

Direct Access and Community Choice Aggregation Bill Presentment Survey Preliminary Results

September 17, 2012





Background and Objectives

- Community Choice Aggregation (CCA) is a program available within the service areas of public utilities, such as PG&E, which allows cities, counties and other qualifying governmental agencies to purchase and/or generate electricity for their residents.
- One such CCA is the Marin Energy Authority (MEA), which was created in December 2008. Even with transition to the MEA, PG&E continues to deliver electricity through its transmission and distribution systems and provides meter reading, maintenance and billing services.
- The bill being sent to MEA customers is under review and two alternative designs are being considered. Both PG&E and MEA are interested in determining residential customer impressions and preferences for these two bills.



Methodology

- An online survey was conducted among the following CCA customers:
 - Marin County (current customers)
 - Marin County (new customers recently defaulted)
 - City of Richmond customers (planned defaulters)
 - Current Direct Access Residential customers
- Those who qualified were customers in one of the four segments who:
 - Had shared or sole responsibility for reviewing their household's energy bill
 - Reviews either a paper bill in the mail or views an online version at least once a quarter
 - Not in marketing, marketing research, advertising or an energy related field
- PG&E consulted with MEA on the content and presentation of the online survey.
- The survey was fielded from August 27 to September 10, 2012
- To boost response, postcard invitations were sent to current Marin customers and DA-Residential customers.
- The final sample was weighted to reflect the true proportions by each segment

Segment	Sample Size
Current Marin Customers	102
New Marin Customers	312
Richmond Customers (New)	254
Direct Access Residential (DA Res) Customers	72
TOTAL	740

Weighted to Proportion of Universe
10%
55%
33%
3%



Detailed Charges – Two Presentments

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: 07/17/2012
Due Date: 08/07/2012

Details of PG&E Electric Delivery Charges
07/01/2012 - 07/09/2012 (9 billing days)

Service For: 1234 Main Street
Service Agreement ID: 9087654321
Rate Schedule: E1 XB Residential Service

Your Tier Usage	1	2	3	4
Tier 1 Allowance	99.00 kWh (9 days x 11.0 kWh/day)			
Tier 1 Usage	99.000000 kWh @ \$ 0.12945	\$ 12.72		
Tier 2 Usage	29.700000 kWh @ \$ 0.14852	4.34		
Tier 3 Usage	69.300000 kWh @ \$ 0.29561	20.49		
Tier 4 Usage	213.750000 kWh @ \$ 0.33581	71.74		
PG&E Generation Exemption	411.750000 kWh @ \$ 0.07076	- 29.14		
Power Charge Indifference Adjustment		2.71		
Franchise Fee Surcharge		0.21		
Total Electric Delivery Charges				\$83.07

2009 Vintaged Power Charge Indifference Adjustment

Service Information
Meter # 1098765432
Total Usage 411.750000 kWh
Serial F
Rotating Outage Block SM

Additional Messages
[Placeholder for Text]

Electric Usage This Period: 412.000000 kWh, 9 billing days

Visit www.pge.com/myenergy for a detailed bill comparison.

With Generation Exemption
Recycled Paper
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With Exemption

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: 07/17/2012
Due Date: 08/07/2012

Details of PG&E Electric Delivery Charges
07/01/2012 - 07/09/2012 (9 billing days)

Service For: 1234 Main Street
Service Agreement ID: 9087654321
Rate Schedule: E1 XB Residential Service

Your Tier Usage	1	2	3	4
Tier 1 Allowance	99.00 kWh (9 days x 11.0 kWh/day)			
Tier 1 Usage	99.000000 kWh @ \$ 0.06428	\$ 6.36		
Tier 2 Usage	29.700000 kWh @ \$ 0.08195	2.43		
Tier 3 Usage	69.300000 kWh @ \$ 0.23144	16.04		
Tier 4 Usage	213.750000 kWh @ \$ 0.27144	58.02		
Franchise Fee Surcharge		0.21		
Total Electric Delivery Charges				\$83.07

2009 Vintaged Power Charge Indifference Adjustment

Service Information
Meter # 1098765432
Total Usage 411.750000 kWh
Serial F
Rotating Outage Block SM

Additional Messages
[Placeholder for Text]

Electric Usage This Period: 412.000000 kWh, 9 billing days

Visit www.pge.com/myenergy for a detailed bill comparison.

No Generation Exemption
Recycled Paper
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Without Exemption



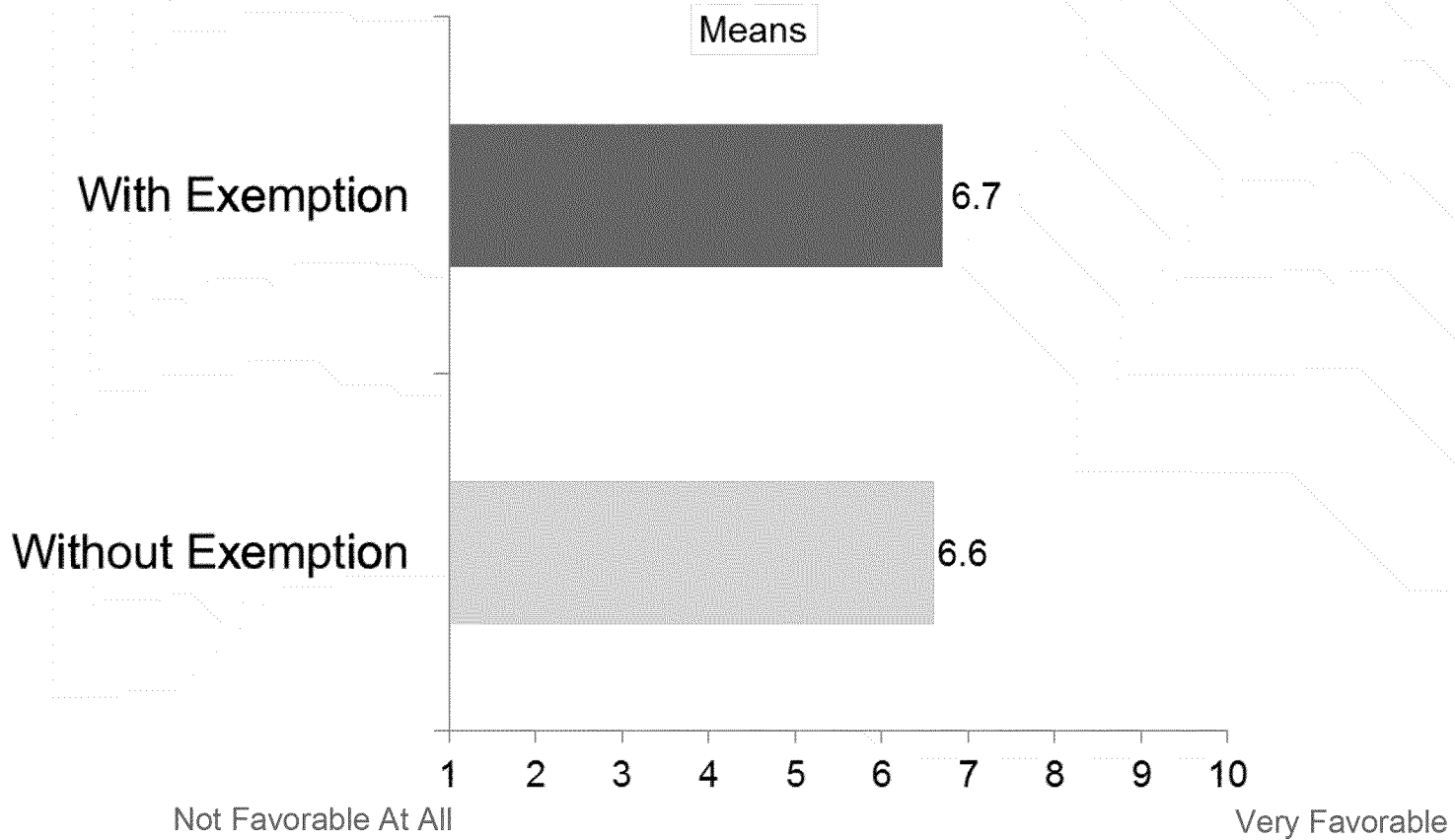
Executive Summary

- Both presentments were viewed favorably overall.
 - Both also scored high on overall readability and being easy to find the most important information.
- ***A clear majority (more than 2 to 1 among those expressing an opinion) preferred the “With Exemption” presentment over the other version.***
- About the same majority also preferred the “With Exemption” presentment for...
 - Having the clearest presentation of electricity charges
 - Being able to recalculate electric charges
- The “With Exemption” presentment received significantly higher mean scores on the clarity of...
 - Not being double charged for electricity
 - PG&E and alternative provider charging separately for generation and non-generation
 - PG&E delivers the electricity but it is charged by another source
- Customers preferred the term “Generation Credit” in describing the generation exemption line item.
- These results were consistent across all four segments



Overall Impressions

Overall impressions of both presentments were mostly favorable, with both receiving a mean score of 6.6 or better on a 10-point scale where “1” was “Not Favorable At All” and “10” was Very Favorable.”



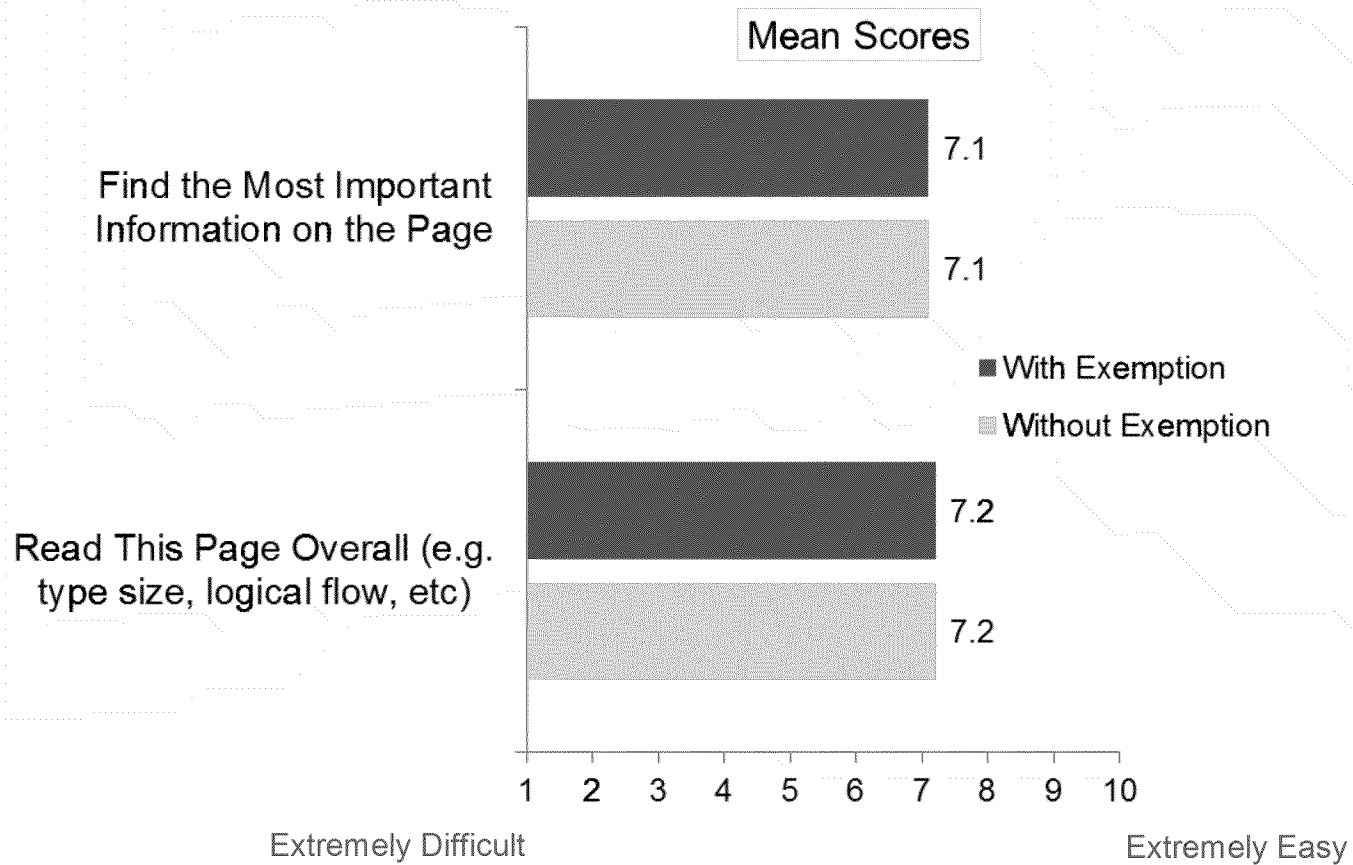
Q10.1/11.1 "What are your OVERALL IMPRESSIONS of this page?"
Base: Total Respondents (n=740)

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Ease in Reading/Finding Important Information

Both presentments scored equally high on it being easy to “find the most important information on the page” and on overall readability.



Q10.2/11.2. In your opinion, how easy or difficult is it to...?

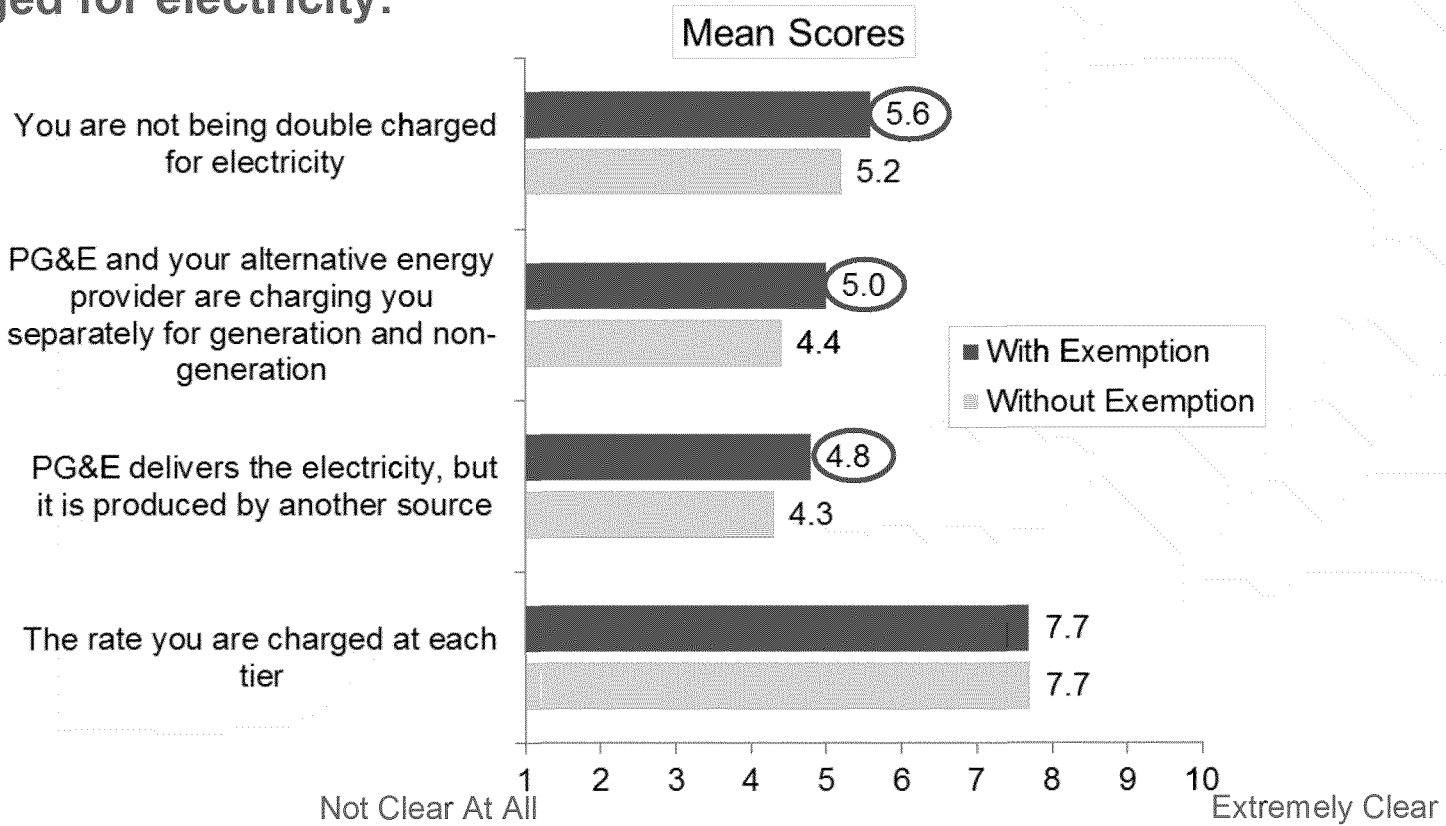
Base: Total Respondents (n=740)

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Clarity of Communications

The “With Generation” presentment received significantly higher mean scores on three of four key communications elements, including “Not being double charged for electricity.”



Q10.3/11.3. How clearly does this page communicate the following...?

Base: Total Respondents (n=740)

= Statistically significant at the 95% level of confidence

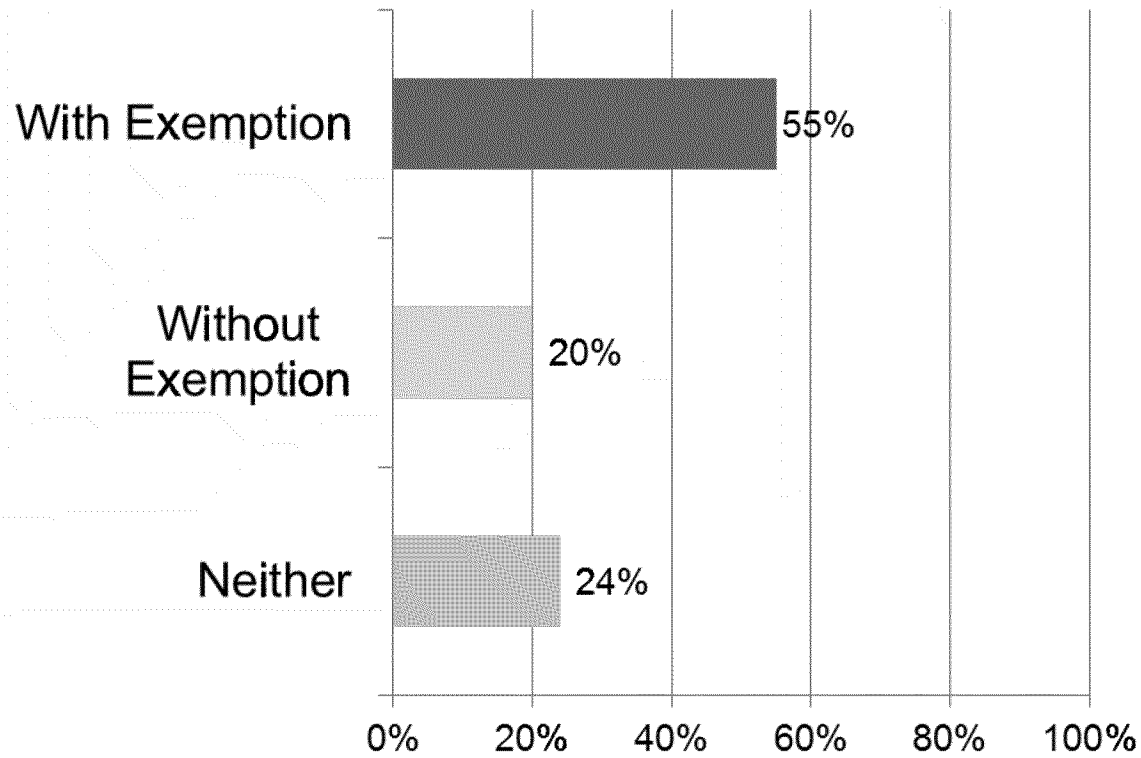
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Clearest Presentation of Electrical Charges

A majority felt that the “With Exemption” version provided the clearest presentation of their electrical charges, versus one in five for the “Without Exemption” version.

One in four did not think either presentment was clear.



Q12.1: Now that you have seen both alternative versions of the “Details of Electric Delivery Charges” page of the new PG&E bill, which version provides the clearest presentation of your electricity charges?

Base: Total Respondents (n=740)

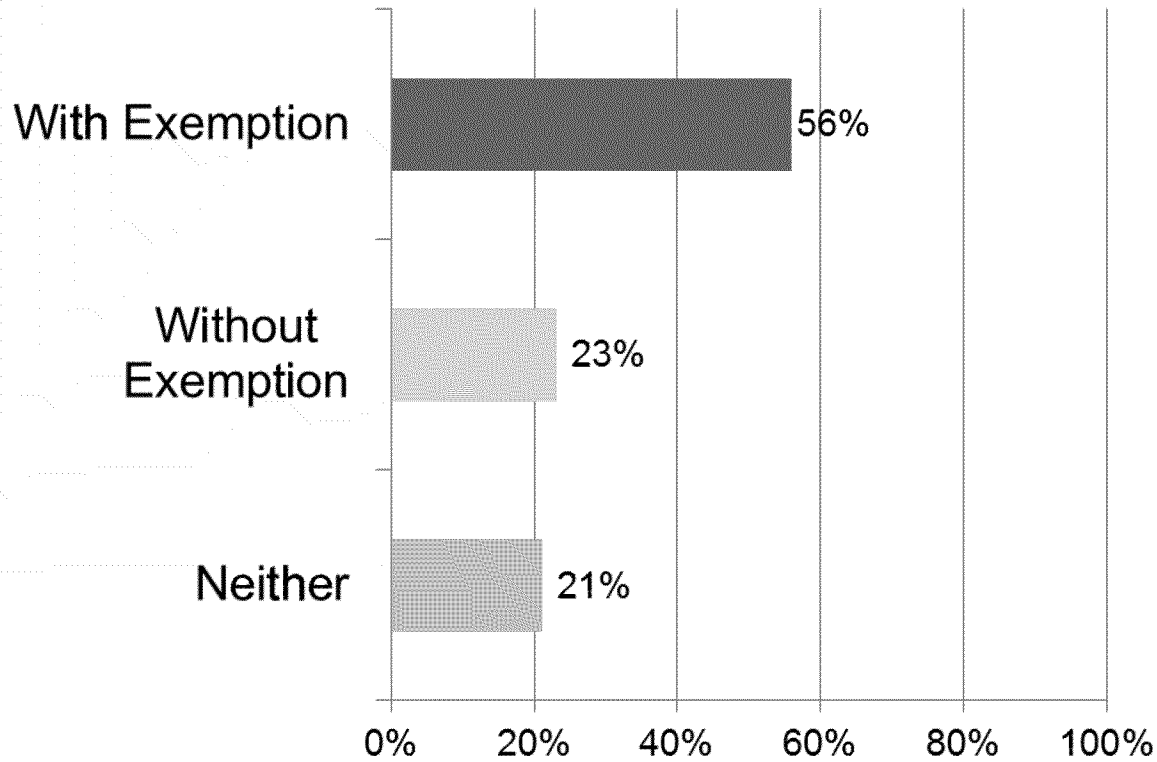
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More Easily Recalculating Your Charges

The majority also felt that the “With Exemption” presentment allowed them to more easily calculate their electricity charges, compared to fewer than one in four for the “Without Exemption” version.

One in five felt that neither version allowed them to easily recalculate their charges.



Q12.2: Again, please look at the two alternative versions of the “Details of Electric Delivery Charges” page and choose which version allows you to *more easily recalculate your electricity charges*?

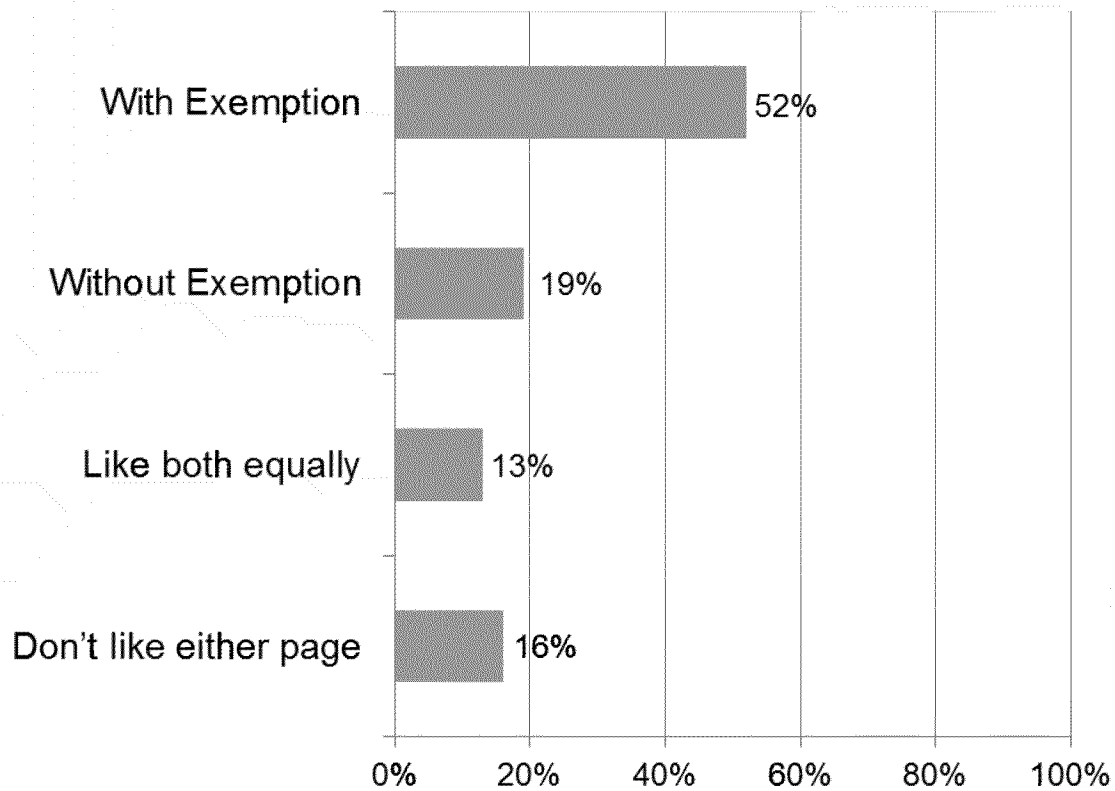
Base: Total Respondents (n=740)



Preferred Version Overall

More than half preferred the version the “With Exemption” presentment

- One in five preferred the version that didn't show the exemption, while about one in eight liked both pages equally, while one in six didn't like either option.
- The “With Exemption” presentment was preferred more than 2 to 1 over the “Without Exemption” version by those providing a preference.



Q13. Again, look at both alternative versions of the “Details of Electric Delivery Charges” page of the new PG&E bill. Which ONE VERSION do you prefer?

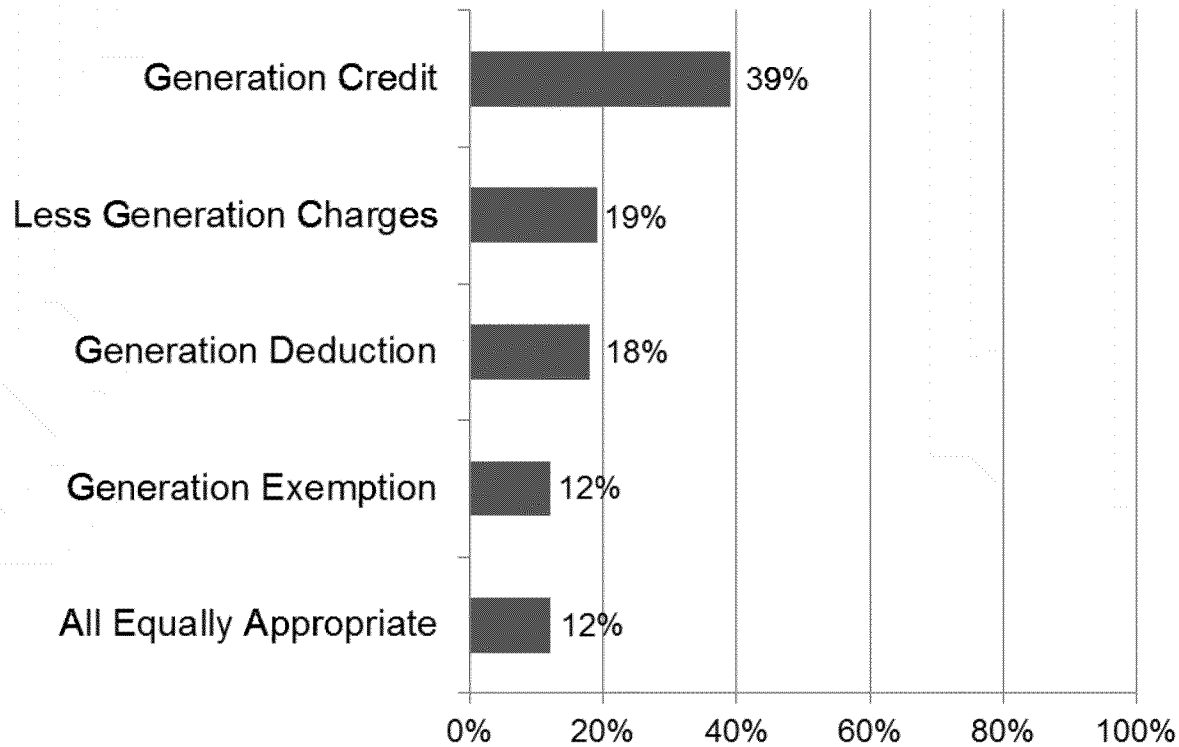
Base: Total Respondents (n=740)



Preferred Term for Generation Exemption

Nearly 40% preferred the term “Generation Credit” among five possible options

- The next most popular choices were “Less Generation Charges” and “Generation Deduction,” which were preferred by about one in five customers.
- Only about one in eight preferred the currently used term “Generation Exemption.”



Q15. In the grid below, the highlighted row shows the amount PG&E would have charged if it were generating the energy for this bill. This amount is deducted from the total because energy generation is being provided by another company or source. Which term would be most appropriate for communicating this credit?

Base: Prefer Page 3A or Like Both Pages Equally (n=489)

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