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olivine™

# The Olivine Community: Fresno Energy Program

PG&E Disadvantaged Communities (DAC) Pilot Program

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Pacific Gas and  
Electric Company





# Agenda

- DAC Pilot Goals and Objectives
- Target Customer-base Overview
- Program Design Summary
- COVID Impacts
- Program Implementation Status
- Early Findings
- Next Steps

# Goals and Objectives

- Energy use: How do the different DAC households use energy in their homes? How well can they respond to and participate in demand response programs?
- Outreach: What are the best methods to reach different types of households in DACs, including those that are hard to reach?
- Messaging: What kind of messages resonate best with households?
- Benefits: What kinds of demand response incentives and program offerings will be of greatest value to DAC households and benefit them the most?



# Olivine Community Methodology

*Equitable clean energy access for everyone*

Olivine Community Energy Initiative (OCEI),  
Richmond, CA



Olivine Community: Fresno Energy Program  
Fresno, CA



California Statewide DAC Demand Response Offering



## COMMUNITIES ARE STRONGER WHEN THEY WORK TOGETHER

*When you're part of a community, you have a stronger voice to bring about change. Join the Olivine Community to help build a cleaner, healthier community for everyone.*



## EVERYONE CAN PARTICIPATE REGARDLESS OF ZIP CODE

*Our innovative programs are accessible to everyone no matter how much they make, where they live or community they belong to.*



## EARN MONEY WHILE SAVING ENERGY WITH SIMPLE CHANGES

*Unlock cost-savings for you and your family by taking control of your energy use and taking simple actions to reduce energy use during peak demand times.*

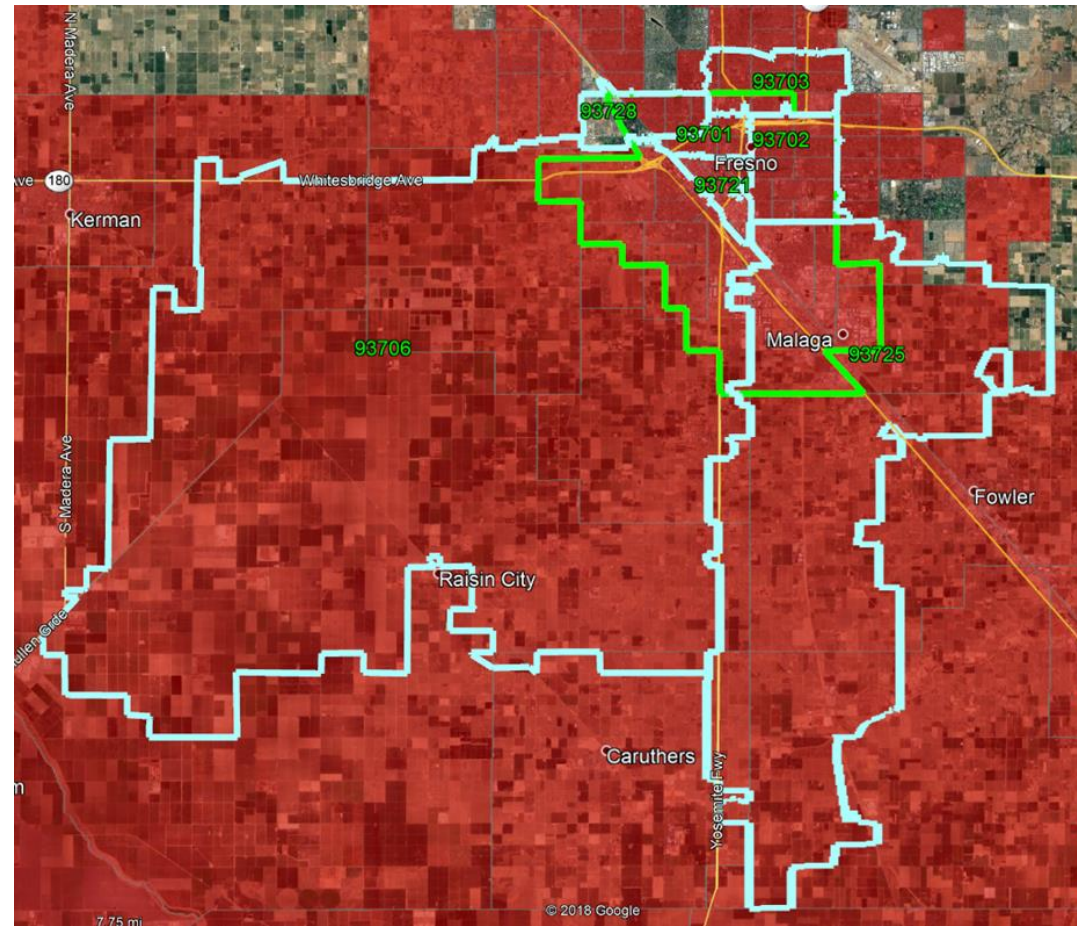


## BUILDING A BRIDGE BETWEEN CLEAN ENERGY AND YOU

*Your energy use during peak demand times means power plants run less and pollute less. Shifting the times when you plug in also puts more clean, renewable energy on the grid.*

# DAC Pilot Overview

- 75<sup>th</sup> percentile–CalEnviroScreen
- Direct economic benefit
- Grid Benefit -> sustainability
- Increased Participation
- Reduce peaker plant use
- Reduce localized pollution
- Collect data on DR programs barriers and opportunities







# Program Target Area: South-Central Fresno

- **Total population: 178,641**
  - Male - 49.2%; Female - 50.8%
  - Hispanic/Latino origin (66%), with Whites (13%), Asians (12%) and Blacks (7%)
  - Median age: 30 years
  - 42% high school equivalent or higher
- **No. of households: 50,352**
  - **No. of utility accounts - 41,806**
  - Single-family - 65%; Multifamily - 31%
  - Renter occupied - 62%
  - 75% housing stock is > 60 years old
- **Median income range \$17,000 - 42,000**
  - 35% report housing burden





# Research Goals & Program Design

	Research Goal	Methodology & Program Design Elements
<b>DAC vs. Non-DAC Responses</b>	DR Programs: Awareness and Willingness to Participate	<ul style="list-style-type: none"> <li>Examined through customer survey responses</li> </ul>
	Energy Use & Ability to Participate	<ul style="list-style-type: none"> <li>Examined through energy metered data analysis &amp; customer survey responses</li> </ul>
	Outreach	<ul style="list-style-type: none"> <li>Examined through response rates and customer survey responses</li> </ul>
	Messaging	<ul style="list-style-type: none"> <li>Examined through outreach campaign tracking and customer survey responses</li> </ul>
	Benefits	<ul style="list-style-type: none"> <li>Examined through survey responses</li> </ul>

# Key Program Design Elements

## Mobile/Web App

- Enrollment
- Home energy use tracking
- Event participation
- Performance reporting



## Program Incentives

**Immediate payment of \$270 incentives as e-cards**



**\$30**  
Home Energy Survey



**\$ 170-190**  
Energy Savings Events



**\$ 30**  
Customer Experience Survey



**\$ 20**  
Referral bonus

## Outreach & Marketing

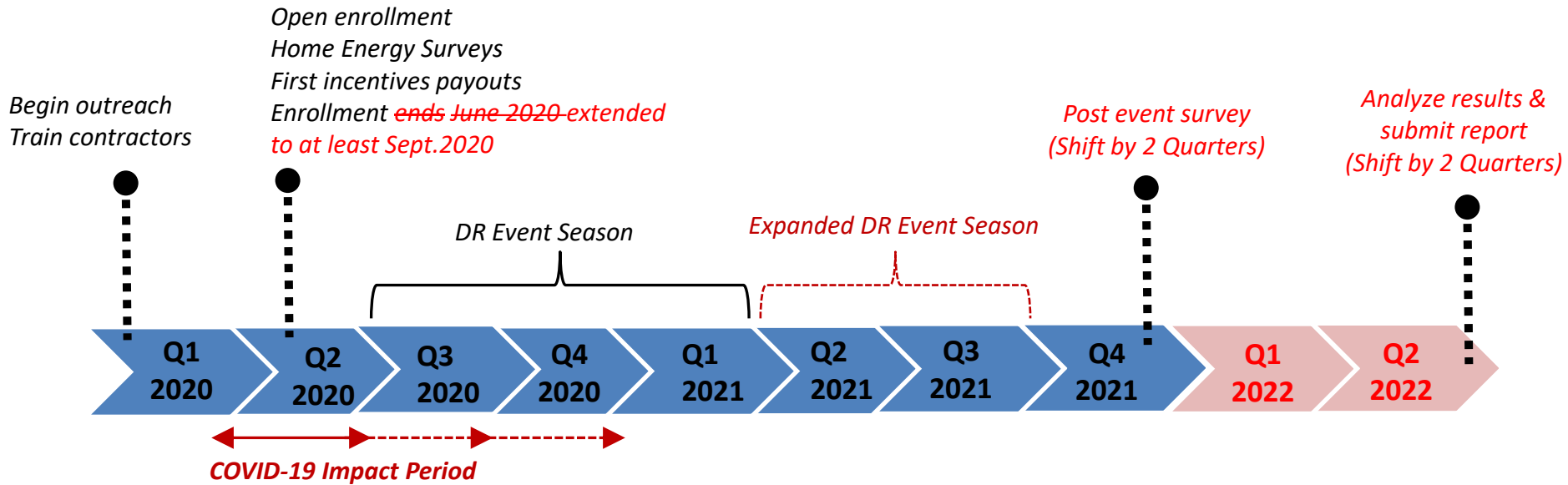
- CBO Partnerships**
- Bi-lingual** marketing collateral
- In-person **community engagement**







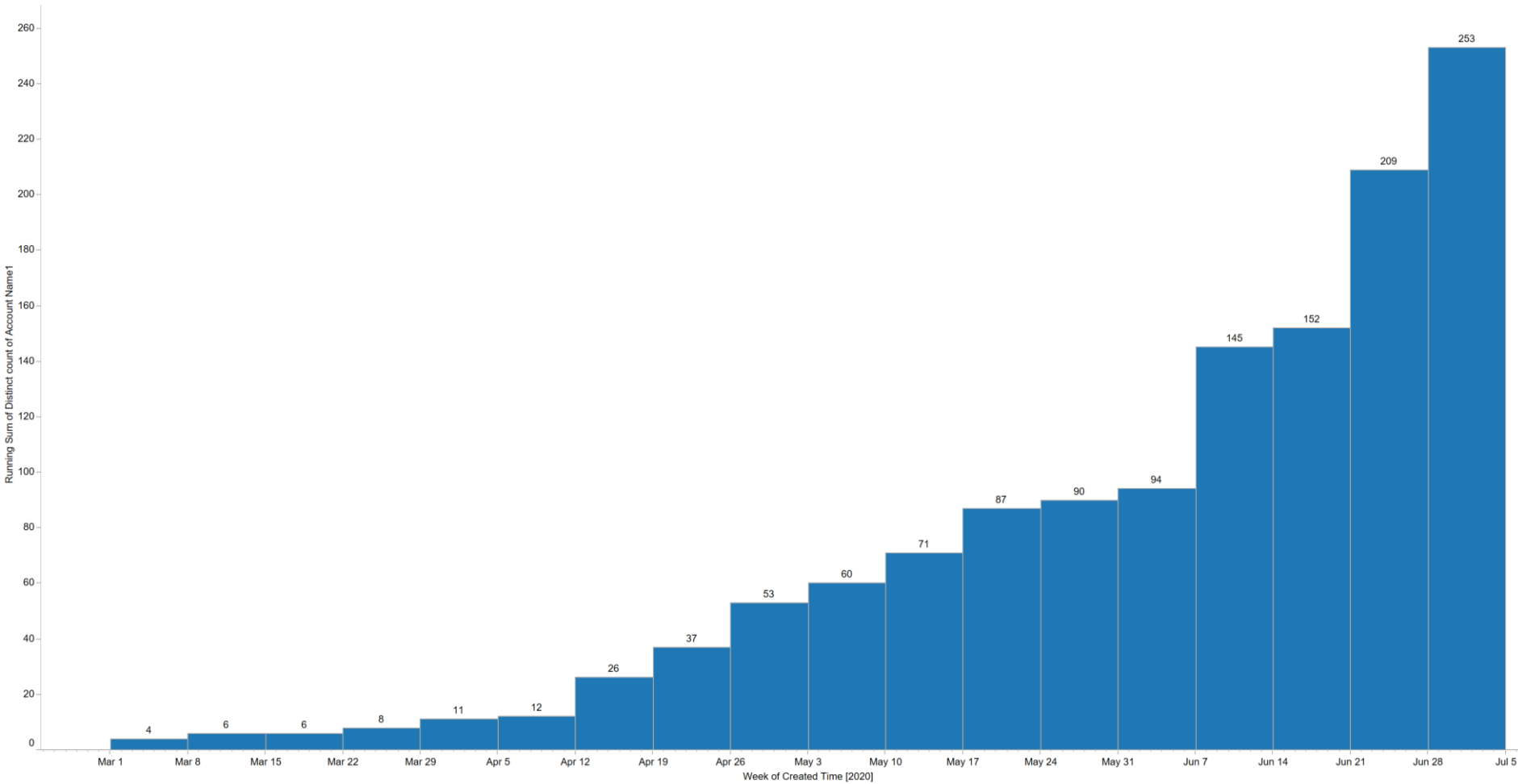
# Program Schedule & COVID Impacts



- Expansion of the overall program implementation period by two quarters
- Expansion of the program outreach and engagement period by at least one quarter
- Expansion of the DR event season by two quarters in order to collect data for a peak shaving summer season with a good sample size:
  - Original DR event season Q3 2020 – Q1 2021 (3 quarters, 20 events total)
  - New proposed DR event season Q3 2020 – Q3 2021 (5 quarters, 30 events total)

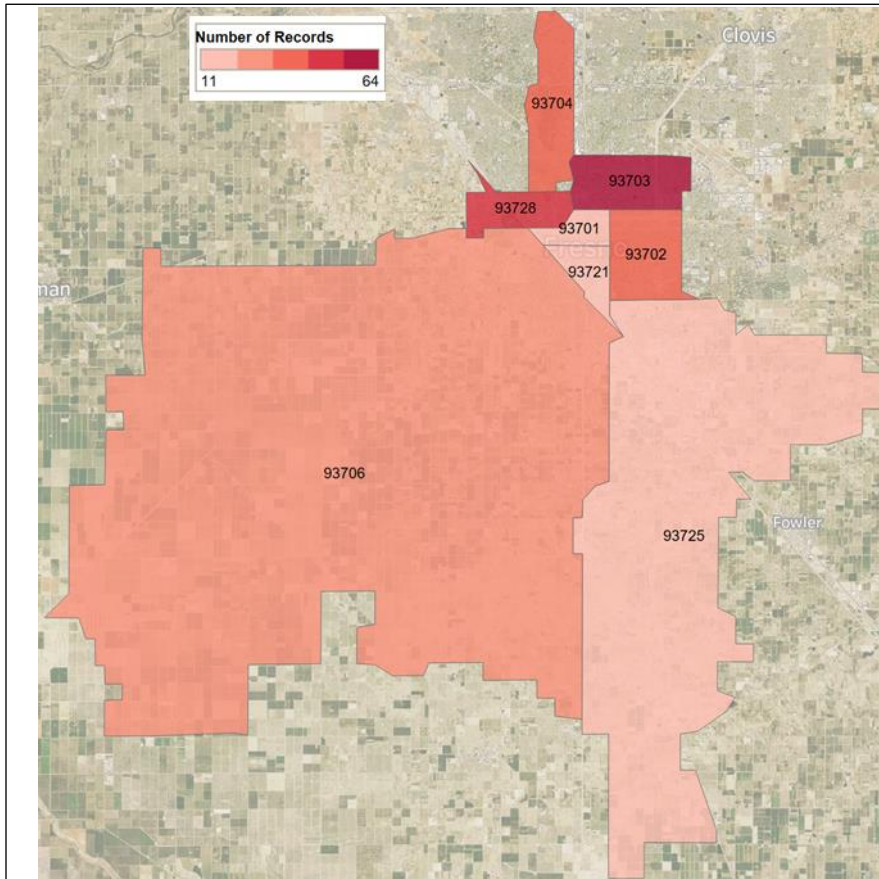
# Program Enrollment Status

**Total Enrollments= 253; Program Conflicts = 57; Viable Enrollments= 196**

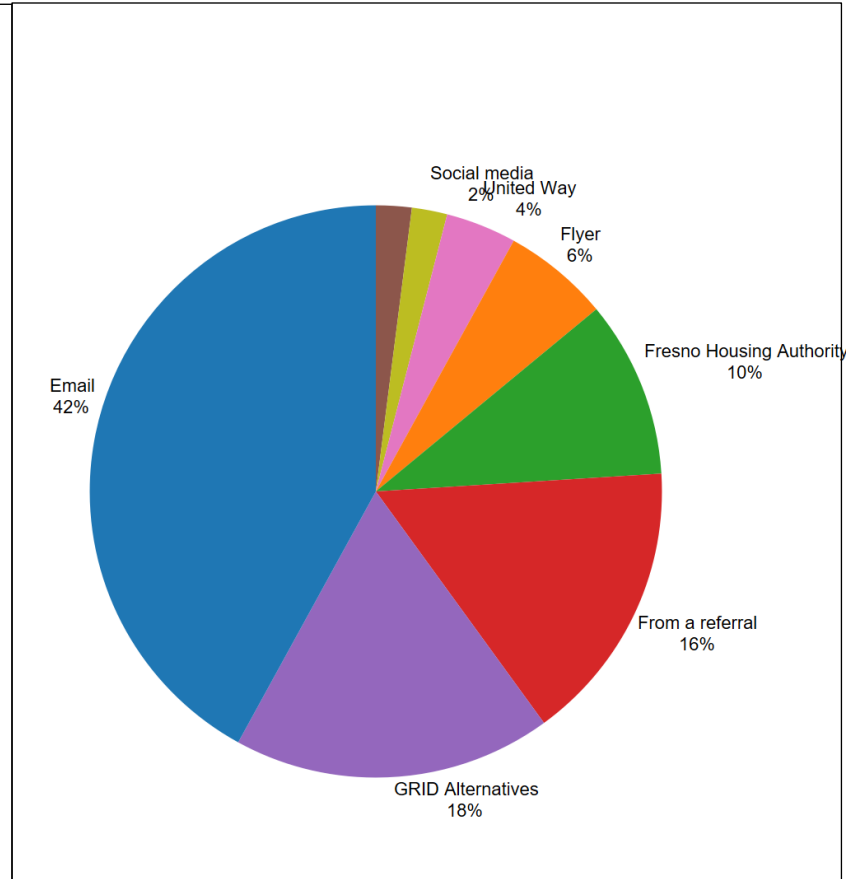


# Enrollment sources

Enrollments by zip code



Enrollments by marketing source



93704 is the study zip code- with some non-DAC customers in order to meet the research goal of examining differences between DAC and Non-DAC customers



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# CBO Program partners



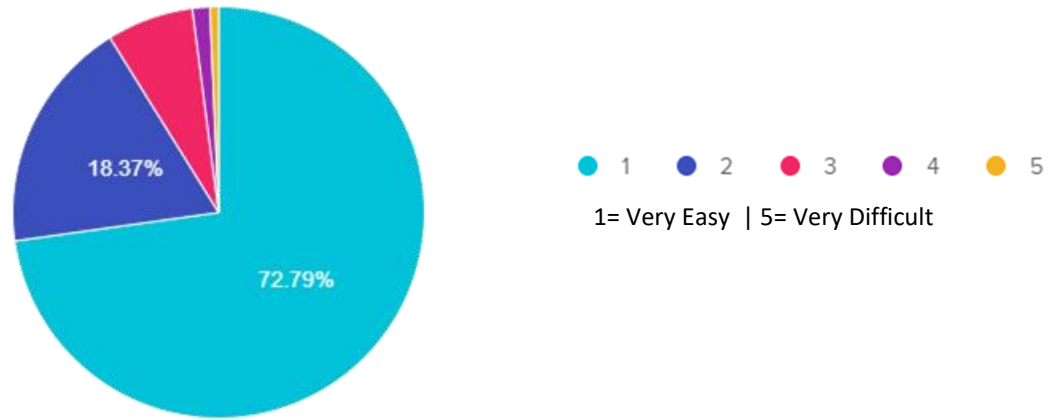
United Way Fresno and Madera Counties



# Early Results

- **Olivine technology reducing DR program enrollment barriers**
  - 92% enrollment customers found it to be an easy enrollment process

Ease of Program Enrollments through the App (Survey Question)



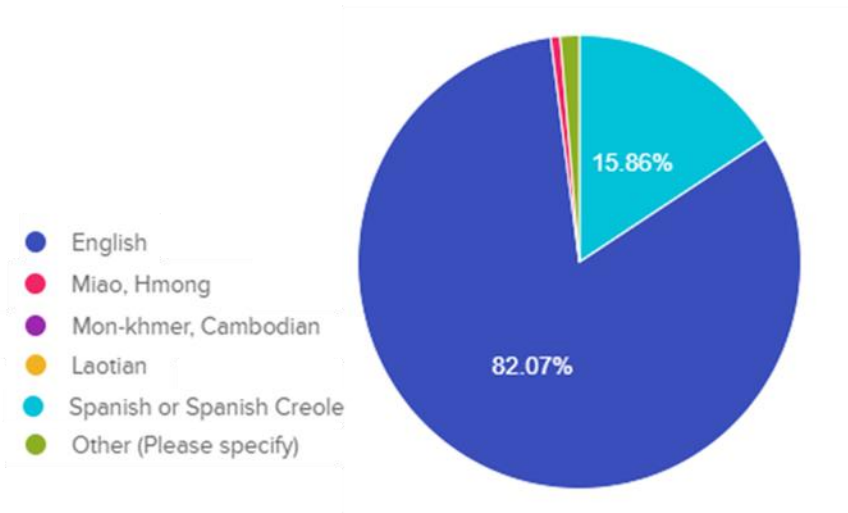
- DAC residents have a **high program enrollment conflict rate (>20%)**



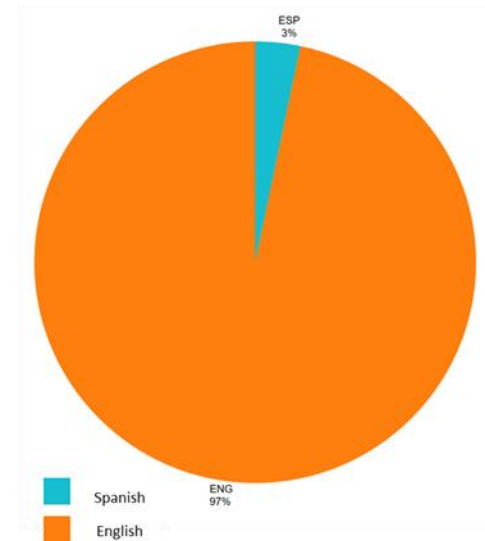
# Early Results-Contd.

- Enrollment in **English language is the preference**-even in Latino families

Primary language spoken at home



Language preference for program enrollment

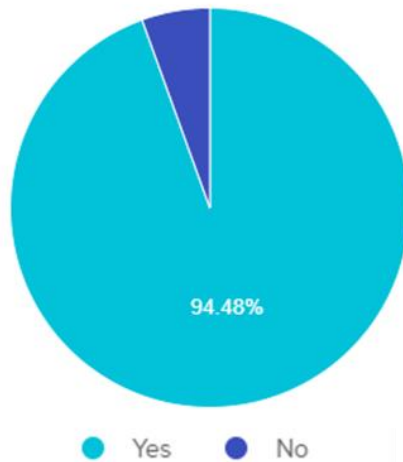




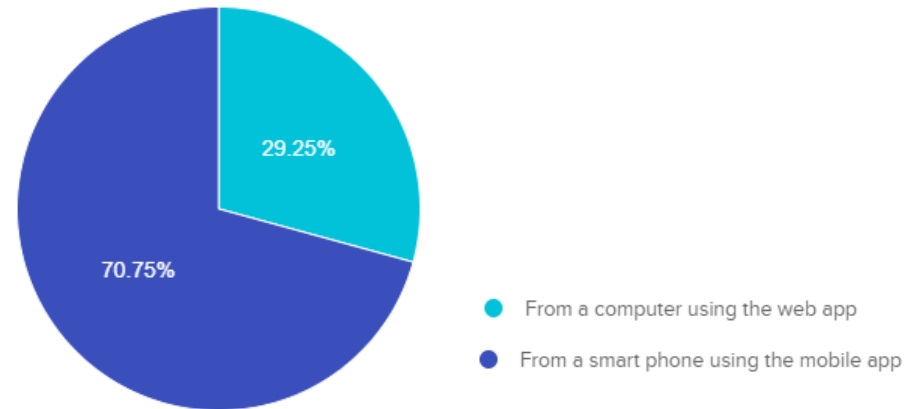
# Early Results- Contd.

- **Internet/Wifi access is not a barrier** or enrollment challenge

Access to internet/Wifi at home (Survey)



Program Enrollment Preference (Survey)



- **Reducing energy costs** is the most motivating factor for program enrollment (75%) – higher than earning incentives



# Path Forward

- Continue enrollment until September 30, 2020
  - Possibly open until Dec 31, 2020
  - Attempt to reach original target of 2,500; Realistic estimates are ~ 500 customers
- DR Event starts July 2020 (30 total events)
  - Q3 2020: 5 peak shaving
  - Q4 2020: 5 load shifting
  - Q1 2021: 5 load shifting
  - Q2 2021: 5 load shifting
  - Q3 2021: 10 peak shaving



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