manager	Allows you to measure and track your energy performance
Financial Modeling	Help with determining how and where value will flow from energy-efficiency investments	Better sharing of costs and benefits in multi-tenant buildings
LEED Assistance	Assistance achieving energy and atmosphere credits in the LEED certification process	Collaboration and alignment of environmental goals
Demand Response	Incentives for voluntary temporary load reduction during peak demand periods	Reduces peak energy costs and ensures the reliability of California's electrical grid
Solar and Self-generation	Rebates for the installation of photovoltaic, wind, fuel cell and other generation systems	Reduces energy costs and carbon footprint
On-bill Financing (OBF)	No-interest loans available to eligible customers for energy-efficient retrofit projects, to be repaid through monthly PG&E bills	Provides financing for energy-efficiency projects

Energy-efficiency Solutions and New Technologies

Here are some of the most popular measures and technologies that can be used in retail stores to save money and energy. PG&E account representatives, program partners and affiliates can help you choose the projects that make the most sense for your store.

PG&E can help you develop and implement an action plan to meet your short- and long-term energy management goals.

Energy-efficiency Measures

Measure	Benefit	Typical Payback
Optimize Controls Strategy	Improved scheduling, sequencing and set-points can reduce wasted energy.	Immediate to 1 year
Lighting Controls	Electronic controls can be used to switch off lights when not in use.	1.5-6 years
Indoor Lighting Upgrades	Replacing older generations of fluorescent lamps with the latest ones or converting to LEDs or HIDs, where applicable, can lower lighting costs.	2-5 years
Variable Frequency Drives (VFDs) on Motors	VFDs on supply air and cooling tower fans improve efficiency by matching the motor speed to the load requirement.	2-7 years
Window Film	Window film can reduce heat gain through windows and lower cooling costs.	3.5-6 years

New Technologies

Measure	Benefit
Wireless Building Controls	Increased monitoring and control of building systems without installation of costly wiring
Discharge Air Regulation Technique (DART)	Low-cost way to improve constant-volume air handling efficiencies—without a major retrofit to variable air volume (VAV)—using advanced fan controls
Daylight Harvesting Ballasts	New lighting ballasts that automatically adjust output based on daylight conditions
Task/Ambient Lighting	An innovative way to lower lighting energy use by lowering ambient levels and employing high-efficiency task lighting (typically LED)
Frictionless Chiller Compressor	Increased chiller efficiencies (especially at part-load) through the use of energy-efficient frictionless compressors
Variable Refrigerant Flow Package Units	More efficient and effective delivery of cooling by varying refrigerant flow as opposed to just airflow
Digital Controls System Upgrades	Digital controls to track and manage energy use in buildings more precisely

Your Next Steps with PG&E

For more information on how PG&E can help your retail store manage energy consumption and reduce costs, visit www.pge.com/retail.

You can also contact your PG&E account representative or call our Business Customer Service Center at 1-800-468-4743.

New Regulatory Requirements

PG&E's energy management services can also help your organization meet the following energy-focused standards for California commercial buildings.

California Energy Standards

Name	Description
California Title 24	Specifies minimum building energy performance
California AB 1103	Mandates benchmarking of commercial buildings being sold, leased or refinanced
California AB 32 (Global Warming Solutions Act)	Requires businesses to reduce greenhouse gas emissions
Nitrogen Oxide (NOx) Boiler Standards (San Francisco Bay Area and San Joaquin Valley)	Specifies lower levels of allowable NOx emissions associated with boiler systems
Green Building Initiative State of California Executive Order S-20-04	Requires improved energy efficiency and reduced water consumption to balance out the carbon footprint of all new buildings in California