Overview of PG&E AB 793 Proposal

Coordinating Committee Presentation
July 13, 2016
Overall 793 Approach

Customer barriers must be addressed along every step of adoption process.

Rogers Diffusion of Innovation Theory
Existing AB 793 Offerings

**Residential**
- Home Energy Check Up
- Home Energy Reports
- Advanced Power Strips
- Smart AC+SmartRate
- Bill Threshold Alerts
- Share My Data
- Stream My Data

**Small and Medium Business**
- Business Energy Check Up
- Business Energy Reports
- Automated Demand Response
- Share My Data
- Stream My Data
- PDP Enhanced In-Season Support
New EMT Offerings
to be launched by January 1, 2017

Residential
• Smart Thermostat Incentives
• Bill Threshold Alerts
• Nest Seasonal Savings
• Bidgely App w/TOU opt-in
• Weatherbug App + Smart Thermostat
• Bill Forecast

Small and Medium Business
• Smart Thermostat Incentive
• Bill Threshold Alerts
• Bill Forecast
• PDP Enhanced In-Season Support
Future EMT Offerings
planned for launch after January 1, 2017

**Residential**

On Roadmap
- Auto Demand Response
- Bidgely Home Beat
- Schools Program/Gamification Product/Program Development

Product/Program Development
- No Surprises Billing App
- Smart Appliances
- Product Bundles (connected kits)
- Product + Smart Rate Bundle

**Residential Low-Income**
- Energy Alerts Campaign
- Smart Thermostat via ESAP
- Follow-up reports
- HAN In Home Display

**Commercial**

Product/Program Development
- No Surprises Billing App
- Circuit Level Load Monitoring
- Energy Management System Pay for Performance
- Snapmeter™ by Gridium
Vendor Partners - Ecosystem

Customer-centric Solutions

- Want
- Choose
- Buy
- Install
- Use
- Learn

Vendor Partners:
- Bidgeley
- Chai Energy
- IFTTT
- Home Depot
- Sears
- Target
- Amazon
- Best Buy
- Ecobee
- Nest
- Honeywell
- Weatherbug
- Embertec
- Opower
- Gridium
- First Fuel
- IFTTT
- Nest
Overview of Marketing & Education Plan – Targeting

- Convenience Focused
- Savings Focused
- Eco-Conscious Focused
Overview of Marketing & Education Plan - Strategy

Customer Journey

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-awareness</td>
<td>Awareness and Understanding</td>
<td>Understanding</td>
</tr>
<tr>
<td>I am not aware of energy management</td>
<td>I am aware and understand the benefits of energy management</td>
<td>I am actively adjusting and lowering my energy use</td>
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Marketing Strategy

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<th>Step 1</th>
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<tbody>
<tr>
<td>Help customers learn about and want EMTs</td>
<td>Help customers choose and try / buy EMTs</td>
<td>Help customers install and use EMTs</td>
</tr>
<tr>
<td>Deploy emotional storytelling, address customer barriers</td>
<td>Deepen engagement, highlight customization and control</td>
<td>Drive understanding of the EMT ecosystem, support use</td>
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Questions
Appendix
## Overview of Marketing & Education Plan - Metrics

<table>
<thead>
<tr>
<th>Customer Journey Step</th>
<th>Marketing Strategy</th>
<th>Tactical Approach</th>
<th>Success Metrics</th>
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| I understand the benefits of energy management | Collaborate with industry stakeholders to drive awareness of EMTs through emotional storytelling and addressing customer barriers (i.e. privacy, cost, perceived value, etc.) | • Home and Business Energy Reports  
• PG&E Residential and Business newsletters and content marketing  
• Digital media  
• Billing envelopes  
• Training/Brochures | • Number of impressions  
• Number of leads per channel  
• Conversion rate per channel  
• Cost per acquisition (CPA)  
• Open and Click-through rates (CTR)  
• Landing page rate (LPR)  
• Cost per Click (CPC)  
• Number of new and repeat traffic |
| I am actively adjusting and lowering my energy use | Deepen engagement with customers to go further in their energy management adoption by framing EMTs as a pathway to greater personalization and control. | • Same as above  
• Emphasis on digital tactics for greater personalization | • KPIs per tactic  
• Tag and track interest in the “next step” product or service |
| I am controlling where, how and when energy is used | Drive understanding of the higher level efficiencies of EMTs, specifically around increasing precision of control through automation in response to real-time energy needs. | • Email and Direct Mail  
• PG&E Marketplace  
• Point of sale  
• SEM  
• Customer support | • In addition to KPI per tactic  
• Year over year participant tracking  
• Year over year cost per participant  
• Quarterly percentage tracking to marketing goals  
• Tracking adoption of each product, service, software |

Across all phases of the customer journey, partner with manufacturers, third party vendors, distributors, manufactures, retailers, and other key stakeholders to leverage their promotional efforts and foster bundled offers.

Depending on the technologies, adoption rates and customer success metrics will be tracked, in order to learn about customers’ pain points and how to help them succeed.
Residential Customers & Products

Residential Customer Journey

**Customer Journey**

- Step 1: I am not aware of energy management
- Step 2: I am aware and understand the benefits of energy management
- Step 3: I am actively adjusting and lowering my energy use

**Integrated Demand Side Management**

- **Non-awareness to Awareness and Understanding**
  - Home Energy Check Up
  - Bill Threshold Alerts
  - SmartRate + SmartAC
  - Stream My Data
  - Peak Day Pricing

- **Understanding to Adjusting**
  - Smart Thermostats
  - Share My Data
  - Automated Demand Response
  - Customer Driven Weatherization
  - ESAP Energy Alerts
  - End-User choice of batteries/electric vehicles/other

- **Adjusting to Managing**
  - Bidgeley
  - Nest Seasonal Savings
  - Weatherbug
Business Customers & Products

Business Customer Journey

Step 1: Non-awareness to Awareness and Understanding
- I am not aware of energy management

Step 2: Understanding to Adjusting
- I am aware and understand the benefits of energy management
- I am actively adjusting and lowering my energy use

Step 3: Adjusting to Managing
- I am controlling where, how and when energy is used
- I feel empowered by energy management

Customer Journey
- Snap Grid
- Weatherbug
- SMB Controls

Integrated Demand Side Management
- Business Energy Check Up
- Business Energy Alerts
- Stream My Data
- Peak Day Pricing
- OBF Alternative Pathway
- Commercial Smart Thermostat
- Share My Data
- Automated Demand Response
- End-User choice of batteries/electric vehicles/other