

**PACIFIC GAS AND ELECTRIC COMPANY
Energy Efficiency OIR Post-2008
Rulemaking 09-11-014
Data Response**

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| PG&E Data Request No.: | CPUC_001-01-17 Partial 02 | | |
| PG&E File Name: | EnergyEfficiencyOIR-Post-2008_DR_CPUC_001-Q01-17 Partial 02 | | |
| Request Date: | July 10, 2012 | Requester DR No.: | 001 |
| Date Sent: | July 31, 2012 | Requesting Party: | California Public Utilities Commission |
| PG&E Witness: | | Requester: | Matthew Tisdale |

RE: CUSTOMER ACCOUNTS BY ZIP CODE+4 DIGIT AREAS

QUESTIONS 10 – 14, 15

10. Number of Zip Code+4 digit areas containing 1 active account with usage that exceeds 15% of the total usage for the area.
11. Number of Zip Code+4 digit areas containing 1 active account with usage that exceeds 25% of the total usage for the area.
12. Number of Zip Code+4 digit areas containing 1 active account with usage that exceeds 50% of the total usage for the area.
13. Number of Zip Code+4 digit areas containing 1 active account with usage that exceeds 75% of the total usage for the area.
14. Number of Zip Code+4 digit areas containing 1 active account with usage that equals 100% of the total usage for the area. (A graph might accomplish #s10-14 effectively)
15. To narrow the search from the whole service territory to urban centers, please repeat 1-15 for the City and County of San Francisco.

ANSWERS 10 – 14, 15 (PARTIAL)

Please refer to Attachment 1 for the system-wide data requested in Questions 10 through 14 above. See Attachment 2 for PG&E’s response to Questions 10 through 14 for the City and County of San Francisco requested in Question 15. Instead of showing “exactly 1 account”, we have shown all the possibilities with the “exactly 1 account” result highlighted.

In addition, Attachment 3 and 4 are graphical representations of Q10-Q14 for the system-wide electric and gas data. Attachment 5 and 6 are graphical representation of Q10-Q14 for the City and County of San Francisco electric and gas data. The graphs show the number of ZIP Code+4 areas where the customer with the highest usage within the area is 0-100% of the total usage within the area. The net energy metered use for solar customers has been excluded from the electric graphs,

The data suggests that ZIP Code+4 provides customer anonymity only within certain thresholds that also depend on the number of customers in a ZIP Code+4 area. This level of detail is not shown in the data provided.

For reference according to Wikipedia, a ZIP+4 code uses the basic five-digit code plus the four additional digits identify a geographic segment within the five-digit ZIP Code delivery area, such as a city block, a group of apartments, an individual high-volume receiver of mail or any other unit that could use an extra identifier to aid in efficient mail sorting and delivery. For Post Office Boxes, the general rule is that each box has its own ZIP+4 code.

QUESTION 16

Please explain other filters or screens available in the active account database. Please provide a list of available alternatives to Zip Code+4 built into the IOU's database of active accounts. For example, can the database filter by county, city, census tract, block number area, zip code, area code, etc.?

ANSWER 16

Attachment 7 lists customer account data fields from PG&E's gas and electric analytical databases. Some of these data fields are an alternative to Zip Code+4 as they more reliably protect the identity of individual customers, such as using the 5-digit ZIP Code, town and territory code, climate zone or geo demographic code.

QUESTION 17

To assist the Commission in understanding the database of active accounts and how customer energy usage data is organized, please provide a slice of the database in excel format. The slice should include all available fields and include at least 10 active accounts. If anonymizing the information eases or expedites a response, please do so.

ANSWER 17

See Attachment 8 that shows sample data for 10 customers (5 electric and 5 gas) using the fields identified in response to Question 16, above, with certain identifying information changed to protect customer privacy.