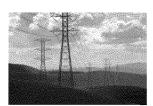




# Pacific Gas & Electric Company Strategic Playbook





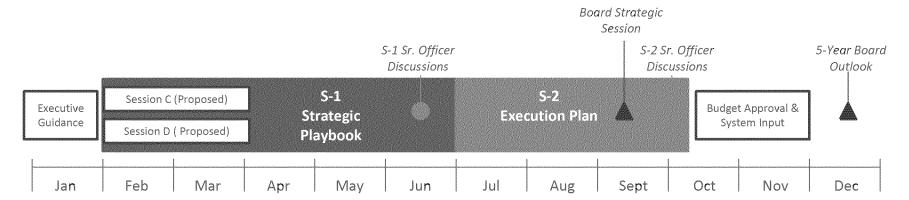








# **The Integrated Planning Process**



A rolling year-over-year approach . . . starting the next year based on the previous year's results

#### **Process overview**

- CEO-led effort multi-year planning process modeled on GE best practices
- Strategic planning drives execution bottoms up strategic decision making prior to execution and budget planning
- PG&E's operating rhythm integrates all major governance and regulatory processes, including human resources, risk, compliance, and governance

#### Key components

- S-1 Strategic Playbook overview of LOB goals & strategies, emphasizing a 5-year horizon
- **S-2 Execution Plan** translation of the S-1 into an execution plan and budget request
- Session C HR talent review and succession planning for key roles
- Session D review of key LOB compliance requirements and enterprise-wide risk mitigation plans

Process to position PG&E for long term success

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## **Key Focus Areas**

#### **Public Safety**

Improve operations that will have the biggest impact in terms of improving system safety and reducing potential risk to the public

#### **Employee Safety**

Reduce serious injuries and preventable motor vehicle incidents

#### **Reliable Operations**

Move operational performance aggressively towards first quartile by identifying and closing gaps using benchmarking and continuous improvement

#### **Customer Trust**

Deliver on commitments made to customers

#### **Affordable**

Reduce unit costs while completing all planned work safely with quality

Back to basics . . . with a sense of urgency — Operational Excellence

# Operating Model to be the Leading Utility

#### PLAN Create realistic plans that deliver measurable results Design work to see problems as they occur Take a process view that includes upstream and downstream stakeholders in planning EXECUTE **IMPROVE** Know what good Deliver on looks like and strive Leaders engage commitments in a for it efficient manner employees Address problems Raise your hand through coaching quickly, at the root when you see & teaching Share your learning unanticipated across the company challenges Focus on solutions, not just problems **MEASURE** Track progress with metrics Use benchmarks to validate performance Provide regular feedback and coaching

Operating Model drives achievement of 1st quartile performance

# PG&E's S-1 Strategic Playbook

#### Strategic Business Units: deliver safe, reliable, and affordable electricity & natural gas **Energy Supply Electric Operations** Gas Operations Zero public safety Zero public safety Zero public safety incidents incidents incidents 1<sup>st</sup> quartile 1<sup>st</sup> quartile 1<sup>st</sup> quartile employee safety employee safety employee safety narformance nerformance Support Services: improve effectiveness & reduce cost of services provided 100 /0 COMPONENCE **Shared Services** Regulatory Relations Customer Care s WINTE Impede va comprehensive ve a life obtained to deliver Build found and property a peliar esterior & time Reliable types strategy Focus on providing effective legal Chiprove empo @ Spotsufe() | CSSUIL free in PG&E Shape culture & engagement Drive policy Increase Develop and implement more · Build out enterprise risk and · Address complete Address Address changing of flow rate in the community Benchmarking & continuous improvement increase performance levels across the company

Leading utility . . . measured by top quartile performance

:DY/n

auatila 09M

COSt per customer

# Strategic issues raised in the S-1 process

#### Top Strategic Issues Requiring Company Examination

Reducing Identifying & Resource Change Employee Capital Cyber Regulatory **Shaping Policies Availability** Integration Management Engagement Security Complexity Distributed Competitive Clean Energy **Dynamic Pricing** Safety Capacity **Electric Vehicles** Generation / **Transmission** Markets / Rate Design Policy Climate NEM

#### Strategic Issues by LOBs

- Electric Operations
  - Distributed generation
  - FERC 1000 transmission competition
  - Energy storage
  - Alternative fuel prices / incentives
  - · Renewable resource penetration
- Gas Opendicions management, net energy metering
  - Electric vehicle adoption
  - Skilled labor availability
  - Industry-wide regulatory policies and mandates
  - Risk of materials and services supply availability as the industry increases investment in gas integrity work

#### **Energy Supply**

- Renewables integration
- Declining natural gas prices
- UOG portfolio optimization
- Market exposure to renewables prices
- Long term impact of AB32
- **Support Services**
- rukusnima impact on nuclear industry in CA
  Reducing regulatory complexity/ changing regulatory paradigm
   Growth opportunities
  Rate design/vision for dynamic pricing
   Shaping capacity markets
  Technology Innovation, Standardization, and Integration

- Customer data/privacy issues
- Cyber Security
- Capital availability
- Rising costs of services and materials
- Improving availability and unit costs of materials and services





# **Electric Operations** Strategic Playbook









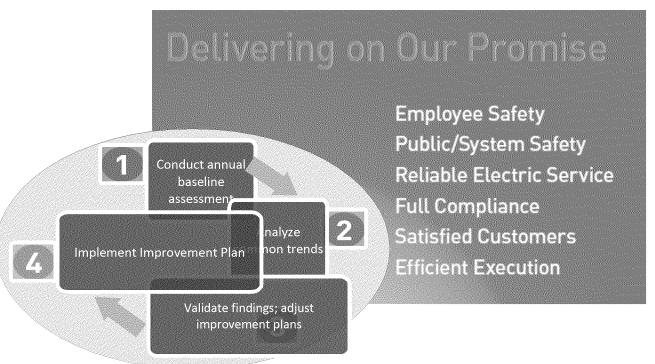




## **Improvement Plan**













#### **Key Enablers**

Continuous Improvement Workforce Strategy Technology Roadmap

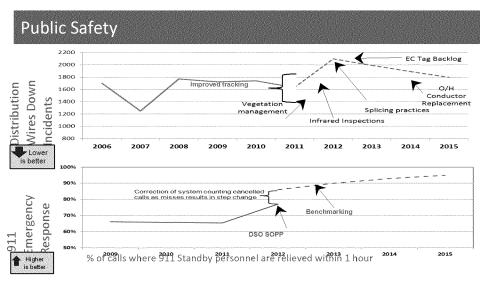
#### **Anticipated Results**

First quartile employee safety performance No public safety incidents No missed compliance obligations > 95% customer commitments met First quartile customer satisfaction First quartile SAIFI / Second quartile SAIDI Second quartile cost position





# **Improvement Plan Areas**



Employee Safety						
Metric	2011 Performance	2014 Target	2015 Target			

Note: Arrows indicate when improvement plan actions begin; dotted lines indicate directional improvement

#### Overview / Long Term Goals

- Use a risk-based approach to develop investment strategy with emphasis on public safety to plan, design, maintain and operate our electric system safely and reliably
- Significantly improve our system-wide data management capabilities to utilize risk-based approach

#### **Tactics**

Implement risk-based framework

Develop/implement a methodology that better prioritizes system safety risk

Benchmark to know what success looks like

Continue "no regrets" actions

Mitigate known issues including wildfire mitigation

Improve data quality

**Emergency Response** 

Engage customers and communities

#### Overview / Long Term Goals

Develop a safety climate where all employees demonstrate a commitment to safety and have the skillset to safely execute work

#### **Tactics**

Create Ownership of Safety & Accountability

Reach Every Employee

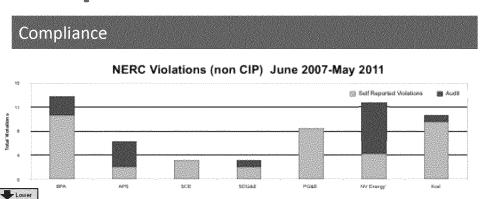
Shift the Safety Focus to Recognizing & Controlling Exposure & Risk Hazard identification & risk exposure reduction

**Enhance Human Performance and Training** 

Continuous Improvement via Assessment Learnings & Best Practices
Knowledge and skills assessment

Red = New Initiative beginning in 2012 or beyond

# Improvement Plan Areas (cont.)



#### **Overview / Long Term Goals**

- Meet compliance obligations in four major areas:
  - NERC/WECC
  - CPUC General Orders
  - Environmental regulations
  - Other regulatory requirements
- Infuse both the letter and spirit of compliance requirements into all work
- Identify all compliance obligations, analyze our processes, determine gaps, evaluate risk and implement initiatives with priority based on risk

#### **Tactics**

#### Confirm compliance obligations

Focus on risk management / public safety

#### Analyze and identify gaps

Define core processes, document and understand handoffs

Assess effectiveness of controls

#### Evaluate risk and prioritize initiatives to close gaps

Analyze risks and compliance requirements associated with assets and all core processes

### Execute improvement initiatives including preventive and detective controls

Red = New Initiative beginning in 2012 or beyond

Reliability					
2011 Quartile	2014 Target	2015 Target			
		general decentraria en montraria			

- Implement a data-driven approach to initiate system-wide and local actions to improve reliability
- Partner with Customer Care and Corporate Communications to communicate reliability information to our customers and the public

#### <u>Tactics</u>

#### Improve Asset Performance

#### **Reduce Outage Frequency and Duration**

Develop programs to reduce customer interruption, reduce the size and duration of customer interruptions

#### **Improve System Safety and Integrity**

Accelerate plans to reduce infrastructure related backlogs

#### **Influence Customer Satisfaction**

Reduce the number of customers who experience multiple interruptions (CEMI)

# Improvement Plan Areas (cont.)

Customer Satisfaction					
Metric	2011 Performance	2014 Target	2015 Target		
		MMATROM CONTROL CONTRO			

Work Efficiency						
Metric	2011 Quartile	2014 Quartile Goal	2015 Quartile Goal			
FERC T&D O&M Per Customer	3 <sup>rd</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>			
FERC T&D Capital Spend Per Customer *	4 <sup>th</sup>	4 <sup>th</sup>	4 <sup>th</sup>			
FERC T&D O&M Per Primary Conductor Mile	2 <sup>nd</sup>	2 <sup>nd</sup>	<b>1</b> <sup>st</sup>			
FERC T&D Capital Per Primary Conductor Mile	1 <sup>st</sup>	2 <sup>nd</sup>	2 <sup>nd</sup>			

<sup>\*</sup> Capital spend per customer to remain in 4th quartile based on current capital investment plan

#### Overview / Long Term Goals

 Fundamentally revise our customer order fulfillment mindset by setting objectives, designing operating procedures and coordinating construction work to efficiently give customers exactly what they want, when they want it

#### **Tactics**

Become much easier to do business with

Make our processes and documentation much simpler

Commit to the customer's schedule

Deliver as promised

Leverage technology to streamline workflow

Keep the customer informed

Focus on truly satisfying the customer

Energize the workforce to provide great customer service

Red = New Initiative beginning in 2012 or beyond

#### Overview / Long Term Goals

- Electric Operations is less cost competitive than high performing peers and its previous structure did not enable efficient work execution
- Implement a data-driven approach to reduce costs, develop more executable work plans and increase efficiency in field & support operations

#### **Tactics**

#### **Reduce Cost Structure**

Review and adjust labor and contracting strategies Identify and capture opportunities for improved alignment and reduction of shared costs and direct costs / internal overheads

#### Improve Operational Efficiency

Prioritized focus on high cost programs

More efficient internal resource utilization via specific initiatives

# **Improvement Plan Enablers**

Identify & Prioritize **Projects** 

Govern & Sustain

Results

Performance against benchmarks Business pressure Areas of cost growth High spend programs

> Drive & Implement Change

LSS standard

Internally resource teams Monthly review Monitor changes & impact methodology



**Significant Projects** 

2012

Unit Cost Distribution poles unit Emergency unit cost New Business unit cost SCADA unit cost Work Methods Planned shutdown reduction (Hot Work) Labor Optimization Crew size standardization Central contracting

2013

Work Methods Planned outage reduction (Hot Work) Labor Optimization Crew size standardization ph2 Estimating improvements Schedule Optimization Bundling work Location redeployment

2014

Labor Optimization T200/T300 work OT/DT management Schedule Optimization Location redeployment Design Optimization Design standards simplification Equipment variety rationalization

#### **Asset and Records Management**

- · Implement technologies to collect, manage and provide access to accurate asset information
  - Condition Based Maintenance
    - Substation
    - Network
  - Electric Distribution GIS/AM
  - Field Asset Inventory
  - Convert Records to Electronic

#### Workforce Mobilization

- Implement mobile technologies to support customer service, maintenance, inspection, construction, and emergency work; focus mobile technologies on improved records accuracy, reduced administrative work, and improved workforce efficiency
  - MobileConnect Electric Dist. Compliance
  - MobileConnect Maintenance & Construction Scheduling/Dispatch System Upgrade

#### **Electric System Operations**

- the evolving and more complex electric T&D system; Support the effective consolidation of Distribution Control Centers
  - T&D SCADA Data Historian
  - Distribution Management System
  - Transmission Outage Mgmt System

#### **Design and Work Management**

- · Implement design and work management tools to support increased efficiency and improved customer satisfaction with service planning and design activities
  - · Substation Engineering Design Tools
  - **Customer Connections Online Tool**
  - Generation Interconnection Tools
  - · Graphic Work Design Tool
  - · Work Mgmt Systems Integration

Labor Trends

Work Mix

& Volume



Work Demands

Supply vs. Demand

Understand long term workforce needs and develop pipeline of skilled leaders and workers

2012

#### **Workforce Solution Roadmap**

2013

#### Talent Acquisition

Pre-apprentice program D&I hiring strategy Custom supply model Journeymen/Linemen hiring strategy

Targeted talent acquisition to address attrition risks

Critical workforce long term pipeline development (e.g. entry level engineers)

#### Training

Supervisor & manager leadership programs Rubber glove Safety initiative Hot stick / live line NERC certification Crew-lead tailboards-

Crew lead training

Enhanced apprentice cable splicer program

Rubber glove and hot stick / live

line phase 2

Establish training governance

process

#### Organizational Development

Line / support and span of control analyses

Labor agreement

Labor contracting strategy Optimize line / support and span of control

#### Knowledge Management

Increase knowledge transfer process maturity

Sustainable knowledge

repository

Knowledge transfer re-scan

#### Retention

Attrition management strategy development

Implement attrition

Long term demand model

management strategy Critical workforce

11

retention

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# Gas Operations Strategic Playbook



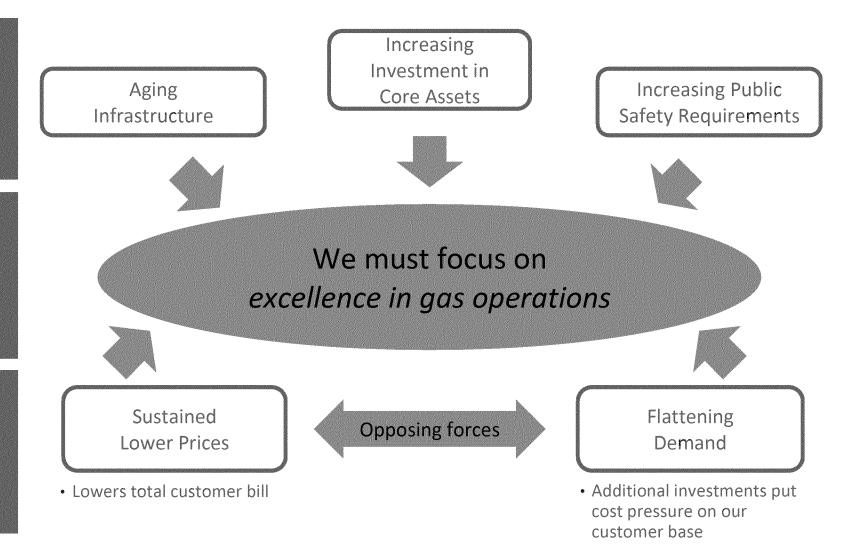




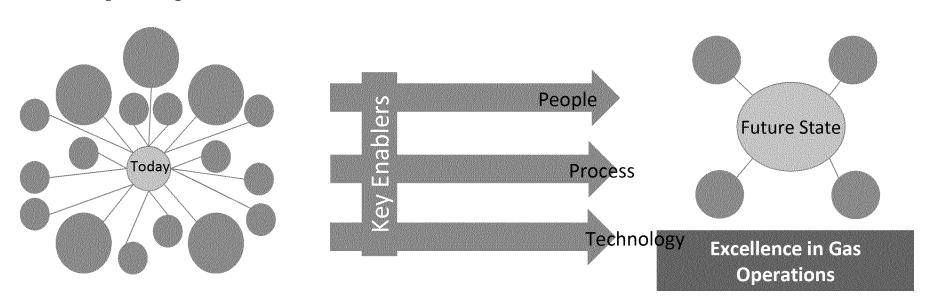






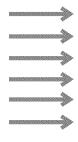


# Our Vision: Be the Safest, Most Reliable Gas Company



#### **Strategic Objectives**

- Public Safety
- Employee & Contractor Safety
- Compliance
- Reliability
- Customer Satisfaction
- Efficiency



#### **Aspirational Results**

- Zero public safety incidents
- Top quartile employee & contractor safety
- 100% on compliance obligations
- CWD / APD performance at design\*
- Achieve Utility Customer Satisfaction Goals
- 1st Quartile Controllable Costs

<sup>\*</sup> CWD: Cold Winter Day; APD: Abnormal Peak Day

# **Gas Operations Evolution**

San Bruno (9/2010) Q1,2011 We are Here 2014

#### **Stabilize** (Address Immediate Safety Risks)

- Implemented immediate pressure reductions
- Performed accelerated system safety assessments
- Built and executed contingency plans to avoid service interruptions
- Collected and reviewed strength test records for all HCA transmission lines

#### Remediate

(Build the Foundation)

- Continue to identify gaps and prioritize their remediation
- Execute Pipeline Safety
   Enhancement Plan
- Rewrite and implement Gas Operations standards and procedures
- Improve integrity management process
- Leverage technology to improve accessibility and reliability of asset information
- Develop Risk Register & risk-based investment prioritization
- Continue to improve Process
   Safety Management

Build excellence in fundamental gas operations

# Improve (Achieve Excellence in Gas Operations)

- Achieve and sustain PAS 55 certification that leads to a world class asset management system
- Rebuild long-term trust with our stakeholders (customers, regulators, and shareholders)
- Achieve 1st quartile performance across critical benchmarks
- Improve operational efficiency without compromising safety

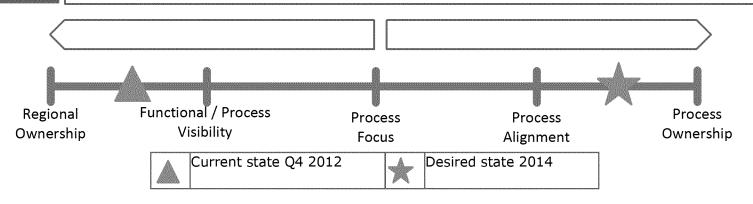


# **Key Enabler – Process**

#### Developing Asset Management System consistent with the requirements of PAS 55

Overview

Develop standardized end-to-end processes with clear accountabilities for performance and focus on driving safety, compliance, efficiency, reliability and continuous improvement in our operations



#### **Current State:**

- Dominant functional orientation with regional differences in ownership for process steps
- Process owners assigned, varying levels of maturity in initiating and developing process improvements



#### **Future State:**

- Centralized, functional organization aligned to support standardized processes
- Clear responsibilities and dual accountability for process & functional results

Challenges

- Significant disparity in regional process execution
- Cultural resistance to central, standardized efforts





# **Energy Supply Strategic Playbook**













# **Energy Supply S-1 Playbook**

#### **Playbook Objectives**

- Safe and Reliable Operations
- Implementation of Regulatory Requirements
- Affordability and Value
- Investment in Human Talent
- Renewable Integration
- Policy Shaping and Influence

# PLAN Create realistic plans that deliver measurable results. Dissign work to see problems as the realistic plans as the process view that includes upstream and down tribram clark cholders in planning. IMPROVE Explored problems and down tribram clark cholders in planning. Improve the process view that includes upstream and down tribram clark cholders in planning. Improve the employees the object of the process of the country of the process of the process of the country of the process of the process of the country of the process of the

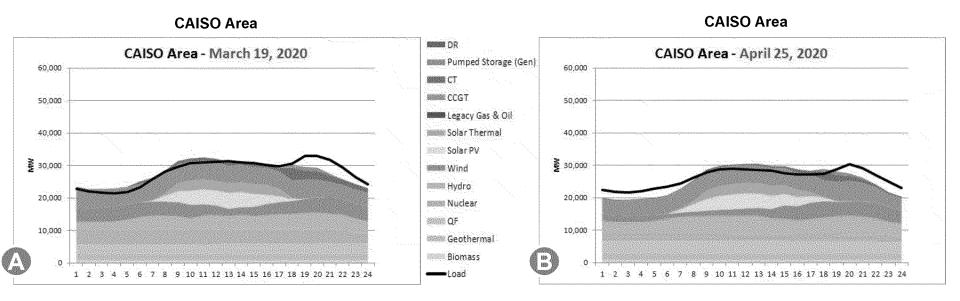
#### **Anticipated Results**

- No significant public safety incidents associated with our generation assets
- All compliance obligations met
- A safe, reliable, affordable, and clean energy supply mix
- Successful implementation of Value-Based Reliability
- Improved level of employee engagement
- A comprehensive state clean energy policy

#### **Key Enablers**

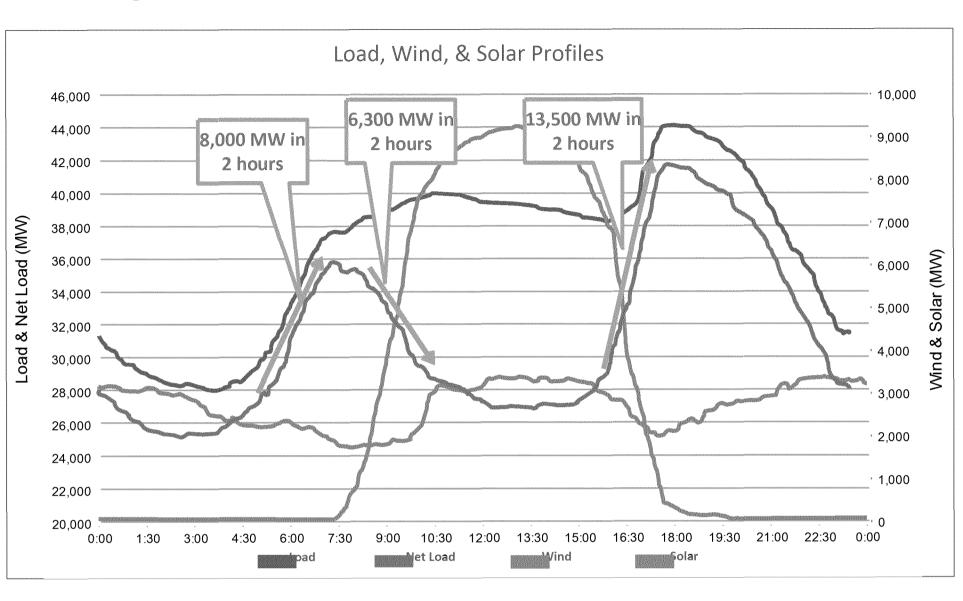
- Continuous Improvement
- Regulatory & Government Relations
- Technology Roadmap
- Human Capital

# The Challenge of Resource Integration: Balancing Electricity Supply and Demand



- CAISO analysis based on IOUs 2010 public RPS filing
- Solar PV supply potentially understated
- •Over-generation is forecast on more than 50% of days in the year

# **Change in Net Load Shape**



# **Energy Supply Strategy**



Gas Fleet

#### **Current Profile**

Colusa: 530 MW GSGateway: 530 MW GSHumboldt Bay: 163 MW GS

#### Pending

· Oakley: 624 MW GS

#### **Key Activities**

- Reliability
- Flexibility



Renewables - PV

#### **Current Profile**

PV Solar Stations: 102 MW

#### Pending

• 50 MW under development in Program Year 3

#### **Key Activities**

 Complete Program Year 3 development



#### Nuclear

#### **Current Profile**

• Diablo Canyon: 2 Units, 2,240 MW

#### Pending

• DCPP License Renewal application

#### **Key Activities**

- Fukushima and Emergency Plan rulemaking
- DCPP 5-year comprehensive cost and efficiency plan
- Refueling outage planning and execution



#### **Energy Procurement**

#### **Current Profile**

 \$3.7 billion electric procurement portfolio managed by 275 employees

#### **Pending**

Market Redesign

#### **Key Activities**

- Greenhouse Gas / AB32 Strategy
- Value Based Reliability initiative
- IT Compliance Related projects
- Flexible procurement contracting strategy



#### Hydro Fleet

#### **Current Profile**

- Helms Pumped Storage: 1,212 MW
- Conventional Hydro: 67 powerhouses, 106 units, 2,684 MW

#### Pending

- FERC relicensing.
- Currently 3 major projects in progress:
   Upper North Fork Feather River, McCloud-Pit, and Drum-Spaulding

#### **Key Activities**

- Hydro Public Safety initiative
- Improve Reliability and Facility Material Condition initiative
- Hydro ERM and Asset Mgmt program