

In response to Energy Division email received on 3/9/2011, PG&E's responses are in green.

1a) Budget for in-home visits per year and cumulative for the now-two year period.

Our rough estimate for providing this service is \$500 per survey conducted. This includes the survey itself, in addition to the work that goes in to supporting the survey and increasing its value for our customers.

1b) Number of homes that would be targeted to be visited within that budget by year, cumulative for 2011-2012.

PG&E expects to visit between 500-1000 houses per year.

2) Primary goal of in-home visits, naming specific programs or actions that would be the primary aims of the visit to promote

The primary goal of the in-home visits would be to help customers understand their energy use, understand their bill, and to suggest implementation of EE projects for customers with a high probability to implement the survey's suggestions.

3) Training or certification required of personnel making in-home visits

PG&E will train the individuals who will be making the in-home visits. The Stockton Training Center (ETC) will provide the training. Cost for this will be minimized by leveraging off current training and work done in previous years with similar programs.

4) Description of any materials or energy-saving devices/kits that would be "left behind" for in home visits

No energy kits would be left at the homes. The customer would receive a report detailing out suggestions with matching energy savings calculations. In addition to the report, customers will be left with information regarding PG&E rebate programs, as applicable, based on the recommendations resulting from the assessment.

5) If energy-kits were to be left behind, approximate amount of savings/home that PG&E would seek to claim for such kits

Not applicable

6) If energy savings kits were part of this program, would they be left behind at each home?

Not applicable

7) Expected conversion rate of in-home visits to participation in a) Energy Upgrade California b) any other EE or DSM program

We do not have sufficient data to make an estimate at this time.

8) If PG&E has data on "conversion rate" of in-home visits to participation in HEER or other EE program during 2006-2008, please provide

PG&E did not offer this program during 2006 – 2008.

9) Expected cost/home of visits, a) without, or b) with left-behind energy kits

At this time we do not expect to provide left-behind energy kits, only existing collateral pointing customers to EE and DSM Programs.

10) Expected cost/kwh-kw-therm (estimate) of visits, using projected conversion rates to a) whole house; b) other programs; c) energy savings kits left behind.

We expect the kWh – kW savings to be higher than the kWh - kW savings for a standard HEES online survey. This is based on the direct customer interaction achieved through the in-house survey. However, we do not have enough data at this time to examine the connection between HEES, Whole House, and other EE programs. We will have a better sense of the relationship here later in the program cycle.

11) Geographics of in-home visits: would the visits occur upon customer request, or would high-energy using neighborhoods be targeted, with many/all houses in such neighborhoods receiving visits at one time (and lowering the cost/home of such visits perhaps)?

The surveys will not be offered mass-market. They will be an escalation from the currently available options. Customers who call in for additional phone support beyond the online or mail survey options will be screened for candidacy into this program. The phone support employee will attempt to help the customer walk through the survey as the first line of support. Then, if a customer needs further assistance, or if the phone support employee identifies a unique energy usage situation, an in-house survey can be arranged.

12) Please describe any alternative customer outreach approaches that PG&E has compared to the in-home visit approach, for instance, approaches using volunteers from local community groups such as organized by "One Change," or any other alternative outreach approach that may yield equal/more savings for less cost/home.

Our experience with the SmartMeter in-home surveys, and based on the escalation process we envision, these customers would require surveyors with extensive training and experience. Alternative approaches are a good idea for the "average" customer, but so then are phone or online surveys. These in-home surveys would be reserved/targeted for those customers that can't be helped otherwise and in general would present a significant behavioral and/or energy efficiency program participation opportunity.