Effectively Targeting Customers and Driving Engagement

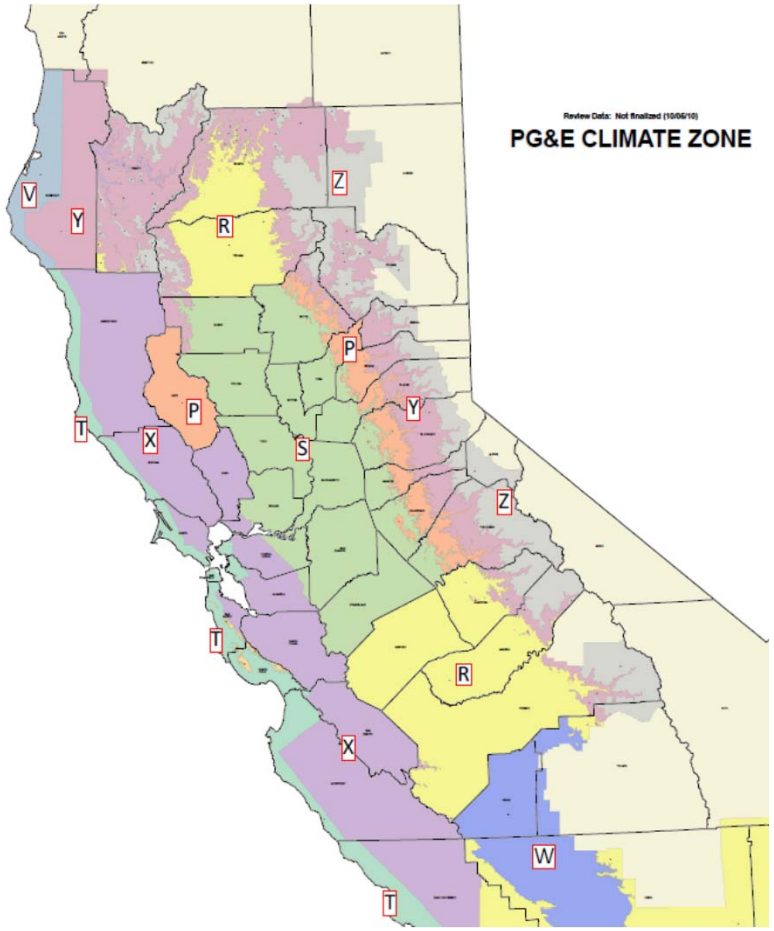
A National Town Meeting on DR and Smart Grid



July 11, 2013

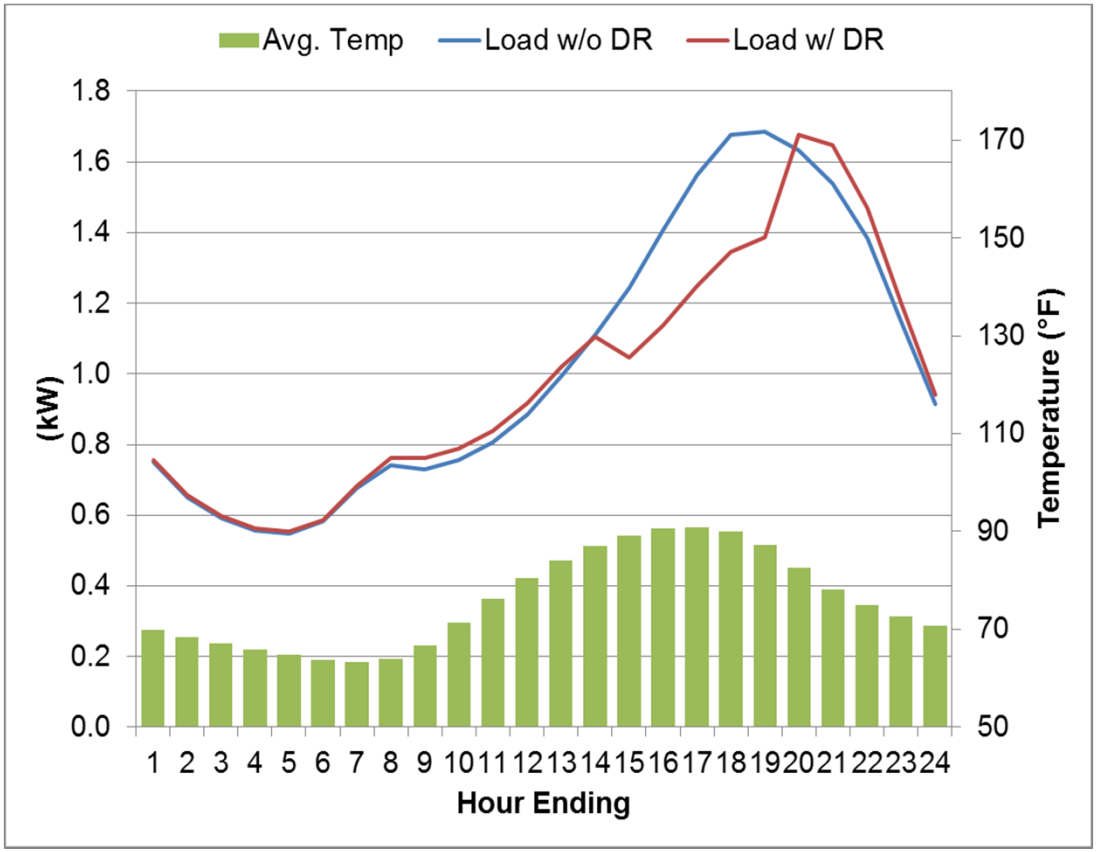
Pacific Gas & Electric Company

- Based in San Francisco, Incorporated in 1905
- Services 70,000 square miles in Northern and Central California
- ~20,000 employees
- ~ 5.2M electric service accounts and 4.2M gas
- ~9.3M SmartMeters installed to date
- 15M people served
- Serve 5% of the U.S. population but emit less than 1% of the total CO2 emitted by the utility sector
- 18,610 miles of electric transmission circuits
- 142,000 circuit miles of electric distribution lines
- System peak: 21,364 MW on 08/29/07 @ 17:00
- ~ 6,000 MW of native generation capacity



PG&E is the first and largest implementation of voluntary CPP rates

- SmartRate™ first marketed in 2008
- 120,000+ customer currently enrolled
- Prices are 60¢ higher on about 75 critical hours each year, in exchange customers get a $0.03 discount on 2,800 summer hours
- Consistent demand reduction and bill savings



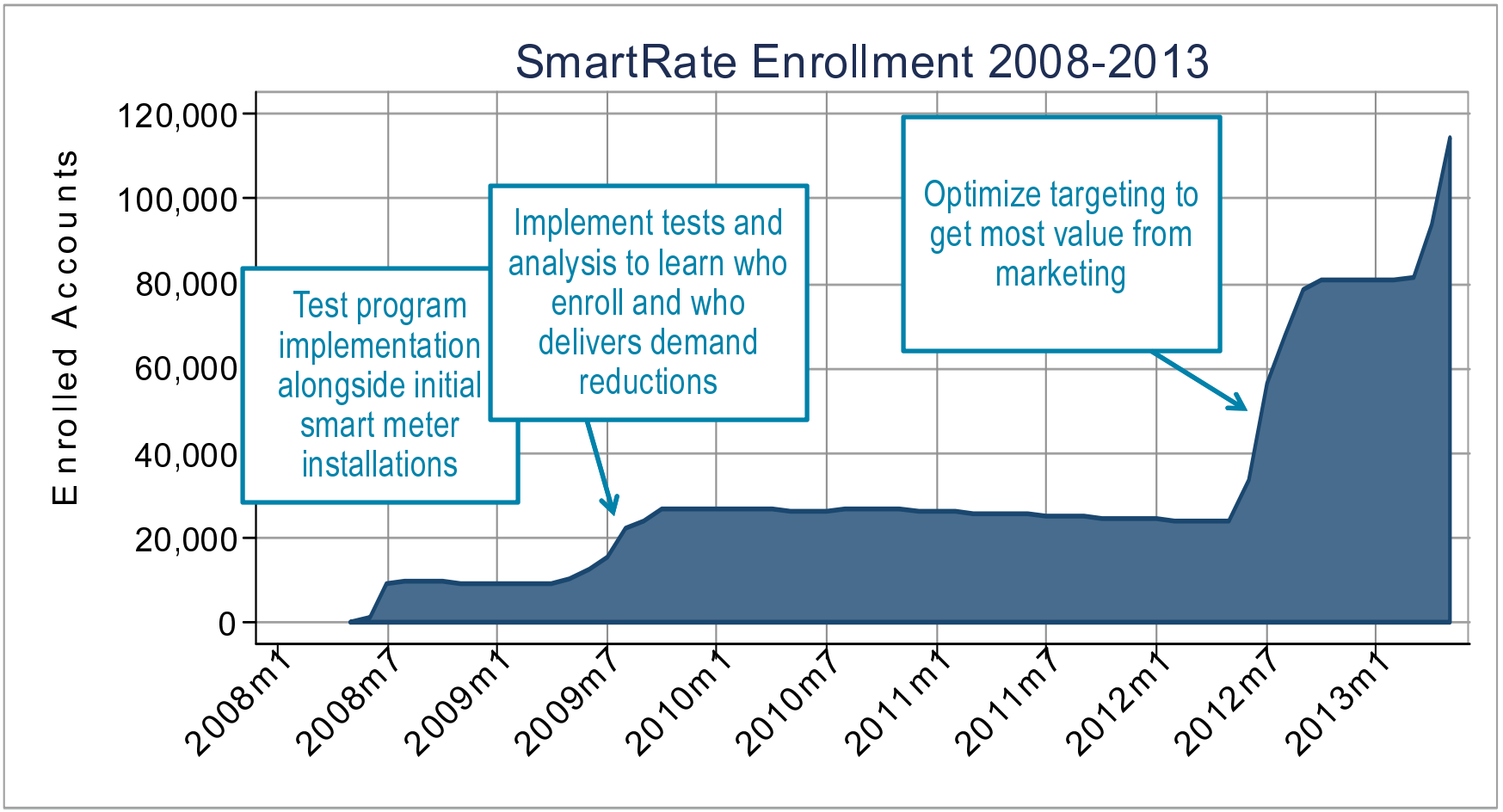
Satisfaction and Savings

- Non-CARE customers saved an average of $75 (12% savings)
- CARE customer save an average of $71 (19% savings)
- 80% of survey respondents report being very satisfied
- 94% plan to continue participating in the SmartRate plan
- 91% report high likelihood of recommending the plan to a friend

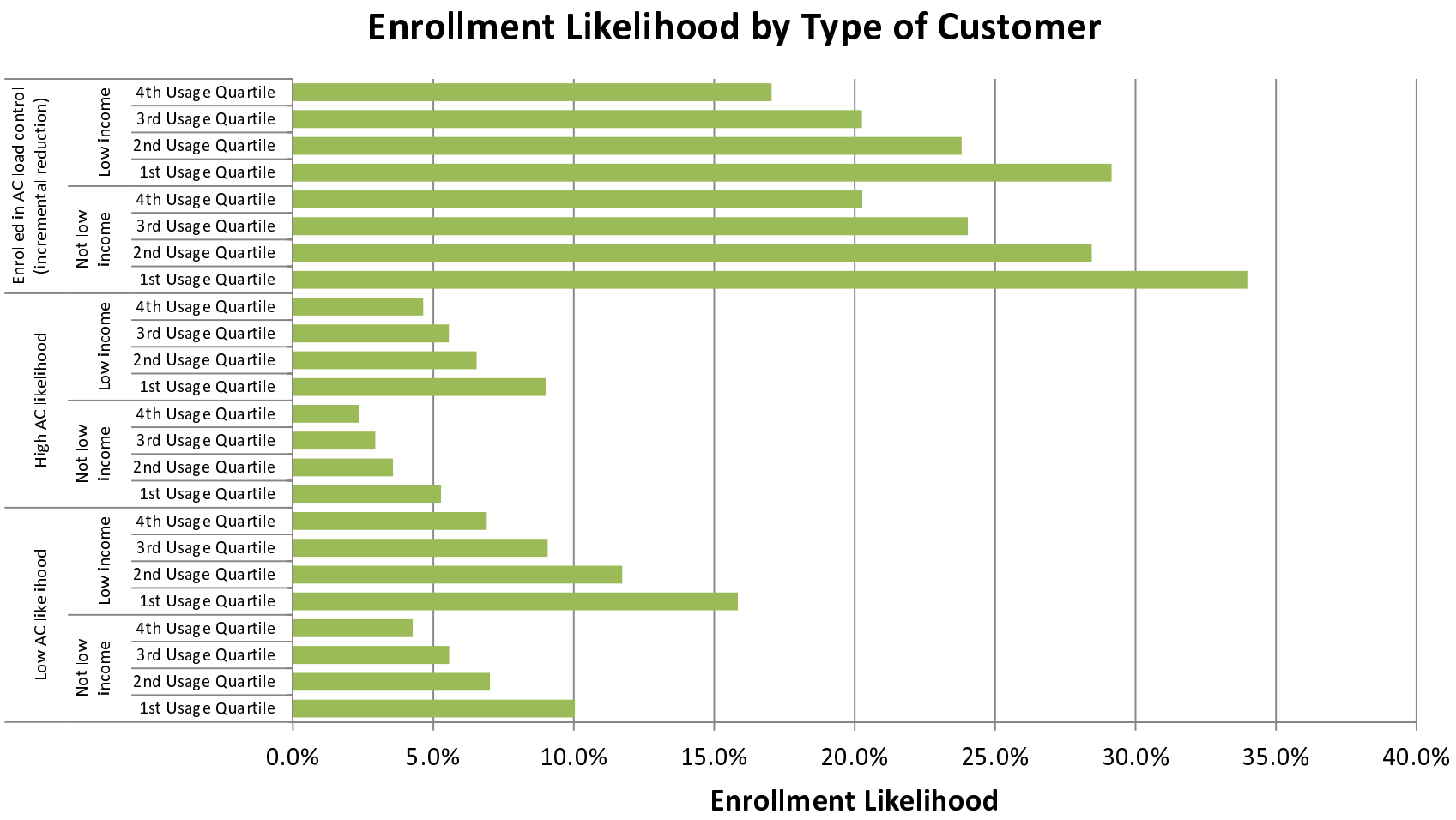
SmartRate has exceeded enrollment targets each year it's been marketed

Year	PG&E Target	Achieved Enrollment	% of Target
2008	8,000	10,000	125%
2009	20,000	25,000	125%
2012	70,000	80,000	114%
2013	100,000	120,000	120%

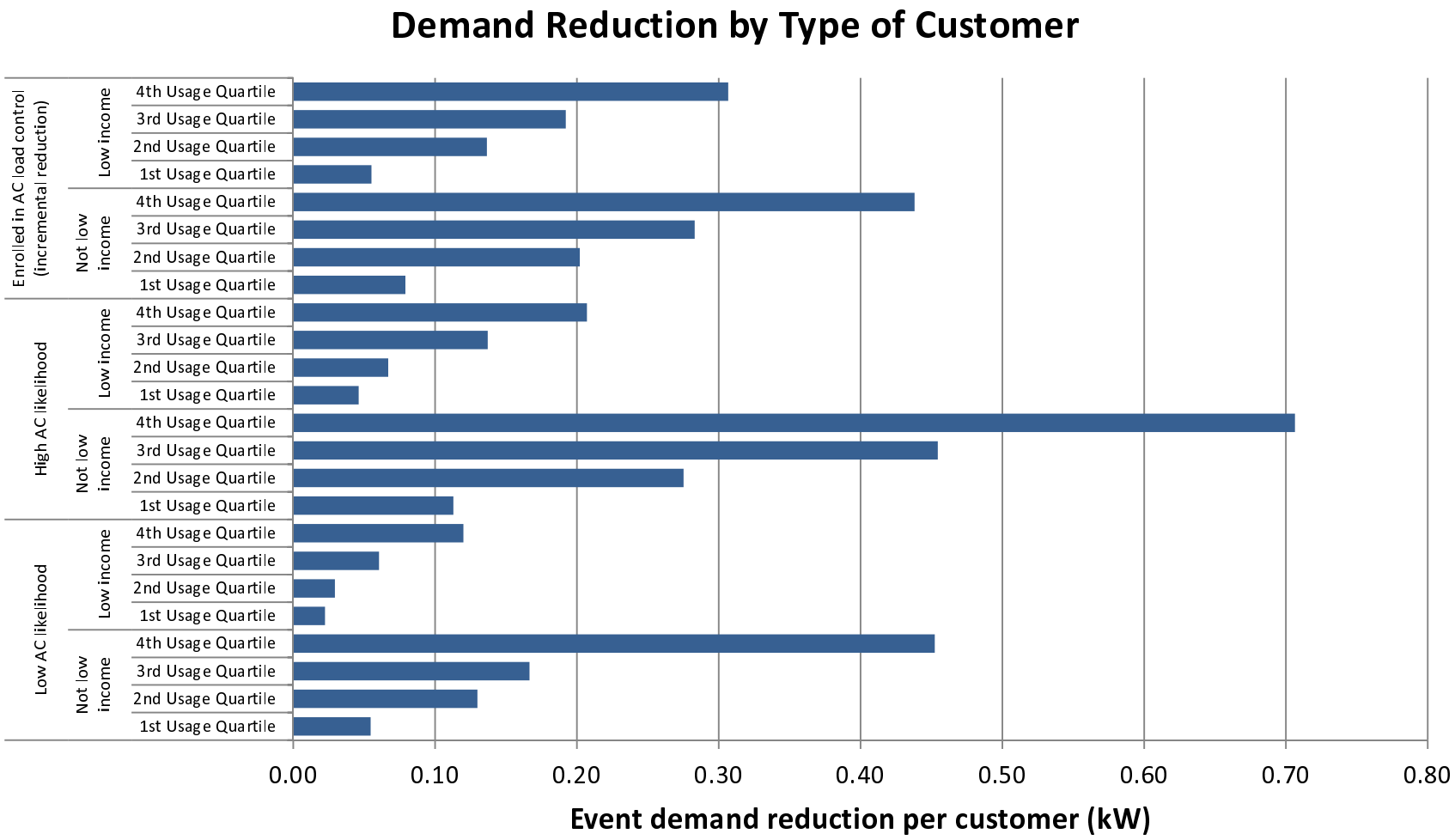
PG&E has grown enrollment six-fold



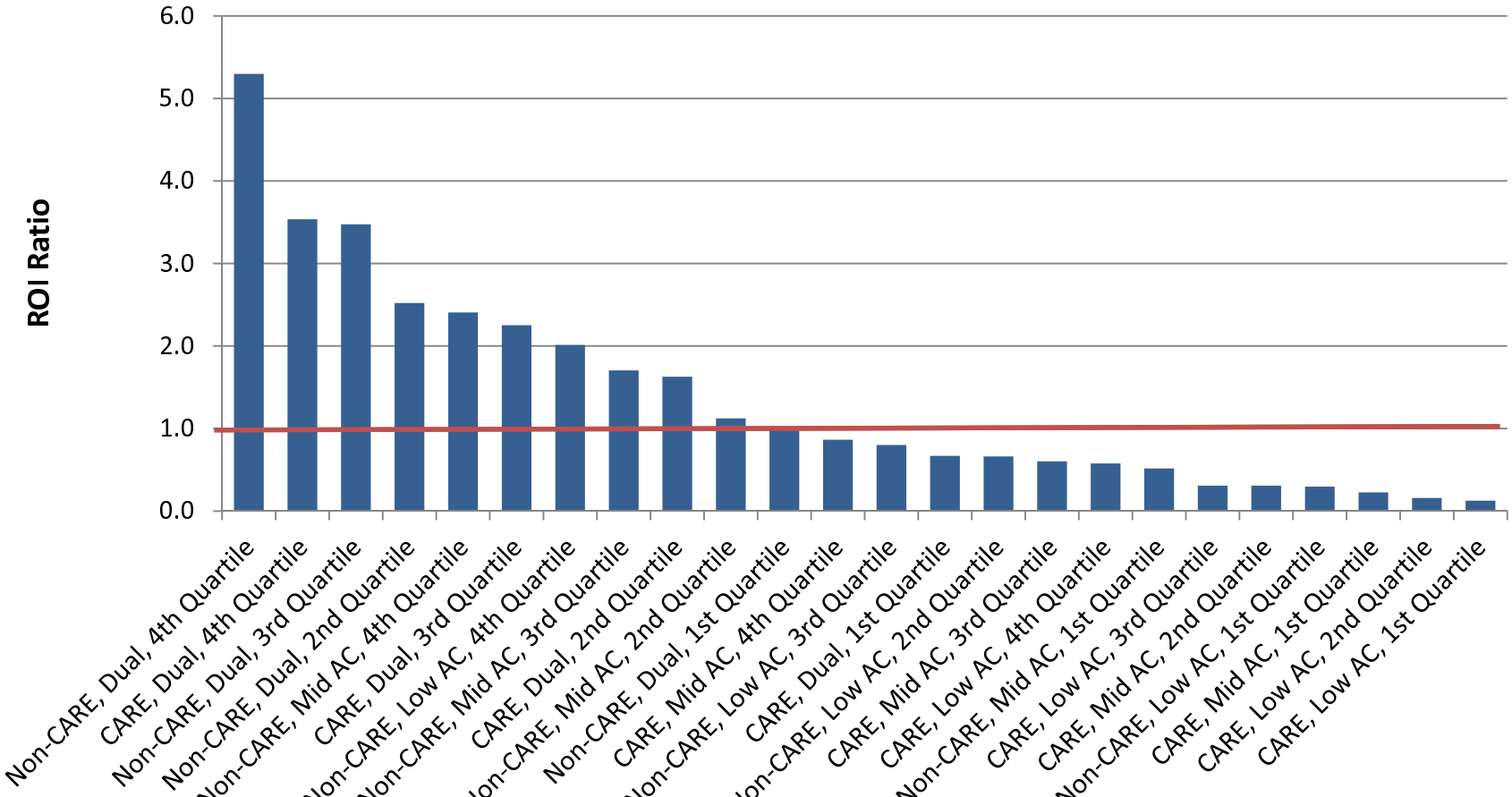
Customers who reduced demand were not necessarily the most likely to enroll



Demand reductions varied by AC ownership, annual use, and income

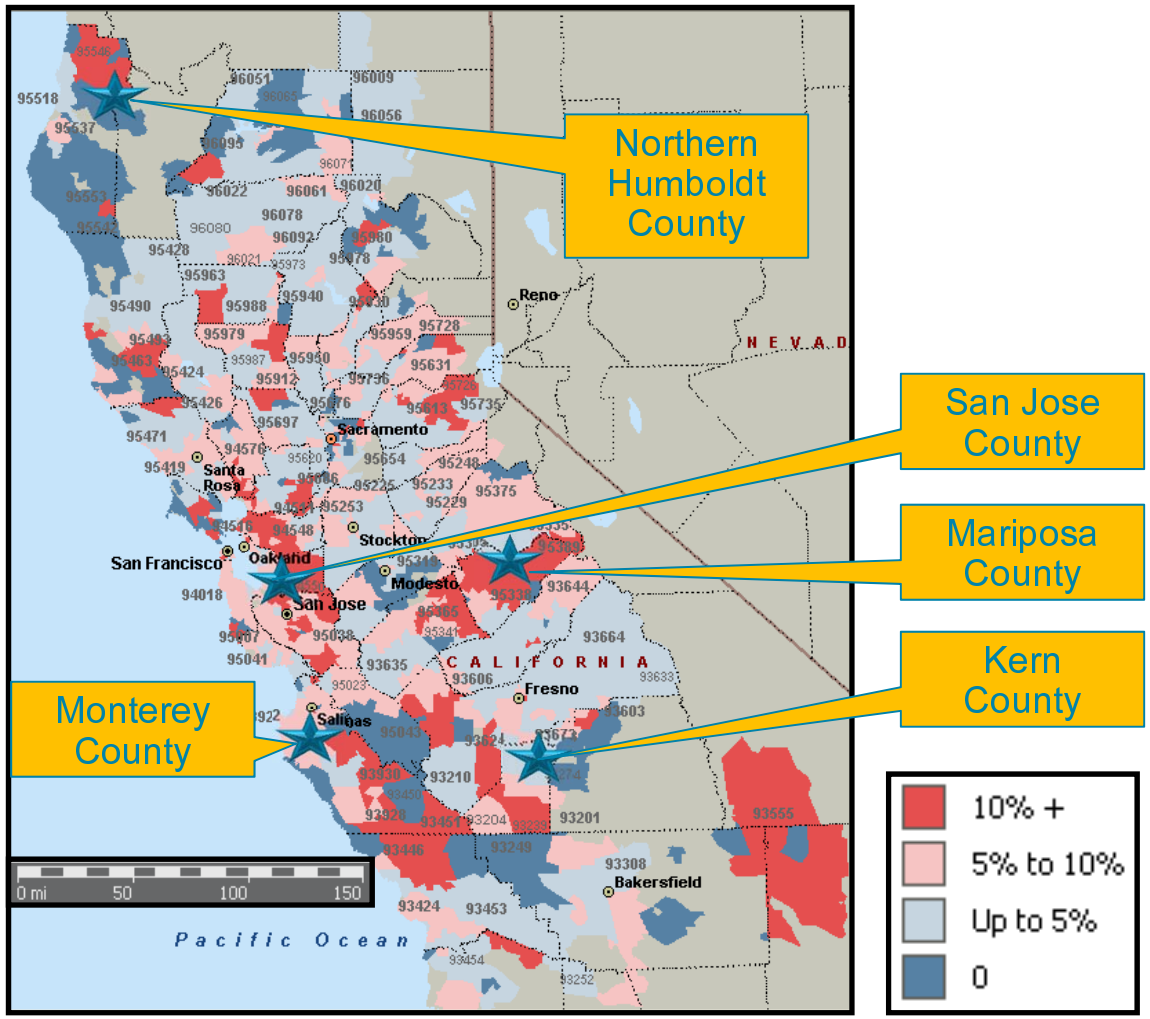


Laser beam targeting - the early testing helped us optimize our efforts



2012 SmartRate Distribution

Participants are in both the very hot inland regions of our service territory and in the cooler Bay Area climate



Now you have them…keep them!

Introduce the program to new customers and kick-off the season

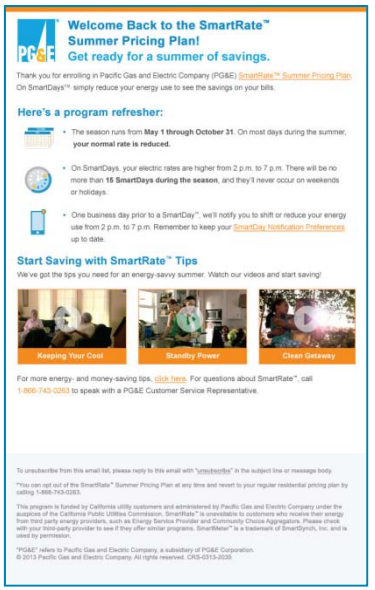
- Welcome Kits
- Welcome Back Kits

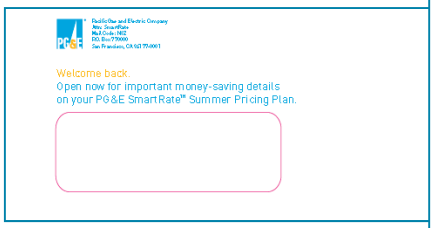
Leverage program communications to support efforts

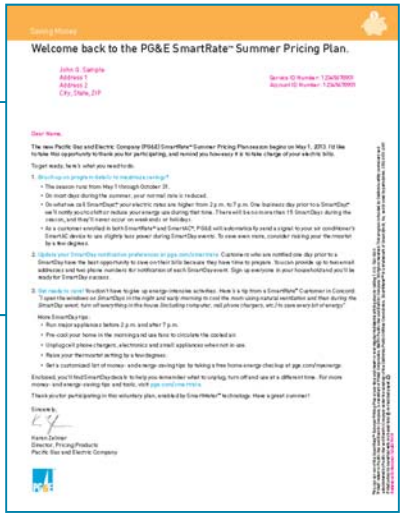
- "Tips" messaging with event notification for delivery of timely information
- Mitigate Notification Failure

Let them know how they are doing and how they did

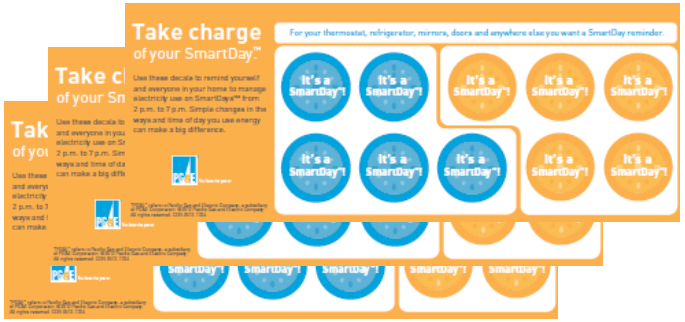
- End-of-season net performance on the program encouraging customers to remain enrolled



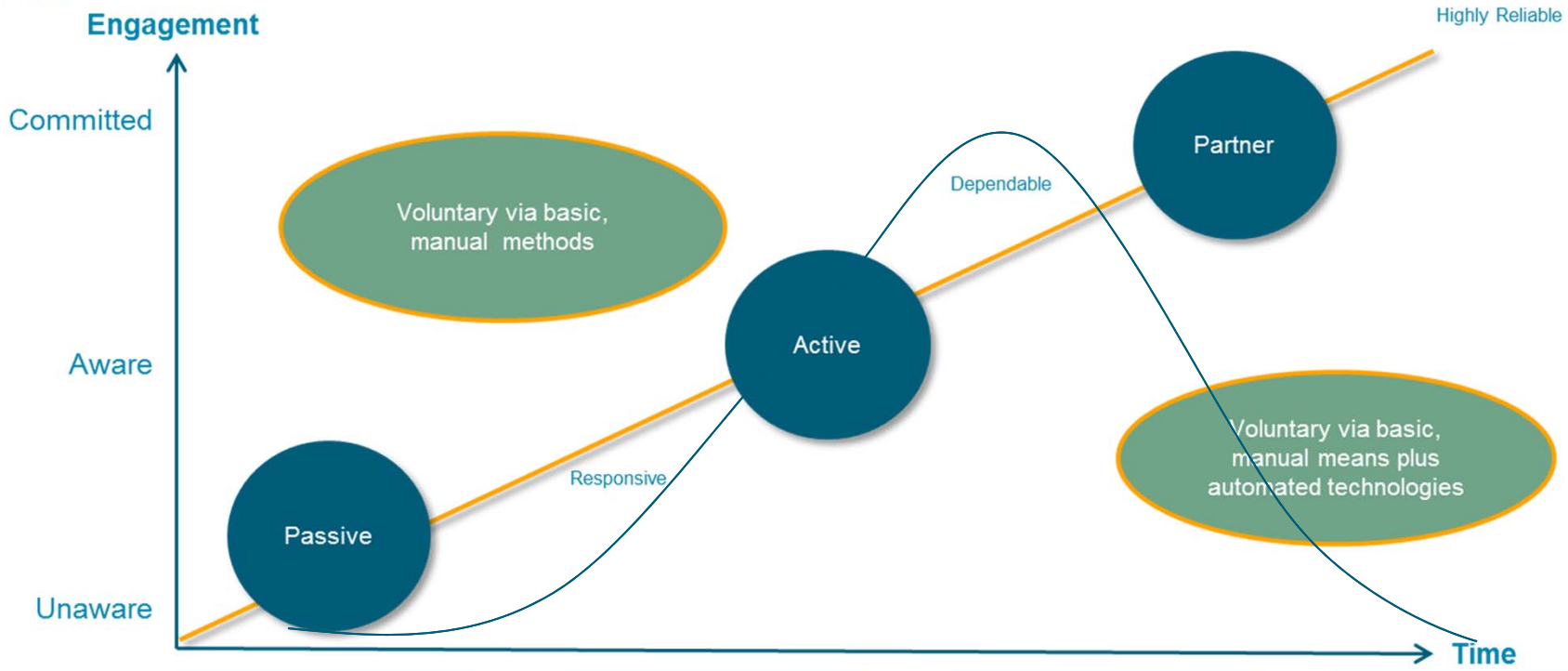








Engagement over Time



Well-informed risk-takers willing to try an unproven rate option.	Educated , opinion leaders driven by positive response of innovators	Careful; avoids risk; relies on recom-mendations of others with experience or when participation is common	Avoid change and may never participate until traditional options are no longer available
Innovators (2.5% of customers)	**Early Adopters** (13.5% of customers)	**Early & Late Majority** (68% of customers)	**Laggards** (16% of customers)
Test, educate and support	Educate, target market, collect success stories, build community & support	Mass market, share success stories, increase community & support	Consider desired outcome

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