

Summary of PG&E's Green Communities Utilization of Interactive Data for Community Planning

- **PG&E provides communities with a suite of six interactive data tools for energy planning. To date, 109 cities and 14 counties representing 43% of the jurisdictions in the PG&E Service Territory have utilized the reports.**
 - The five interactive Analytical Reporting Tool (ART) reports available to local governments include an Energy Overview, Residential Overview, Non-Residential Overview, Residential Energy Efficiency Opportunity Report, Municipal Operations Report and Interconnected Photovoltaic Report. The reports are available for download via PG&E's local government web portal to key community stakeholders, including municipal staffers and public officials.
 - ART provides interactive data visualizations of energy usage and program participation for the non-residential and residential sectors aggregated by zip code and 18 non-residential customers segments. The interactive reporting format provides easy-to-understand analyses prepared by PG&E to help municipal staffers and public officials achieve detailed understanding of their community energy usage and opportunities for energy efficiency.
 - PG&E provides support for ART reports through its Community Energy Managers, strategic consultants who train local government personnel to utilize the ART tools for strategic planning and help gather the right resources to implement community efforts.
 - PG&E Local Government Partnership Program Managers have a complementary set of ART tools with detailed customer information to implement strategies developed in partnership with local governments. These tools include customer energy usage, prior PG&E program participation and other customer descriptors that help PG&E to effectively target and market the right program to the right customer. Local Government Partnerships have these tools at their disposal, as well, to develop and implement localized customer targeting strategies.
 - PG&E has also provided data to 159 jurisdictions to develop Community-wide and Municipal Greenhouse Gas Inventories and Climate Action Plans. 65 cities have leveraged interactive data to calculate energy related greenhouse gas emissions from residential, commercial and industrial sectors. An additional 136 cities have used detailed account information to inventory municipal emissions.
 - **Examples:**
 - PG&E Community Energy Managers trained City of Fresno and San Mateo County staffers to utilize the Residential Energy Efficiency Opportunity Report, incorporating interactive maps and data, to target individual neighborhoods for implementation of Energy Upgrade California residential energy efficiency programs.
 - Local Government Program Managers provided Union City with the Non-Residential Overview to show community leaders which segments contribute most to energy usage and developed support for a Food Processing campaign. PG&E coordinated with the East Bay Energy Watch, using the Analytic Reporting tool to target specific customers for the campaign.
 - City Staff from jurisdictions in in San Mateo County participated in a PG&E workshop where they received interactive data reports detailing community, residential and non-residential energy usage at the zip code and segment level. Similar workshops have been

with staffers from small cities in the East Bay and Sierra Nevada regions

- Local partners such as the Sierra Business Council, Great Valley Center, Association of Monterey Bay Area Governments, and Bay Area Governments have presented the results of their inventories to the Council or Executive Staff of over 50 jurisdictions, positioning PG&E and local governments as long-term strategic partners in reducing energy emissions and increasing the energy efficiency of our customers.

○ **Next steps and plans**

- PG&E Government and Community Partnerships is developing additional tools to advance our efforts, and will be engaging additional cities going forward. New tools will focus on hard-to-reach community targeting, census data for integration with data commonly utilized by community planners, and distributed generation. While these tools are currently available to any jurisdiction in the PG&E service territory, PG&E is increasing the number of PG&E employees trained to support local governments and develop community-specific energy management strategies, especially in small cities.
- For PG&E employees and contractors, ART has been used to help local offices develop outreach plans for Small and Medium Business customers, to plan and track education of customers transitioning to Time Varying Pricing in Q4 2012, and to analyze high-capacity substations for energy efficiency opportunities. PG&E is also making tools available directly to Government Partnerships and Third-Party Programs to increase the effectiveness of their customer targeting efforts.

Jurisdictions that have utilized PG&E Community Data

		Green Communities Data Reports through 2Q2011 Percentage of Local governments in PG&E Service Territory Served							By Report Type	
		Advanced				Basic			Advanced	Basic
		Community Overview	Non-Residential Overview	Residential EE Opportunity	Residential Overview	Community-wide GHG Inventory	Municipal Operations GHG Inventory	Municipal Operations		
City		33%	30%	19%	30%	80%	80%	17%	45%	87%
County		26%	26%	15%	26%	77%	72%	11%	30%	81%
Total Local Govt		32%	29%	29%	19%	79%	79%	16%	43%	86%
City		81	73	73	47	153	134	42	109	210
County		12	12	12	7	36	34	5	14	38
Number of Jurisdictions Served by County through 2Q2012										
County		Advanced				Basic			Advanced	Basic
		Community Overview	Non-Residential Overview	Residential EE Opportunity	Residential Overview	Community-wide GHG Inventory	Municipal Operations	Municipal Operations GHG Inventory		
ALAMEDA		11	10	4	10	15	8	13	11	15
ALPINE						1		1		1
AMADOR						5		8		8
BUTTE		1	1	1	1	8	1	1	1	8
CALAVERAS								2		2
CONTRA COSTA		8	8		8	18	8	18	8	20
EL DORADO						2		2		2
FRESNO		3	3	2	3	14	1	18	4	18
HUMBOLDT		3	1	1	1	8	2	8	3	8
KERN						2	1	5		8
KINGS								1		1
LAKE		3	1		1	3		3	3	3
MADERA						1	1	2		2
MARIN		2	2	12	2	12		12	12	12
MENDOCINO						2		2		2
MERCED						7		7		7
MONTEREY		1	1		1	10		13	1	13
NAPA		1	1	8	1	8	2	8	8	8
NEVADA						2		3		3
PLACER		1				5		5	1	8
PLUMAS						1		1		1
SACRAMENTO		1	1		1	3		2	1	3
SAN BENITO						3		3		3
SAN FRANCISCO		1	1	1	1	1	1	2	1	2
SAN JOAQUIN		2	2	1	2	8	1	8	2	8
SAN LUIS OBISPO		8	8		8	8	2	8	8	8
SAN MATEO		18	18	5	18	21	7	21	21	21
SANTA BARBARA		2	1		1	1	1	1	2	1
SANTA CLARA		8	8	5	8	16	5	14	11	18
SANTA CRUZ		2	2		2	5	2	5	2	5
SHASTA						1		1		1
SIERRA						1		1		1
SOLANO		8	8		8	8	1	8	8	8
SONOMA		4	4	10	4	10	1	8	10	10
STANISLAUS						10		10		10
SUTTER						3		2		3
TULARE						1		1		2
TUOLUMNE						2		2		2
YOLO		2	2	5	2	5	3	5	5	6
YUBA		1	1	1	1	1	1	1	1	1
Grand Total		93	85	54	85	229	47	228	123	248