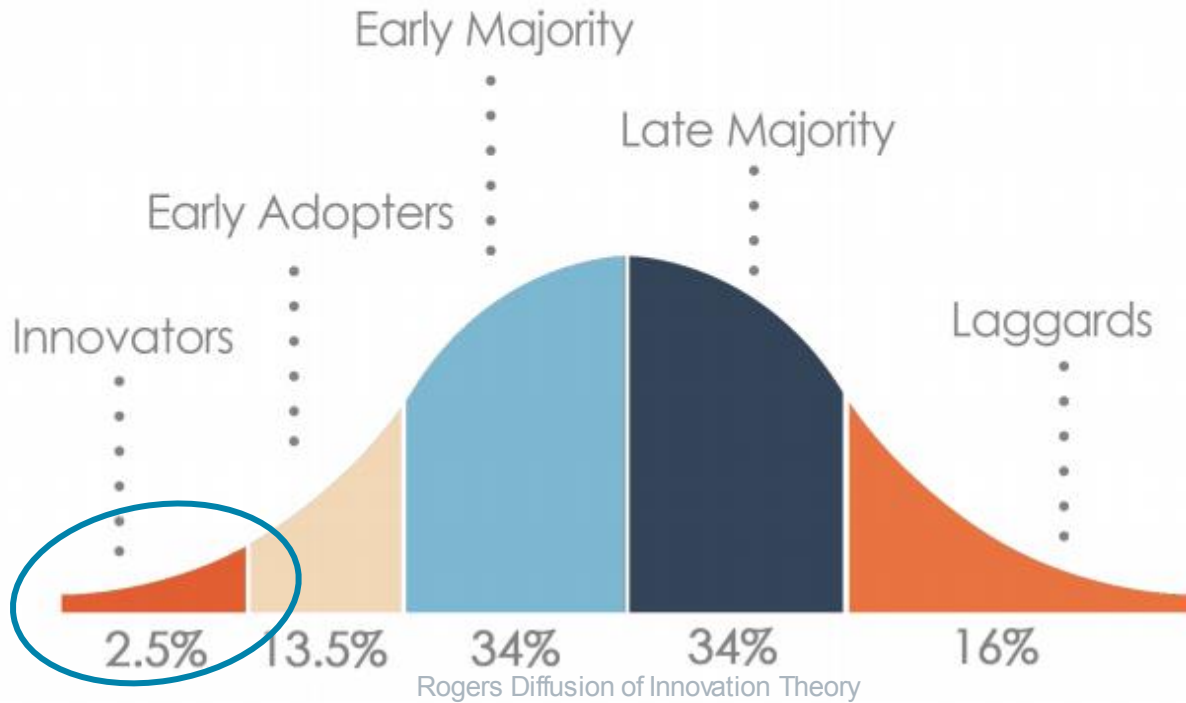


Overview of PG&E AB 793 Proposal

Coordinating Committee Presentation
July 13, 2016



Overall 793 Approach



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



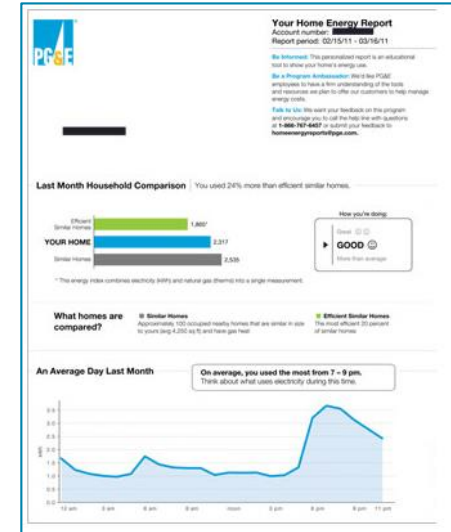
Existing AB 793 Offerings

Residential

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



Share My Data



Home Energy Report

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



SmartAC™



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

- 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
- HANIn Home Display

Commercial

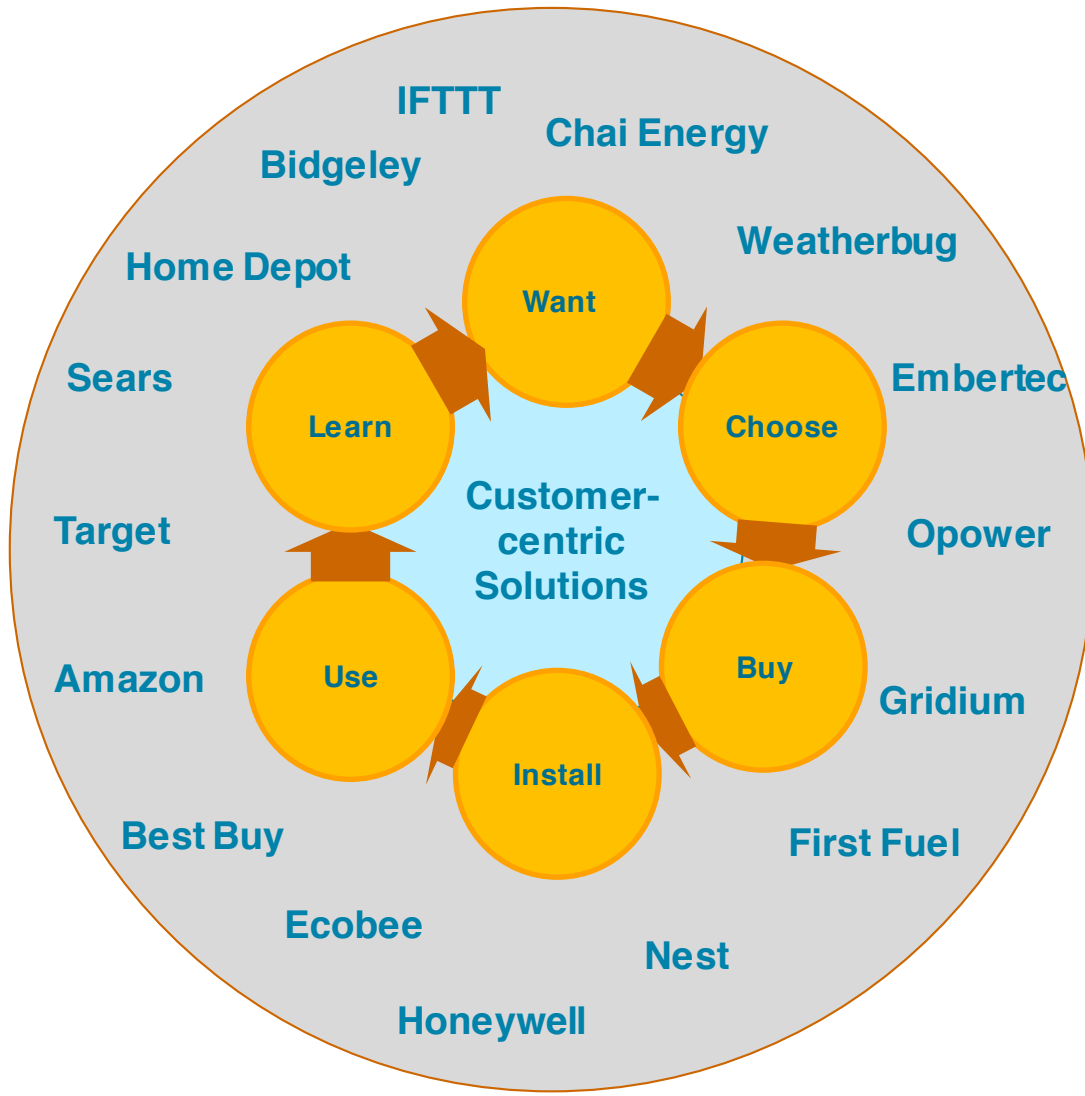
Product/Program Development

- No Surprises Billing App
- Circuit Level Load Monitoring
- Energy Management System Pay for Performance
- Snapmeter™ by Gridium



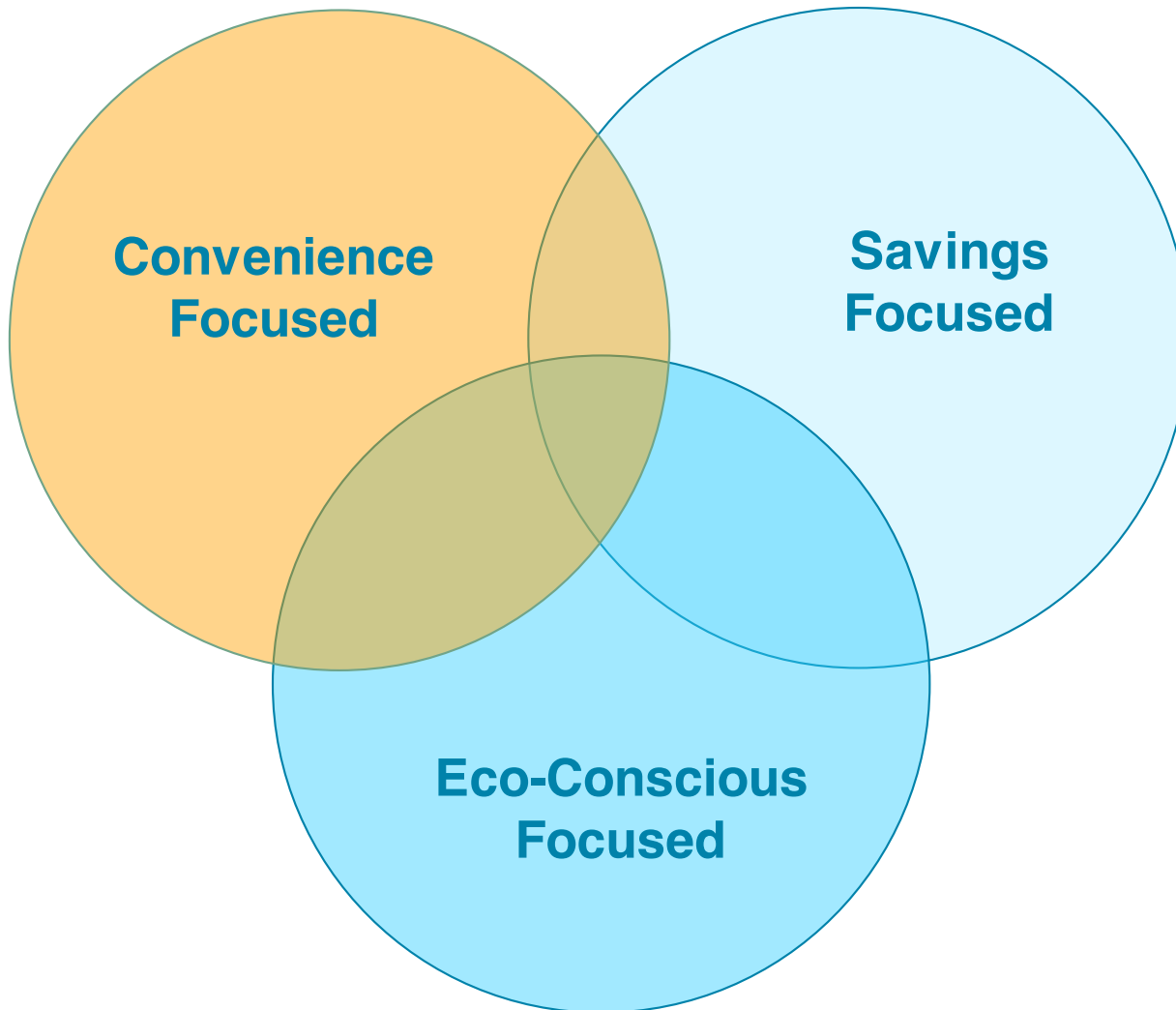


Vendor Partners - Ecosystem



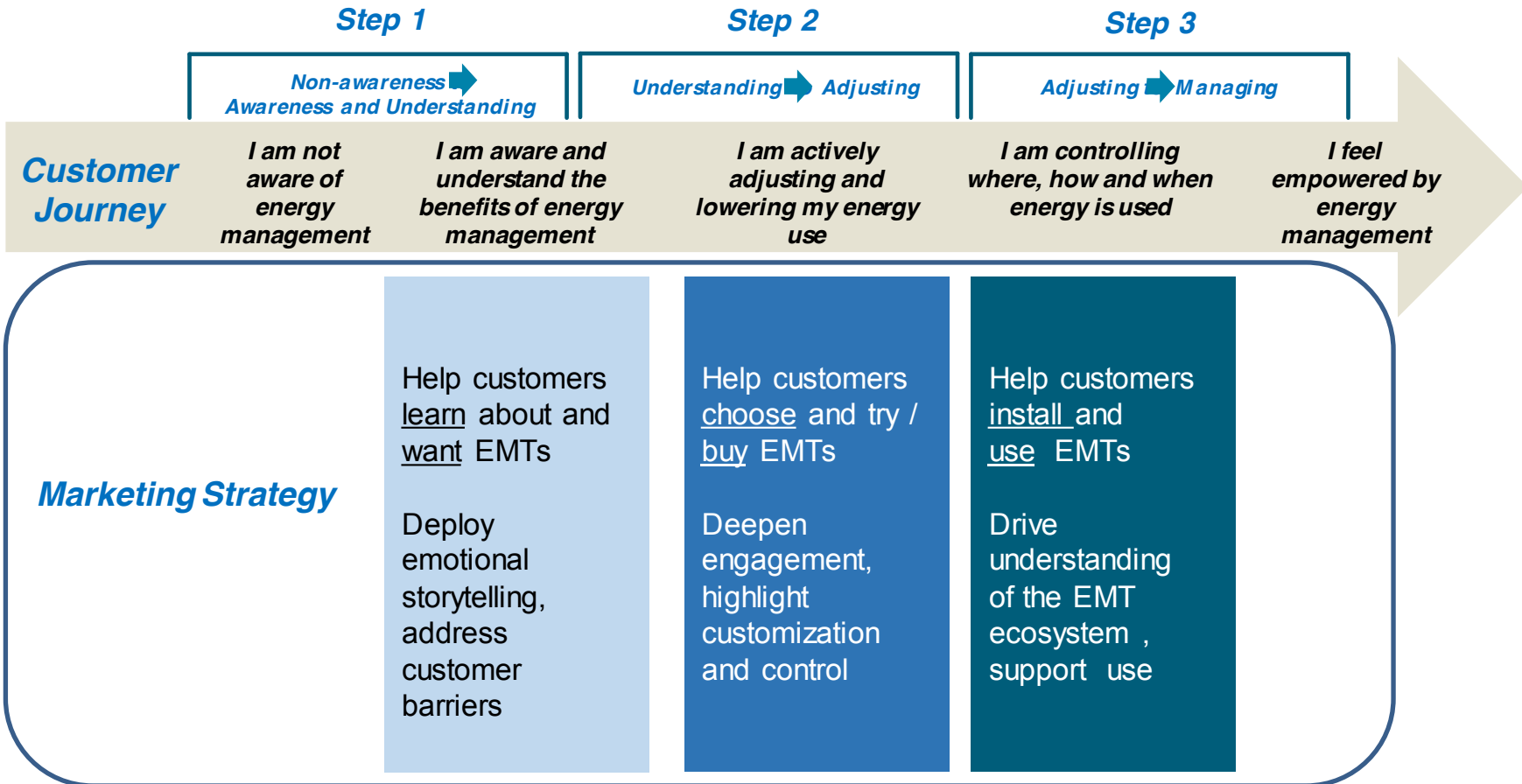


Overview of Marketing & Education Plan – Targeting





Overview of Marketing & Education Plan - Strategy



Questions



Appendix





Overview of Marketing & Education Plan - Metrics

Customer Journey Step	Marketing Strategy	Tactical Approach	Success Metrics
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.)	<ul style="list-style-type: none">• Home and Business Energy Reports• PG&E Residential and Business newsletters and content marketing• Digital media• Billing envelopes• Training/Brochures	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• Same as above• Emphasis on digital tactics for greater personalization	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• Email and Direct Mail• PG&E Marketplace• Point of sale• SEM• Customer support	<ul style="list-style-type: none">• 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

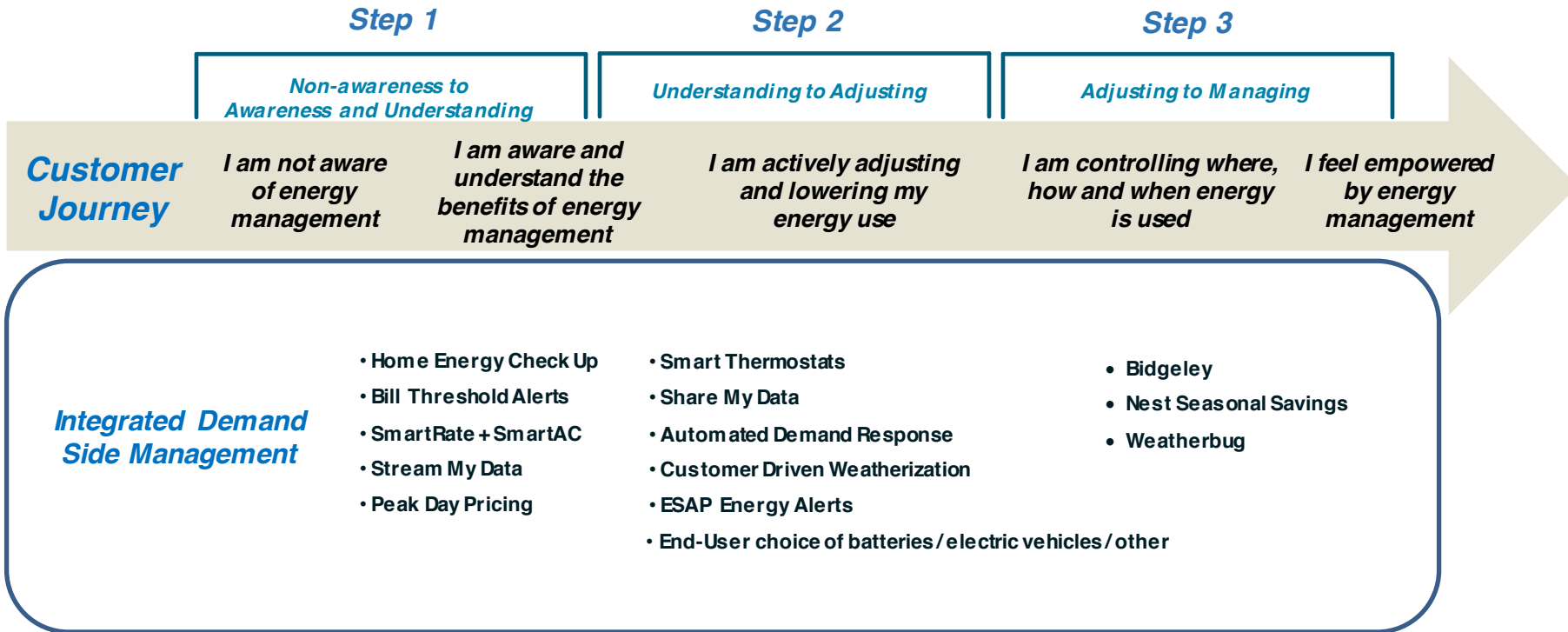
Across all phases of the customer journey, partner with manufacturers, third party vendors, distributors , manufactures, retailers, and other key stakeholders to leverage their promotional efforts and foster bundled offers .

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 ¹²

Residential Customer Journey





Business Customers & Products

Business Customer Journey

