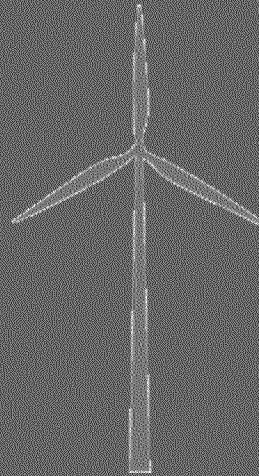




# The My Energy Experience



Craig Cussimano  
Online Communications  
November 3, 2011



## Agenda

### Introductions

### Deployment Schedule

### My Energy

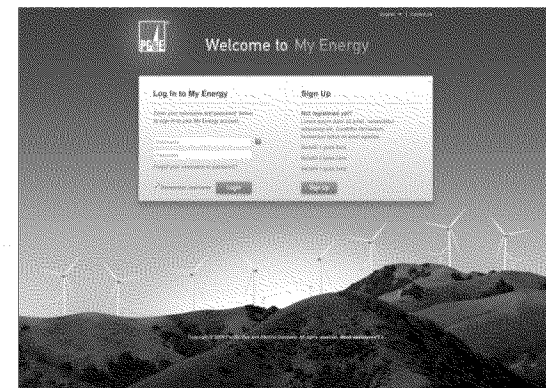
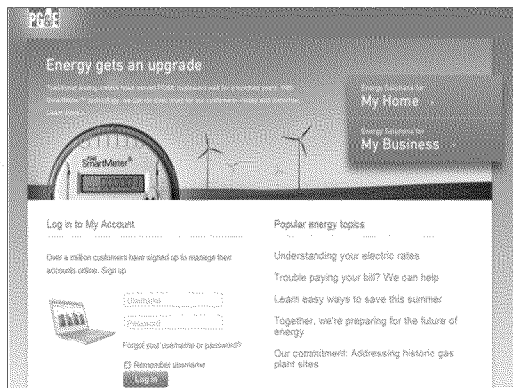
- Overview
- Pay & Manage
- My Usage
- Ways to Save
- Community

### Questions



## My Energy is an upgrade of My Account

- One integrated web site for all customers
- Customer online energy management tools based on smart infrastructure
- Promotes customer cost control through conservation



*My Energy inherits online users equal to 40% of PG&E customers*



## 2011 Deployment Schedule

Timeline	Customer Type	Population
March 28, 2011	Initial launch to a group of Small AG	1,094 users
September 10, 2011	Non-Residential	63,000 users
November 9, 2011	Residential All Other My Account Users	2.2M users

- Today 800,000 My Account users log in monthly.
- Based on the My Energy pilot population experience, monthly logins will increase 15% - 20%
- In 2012 PG&E will cut over the last 23,000 large non-residential users from Business Tools





## My Energy Features

- Updated appearance
- Flexible navigation
- Enhanced functionality
- Customized content based on location and customer type

Logged in as angrybird | Contact Us | Logout

**PG&E My Energy**

Overview | Pay & Manage | My Usage | Ways to Save | Community

Welcome, my [Edit profile](#)

Welcome to a new way to manage your PG&E account.

**Bill & Payment**

8276677452-3  
[View Account details](#)

Last Payment	\$19.40
Current Amount Due	<b>\$10.44</b>
Due Date	06/27/11

[Enroll in eBills](#)

My Energy is a handy set of tools designed to give you more control of the energy you use — and the money you save. Now you can manage your energy use—smarter and more efficiently than ever before.

[Take the tour](#)

**Sacramento**  
See a map showing any natural gas transmission pipelines in your area »

## Welcome to My Energy, We have changed!

We have consolidated most of the online tools for customers into a single application. This application, My Energy, replaces Business Tools and My Account and adds many new features.

Because many of the features of My Energy are personalized, please confirm what we know about you.

Customer Type:

If the selection below is not correct, please select Residential, Agricultural, Business, or Non-Residential by clicking on the appropriate choice.

Account Type:

- Residential
- Business
- Agriculture

Location:

We show that you originally enrolled for your services in the Zip Code: 94070

If your primary energy usage is elsewhere, you can update your profile by entering another Zip Code in our service territory.

Zip Code:

Account Terms and Conditions:

To establish a PG&E user account ("User Account") and access the online account and payment services, you must first read and accept the Terms of Use. By checking the box below, I represent to PG&E that I have read the Terms of Use and agree to comply with its terms and conditions. I also understand my use of my User Account after PG&E has made changes to the Terms of Use signifies my acceptance of the new terms.

I Accept the Account Terms and Conditions

Cancel

Next

### Getting Around My Energy

You'll find that My Energy has a number of changes and new capabilities.

#### Take the My Energy Tour

Discover the new features and benefits. Take the tour.

#### Overview

Renew your balance, pay your bill, see recent activity, get special tips and programs, all with a handy dashboard view.

#### Pay & Manage

Pay your bills and manage your accounts all in one place. Set up alerts, schedule a move, and see outages affecting you.

#### My Usage

Analyze your energy use and find ways to save. If you have a SmartMeter, you can view hourly usage. You can compare bills, make sure you have the optimal rate, and even create a personalized plan of action for saving energy and money.

#### Ways to Save

Get personalized tips on how to save energy and money. Add these tips to your personalized energy-saving plan.

#### Community

Stay up to date with PG&E and the community.

Welcome to a new way to manage your PG&E account

**My Energy** is a handy set of tools designed to give you more control of the energy you use ... and the money you save. Now you can manage your energy use—smarter and more efficiently than ever before.

[Take the tour](#)

**See a map showing any natural gas transmission pipelines in your area.**

### Ways To Save

**Buy ENERGY STAR® qualified monitors and displays**

ENERGY STAR rated displays are on average 20% more energy efficient. [View all tips](#)

**Switch to compact fluorescent light bulbs (CFLs)**

CFLs use up to 75% less energy and last 10 times longer. [View all tips](#)

**Frugality involves circulating cooler outside air at night, reducing energy costs as much as 10-20%**. [View all tips](#)

**consumption and efficiency through a variety of incentives and rebates.**

From 2005-2008, Safeway received over \$0 million in PG&E incentives by reducing its energy load and participating in programs such as Demand Response, Savings by Design, Self-Generation Expenses, and Reinvestment. [View these incentives.](#)

Safeway continues to reinvest in its environmental programs and serve as an industry leader.

[Learn more](#)

### Featured Profile

**Safeway**  
Walnut Creek

Safeway, the largest supermarket chain in California, engages in an assortment of programs committed to environmental stewardship, including purchasing renewable energy, carbon footprint management, solid-waste recycling, power savings programs, and [sustainable building](#). Through over 20 years supported by PG&E, Safeway has become a leader in energy efficiency.

### My Bill

Learn what you can do

**Your Account**

Last Payment: 305.45

Current Amount Due: **\$0.00**

Due Date: 1/10/11

[Pay Now](#)

**Account Options**

- Set up recurring bill payments
- Unemail from e-Bills
- Set up automatic payment plan
- Billing & Payment History

### Activity and Notifications

Activity or Notification	Date
Login to My Energy	11/02/11
Login to My Energy	11/02/11
Login to My Energy	11/02/11

[View all](#)

### Shortcuts

- [Start Service](#)
- [Stop Service](#)
- [Transfer Service](#)
- [Service Appointments](#)
- [View Peak Day Pricing Eligibility](#)
- [View Current Outages](#)
- [Alerts](#)

If you need to report an outage, please call **1-800-743-5002**

Recommended Programs and Rebates

- Solar Analysis Tool**  
Calculate your savings with solar.
- SmartMeter™ Benefits**  
Control your energy use and save.
- SmartAC®**  
Heat smartly, summer smartly.
- Energy Efficiency Rebates**  
It pays to save energy.
- Savings by Design**  
Get incentives to design your home to save energy.

PG&E My Energy

[Overview](#) | [Pay & Manage](#) | [My Usage](#) | [Ways to Save](#) | [Community](#)

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Accounts & Services
My Outages
Service Requests
Activity & Notifications
Profile

### Billing & Payments

**Billing Summary for Account #** 10111711 [View bill](#)

Bill Date	Last Received	Amount Due	Due Date
10/11/11	10/25/11	\$0.00	11/01/11

Mail Address: 2 POPPY LN, SAN CARLOS, CA, USA, 94070  
Last Payment: \$25.45  
Pay:

Service	Service Dates	Amount
Gas	09/10/2011 To 10/10/2011	\$23.50
Electric	09/10/2011 To 10/10/2011	44.57
Energy Commission Tax		0.10
Gas PPP Surcharge		1.78
<b>TOTAL CURRENT CHARGES</b>		<b>\$69.95</b>
Previous Balance		\$4.81
09/25 Payment - Thank You		\$4.81
<b>ACCOUNT BALANCE</b>		<b>\$0.00</b>
<b>APRS TO BE APPLIED</b>		<b>\$0.00</b>
<b>TOTAL AMOUNT DUE</b>		<b>\$0.00</b>

#### Bill & Payment Options

Pay with bank account

Set up Estimated Payment Plan  
Unenroll from e-Bills  
Review billing and payment history  
View payment reference letter

[Analysis](#)  
[Sign Application](#)

#### Your Services

SmartMeter™  
View Meter  
Usage History  
View Meter Gas Transmission  
Pricing

SmartMeter™  
View Meter  
Usage History  
View Meter Gas Transmission  
Pricing

[View Meter](#) | [Usage History](#) | [View Meter Gas Transmission](#) | [Pricing](#)

#### Contact Us

[Send Us A Request](#)

**Business Account Telephone Inquiries**  
Business Customer Service Center  
1-800-465-4743  
Assistance is available by telephone  
7:00 a.m.-7:30 p.m. Mon-Fri  
7:00 a.m.-4:30 p.m. Sat  
Closed Sun

**Agricultural Account Telephone Inquiries**  
Agricultural Customer Service Center  
1-877-511-FARM (3276)  
Assistance is available by telephone  
7:00 a.m.-7:00 p.m. Mon-Fri  
7:00 a.m.-5:30 p.m. Sat  
Closed Sun

**Residential Account Telephone Inquiries**  
1-800-742-5093  
Assistance is available by telephone 24 hours  
a day, 365 days a week.

**It pays to save energy!**

PG&E offers rebates for installing qualifying energy-efficient products.  
[Learn more](#)

**SmartMeter™ Benefits**  
Control your energy use and costs.  
[Learn more](#)

#### Recommended Programs and Rebates

**Solar Analysis Tool**  
Calculate your savings with solar.  
[Go Solar](#)

**SmartAC®**  
Help prevent summer power interruptions and get a rebate.  
[Find out how](#)

**Energy Efficiency Rebates**  
Learn more

**Savings by Design**  
Get rebates for energy-efficient new construction.  
[Find out how](#)





PG&E My Energy

Overview Pay & Manage My Usage Ways to Save Community

Accounts & Services Billing & Payments My Outages Service Requests Activity & Notifications Profile

### Billing & Payments

Billing Summary for Accounts

Account Name	Account #	Last Billed Amount	Last Payment	Last Received	Due Date	
2 Poppy Lane	██████████	\$69.45	\$69.45	10/25/11	11/01/11	<a href="#">Pay</a>
AG1A, AG1B, AG4A, AG5A	██████████	\$5,195.18	\$3,823.42	10/14/11	11/17/11	<a href="#">Enroll in e-Bills</a>
Chow Danville	██████████	\$9,977.08	\$9,977.08	11/02/11	11/07/11	
Chow Lafayette	██████████	\$4,274.38	\$4,274.38	10/31/11	11/03/11	
Chow Lafayette	██████████	\$20.94	\$20.94	10/31/11	11/03/11	
Chow Lafayette - North Beach	██████████	\$2,804.43	\$2,804.43	10/28/11	10/31/11	<a href="#">Enroll in e-Bills</a>

### Recommended Programs and Rebates

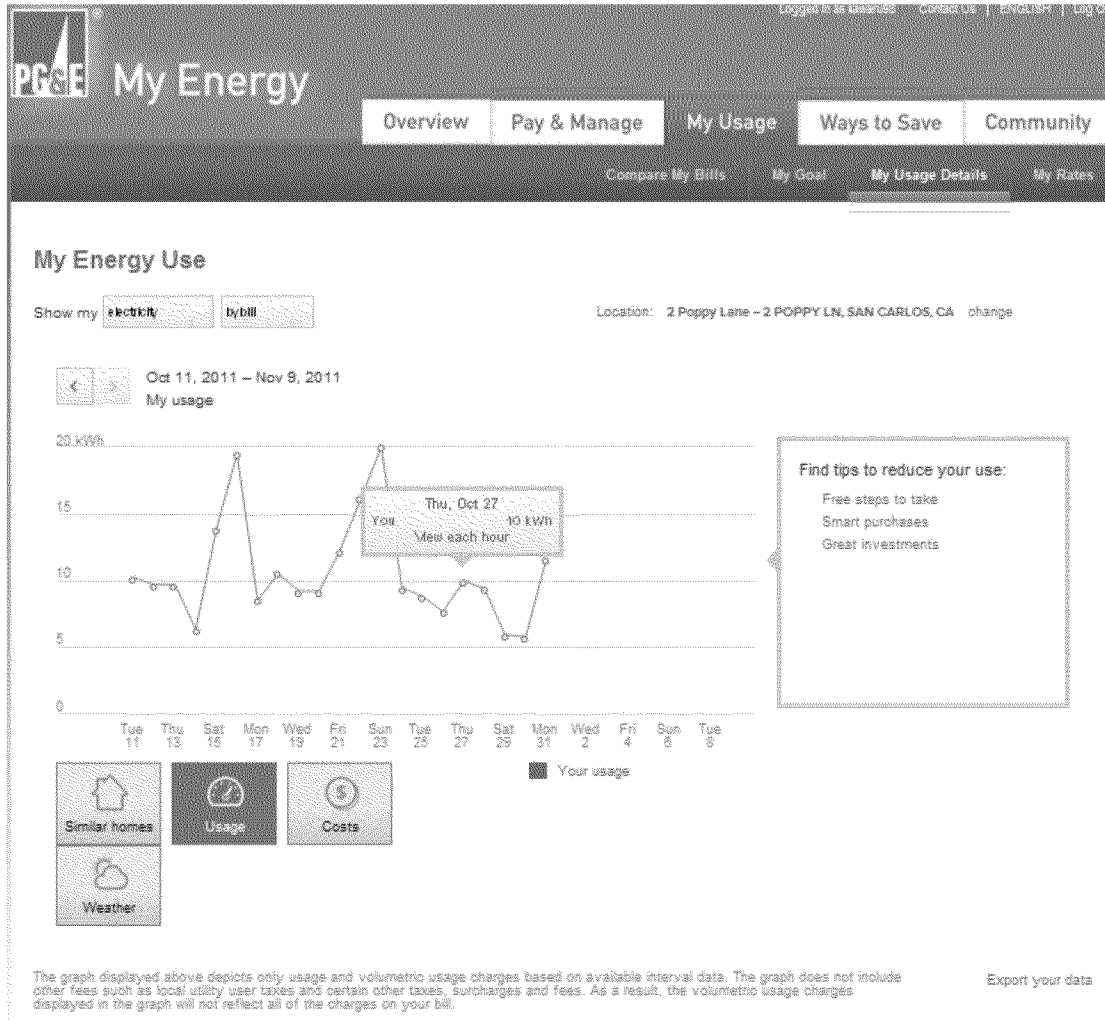
**Solar Analysis Tool**  
Calculate your savings with Solar.  
[Go Solar](#)

**SmartMeter™ Benefits**  
Control your energy use and costs.  
[Learn more](#)

**SmartAC®**  
Help prevent summer power interruptions and get a rebate.  
[Find out how](#)

**Energy Efficiency Rebates**  
It pays to save energy!  
[Learn more](#)

**Savings by Design**  
Get incentives for energy-efficient new construction.  
[Find out how](#)



Ideas & Advice

Location: 2 Poppy Lane - 2 POPPY LN, SAN CARLOS, CA [change](#)

These tips are selected for your home

Based on: Apartment/condo · Owner · Natural gas heat · No AC · No pool · Edit & add more

Free tips to reduce your use



Wash clothes with cold water  
16 people do this



Open your shades on winter days  
13 people do this



Adjust your thermostat before leaving home  
12 people do this



Set your refrigerator's temperature to 35°F  
8 people do this



Why? Refrigerators from the year 2000 and before use 40% more energy than today's most efficient units. You probably pay more to run



Recycle your second refrigerator



Clear area around vents



Use computer power-saving modes  
12 people do this

Sort by: **Featured**

**PG&E My Energy**

Overview Pay & Manage My Usage Ways to Save Community

**If** every one of us changed one incandescent bulb to a CFL

**Then** we could save over \$36,000 dollars an hour!

**You** can make the difference and are essential to our community

Accept the challenge with your friends

PG&E challenges themselves everyday. Get the latest story

Share more at [wecandothis.com](http://wecandothis.com)

**Follow Us on Twitter**

- PG&E @junebug1015 Applying for a job? Check out our Careers page: [bit.ly/opyPbK](http://bit.ly/opyPbK)
- PG&E @jed3n4 @zooop 25! [bit.ly/vkXzK](http://bit.ly/vkXzK)
- PG&E @mr2RaW4TY @CallCoop It's 25! [bit.ly/vkXzK](http://bit.ly/vkXzK)
- PG&E In 1980, the average American household used only 3 electric devices at a time. Can you guess what the number is now? #energy
- PG&E Did You Know? 20% of our power is generated from our

[twitter.com/pg4me](http://twitter.com/pg4me)

**PG&E on YouTube**

- Smart Grid - Powering a Brighter California
- Clovis Unified School District Energy Efficiency Projects
- Greenfield Unified School District Energy Efficiency Projects
- Spent Fuel Storage at Diablo Canyon Power Plant

[youtube.com/pgvideo](http://youtube.com/pgvideo)

**PG&E on Facebook**

Find us on Facebook

Sign Up Create an account or log in to see what your friends like.

Pacific Gas & Electric Company

Like

Pacific Gas & Electric Company  
Shut off your computer, win energy-saving prizes! Sounds easy, right? Join our Like & Love! #LetsSaveEnergy sweeps on Twitter for a chance to win! Let Tweet on Twitter

[facebook.com/pacificgasandelectric](http://facebook.com/pacificgasandelectric)

**Blog: Next 100**

Next 100 Moving to PG&CURRENTS.COM  
Thursday, September 10, 2011 11:39:51 PM  
By Jordan Marshall/Carla NCT100 reader: Starting today, you won't see NCT100 in technology.  
[www.pge.com/content/50](http://www.pge.com/content/50)

Water: The New Oil  
Wednesday, September 07, 2011 2:28:41 PM  
By Jordan Marshall As the Earth warms and the world's population grows, competition for drinking supplies of fresh

Watch These Numbers!  
Tuesday, September 06, 2011 2:17:30 PM  
By Jordan Marshall "The sun is shining on Pennsylvania solar power production." read the rest of a story...

[next100.com](http://next100.com)

**See Your Power Blog**

Go From Woodland: The SmartMeter Has Changed Our Lives  
Thursday, April 21, 2011 10:50:41 AM  
By Paul P. Pomeroy  
We recently caught up with Don Vyeckla, one of the PG&E customers highlighted in our SmartMeter® See Your Power ads. In

Student Post: What the Smart Grid Means To Me  
Friday, April 15, 2011 4:15:48 PM  
By Paul P. Pomeroy  
We recently video Calicut Technical High School to discuss the smart grid and PG&E community projects with Calicut Tech.

Save Energy and Money with New Energy

[seeyourpowering.com](http://seeyourpowering.com)

**PG&E on Flickr**

Earth Day 2010  
Wednesday, March 16, 2011 4:16:20 PM  
pgeenergy posted a photo

Earth Day 2010  
Wednesday, March 16, 2011 4:16:04 PM  
pgeenergy posted a photo

[PG&E on Flickr](http://pge.com/flickr)

Spread the Word Help California save energy. Spread the word on:

Twitter Facebook Email



A large, light gray question mark is centered within a circular, semi-transparent gray background.

# QUESTIONS