



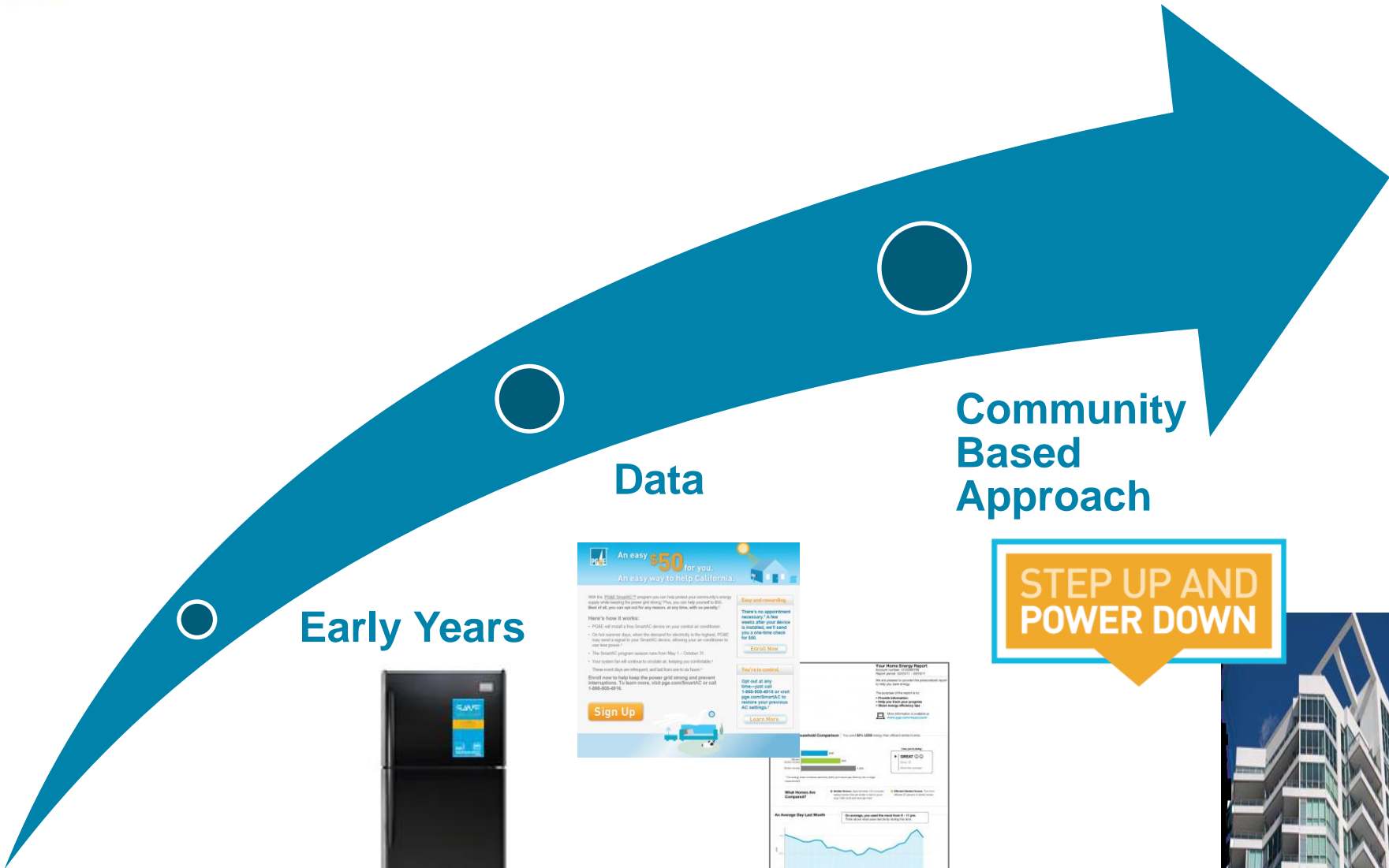
20/20 Vision: Past Impacts and Future Considerations for Market Transformation



Vincent Davis, Sr. Director, PG&E

March 21, 2016





Early Years



Data

An easy \$50 for you.
An easy way to help California.

Sign Up

Year Energy Report

Weekend Comparison

Community Based Approach

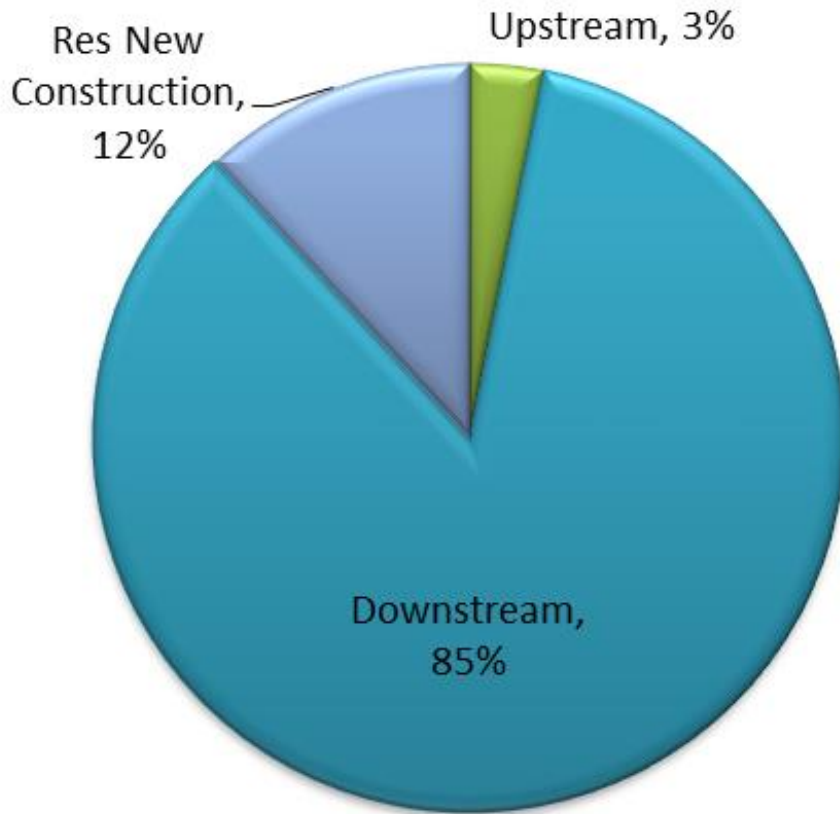
STEP UP AND POWER DOWN



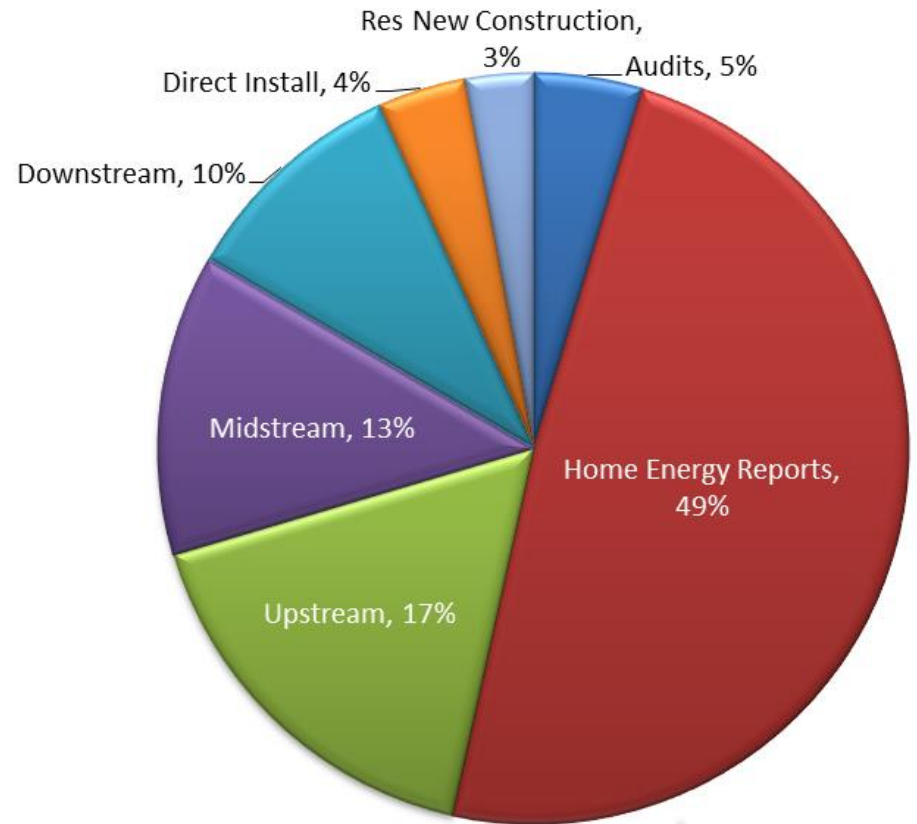


Residential Electrical Savings by Delivery Type

2000



2014



BOB SMITH
555 MAIN STREET
SAN FRANCISCO CA 94114

Your Home Energy Report

Account number: [REDACTED]
Report period: 02/23/11 - 03/23/11

We are pleased to provide this personalized report to help you save energy.

The purpose of the report is to:

- Provide information
- Help you track your progress
- Share energy efficiency tips

More information is available at www.pge.com/myenergy

Last Month Household Comparison

You used **28% MORE** energy than efficient similar homes.

| Category | Value |
|-------------------------|--------------|
| Efficient Similar Homes | 834* |
| YOUR HOME | 1,064 |
| Similar Homes | 1,197 |

* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

How you're doing:

Great 😊 😊
GOOD 😊
More than average

Similar Homes:

Approximately 100 occupied nearby homes that are similar in size to yours (avg 1,850 sq ft) and have gas heat

Efficient Similar Homes:

The most efficient 20 percent of similar homes

Are we comparing you correctly?
Update your home information by visiting: www.pge.com/myenergy

An Average Day Last Month

On average, you used the most from 7 - 9 pm. Think about what uses electricity during this time.

Turn over for savings →

Last 12 Months Household Comparison

You used **28% MORE** energy than efficient similar homes. This costs you about **\$378 EXTRA** per year.

⚡ **Electricity** | 6% more electricity than efficient similar homes

🔥 **Natural Gas** | 53% more natural gas than efficient similar homes

Action Steps | Personalized tips chosen for your home

Great Investment

A big idea for big savings

Buy ENERGY STAR® appliances

The Department of Energy tests the efficiency of household appliances and electronics. The best earn the ENERGY STAR label. In 2010, the average household saved about \$150 thanks to this program.

The ENERGY STAR label can be found on efficient models of many products. Qualified models often run more quietly, last longer, and are more convenient than conventional models.

Visit www.ene details.

SAVE UP TO \$515

Great Investment

A big idea for big savings

Choose an efficient dishwasher

New ENERGY STAR® qualified dishwashers use 10% less energy than conventional machines on average.

Choose a model with an "air dry" setting that allows you to turn off the heat dry function. Also look for a "light" or "energy-saving" cycle to use when your dishes are only slightly dirty.

We offer a rebate of up to \$50 for an efficient dishwasher (note details).

Smart Purchase

Save a lot by spending a little

Make sure refrigerator seals are tight

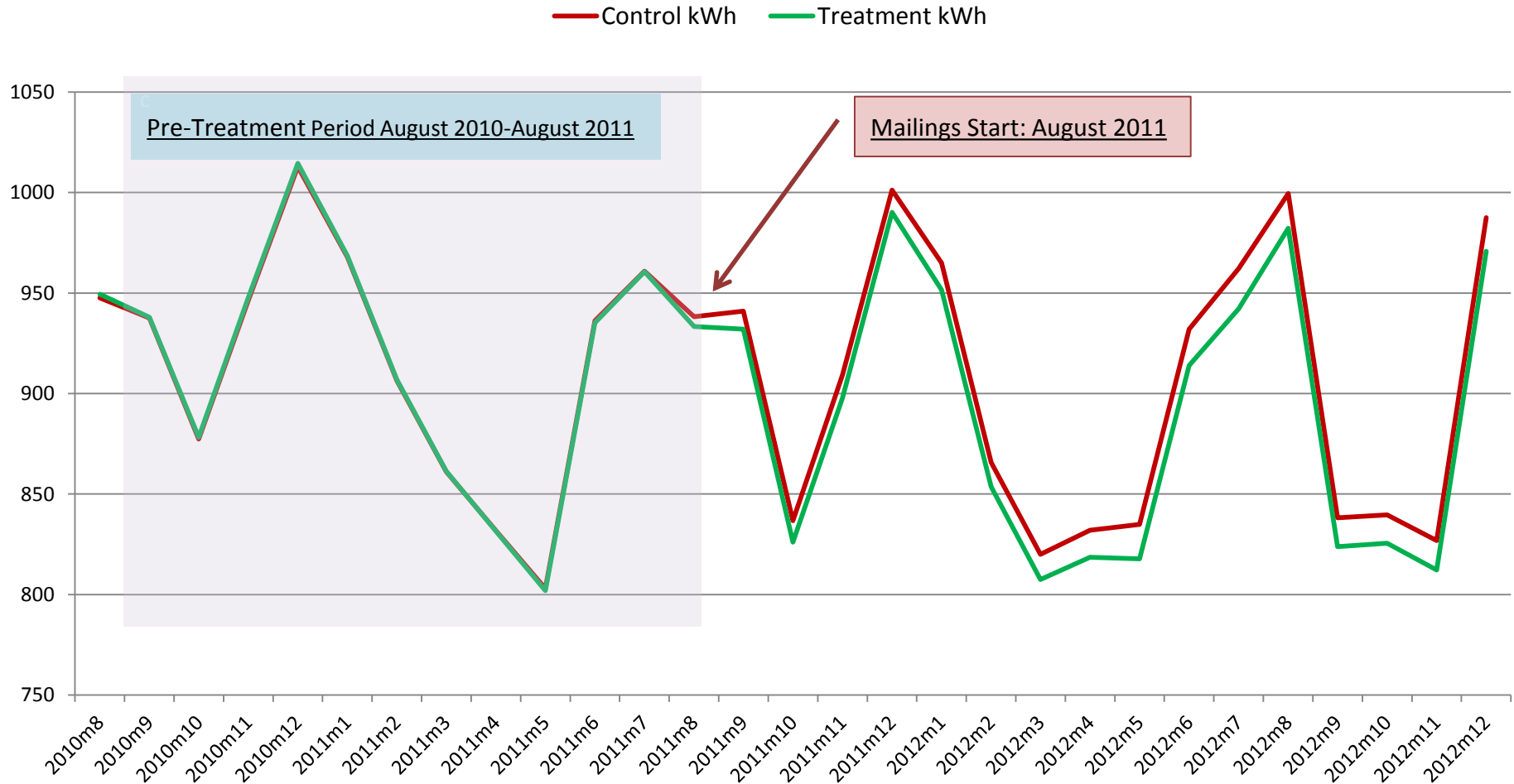
If you're not prepared to replace an old refrigerator, you can still save by improving its efficiency. Close the door on a dollar bill, then slowly pull it out. If there's no resistance, the seal is leaking cold air.

Parts suppliers carry replacement seals that you can install yourself by following instructions from your refrigerator owner's manual.



Data: Home Energy Reports

- More than 500 GWh saved overall (equivalent to powering nearly 75,000 homes for one year) (2011 – 2015).
- More than \$50 million in customer savings



Customer groups who think, act, and believe similarly are personalized. Everyone has a “persona” designation and belongs to a group.

Gadget Family



- Affluent, established with large homes
- Above normal energy usage
- Community-involved, Green-minded, Time-starved

Heart & Home



- Low-to-moderate income in smaller homes
- Do-it-yourselfers
- Traditional channels

Eco-active Go Getters



- A mix of renters and homeowners who move frequently
- Bay Area and North Coast
- Green-minded, Energy Efficient, and Low Usage

Current Customers

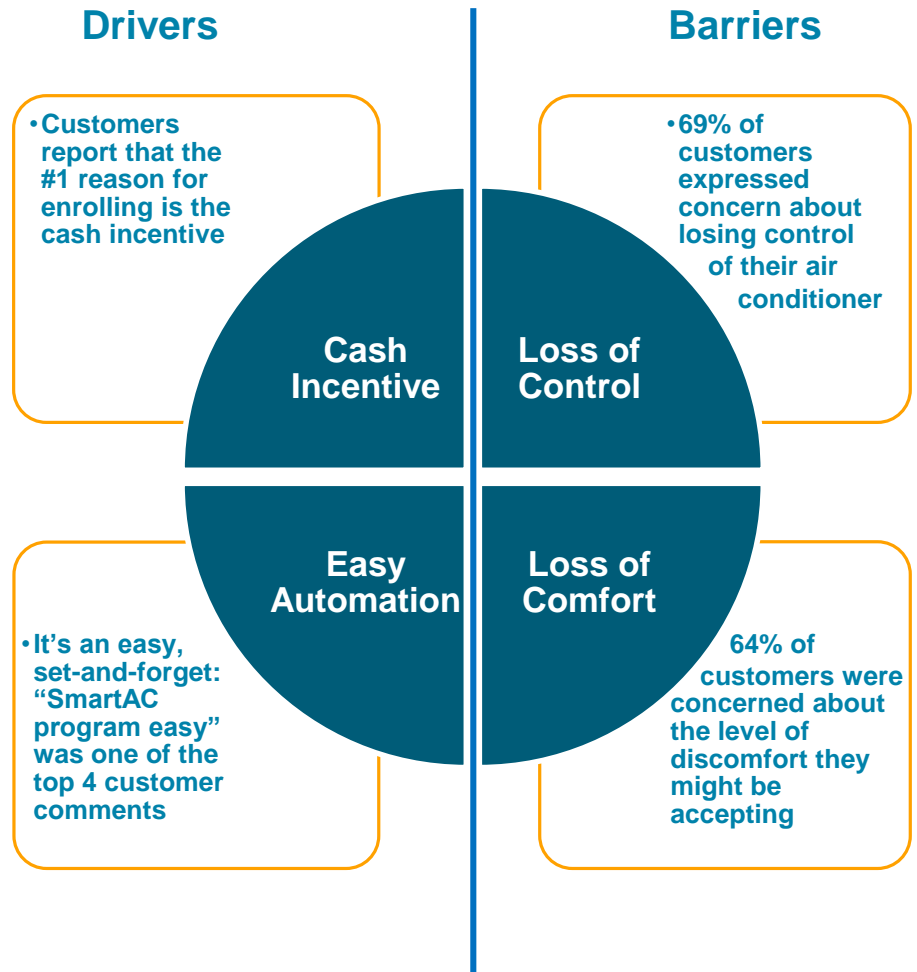
Leading Personas

- Way Wired 31%
- Heart & Home 23%
- Gadget Family 11%

Customers Targeted for Acquisition

#1 Growth Persona

- Living for Today





3 components:

- Being Local
- Behavioral Change
- Partnerships



ENVISION:CHARLOTTE
UNITING FOR A SUSTAINABLE CITY

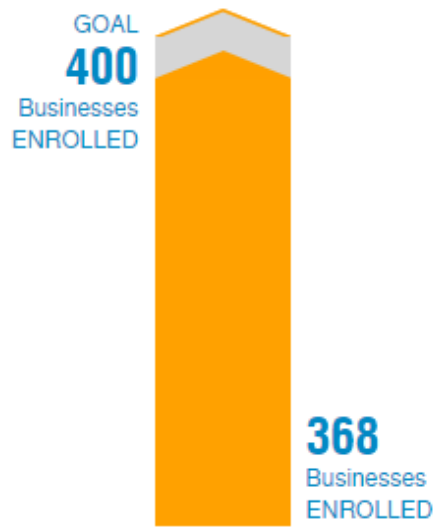
STEP UP AND
POWER DOWN



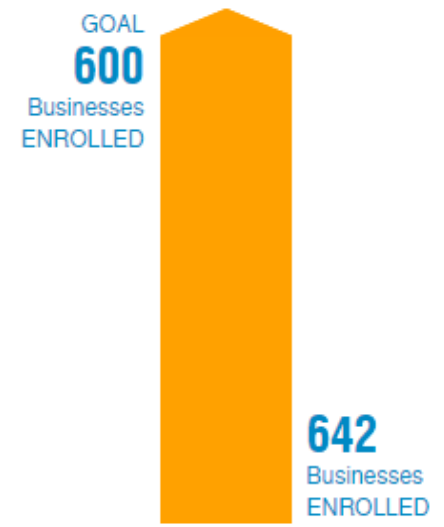
**STEP UP AND
POWER DOWN**

Simple Changes BIG Savings

**A New Way of Engaging
Customers**



SAN JOSÉ PROGRESS



SAN FRANCISCO PROGRESS



<https://youtu.be/BDNxLoi2zNs>