



TOU ME&O Transition Plan Update
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Commission Emerging Trends Committee

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Pilot Results Validate Approach for Successful Default

- Lasting customer awareness and understanding of the transition
- Most metrics have reached an all-time high
- The customer experience (satisfaction) remains very good
- CARE/FERA customers also exhibited consistent improvements from baseline

		Wave 3 May '19	Baseline March '18	Full Transition Targets
1	Rate plans are available that give you more control over your bill	54%	n/a	-
2	Customers know where to go to get info about how to manage their electricity use	56%	52%	66%
3	Customers understand how energy use can impact bills	6.7	5.1	6.5
4/5	Customers understand the benefits of lowering/shifting their electricity use	7.2	6.4	7.2
6	Customers are aware that PG&E provides rebates, energy efficiency programs & tips	75%	64%	72%
7	Customers feel provided useful information explaining their bills	7.5*	7.0	7.2
8	Customers are aware of TOU rates	83%	60%	68.8%
9	Customers are aware of rate choices	60%	35%	47.5%
10	Customers have an optimal experience (satisfaction with products & services)	7.7	7.5	7.3

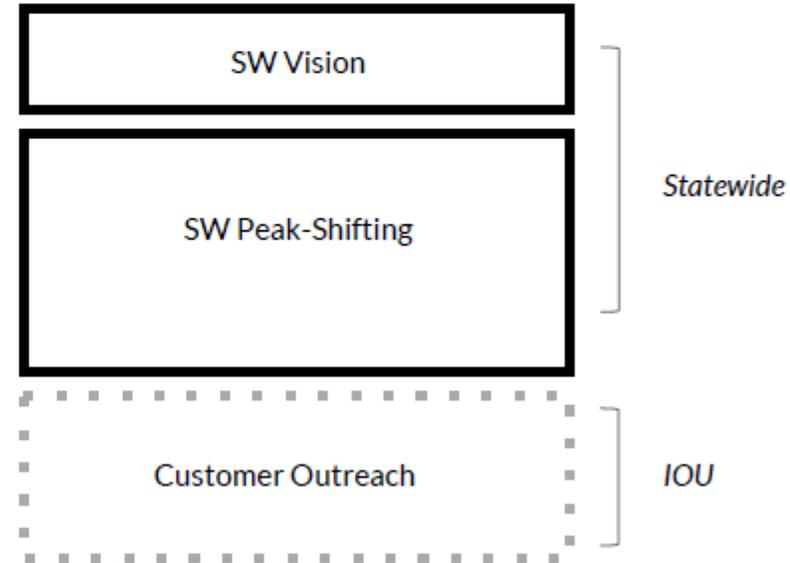
Source: Default TOU Pilot Survey Report, Wave 3, Opinion Dynamics, August 2019

* Wave 1, not asked in Wave 3
Yellow indicates at or exceeding Targets

Strategic Approach

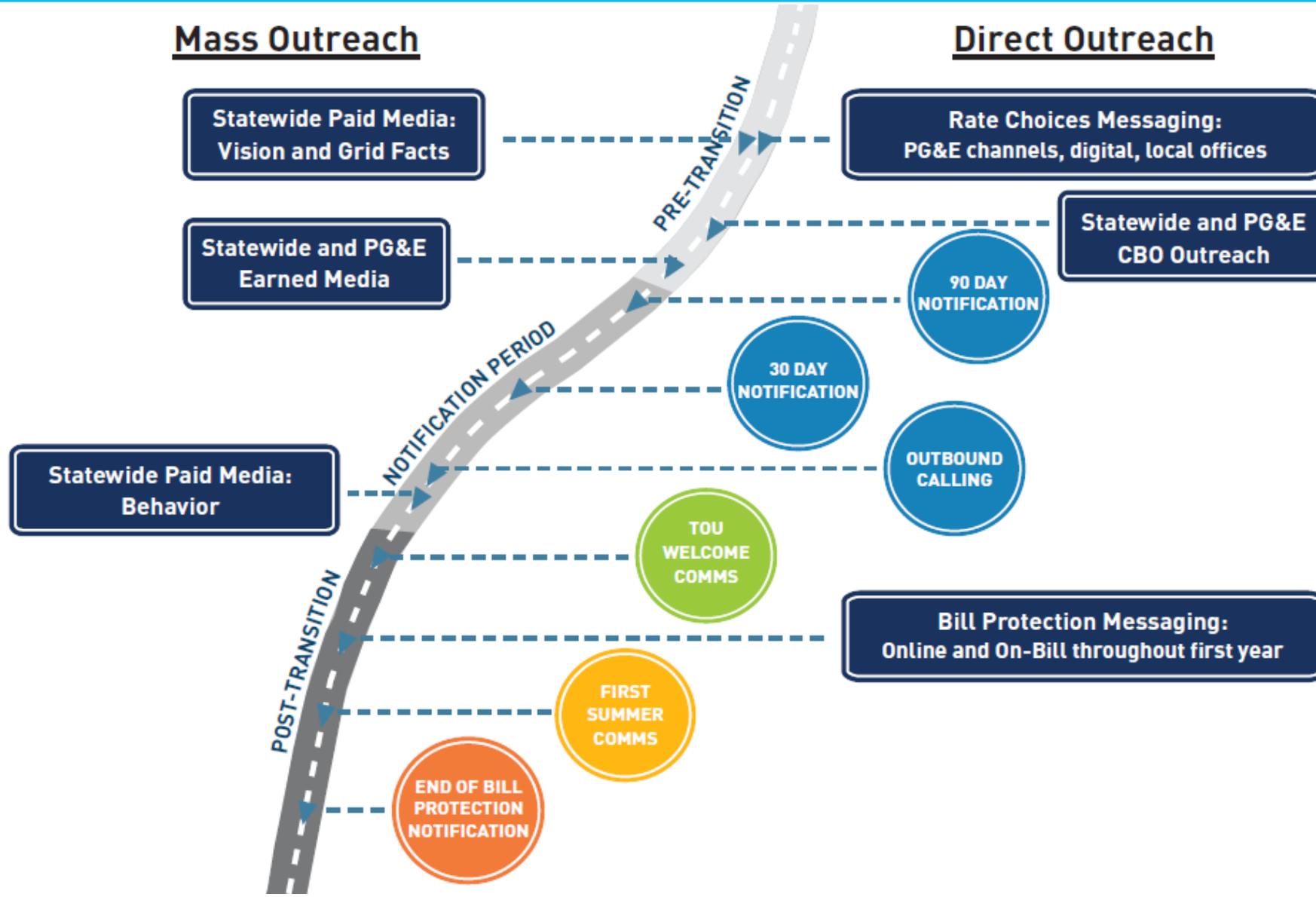
The Decision outlined a “two track” approach to ensure the campaign’s relevance and credibility.

- Establishes a statewide (SW) communications “track” to educate Californians about the benefits of load-shifting and engage energy customers who may be skeptical or inattentive to communications from their energy providers.
- **Statewide Track:**
 1. Communicate California’s energy vision and provide context to rate change
 2. Educate all Californians on the benefits of and ways to shift their energy usage away from peak usage times.
- **IOU Track:**
 1. Customer outreach within their service regions and for education on upcoming rate changes and choices

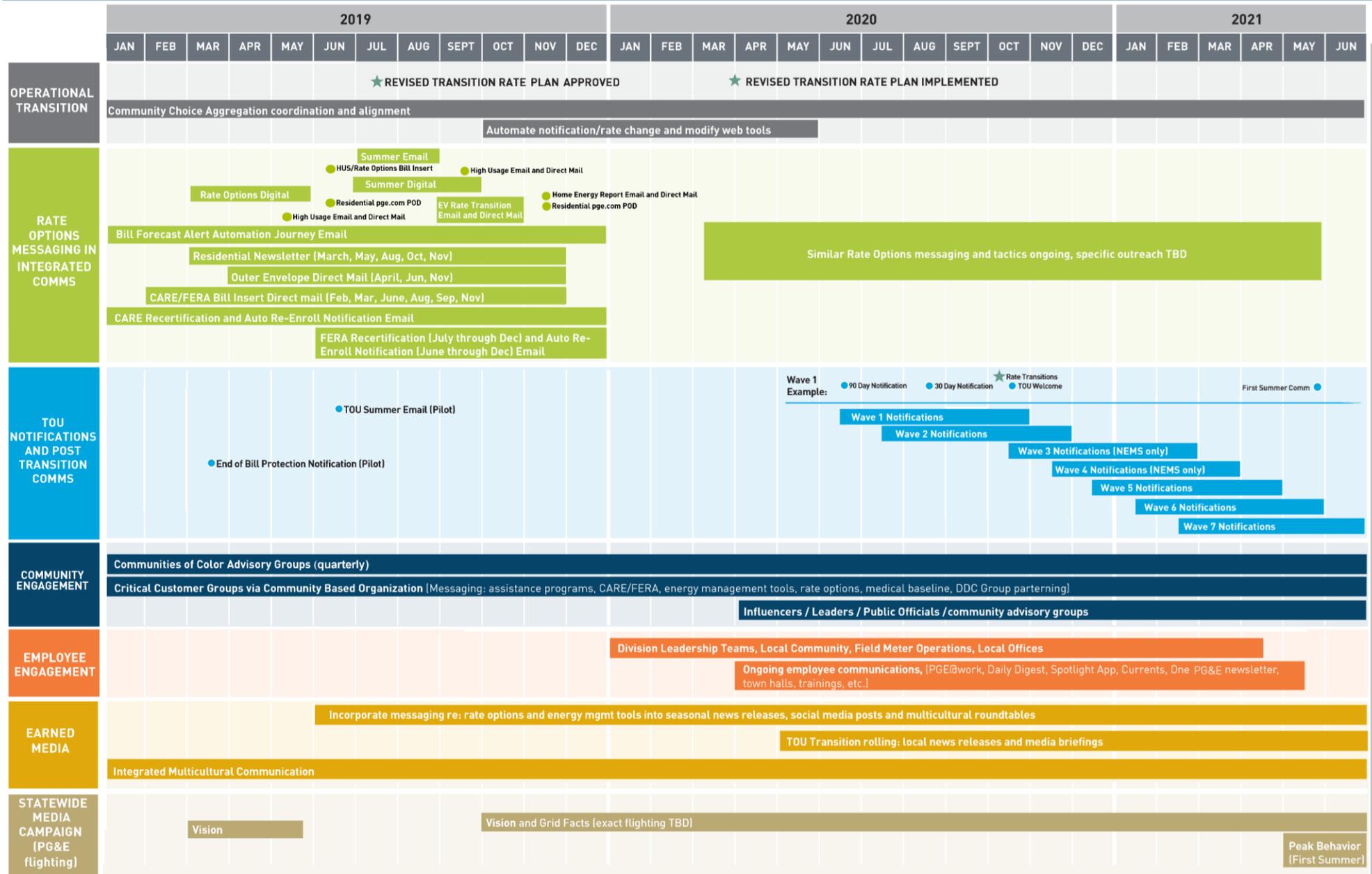




End-to-End Customer Journey



Integrated Communications and Engagement Plan



Waves 8-18 transition outreach extends through 2022. Bill Protection notifications extend through March 2023.





Appendix



Residential TOU Full Transition Implementation Plan



- Oct 2020 (Wave 1)
- Nov 2020 (Wave 2)
- Feb 2021 (Wave 5)
- Mar 2021 (Wave 6)
- Apr 2021 (Wave 7)
- May 2021 (Wave 8)
- June 2021 (Wave 9)
- Jul 2021 (Wave 10)
- Sep 2021 (Wave 12)
- Oct 2021 (Wave 13)
- Nov 2021 (Wave 14)

NEM and/or Enhanced Communications

- Dec 2020 (Wave 3)
- Jan 2021 (Wave 4)
- Aug 2021 (Wave 11)
- Dec 2021 (Wave 15)
- Jan 2022 (Wave 16)
- Feb 2022 (Wave 17)
- Mar 2022 (Wave 18)

Counties	Service Provider Territory Included	Totals
Oct 2020 (Wave 1)		
Santa Clara	Silicon Valley Clean Energy	170,000
Nov 2020 (Wave 2)		
Santa Clara	San Jose Clean Energy	230,000
Dec 2020 (Wave 3)		
NEM Only		
Jan 2021 (Wave 4)		
NEM Only		
Feb 2021 (Wave 5)		
Placer, El Dorado, Yolo, Butte, Nevada, Calaveras, Lake, Amador, Sutter, Yuba, Glenn, Colusa, Sacramento, Sierra, Alpine		180,000
PG&E Bundled		120,000
Pioneer Community Energy		40,000
Valley Clean Energy		20,000
Mar 2021 (Wave 6)		
Sonoma, Mendocino	Sonoma Clean Power	140,000
Apr 2021 (Wave 7)		
Contra Costa, Solano, Marin, Napa		410,000
MCE		310,000
PG&E Bundled		100,000
May 2021 (Wave 8)		
Alameda		400,000
East Bay Community Energy		370,000
PG&E Bundled		30,000
Jun 2021 (Wave 9)		
Humboldt, Trinity, Siskiyou		40,000
Redwood Coast Energy Authority		40,000
PG&E Bundled		850
Jul 2021 (Wave 10)		
San Francisco	CleanPowerSF	260,000
Aug 2021 (Wave 11)		
NEM	all Counties	10,000
Sept 2021 (Wave 12)		
San Mateo	Peninsula Clean Energy	200,000
Oct 2021 (Wave 13)		
Monterey, Santa Cruz, San Luis Obispo, Santa Barbara, San Benito		260,000
Monterey Bay Community Power		170,000
PG&E Bundled		90,000
King City Community Power		2,300
Nov 2021 (Wave 14)		
Fresno, San Joaquin, Kern, Tuolumne, Shasta, Madera, Merced, Tehama, Plumas, Stanislaus, Mariposa, Kings, Tulare, Lassen		200,000
PG&E Bundled		200,000
Dec 2021-Mar 2022 (Waves 15-18)		
NEM and/or Enhanced Communication		TBD
all Counties		

Note: Customer counts are approximate and depend on final exclusion criteria. Also, assuming NEM customers transition on their true-up date, each wave would have an additional ~10K NEM customers. This table assumes all customers within each CCA territory are enrolled with the CCA service provider.