

# PG&E's Progress on Residential Rate Reform

September 2017



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# Rate Comparison Presentment Research

1. ME&O Tracking Study
2. Rate Comparison Research
3. Summer Heat Campaign
4. Influencer Campaign

# ME&O Tracking Survey: Wave 2 Results May 2017



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- In sum, ***significantly more customers understand the benefits of lowering/shifting their energy use (Metric 4) vs a year ago***, although there has been some slippage in both awareness of rate plans to manage price increases (Metric 1) and the high level of awareness of PG&E's assistance (Metric 5).
- ***Moreover, more customers***
  - are aware of rate changes in general,
  - are aware of the High Usage Surcharge
  - are aware of tier reduction
  - are interested in TOU

***And fewer customers are unsure of their current rate plan***

Overall, customer awareness of changes is increasing while customer confusion is gradually declining



# ME&O Tracking Survey Results

Key Metrics		Baseline April 2016	Sig. Change	Wave 2 May 2017
1	Rate plans are available that may help you better manage any price increases	34%	↓	29%
2	Know where to get info about assistance offered by PG&E	63%	-	63%
3	How to manage your electric bill using the rate plan that you are currently on	36%* 5.79 (mean)	-	37%*, 5.89 (mean)
3	How changes to current rate plans mean you could be paying more unless you can adjust your electricity use	34%* 5.56 (mean)	-	33%*, 5.65 (mean)
4	Lowering or shifting electricity use will: save money, reduce bill, improve reliability, help environment, manage price increases	41% to 51%* 6.26 to 6.89 (mean)	↑	45% to 54%* 6.57 to 7.18 (mean)
5	Aware PG&E provides rebates, energy efficiency programs & tips	72%	↓	68%
6	Information was useful	44%* 6.67 (mean)	-	47%* 6.85 (mean)
-	Aware of TOU	55%	-	56%
-	Aware a choice of rate plans is available so you can decide which rate plan best suits your needs	38%	-	39%
-	Satisfied with product and services offered by PG&E	N/A		53%* 7.29 (mean)

While more customers understand benefits of saving/shifting energy, other metrics are unchanged or slipped slightly

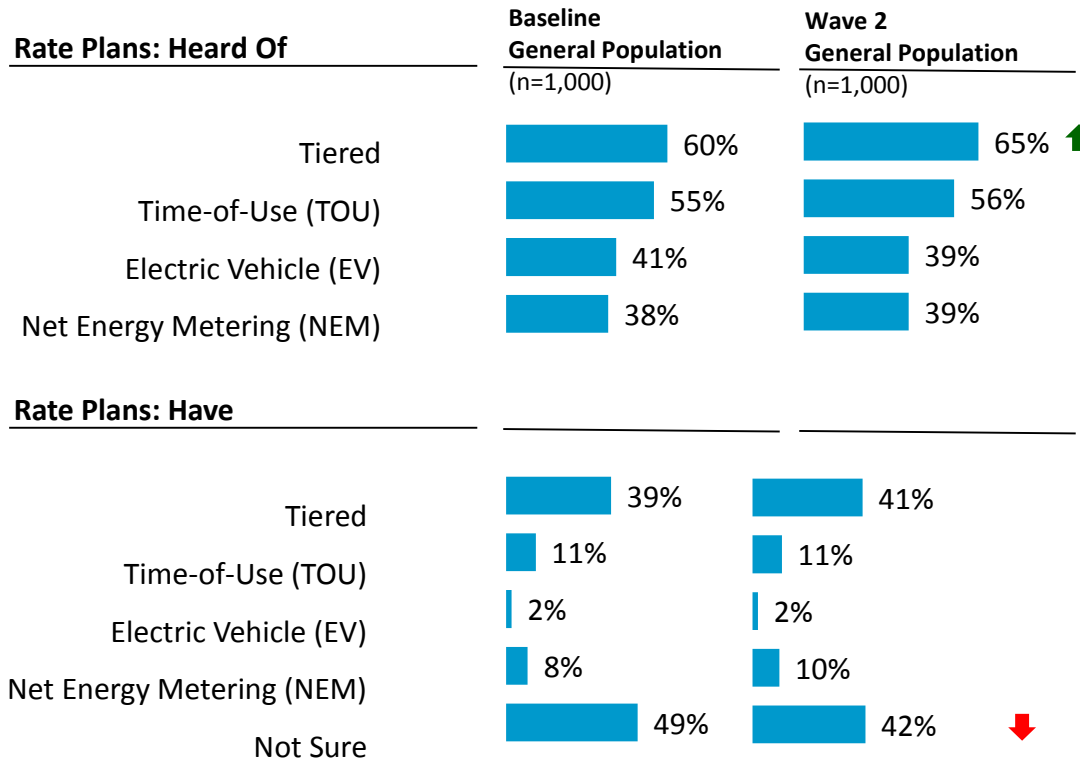
\*Percent rating 8-10



# ME&O Tracking Survey Results

**Awareness of the tiered rate rose to 65%, while awareness of TOU is unchanged at 56%.**

- Knowledge of their current rate plan type increased, with fewer (42%, down from 49%) saying they're "not sure" of their rate



The vast majority of *High users (77%)* have now heard of a tiered rate, and 51% claim to be on a tiered rate

*Care customers* are less aware of rate plan types and are more unsure of their current rate

Familiarity with rates is inching up...

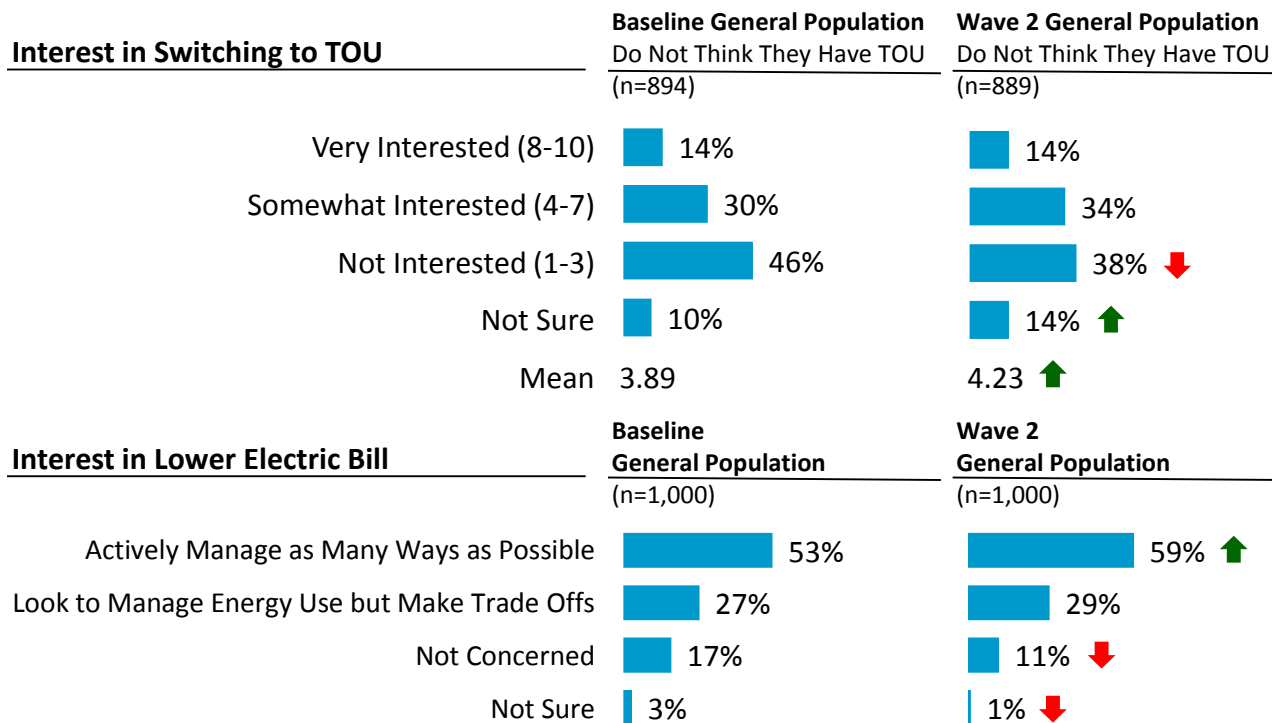


# ME&O Tracking Survey Results

Customers who don't think they have a TOU rate plan were asked their interest in it.

- 14% are very interested (no change), and another 34% are somewhat interested, up from 30%.
- Those not interested (1-3) dropped from 46% to 38%

More customers now say they “actively manage” energy to lower their electric bill



*High users are more likely to be “very interested” in TOU (19%)*

*CARE customers are less interested in TOU than non-CARE, but have more interest in lowering bill*

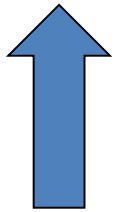
↓↑ Indicate a significant difference at the 95% confidence level

And there is more interest in TOU...

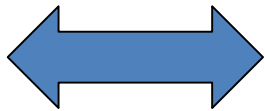
# ME&O Tracking Survey Results

**One in three (31%) of the general population of residential customers said have heard about upcoming *rate plan changes*, up from 27% in the baseline.**

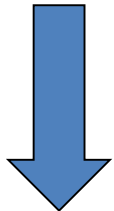
## Awareness



- Tier reduction (13% to 22%)
- High User Surcharge (34% to 43%)



- Choice of rate (39%)
- Rate comparisons (28%)
- Alerts (25%)



- Rates are available to help you manage price increases (34% to 29%, metric 1)

*49% high users have heard about rate changes*

*64% high users aware of HUS and 35% aware of Alerts*

Some changes to rate plans are breaking through, particularly among high users

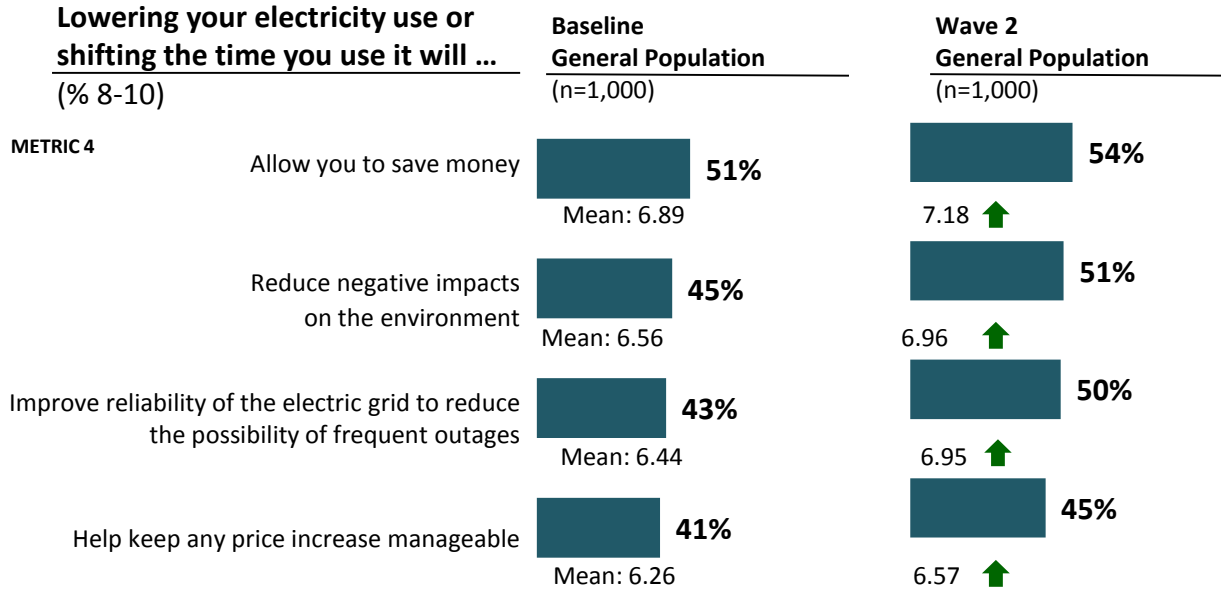




# ME&O Tracking Survey Results – Metric 4

Agreement for statements representing the benefits of lowering or shifting electricity use increased, ranging from 54% for “allow you to save money” to 45% for “help keep any price increase manageable.”

Mean scores also increased over the baseline.



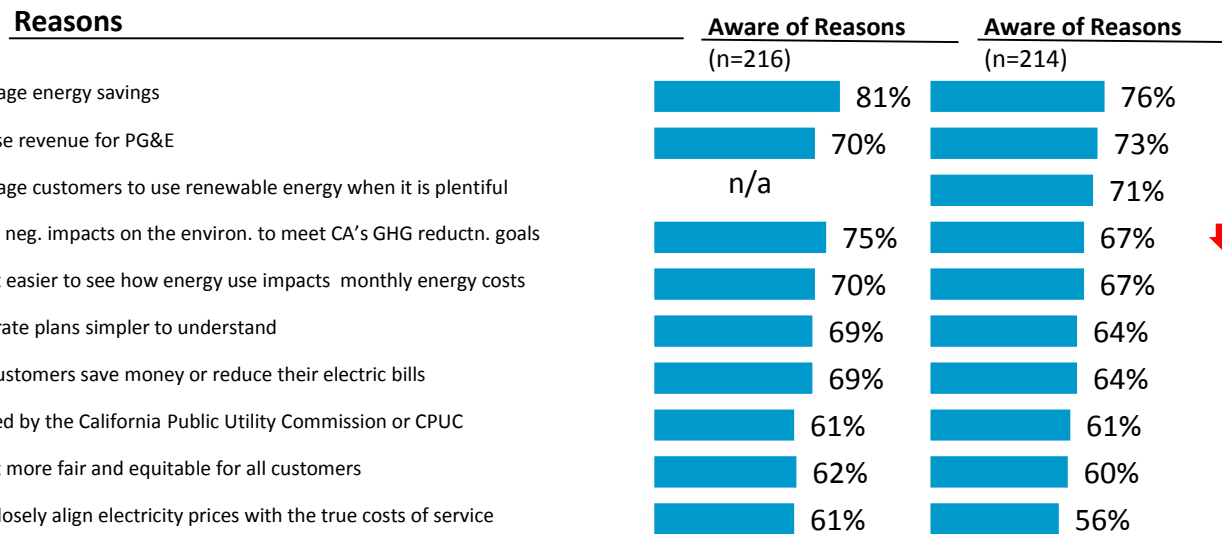
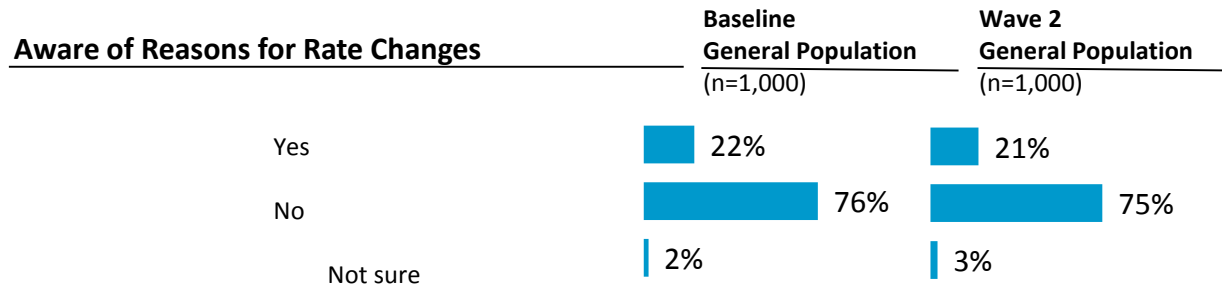
More customers understand the benefits of lowering energy use

↑↓ Indicate a significant difference at the 95% confidence level



# ME&O Tracking Survey Results

*The context for rate reform has not yet been communicated...the WHY is scattered and unclear with only about one in five (21%) aware of reasons for rate changes.*



Top reasons that customers identified are:

- (1) encourage energy savings,
- (2) increase revenue for PG&E, and
- (3) encourage customers to use cleaner, renewable energy when it is plentiful



↑↓ Indicate a significant difference at the 95% confidence level

# Rate Comparison Presentment Qualitative June 2017



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# Rate Comparison Presentment Qualitative

## Annual

A-T



Account No: <<Account ID>>  
Service Agreement ID: <<SAID>>  
Service Address: <<Service Address 1>>

### YOUR RATE COMPARISON

#### Are you on the best rate plan for your electricity usage?

Based on an analysis of your last 12 months of electricity usage, we've found that even without changing your habits, you could be saving on another plan.

Your Rate Plan Options	Current Plan Tiered Rate Plan (E1) <small>Three pricing levels based on monthly usage. Price doesn't vary by hour of the day.</small>	Time-of-Use 3-8 p.m. (ETOU-A) <small>Lower prices 19 hours Mon. - Fri. and all weekend. Higher prices 3-8 p.m. on weekdays.</small>	Switch now and save Time-of-Use 4-9 p.m. (ETOU-B) <small>Lower prices 19 hours Mon. - Fri. and all weekend. Higher prices 4-9 p.m. on weekdays.</small>
Estimated Average Monthly Electric Bill*	\$255/month	\$264/month	\$237/month
Total Electricity Costs	\$3,064/year	\$3,164/year	<b>\$2,838/year</b>

\* Estimates don't include gas. Values only reflect past usage and are based on similar seasonal temperatures throughout the year and the same energy use patterns. Actual costs may vary.

#### Switching is easy.

- Step 1:** Log in to your [pge.com](#) account  
You'll need your username and password, or your eleven-digit account ID (1234567890-2) or the last four digits of your SSN.
- Step 2:** Click "Compare Rate Plans"
- Step 3:** Switch your plan  
From the Electric Rate Plan Comparison page, click "Change Your Rate Plan," and select the plan suggested in the chart above.

To learn more about your rate plan options, visit [pge.com/findmyrate](#).

JOHN DOE  
1234 MAIN STREET  
ANYWHERE, CA 00000

## Monthly

M-T



Account No: <<Account ID>>  
Service Agreement ID: <<SAID>>  
Service Address: <<Service Address 1>>

### YOUR RATE COMPARISON

#### Are you on the best rate plan for your electricity usage?

Based on an analysis of your last 12 months of electricity usage, we've found that even without changing your habits, you could be saving on another plan.

Your rate plan options	Estimated Average Monthly Electric Bill*												Total electricity cost
	Cooler months						Warmer months						
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
<b>Current plan:</b> Tiered Rate Plan (E1) <small>Three pricing levels based on monthly usage. Price doesn't vary by hour of the day.</small>	\$344	\$232	\$265	\$273	\$264	\$264	\$190	\$216	\$264	\$291	\$304	\$273	<b>\$3,064</b>
Time-of-Use 3-8 p.m. (ETOU-A) <small>Lower prices 19 hours Mon. - Fri. and all weekend. Higher prices 3-8 p.m. on weekdays.</small>	\$277	\$214	\$249	\$254	\$247	\$249	\$301	\$252	\$348	\$348	\$325	<b>\$3,164</b>	
<b>Switch now and save:</b> Time-of-Use 4-9 p.m. (ETOU-B) <small>Lower prices 19 hours Mon. - Fri. and all weekend. Higher prices 4-9 p.m. on weekdays.</small>	\$239	\$195	\$201	\$208	\$200	\$223	\$159	\$183	\$333	\$311	\$347	\$277	<b>\$2,838</b>

\* Estimates don't include gas. Values only reflect past usage and are based on similar seasonal temperatures throughout the year and the same energy use patterns. Actual costs may vary.

#### Switching is easy.

- Step 1:** Log in to your [pge.com](#) account  
You'll need your username and password, or your eleven-digit account ID (1234567890-2) or the last four digits of your SSN.
- Step 2:** Click "Compare Rate Plans"
- Step 3:** Switch your plan  
From the Electric Rate Plan Comparison page, click "Change Your Rate Plan," and select the plan suggested in the chart above.

To learn more about your rate plan options, visit [pge.com/findmyrate](#).

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1234 MAIN STREET  
ANYWHERE, CA 00000

## Seasonal

S-T



Account No: <<Account ID>>  
Service Agreement ID: <<SAID>>  
Service Address: <<Service Address 1>>

### YOUR RATE COMPARISON

#### Are you on the best rate plan for your electricity usage?

Based on an analysis of your last 12 months of electricity usage, we've found that even without changing your habits, you could be saving on another plan.

Your rate plan options	Estimated Average Monthly Electric Bill*		
	Cooler months (Oct - May)	Warmer months (Jun - Sep)	Total electricity cost
<b>Current plan:</b> Tiered Rate Plan (E1) <small>Three pricing levels based on monthly usage. Price doesn't vary by hour of the day.</small>	\$244/month	\$278/month	<b>\$3,064</b>
Time-of-Use 3-8 p.m. (ETOU-A) <small>Lower prices 19 hours Mon. - Fri. and all weekend. Higher prices 3-8 p.m. on weekdays.</small>	\$234/month	\$323/month	<b>\$3,164</b>
<b>Switch now and save:</b> Time-of-Use 4-9 p.m. (ETOU-B) <small>Lower prices 19 hours Mon. - Fri. and all weekend. Higher prices 4-9 p.m. on weekdays.</small>	\$209/month	\$293/month	<b>\$2,838</b>

\* Estimates don't include gas. Values only reflect past usage and are based on similar seasonal temperatures throughout the year and the same energy use patterns. Actual costs may vary.

#### Switching is easy.

- Step 1:** Log in to your [pge.com](#) account  
You'll need your username and password, or your eleven-digit account ID (1234567890-2) or the last four digits of your SSN.
- Step 2:** Click "Compare Rate Plans"
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From the Electric Rate Plan Comparison page, click "Change Your Rate Plan," and select the plan suggested in the chart above.

To learn more about your rate plan options, visit [pge.com/findmyrate](#).

JOHN DOE  
1234 MAIN STREET  
ANYWHERE, CA 00000



**The  
Big  
Picture**

*None of the customers previously aware that PG&E offered rate plan options, and welcome having choices.*

*Most recognize from the Presentments that there are three available plan options from which to choose.*

*Customers appreciate the spotlighting of their best alternative.*

*Of 3 Presentments (annual, seasonal; and monthly), no single Presentment was identified as being clearest or most useful.*

Customers appreciate choices and “best” rate, divided on Presentment type

- **No time to internalize**
- **Complex**
- **Communication challenges**



*"I just glance and go to the bill."*

*"Went over five times and still confused."*

*"I can't wrap my head around this"*

*"For someone without a high school diploma, this would be hard to understand."*

**We are asking a lot from the customer in terms of comprehension. Simplification is key to ensure key messages are clearly communicated.**

# Summer Heat Campaign

## June – September 2017



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# Summer Heat Campaign - Overview

<b>Goals</b>	Help residential customers better manage their energy use and costs in the face of higher seasonal energy bills
<b>Audience</b>	<b>General</b> – customers in hotter areas of the service territory who are likely to experience higher seasonal bills <b>High Impact</b> – subset of the general customer audience, defined as those who would see an increase of at least \$10/10% for CARE and at least \$20/10% for non-CARE
<b>Channels*</b>	<b>General</b> - Radio, Digital (display and SEM), Print Ads, Bill Inserts <b>High Impact</b> - All above plus email (123K) and/or direct mail (123K) and/or telephone outreach (43K)
<b>Content</b>	Acknowledge higher summer bills; emphasize bill and energy management solutions (Budget Billing, Bill Forecast Alert, Home Energy Checkup, Savings tips); Drive to the pge.com summer landing pages for more information.
<b>Metrics</b>	<ul style="list-style-type: none"><li>• Measure reach and engagement with the media</li><li>• Monitor clicks to the landing page and engagement with content</li><li>• Track engagement with the promoted solutions</li></ul>

\*Note, different combinations of outreach are being tested in the various DMA's to determine which mix is most effective





# Summer Heat Campaign – Creative

## Email

English w/ Spanish Option

Save energy and money in minutes with these simple ideas

**Avoid spikes in energy bills that can come with hotter weather**

Take advantage of tools and simple savings ideas [Start Saving >](#)

- Save 20% or more on energy costs with CARE**  
The California Alternate Rates for Energy program offers major savings to qualified customers. [SIGN UP >](#)
- Get no-cost energy-saving home upgrades**  
The Energy Savings Assistance Program offers no-cost home energy upgrades to qualified customers. [APPLY NOW >](#)
- Avoid high bills with Bill Forecast Alert**  
Receive notifications when you're likely to exceed a bill amount you choose so you can adjust your energy use. [GET STARTED >](#)

**Three ideas to save you up to \$135/year**

- Use fans instead of AC and save significantly on AC costs.**  
**SAVE UP TO \$10/YEAR**
- Use and switch off power strips to cut power from multiple devices at once.**  
**SAVE UP TO \$75/YEAR**
- Weatherstripping windows and doors keeps cool air inside.**  
**SAVE UP TO \$60/YEAR**

[Get more solutions >](#)

## Postcard

(front and back panel)

Sent to customers in English only or in English/Spanish (pictured)

**Avoid spikes in your summer energy bills**  
Take advantage of tools to keep your costs under control

**Evite los incrementos súbitos en su factura de energía**  
Aproveche las herramientas gratis para mantener sus costos bajo control

**Take control of your summer energy bills with these helpful tools**

- Bill Forecast Alert**  
Receive notifications when you're likely to exceed a bill amount you choose so you can adjust your energy use.
- Budget Billing (Facturación Económica)**  
Budget Billing averages out your monthly payment amounts so you won't see big spikes on your energy statement.

Find more easy ways to save energy and money at [pge.com/summersaver](http://pge.com/summersaver).

**Tome el control de sus facturas de energía del verano con estas útiles herramientas**

- Bill Forecast Alert (Alerta de Pronóstico de Factura)**  
Reciba notificaciones cuando sea predecible que vaya a exceder la cantidad específica que usted haya elegido pagar en su factura de forma que pueda ajustar su consumo de energía.
- Budget Billing (Facturación Económica)**  
Budget Billing saca un promedio de sus pagos mensuales, de modo que usted no vea un incremento súbito en sus facturas.

Aproveche fáciles formas de ahorrar energía y dinero en [pge.com/ahorradordeverano](http://pge.com/ahorradordeverano).

**Digital Banner Ad**  
English (pictured)/Spanish

**Bill Forecast Alert**  
Get notifications so you can avoid the surprise of a high energy bill

**Bill Forecast Alert**  
Get notifications so you can avoid the surprise of a high energy bill

**Bill Forecast Alert**  
Get notifications so you can avoid the surprise of a high energy bill

[GET STARTED NOW >](#)

## Summer Campaign Landing Page

English/Spanish (Pictured)

Están felices porque llegó el verano – Usted está feliz de ahorrar energía y dinero

Entendemos que a nadie le gusta recibir facturas de energía más altas de lo esperado

Estas herramientas pueden ayudarle a ahorrar energía y dinero este verano

- Bill Forecast Alert (Alerta de Pronóstico de Factura)**
- Budget Billing (Facturación Económica)**
- Home Energy Checkup (Evaluación del Consumo de Energía en el Hogar)**

Usted podría ahorrar incluso más si reúne los requisitos de estos programas adicionales

- California Alternate Rates for Energy (CARE)**
- Energy Savings Assistance Program**
- Relief for Energy Assistance through Community Help (REACH)**

Pruebe estas sencillas soluciones para disfrutar de un verano de ahorros

**AHORRE CON ESTAS IDEAS DE A/C**

**UTILICE ESTOS AHORRADORES DE ENERGÍA EN CUALQUIER ESTACIÓN Y AHORRE**

**CHAPOTEES DE ALEGRÍA POR EL AHORRO DE ENERGÍA EN SU PISCINA**

**IMPENDEBILICE SU HOGAR Y AHORRE**

**HAGA MEJORAS GRATUITAS EN SU HOGAR PARA AHORRAR TODO EL AÑO**



# Summer Heat Campaign

## Summary of learnings:

- Target different combinations of tactics to key geographies/customers as part of the larger Summer Heat Campaign

## Desired Outcome:

- Learn which channel mixes provides the best customer engagement (i.e. visits to web, program sign-up, customer satisfaction, reduced calls to the call center) and are most cost efficient to inform the channel strategy for future seasonal outreach

**Timing for Report:** December 2017

Test Market	Digital Media	E-Mail	Radio	Direct Mail*	Telephone
Chico-Redding	X	X			
Sac-Stock-Modesto	X	X	X		
Bakersfield	X	X	X		X
Fresno-Tulare	X	X	X	X	

# Influencer Campaign

## April 2017



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# Influencer Marketing

## Objective:

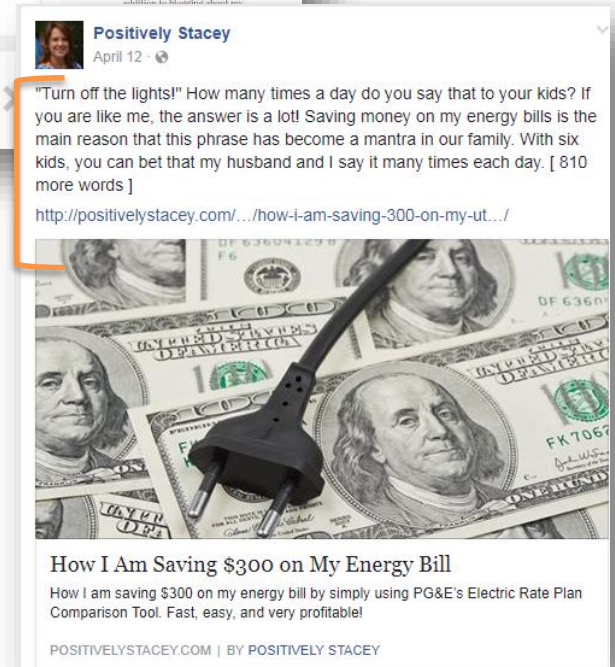
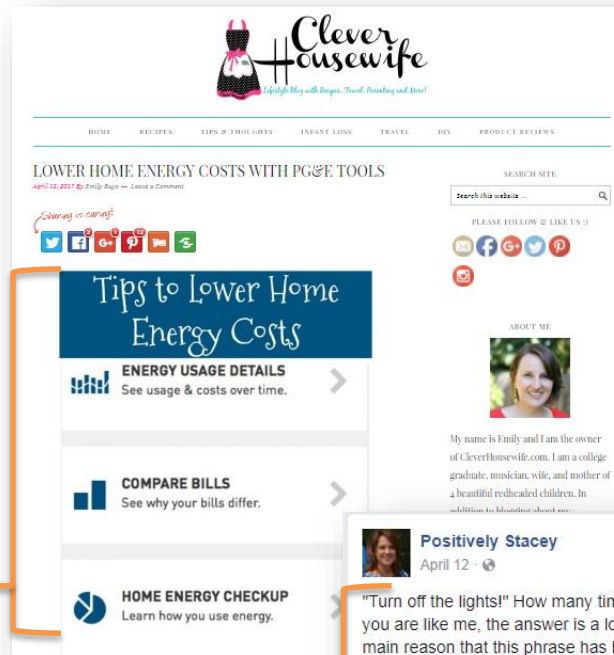
Leverage bloggers in the PG&E territory to increase customer awareness of ways to manage their bill/home energy use with PG&E's Rate Comparison Tool and Home Energy Checkup.

## Influencer assignment:

Engage with PG&E's Rate Comparison Tool and Home Energy Checkup and write blog posts/social content about what they learned by interacting with these tools.

## Results:

- 25 pieces of content created and shared across 5 social platforms
- Audience reach: 746k
- 24.67% blog engagement rate (clicks, shares, comments, likes); *avg blog engagement rate is 20%*



# Appendix



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# TOU Enrollments

TOU Rate Options	Number of TOU Customers as of March 31, 2017	Number of TOU Customers as of June 30, 2017	Change Since Last PRRR (March 2017) <sup>(a)</sup>
E-TOU-A	52,410	68,006	15,596
E-TOU-B	20,048	28,175	8,127
E-6 <sup>(a)</sup>	106,295	104,185	-2,110
EV-A	34,619	36,717	2,098
EV-B	381	578	197
Total	213,753	237,661	23,908

(a) PG&E's TOU rate website can be found at [www.pge.com/timeofday](http://www.pge.com/timeofday)

(b) The E-6 rate is closed to new customers, so enrollment can only decrease.



# Expenditures

## RATE REFORM COSTS AUGUST 2015 – JUNE 2017

		2015 (Aug-Dec)	2016 Total	2017 Q1 Total	2017 Q2 Total	2015-2017 Total
<b>Opt-in Pilot</b>	IT	\$ 57,641	\$ 904,880	\$ 111,510	\$ 17,822	\$ 1,091,853
	ME&O	\$ 356,275	\$ 1,309,419	\$ 110,994	\$ 231,599	\$ 2,008,288
	Contact Center	\$ -	\$ 44,940	\$ 5,531	\$ 14,014	\$ 64,485
	Billing Ops	\$ -	\$ 17,740	\$ 9,728	\$ 12,689	\$ 40,158
	Operations	\$ 42,888	\$ 1,525,975	\$ 624,017	\$ (135,142)	\$ 2,057,738
	Consultant	\$ 209,328	\$ 774,837	\$ 560	\$ 17,342	\$ 1,002,067
	Incentive	\$ -	\$ 2,382,850	\$ 23,850	\$ 366,975	\$ 2,773,675
	<b>Opt-in Total</b>	<b>\$ 666,132</b>	<b>\$ 6,960,641</b>	<b>\$ 886,191</b>	<b>\$ 525,299</b>	<b>\$ 9,038,263</b>
<b>Default Pilot</b>	IT	\$ -	\$ 1,967	\$ 50,937	\$ 336,875	\$ 389,779
	ME&O	\$ -	\$ 158,195	\$ 185,164	\$ 57,717	\$ 401,075
	Contact Center	\$ -	\$ -	\$ -	\$ -	\$ -
	Billing Ops	\$ -	\$ -	\$ 5,742	\$ 15,855	\$ 21,596
	Operations	\$ -	\$ 152,851	\$ 177,952	\$ 382,159	\$ 712,963
	Consultant	\$ -	\$ 59,658	\$ (59,658)	\$ -	\$ -
	<b>Default Total</b>	<b>\$ -</b>	<b>\$ 372,671</b>	<b>\$ 360,136</b>	<b>\$ 792,606</b>	<b>\$ 1,525,413</b>
<b>Default Implementation</b>	Operations				\$ 1,108	\$ 1,108
		\$ -	\$ -	\$ -	\$ 1,108	\$ 1,108
<b>Outreach</b>	IT	\$ 901,664	\$ 3,059,017	\$ 877,410	\$ 483,699	\$ 5,321,791
	ME&O	\$ 114,895	\$ 5,531,125	\$ 327,697	\$ 359,225	\$ 6,332,941
	Contact Center	\$ 911	\$ 519,181	\$ 485,604	\$ 477,575	\$ 1,483,271
	Billing Ops	\$ -	\$ 107,757	\$ 188,615	\$ 270,770	\$ 567,142
	Operations	\$ -	\$ 2,299,871	\$ 704,871	\$ 596,807	\$ 3,601,549
	Consultant		\$ 147,084	\$ -	\$ -	\$ 147,084
	<b>Outreach Total</b>	<b>\$ 1,017,470</b>	<b>\$ 11,664,034</b>	<b>\$ 2,584,197</b>	<b>\$ 2,188,077</b>	<b>\$ 17,453,779</b>
<b>Total 2015-2017 Expenditures (RRRMA)</b>		\$ 1,683,602	\$ 18,997,346	\$ 3,830,524	\$ 3,507,090	\$ 28,018,563



# TOU Acquisition Summary

<b>Project</b>	Encourage residential electric customers to switch to a new time-of-use rate plan in June 2017.
<b>Business Objective</b>	<ul style="list-style-type: none"><li>• Identify most cost-effective acquisition tactics;</li><li>• Refine target audience profiles;</li><li>• Provide positive customer experience, esp. for Central Valley and CARE</li><li>• Test the impacts of acquiring customers in the summer season;</li><li>• Track Balanced Billing adds and impact on acquisition and “churn”</li><li>• Evaluate Customer Satisfaction implications of this campaign</li></ul>
<b>Regulatory Requirements</b>	Was filed and approved as an “alternative” to sending rate comparison mailers in Spring 2017. It will help reduce the operational burden for Default and will provide helpful intelligence.
<b>Target Audience</b>	A selected population of ~200,000 TOU “winners” (save > \$120 annually, > \$60 for CARE). Most those customers have higher energy bills and benefit from switching to ETOU-B. Emphasize Central Valley and CARE Benefitters.
<b>Marketing Tactics</b>	<ul style="list-style-type: none"><li>• Focus on direct channels – Direct Mail and Email</li><li>• Incorporate best practices from Rate Mailer Test &amp; Learn</li><li>• Test “gamification” as part of larger MEO approach</li><li>• Deliver rate support cadence to new and existing TOU-A and TOU-B customers, to possibly include: Welcome Kit; summer seasonal support; rate performance feedback; winter seasonal support</li></ul>
<b>Results Pending</b>	<ul style="list-style-type: none"><li>• Results will be available in October and will include data on what marketing tactics proved most cost effective to acquire customers on as well as survey-based customer feedback.</li></ul>





# TOU Acquisition Creative Examples

## Direct Mail



Together, Building  
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Pacific Gas and Electric Company  
P.O. Box 997300  
Sacramento, CA 95899-7300

<Month XX, 2017>

<FIRST\_NAME> <LAST\_NAME>  
<BILLING\_ADDRESS1>  
<BILLING\_ADDRESS2>  
<BILLING\_CITY> <BILLING\_STATE> <BILLING\_PLUS4>  
<barcode>

Dear <First Name> <Last Name>.

We've recently analyzed your energy usage over the last 12 months and found that you could save money on one of our new Time-of-Use rate plans. In fact, even without changing your energy habits, you could save \$<SAVINGS> annually by switching to the new Time-of-Use Rate Plan <RATE\_HRS> p.m. (<BEST\_RATE>).\*

With a Time-of-Use rate, when you use energy is as important as how much you use:

- Rates are lowest before <PK\_START> p.m. and after <PK\_END> p.m. on weekdays, and during all hours on weekends and most holidays.
- You can save even more money by shifting some of your energy use to lower-priced times of the day.
- Rates also vary by season: eight cooler months (October – May) have lower prices than four warmer months (June – September).

While you are calculated to save money annually on a new rate plan, certain bills can be higher due to seasonal changes in energy use. PG&E has tools and programs to give you even more control, like Budget Billing, which averages out your monthly payment amount so you won't see big spikes on your energy statement.

Sincerely,

Customer Care Team  
Pacific Gas and Electric Company

P.S. Use our Rate Comparison Tool to see how much you could save on one of our Time-of-Use rate plans. Just visit [pge.com/myrateanalysis](http://pge.com/myrateanalysis).

\* These savings are based on your energy use over the past year, using today's prices. Cost comparison information is provided for illustrative purposes only and does not constitute a representation or recommendation by PG&E as to what rate is best for you. PG&E cannot guarantee the accuracy, completeness or usefulness of the estimated cost savings information. PG&E expressly disclaims any and all liability for any damages of any nature (including direct, indirect, incidental and consequential) arising in connection with the use of the estimated cost savings information. Your results on <BEST\_RATE> are displayed because our personalized energy usage analysis demonstrates that you could save the most on this rate plan. For information about how your current rate compares to other available rate plans, visit [pge.com/myrateanalysis](http://pge.com/myrateanalysis).

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Save up to \$<SAVINGS>  
per year by switching to a  
Time-of-Use rate plan.

### Switch rate plans. Start saving.

You are missing out on a savings opportunity.

Switching to the Time-of-Use Rate Plan <RATE\_HRS> p.m. (<BEST\_RATE>) could save you \$<SAVINGS> per year.

Just visit [pge.com/myrate](http://pge.com/myrate) or call 1-866-936-4743.

Don't have a pge.com online account yet? Sign up using your 11-digit account number:

<ACCOUNT\_ID>

## Email

SUBJECT LINE: Act now: Switching to a new rate plan could save you \$<SAVINGS> per year.

Act now: You are missing out on the chance to save \$<SAVINGS> per year.

Your usage shows that you could save on a Time-of-Use rate plan. [View this email as a web page »](#)

Switch to a Time-of-Use rate plan. Save \$<SAVINGS> annually.

Based on the way you use energy, you could save just by switching plans\* [Switch and save »](#)

### Switch to a new plan and save right away

We've recently analyzed your energy usage over the last 12 months and found that you could save money on one of our new Time-of-Use rate plans.

- You are currently on the Tiered Rate Plan (E1).
- If you switch to our Time-of-Use <RATE\_HRS> p.m. (<BEST\_RATE>) your annual electricity cost could be \$<SAVINGS> less per year.

[Compare rate plans »](#)



### Switch to Budget Billing to make energy costs more predictable.

This plan averages out your monthly payment amount so you won't see big spikes on your energy statement.

[Enroll today »](#)

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Together, Building  
a Better California

[pge.com](http://pge.com) | [Privacy](#) | [Disclosure](#) | [Subscribe](#) | [Unsubscribe](#)

For inquiries, please do not reply to this email. Submit feedback via [Contact Us](#). PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation, 77 Beale St. San Francisco, CA 94105.

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CRS-0317-7672



# Integrated Outreach

## **Time of Use Acquisition Integration**

- **Influencer Marketing** (April): Five online bloggers with large followings helped promote rate plan options and Home Energy Checkup to their followers.
- **Residential Digital Newsletter** (April/May/June): Inform the 1.7 million recipients of the digital newsletter about rate plan options.

**High Usage Communication:** In June, PG&E communicated with those customers that were newly identified as “at risk” (23,000) based on usage data from March 1, 2016, through February 28, 2017.

**Time of Use Welcome Kits:** 11,000 customers who selected one of the available TOU rates received a welcome kit emphasizing ways to save energy on TOU rate plans, including conservation tips, energy management tools and rebates.

## **Opt-In Pilot Communications**

- **Summer Seasonal Support:** Customers received communications highlighting ways to shift energy usage and information on Balanced Payment Plan (now Budget Billing), Air Conditioning Quality Care, and energy savings tips online.
- **End of Bill Protection:** Opt-in Pilot customers received an end of bill protection notice mailing that featured Budget Billing.

**Start Transfer Initiative :** In Q2 2017, CSRs began piloting the decision tree and script. The pilot is currently scheduled to run from June to August 2017. PG&E expects to analyze results in Q3 2017.



# TOU Welcome Kit

## Development

- Creative developed in Fall 2016
- Based on content and research from TOD Pilot

## Next Steps

- Content being refreshed in Summer 2017 with updated rate language, simplified content, and stickers
- New content will deploy for those who switch rates based on Acquisition campaign starting in August 2017

**Check the hour before using power**  
Shift your energy use to **off-peak** times to save on your new rate plan

You are now enrolled in PG&E's Time-of-Use 3 to 8 p.m. (ETOU-A) rate plan, a rate plan that can help give you more control over your energy statements and supports a cleaner, more reliable grid.

<p><b>Off-Peak \$</b> Lower Prices <b>19 hours (Mon. — Fri.)</b> Late night, throughout the morning, and into midday.</p>	<p><b>Peak \$\$</b> Higher Prices <b>5 hours (Mon. — Fri.)</b> Late afternoon and evening (excluding holidays).</p>
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On your new Time-of-Use rate plan, the price of electricity depends on the time of day. Prices are lower during times of day when demand for electricity is generally lower and the cost is cheaper.

**The two different time periods**



**WEEKDAYS** (excluding holidays)  
Prices are higher during **peak** times of 3 to 8 p.m., Monday through Friday. All other weekday hours are **off-peak**.



**WEEKENDS & HOLIDAYS**  
All weekends and holidays are lower-priced, **off-peak**.

To save money on your rate plan, shift your energy use away from the **peak** hours, 3 p.m. to 8 p.m., on non-holiday weekdays (Mon. — Fri.).

**Tools for success on your Time-of-Use rate plan**

- Balanced Payment Plan:** Because the price of electricity varies by time and season on your Time-of-Use rate plan, your statement may vary throughout the year. The Balanced Payment Plan levels out your monthly payments so you don't see spikes from month to month. Learn more at [pge.com/balanced](http://pge.com/balanced)
- High-Impact Tips:** With PG&E's energy-savings tips, you can find verified actions that can save you the most money on your energy statement. For example, since your refrigerator is always using energy, one of the best ways to reduce your energy use is to set its temperature to 38°F. See all our top tips at [pge.com/tips](http://pge.com/tips)
- Home Energy Checkup:** Our free 5 minute online Home Energy Checkup gives you a list of personalized improvements that can boost your home's energy efficiency. You'll also learn how much of your home's energy costs go to heating, appliances, lighting and other uses every month. Just answer a few basic questions. Learn more at [pge.com/homeenergycheckup](http://pge.com/homeenergycheckup)
- Energy Alerts:** Energy Alerts help you manage your energy statements by allowing you to set an alert at the bill amount of your choice. When your statement is projected to exceed that amount, you will be notified by email, text, or phone. Sign up at [pge.com/energyalerts](http://pge.com/energyalerts)
- Have questions? We're here to help.** To speak with a Customer Service Representative call 1-800-743-5000


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**Time-of-Use 3 to 8 p.m. (ETOU-A)**

**Welcome to your new Time-of-Use rate plan**



**PG&E** Together, Building a Better California

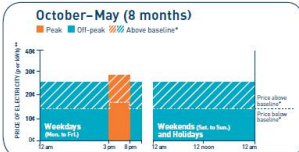


**Remember:**  
“... when you use energy is as important as how much you use.”

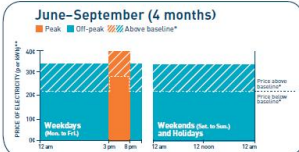
**Your Time-of-Use rate plan also has two seasons**

The cost of electricity on your rate plan is lower during the cooler months from October to May, and is higher during the warmer months from June to September.

**October–May (8 months)**



**June–September (4 months)**



\* At the beginning of each month, you're given an initial electricity allowance ("baseline") based on where you live, the season, and whether you heat your home with electricity or natural gas. Energy use below this baseline amount is billed at a lower rate. If you exceed the baseline amount, your energy use will be billed at a higher rate. To find your baseline allowance, visit [pge.com/baseline](http://pge.com/baseline)

\*\* Prices per kilowatt hour are rounded to the nearest cent and accurate as of 10/12/2016. For current pricing visit [pge.com/tariffs](http://pge.com/tariffs)

**Make your rate plan work for you**

Shift when you use larger amounts of energy to lower-priced, **off-peak** times of day to succeed on your **Time-of-Use rate plan**. PG&E is here to help with tips that make it simple and could save you money.

- Pre-cool your home**
  - Don't turn on your A/C right when it gets hottest, in the afternoon.
  - Allow cool air from the morning or night to flow into your home. As the temperature rises, close the windows and draw the shades to keep pre-cooled air inside, and use a fan to circulate the air.
  - Turn your A/C on in the morning and through lunch to cool the house, and turn it off before 3 p.m.
- Do smarter laundry**
  - Don't run partial loads of laundry in the afternoon, using hot water and the highest dryer setting.
  - Wash only full loads with cold water in the morning, later at night, or on the weekends.
  - Clean your clothes dryer's lint screen after every load to improve air circulation. Use the moisture sensor to turn it off automatically when clothes are dry.
- Delay the dishes**
  - Don't run the dishwasher while you prepare dinner or just after you eat.
  - Start your dishwasher right before you go to bed.



# High Usage Surcharge results

## HUS campaign outreach Q2

Channel	Quantity*	Deployment date	Unique Open Rate	Unique CTR
Email	10K	6/26	38%	6.52%
Direct mail	23K	6/22		

## HUS campaign impact Q2

Visits to Website ( <a href="http://www.pge.com/highusage">www.pge.com/highusage</a> )	Calls to Call Center	High Usage Alerts
13,200	13,000	45,850

\*If valid email address and billing address are available, customers receive both DM and EM communications



# High Usage Campaign Creative

## Direct mail

### NON-CARE

**PG&E** Pacific Gas and Electric Company  
P.O. Box 997300  
Sacramento, CA 95899-7300

<June XX, 2017>

Dear <FIRST\_NAME> <LAST\_NAME>:

To encourage energy conservation, a newly mandated High Usage Surcharge is being introduced across California beginning March 2017. The surcharge is added to customers' energy statements whenever their electricity usage reaches four times their Baseline Allowance<sup>1</sup> in a monthly billing period.

Our records show that you may be at risk of incurring the High Usage Surcharge because you have exceeded four times your Baseline Allowance at least once during the last twelve months. Due to the timing of this letter, we acknowledge some customers may have already received the High Usage Surcharge this year, along with a separate notification from us. In either case, we want to let you know that PG&E is here to help you manage your energy use to avoid additional charges in the future.

**PG&E offers a variety of energy-saving tips, tools, and programs that can help you avoid the High Usage Surcharge.**

<b>Sign up for High Usage Alerts to be notified when you are at risk of incurring the surcharge.</b> <a href="http://pge.com/highusage">pge.com/highusage</a>	<b>Do you have a medical condition with special energy requirements? Check if you're eligible for the Medical Baseline Allowance.</b> <a href="http://pge.com/medicalbaseline">pge.com/medicalbaseline</a>	<b>Get customized energy-saving recommendations with our five-minute Home Energy Checkup.</b> <a href="http://pge.com/quickenergycheckup">pge.com/quickenergycheckup</a>
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Visit [pge.com/highusage](http://pge.com/highusage) for these resources and more:

- Most rate plans do not include the High Usage Surcharge. Use our Electric Rate Plan Comparison tool to ensure you're on the best rate plan for you.
- Find rebates for energy-efficient products and appliances.
- Explore energy-saving tips, tools, and programs such as Energy Upgrade California<sup>2</sup> Home Upgrade<sup>3</sup>.

For more information on the surcharge, please visit [pge.com/highusage](http://pge.com/highusage) or call 1-800-743-0514.

Thank you for being a valued PG&E customer.  
Customer Care Team  
Pacific Gas and Electric Company

Simple solutions to reduce your energy use and avoid the newly mandated High Usage Surcharge  
Go to [pge.com/highusage](http://pge.com/highusage) for more information

## Email

### NON-CARE

Energy-saving tips, tools, and programs that can help you avoid the High Usage Surcharge.

Simple solutions to avoid the new High Usage Surcharge

Sign up for alerts to avoid the surprise of high energy bills [Sign up now >](#)

Dear <FIRST\_NAME> <LAST\_NAME>:

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Energy-saving tips, tools, and programs that help you avoid the High Usage Surcharge:

 <b>High Usage Alerts</b> Sign up for High Usage Alerts to be notified when you are at risk of incurring the surcharge. <a href="#">SIGN UP &gt;</a>	 <b>Medical Baseline Allowance</b> Do you have a medical condition with special energy requirements? Check if you're eligible for the Medical Baseline Allowance. <a href="#">CHECK ELIGIBILITY &gt;</a>	 <b>Home Energy Checkup</b> Get customized energy-saving recommendations with our five-minute Home Energy Checkup. <a href="#">GET STARTED &gt;</a>
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- Most rate plans do not include the High Usage Surcharge. Use our Electric Rate Plan Comparison tool to ensure you're on the best rate plan for you.
- Find rebates for energy-efficient products and appliances.
- Explore energy-saving tips, tools, and programs such as Energy Upgrade California<sup>2</sup> Home Upgrade<sup>3</sup>.

Find more ways to avoid the surcharge >

For more information on the surcharge, please visit [our website](http://our website) or call 1-800-743-0514.

Thank you for being a valued PG&E customer.  
Customer Care Team  
Pacific Gas and Electric Company

Simple solutions to avoid the new High Usage Surcharge

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Energy-saving tips, tools, and programs that help you avoid the High Usage Surcharge:

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Find more ways to avoid the surcharge >

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Simple solutions to reduce your energy use and avoid the newly mandated High Usage Surcharge

Go to [pge.com/highusage](http://pge.com/highusage) for more information

<June XX, 2017>

Dear <FIRST\_NAME> <LAST\_NAME>:

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[pge.com/highusage](http://pge.com/highusage)

**Do you have a medical condition with special energy requirements? Check if you're eligible for the Medical Baseline Allowance.**

[pge.com/medicalbaseline](http://pge.com/medicalbaseline)

**Explore energy-saving tips, tools, and programs such as the Energy Savings Assistance Program.**

[pge.com/energyhelp](http://pge.com/energyhelp)

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