



Core Gas Conservation Plan SF/Peninsula

Winter 2010



Gas Conservation Plan Summary

Project Objective:

- Raise public awareness of need for gas conservation among residential customers in San Francisco and San Mateo counties during Dec-Feb 2010/2011
- Decrease the chance of SF/San Mateo county noncore customer curtailment

Key Statistics:

- Winter Gas Savings typically drives 10% voluntary core customer gas load reduction. This load reduction is already factored into gas planning's load assumptions (for Jan/Feb 2011)
- 5- year average Gas Bills for December:
 - \$75 in San Mateo
 - \$50 in San Francisco



Gas Conservation Program

Incent San Francisco and San Mateo county residential customers to conserve gas usage during this winter.

- **December:** Incent residential customer with gas accounts in San Mateo and San Francisco county with a \$25 VISA gift card. Customers who save over 0% in December versus the past three-year December average will receive the gift card in early 2011.
- **January and February:** Increase marketing efforts in San Francisco and San Mateo county through PG&E's Winter Gas Savings (WGS) program to promote conservation.



Program Funding

Shareholder Funding

- The Gas Conservation Plan will be entirely shareholder funded.
- \$7.0 million for all costs related to December gas conservation plan.
- \$0.650 million for increased marketing and outreach of WGS program to San Francisco and San Mateo county.



Regulatory Requirement

- All residential gas customers who may be subject to curtailment this winter in San Francisco and the Peninsula are eligible to participate in the program, therefore PG&E is treating similarly situated customers similarly.
- The program does not represent a deviation from PG&E's tariffs, therefore an advice letter filing is not needed.
- PG&E's shareholders will fund the cost of the gift card and additional marketing of the WGS program.



Timeline/Key Decision Dates

| Date | Milestone |
|----------------|-----------------------------------------------------------------------|
| Dec 1 – Dec 31 | Gift Card Incentive Program |
| Dec 1 – Dec 31 | TV, radio, print, online advertisement airs |
| Dec 1 – Dec 31 | Website goes live |
| Jan/Feb 2010 | WGS Marketing, territory-wide (SF/Peninsula heavy marketing included) |
| Mar 2010 | VISA gift cards mailed to customers |