

MDM Sponsor Spotlight: PG&E

January 10, 2007

Draft Notes

Purpose:

1. To allow motor sales and service center staff, manufacturers field staff, motor vendors, and program managers to learn – first hand – about the highlighted programs and how to participate in them.
2. To make initial person-to-person introductions between efficiency program administrators and the vendors and service providers who do business in their service territory.

Summary:

Jenny Harvey welcomed callers and described the MDM campaign. She explained the rationale for having Sponsor Spotlight calls and listed the two purposes for the call. Callers identified themselves and their affiliations. At least 28 participants were present. Jenny then introduced the speakers from PG&E.

PG&E is a combination electricity and natural gas energy company serving 15 million people in California. PG&E's service territory is most of Northern California: from Eureka in the north to Bakersfield in the south, and from the Pacific Ocean in the west to the Sierra Nevada in the east. (See Slide 5 for map).

Today's presenters were:

- Angie Ong-Carrillo, Program Supervisor for the Targeted Market Programs, Heavy Industry & Manufacturing Sector
- Jim Hanna, Senior Program Manager for the Upstream Distributor Rebate Program

Angie and Jim explained PG&E programs, referring to a PowerPoint presentation that was provided to callers prior to the call. PG&E has a two-prong approach to promoting efficiency in the industrial motor market. Their customer-focused program provides incentives for motor and motor-system projects. Their vendor program pays incentives directly to vendors and encourages them to stock premium-efficiency motors. Their presentation is available online at <http://www.motorsmatter.org/spotlight-pge.pdf>.

The question-and-answer session that followed the presentation is detailed below. After the Q&A session, Jenny concluded the call.

Next Steps:

1. Callers are encouraged to directly contact the program managers for the two programs presented. In addition, please pass along this information to your California distributors or others who might be interested in participating:
For Heavy Industry & Manufacturing (Custom program)
 - Angie Ong-Carrillo, Program Supervisor AXO1@pge.com 415-973-1887
 - Bob Wherritt, Senior Program Manager REWd@pge.com 415-972 5024
 - Joanne Cromosini, Senior Project Manager JCCh@pge.com 650-413 4630*For the Upstream Distributor Rebate Program*
 - Jim Hanna, Senior Program Manager jbh1@pge.com 530-896-4222

2. A list of participants will be provided to Angie and Jim at PG&E.
3. The presentation, notes, and links will be available on the MDM website.

Question-and-Answer:

Q: In the paperless system, vendors can enter a motor's model number into the system and it gets recognized by the database of motors. Who is responsible for updating the database of manufacturers' motors when new products are made?

A: The manufacturers let us know about new models by sending us a cut sheet. But it's easy for vendors to update the system too: when you fill in the application, enter the new number into the field. If the database doesn't recognize the model number, you will be asked to send in the cut sheet. When we have verified the new motor, it will be added to the database. You only have to do this once for any new motor.

Q: A lot of motors don't have a catalog model number at all – what should a vendor do in that case?

A: You'd have to call us directly so we can verify the motor.

Q: Some motors, like vertical shaft motors, may not meet NEMA Premium specification but are the most efficient model available. Does your program rebate these motors?

A: Our program is prescriptive and was designed to capture most of the motors out there, but not all. We are looking at adding specialty motors over time.

Q: Is PG&E considering incenting sales of mechanical products that save energy, like gear box changes?

A: Yes – it's on our list of products to look at.

Q: PG&E covers a huge territory; where is your learning center, and how do you reach customers who may not be near it? Have you considered using webinars?

A: We have a learning center in Stockton and one in San Ramone. We know that a lot of industrial customers can't come to the learning center classes, so we take our classes to them. For example, we'll host a 2-hour session at a hotel for industrial customers in a more-remote part of the state, and we bring all our equipment to these classes for hands-on practice and demonstrations. We use webinars for internal training of PG&E staff. When we want to train technicians and engineers we find the in-person meetings provide more interactions, problem-solving, and brainstorming opportunities.