



2016 Demand Response End of Year Review

February 2017

EnergyHub is the connected home solution for utilities



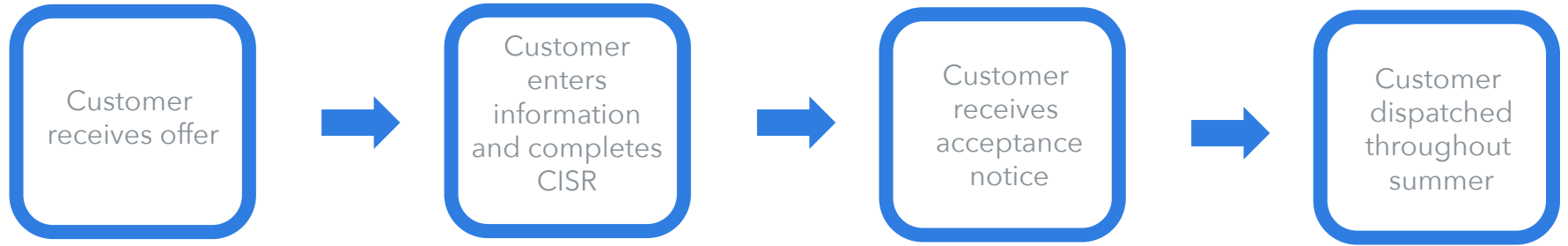
Major DRAM successes in 2016

- Robust and diverse third-party participation in DRAM auction
- Third-party integration into the CAISO wholesale market
- High level of interest expressed by residential customers in program participation

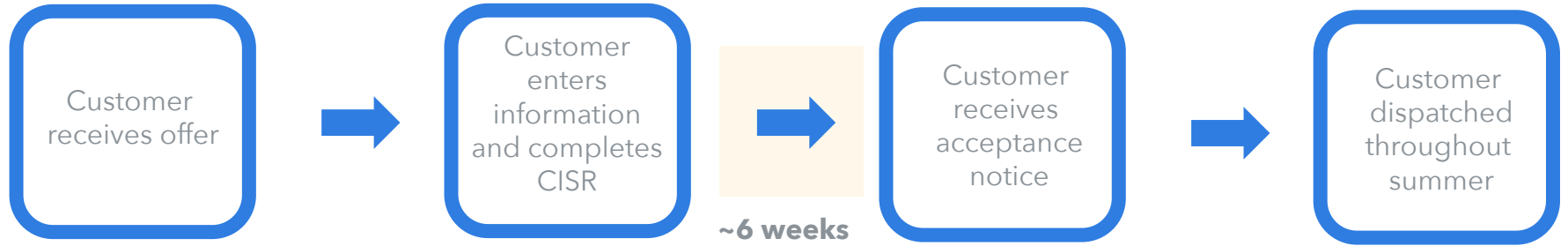
Major DRAM challenges in 2016

- Initial delays in launching program
 - CISR form and DRP agreement not ready with sufficient time before program launch
- Significant time lags (with CAISO and IOUs) and inefficient data exchange
- Complex and onerous CISR process

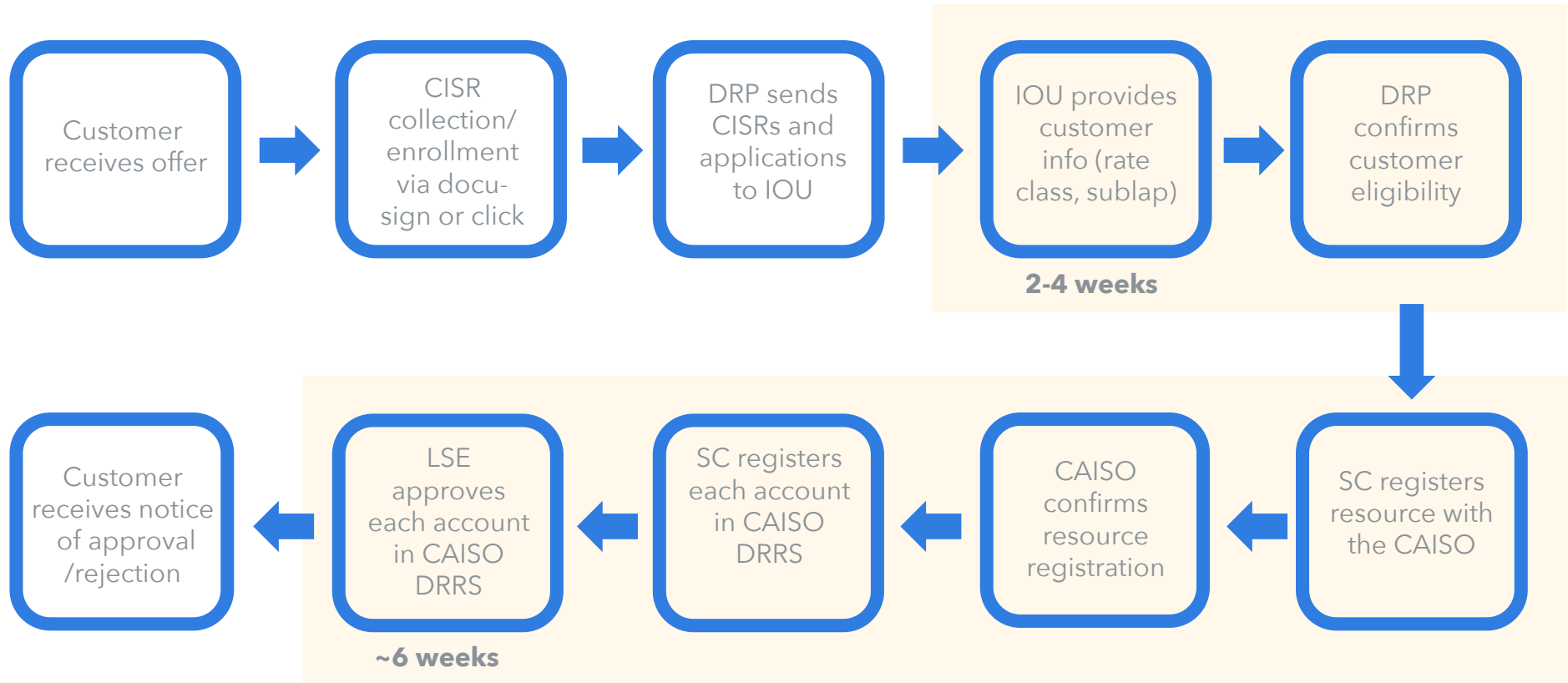
DRAM program customer journey (simplified)



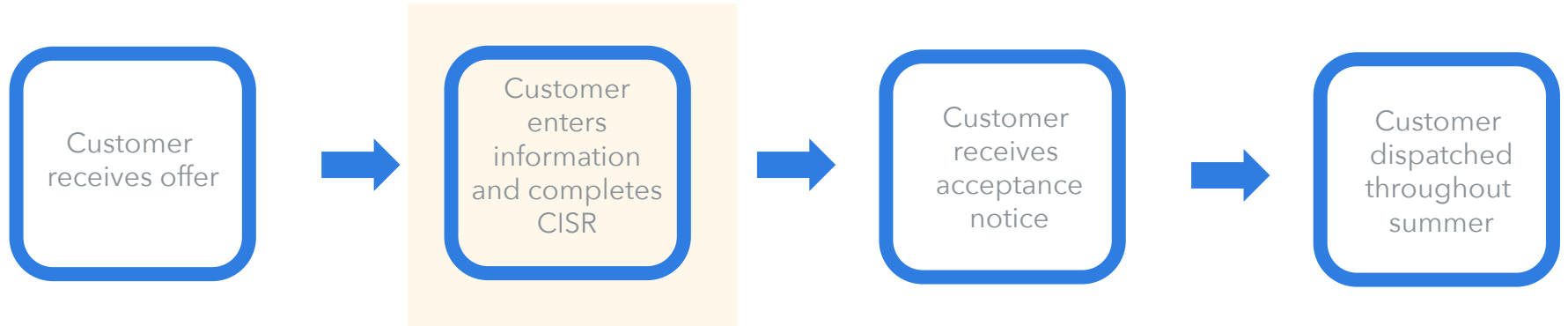
DRAM program customer journey (simplified)



DRAM enrollment process



DRAM program customer journey (simplified)



CISR process problems impair customer experience

- Customers don't have their account number readily available
- Multiple enrollment steps and clicks create customer fatigue (SCE GBC is 10-12 screens)
- Customers redirected away from DRP site
- Third party e-signature services are difficult to use and very expensive

What happened to all the customers?

enrollment steps

Customer receives offer	100%
Customer engages with offer	~40-60%
Customer agrees to participate and provides SA number	17%
Customer signs CISR	9%

Customer applications submitted to IOU

final determination

Accepted	5.3%
Rejected	3.3%
Rejected CISR	1.1%
Wrong sublap	0.4%
Program conflict	1.3%
Late application	0.5%

Potential improvements discussed in click-through WG with some agreement among parties

- More efficient data exchange between DRP and IOU for customer eligibility and event result meter data
- Reduced number of “clicks”
 - DRP populated date range and SA autofill
 - One check click-through authorization
- Visually clearer and more concise CISR process
 - Maximum of two screens
 - Streamlined language: summary of data elements
- Dual authorization
- Some performance metric reporting

Some important considerations for DRAM 2018-2019

- Elements required for GBC development in addition to effective implementation of those mentioned in previous slide
 - Stage place for testing
 - Mobile capability
 - Alternative authentication credentials
- Customer registrations limits cannot disqualify DRAM customer applications
- Data items must be provided by IOUs free of charge to DRPs
- Streamline and digitize the moving of customers from different programs into and out of DRAM
- All GBC updates need to be finalized by Q3 2017
- Need a pathway to a DRP designed solution

New market opportunity for residential customers

- PG&E proposed residential customers be included in CBP in 2018-2020 DR application
 - Some implementation details need to be ironed out
 - BAWG recommended CAISO baseline
 - Appropriate duration for events
 - Other IOUs should also consider this proposal
- We support SDG&E proposal to create WSL WG to optimize integrating residential AC into the market
- All IOUs propose adding residential to ADR incentives

Appendix

PG&E enrollment flow (customer perspective)

Great, you may be eligible to participate in PeakPerks CA!

Email Address
Enter your email address. This must be the same email you use to access your Sensi thermostat.
[Email Address]

Your Name and Address
Please provide your name and the address of the location where you receive electric service. Note: Your entry MUST match what is on file for your electric utility account.

[First Name] [Last Name]
[Street Address]
[City] [State] [Zip]
[Phone Number]

Is this also your mailing address?
 Yes No

Your Service Agreement ID
Please provide your Service Agreement ID to enroll in this program. This ID is found on your electric bill.

[Electric Service Agreement ID]
Home: 00000000

Details of Electric Charges
08/11/2016 - 08/20/2016 (10 billing days)
[Amount] [Meter ID]
[Service Agreement ID]
[View Details](#)

Customer Enrollment Agreement
Please check the fact below to indicate that you agree, accept, and acknowledge the terms set forth below in the Terms & Conditions.
 Agree to the Terms & Conditions, including the Official Rules

Submit

Enter name, address, email
SA ID



Hard copy via US Mail: _____
 Facsimile at this telephone number: _____
 Secured email _____ (may be different than e-mail address listed on Page 1), or secure electronic format via a secured data transmission platform (e.g. ESFT file).

E. JURISDICTION OF CPUC
This agreement at all times shall be subject to such modifications and access to information as the California Public Utilities Commission may direct from time to time in the exercise of its jurisdiction.

F. CUSTOMER AUTHORIZATION
I, (Customer), declare under penalty of perjury under the laws of the State of California that I am authorized to execute this agreement on behalf of the Customer of Record listed at the top of this form and that I have authority to financially bind the Customer of Record. I understand PG&E reserves the right to verify any authorization request submitted before releasing information or taking any action on my behalf. I authorize PG&E to release the requested information specified in Sections A and B for my Service Agreement(s) to the above-designated DRP(s). I hereby release, hold harmless, and indemnify PG&E from any liability, claims, demands, and causes of action, damages, or expenses resulting from: (1) any release of information to the DRP(s) pursuant to this Authorization; (2) the unauthorized use of this information by the DRP(s); and (3) any actions taken by the DRP(s) pursuant to this Authorization. I understand that I may cancel this Authorization at any time by submitting a revocation request using this same form.

Sign
[Signature] 7/21/2016
Authorized Signature of Customer Date Signed (mm/dd/yyyy)

G. FIRST DRP'S ACCEPTANCE OF CUSTOMER RELEASE PROVISION
I, (First DRP), hereby release, hold harmless, and indemnify PG&E from any liability, claims, demand, causes of action, damages, or expenses resulting from the use of customer information obtained pursuant to this Authorization.

[Signature] 02/11/2016
Authorized Signature of First DRP Date Signed (mm/dd/yyyy)



PeakPerks sens|si

Hi

Welcome to PeakPerks CA!

Your application to PeakPerks CA has been accepted.

If you have any questions about this program or your enrollment, please contact ca-north@energyhub.com.

Thanks,

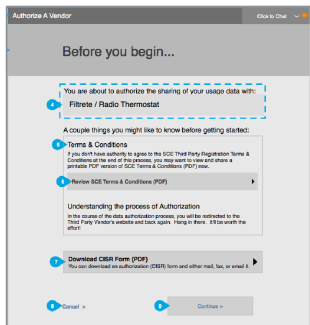
The Sensi Team

You received this email because you are enrolled in PeakPerks CA. Add ga:north@energyhub.com to your address book to receive all program-related emails.
EnergyHub, 1232 3rd Street, Suite C201 | Brooklyn, NY 11216

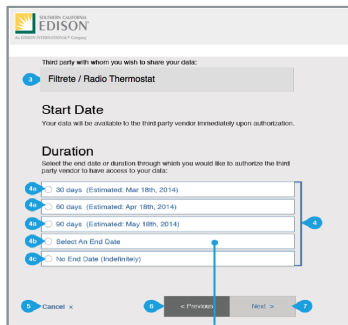
POWERED BY EnergyHub

Receive notice of acceptance/rejection

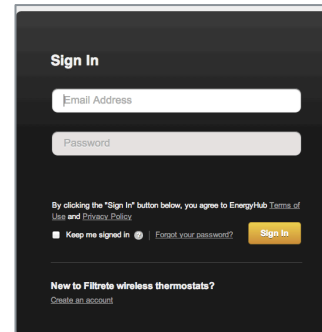
SCE enrollment flow (customer perspective)



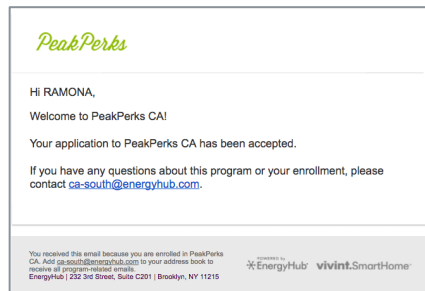
Log into MyAccount and access Data Sharing page



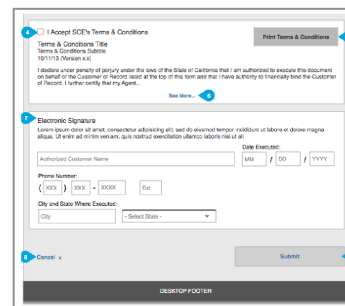
Select third party, SA IDs, data types and duration



Enter required information on third party site once redirected



Receive notice of acceptance/rejection



Complete authorization once redirected back to SCE