

California Residential Rates OIR Joint IOU Customer Survey

All Party Review
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Agenda

- Review Survey Objectives
- Discuss Open Issues
- Next Steps / Timeline



Joint IOU Customer Survey Objectives

- Provide insight by customer segment into:
 - Extent that customers understand their current rate structure
 - Rate structure configurations that would best motivate customers to conserve / shift their energy use
 - Relevance of rate plan characteristics (understandable, stable, predictable, fair, etc.) to customer interest in various rate plan configurations
 - Customer tolerance for bill change and appetite for savings
 - Relevance of customer education to customer migration to rate plan options
 - Market shares by customer segment for various rate plan configurations

Open Issues

- Testing Plan
- Bill Impacts
 - Showing bill impact potential with each option (lower or higher bill)
- Rate structures and components
 - Basic rate structures
 - 3-tier vs. 4-tier
 - Other rate structures like PTR, CPP and a full-time PTR-like program
 - Minimum bill
 - Demand charges
- Language describing rate structures
 - Accurate and understandable rate structure descriptions
 - Bill stability characteristic
- Survey structure
 - Asking about rate structure understanding before education section...Questions up-front 2.1 b, 2.1 c.

PF&E® Joint IOU Customer Survey Questionnaire Structure

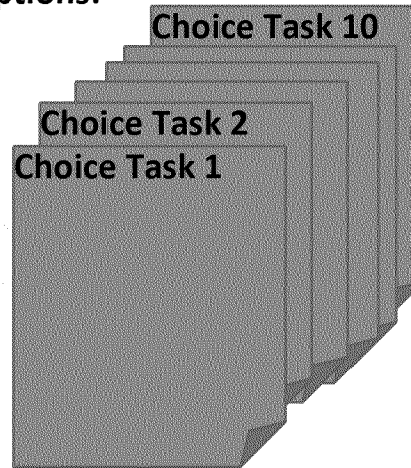
I. Establish rate knowledge and energy use attitudes and behavior.

- 0. Screening
- 1. Evaluation of Utility company
- 2. Current rate knowledge
- 3. Initial energy use attitudes and behavior

II. Educate customer about rate plan structures and components.

- 1. Rate plan structure and components introduction
- 2. Additional energy use attitudes and behavior
- 3. Importance of rate plan characteristics (understandable, stable, etc.)

III. Establish customer preferences for different rate plan options:



IV. Evaluation of rate plan options on characteristics customers seek and additional customer profile information.

- 1. Evaluation of rate options using principle (understandable, stable, choice, etc.)
- 2. Bill review habits
- 3. Demographic and Household characteristics

