TOU ME&O Transition Plan Update
September 25, 2019
Commission Emerging Trends Committee

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Sr Dir Marketing, PG&E
### Pilot Results Validate Approach for Successful Default

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

* Wave 1, not asked in Wave 3

Yellow indicates at or exceeding Targets

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- 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

Source: Default TOU Pilot Survey Report, Wave 3, Opinion Dynamics, August 2019
Alignment with Statewide ME&O

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

Diagram:
- SW Vision
- SW Peak-Shifting
- Customer Outreach
- Statewide
- IOU
End-to-End Customer Journey

**Mass Outreach**
- Statewide Paid Media: Vision and Grid Facts
- Statewide and PG&E Earned Media
- Statewide Paid Media: Behavior

**Direct Outreach**
- Rate Choices Messaging: PG&E channels, digital, local offices
- Statewide and PG&E CBO Outreach
- 90 DAY NOTIFICATION
- 30 DAY NOTIFICATION
- OUTBOUND CALLING
- Bill Protection Messaging: Online and On-Bill throughout first year

NOTIFICATION PERIOD
PRE-TRANSITION
POST-TRANSITION
FIRST SUMMER COMMS
END OF BILL PROTECTION NOTIFICATION
TOU WELCOME COMMS
# Integrated Communications and Engagement Plan

## Operational Transition
- **Community Choice Apprehension Coordination and Alignment**
  - Automated notification/rate change and modify web tools

## Rate Options Messaging in Integrated Comms
- **Bill Forecast Alert Automation Journey Email**
  - Residential Newsletter (March, May, Aug, Oct, Nov)
  - Outer Envelope Direct Mail (April, June, Nov)
  - CARE/PERA Bill Insert Direct mail (Feb, Mar, June, Aug, Sep, Nov)

## TDU Notifications and Post Transition Comms
- **End of Bill Protection Notification (Pilot)**

## Community Engagement
- **Communities of Color Advisory Groups (quarterly)**
- **Critical Customer Groups via Community Based Organizations** (Messaging: assistance programs, CARE/PERA, energy management tools, rate options, medical baseline, DCC Group partnership)

## Employee Engagement
- **Division Leadership Teams, Local Community, Field Motor Operations, Local Offices**
- Dispersing employee communications, (PG&Eews, Daily Digest, Spotlight App, Currents, One PG&E newsletter, town hall townhalls, etc.)

## Earned Media
- **Incorporate messaging re: rate options and energy mgmt tools into seasonal news releases, social media posts and multicultural roundtables**

## Statewide Media Campaign (PG&E lighting)
- **Vision**
- Vision and Grid Facts (exact lighting TBD)

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**World & TD Transition end user training, 2021. Bill Protection notifications extend through March 2023.**

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**September, 2019**
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.

Residential TOU Full Transition Implementation Plan

### Counties

**Counties**

- 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)
- Oct 2020 (Wave 1)
- Nov 2020 (Wave 2)
- Dec 2020 (Wave 3)
- Jan 2021 (Wave 4)
- Feb 2021 (Wave 5)
- Mar 2021 (Wave 6)
- Apr 2021 (Wave 7)
- May 2021 (Wave 8)
- Jun 2021 (Wave 9)
- Jul 2021 (Wave 10)
- Aug 2021 (Wave 11)
- Sep 2021 (Wave 12)
- Oct 2021 (Wave 13)
- Nov 2021 (Wave 14)

### Service Provider Territory Included Totals

<table>
<thead>
<tr>
<th>Counties</th>
<th>Service Provider Territory</th>
<th>Included</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 2020 (Wave 1)</td>
<td>Silicon Valley Clean Energy</td>
<td>170,000</td>
<td>170,000</td>
</tr>
<tr>
<td>Santa Clara</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 2020 (Wave 2)</td>
<td>San Jose Clean Energy</td>
<td>230,000</td>
<td>230,000</td>
</tr>
<tr>
<td>Santa Clara</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec 2020 (Wave 3)</td>
<td>Pioneer Community Energy</td>
<td>40,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Alpine Valley Clean Energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 2021 (Wave 4)</td>
<td>PG&amp;E Bundled</td>
<td>120,000</td>
<td>120,000</td>
</tr>
<tr>
<td>NEM Only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 2021 (Wave 5)</td>
<td>PG&amp;E Bundled</td>
<td>140,000</td>
<td>140,000</td>
</tr>
<tr>
<td>Mar 2021 (Wave 6)</td>
<td>Sonoma Clean Energy</td>
<td>140,000</td>
<td>140,000</td>
</tr>
<tr>
<td>Apr 2021 (Wave 7)</td>
<td>Sonoma Clean Energy</td>
<td>140,000</td>
<td>140,000</td>
</tr>
<tr>
<td>Contra Costa, Solano, Marin, Napa</td>
<td>PG&amp;E Bundled</td>
<td>100,000</td>
<td>100,000</td>
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<tr>
<td>May 2021 (Wave 8)</td>
<td>East Bay Community Energy</td>
<td>400,000</td>
<td>400,000</td>
</tr>
<tr>
<td>Alameda</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun 2021 (Wave 9)</td>
<td>PG&amp;E Bundled</td>
<td>30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Humboldt, Trinity, Siskiyou</td>
<td>Redwood Coast Energy Authority</td>
<td>40,000</td>
<td>40,000</td>
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<tr>
<td>PG&amp;E Bundled</td>
<td>850</td>
<td>850</td>
<td></td>
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<tr>
<td>Jul 2021 (Wave 10)</td>
<td>CleanPowerSF</td>
<td>260,000</td>
<td>260,000</td>
</tr>
<tr>
<td>NEM</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Aug 2021 (Wave 11)</td>
<td>all Counties</td>
<td>10,000</td>
<td>10,000</td>
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<tr>
<td>Sep 2021 (Wave 12)</td>
<td>Peninsula Clean Energy</td>
<td>200,000</td>
<td>200,000</td>
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<tr>
<td>San Mateo</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Oct 2021 (Wave 13)</td>
<td>Monterey Bay Community Power</td>
<td>200,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Monterey, Santa Cruz, San Luis Obispo, Santa Barbara, San Benito</td>
<td>PG&amp;E Bundled</td>
<td>170,000</td>
<td>170,000</td>
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<tr>
<td>King City Community Power</td>
<td>90,000</td>
<td>90,000</td>
<td></td>
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<tr>
<td>Nov 2021 (Wave 14)</td>
<td>2,300</td>
<td>2,300</td>
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</tr>
<tr>
<td>Fresno, San Joaquin, Kern, Tuolumne, Shasta, Madera, Merced, Tehama, Plumas, Stanislaus, Mariposa, Kings, Tulare, Lassen</td>
<td>PG&amp;E Bundled</td>
<td>200,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Dec 2021-Mar 2022 (Waves 15-18)</td>
<td></td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>NEM and/or Enhanced Communication</td>
<td></td>
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</table>

Version as of September 2019