



Energy Upgrade California Fact Sheet

Overview:

Energy Upgrade California is a statewide marketing, education, and outreach (ME&O) initiative to promote energy management concepts, energy efficiency actions, and clean energy opportunities for the state's residents and businesses.

Its mission is to help Californians take action to save energy and conserve natural resources, help reduce demand on the electricity grid, and make informed energy management choices at home and at work.

Energy Upgrade California is supported by an alliance of the California Public Utilities Commission (CPUC), the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals.

Purpose:

Energy Upgrade California is uniting the state in a movement to help California thrive through smarter energy use. By inspiring consumers and businesses to make informed choices about their energy use, Energy Upgrade California aims to reduce energy consumption in homes, businesses, and communities across the state.

Energy Upgrade California will help Californians achieve smarter energy use, which creates a cleaner, healthier, more prosperous state.

- Cleaner: Reduce pollution from power plant carbon emissions
- Healthier: Reduce climate pollution health costs and creates an environment that supports an active outdoor lifestyle
- More prosperous: Create jobs, save money, and drive innovation, which fuels economic growth

California Energy Leadership:

- Californians are famous for setting high standards and refusing to settle. That's why we're ranked #1 in the country for energy efficiency (tied with Massachusetts).
(Source: American Council for an Energy-Efficient Economy – ACEEE)
- Through innovation and perseverance, California's electricity consumption has been nearly flat over the past 40 years, while the other 49 states increased their average per capita use by more than 50 percent. *(Source: EIA)*
- California's increased energy efficiency has eliminated more than 30 million metric tons of CO₂ pollution, equal to the annual emissions of 6 million cars. *(Source: NRDC)*
- California continues to lead the nation in new clean-energy jobs, thanks in part to looking first to energy efficiency to meet power needs. In 2012 alone, more than 26,000 green jobs were added in the state. *(Source: EIA, State Energy Data System, All Consumption Estimates, in Physical Units, ESTCP and GPRX 1990–2010 (2012))*