

From: Campbell, Michael  
Sent: 10/21/2013 12:11:16 PM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)  
Cc:  
Bcc:  
Subject: RE: Data on 2012 opt -in ptr vs SR

Thanks for these, Sid. I haven't reviewed anything beyond the PPT yet, but a couple questions come to mind. If you know the answers, that would be helpful:

- 1) For the 118K SmartRate customers, how do they break out by hat climate zones, and do you have any numbers about the proportion that have central A/C
- 2) What have you experienced in cost for recruitment and retention (marketing)?

MC

**From:** Dietz, Sidney [mailto:SBD4@pge.com]  
**Sent:** Monday, October 21, 2013 10:51 AM  
**To:** Campbell, Michael  
**Subject:** FW: Data on 2012 opt -in ptr vs SR

2 of 2. Let me know if they came through.

**From:** Dietz, Sidney  
**Sent:** Monday, October 14, 2013 7:14 PM  
**To:** Campbell, Michael  
**Subject:** FW: Data on 2012 opt -in ptr vs SR

Michael –

These attachments are all about the three IOUs' peak-shaving programs, and are supposed to illustrate that our SmartRate is an effective program. In fact, I think it is effective enough that it doesn't make sense to start from scratch with either a default PTR **or** an opt-in PTR. Of course, this is only one of many things that have changed since the record was closed in this case.

The results that are cited in our summary are from 2012. 2013 results won't be available for months. Note that SmartRate enrollment has grown a lot since 2012, and now stands at something above 118,000. We should talk about how we were able to get to that enrollment in a separate conversation some time.

So, first open the PPTX attachment, which is PG&E's summary of results from the programs (defined more carefully in the notes). In it, you will find citations to the three ex-post reports from the IOUs done by FSC, a third party. I've included these three reports for your convenience, but they were also submitted to ED. If you would like a bit of help walking through it, like I did, please give me a call.

yours,

sid

**From:** [Redacted]  
**Sent:** Monday, October 14, 2013 6:36 PM  
**To:** Dietz, Sidney; Slocum, Gail (Law); Zelmar, Karen  
**Cc:** [Redacted]  
**Subject:** RE: Data on 2012 opt -in ptr vs SR

Sid,

The deck has been double-checked and updated to include all three IOU's residential peak shaving program, plus those customers that also participant each IOU's AC cycling program.

### Enrollments in California's Peak Shaving Programs

	<u>PG&amp;E</u>	<u>SCE</u>	<u>SDG&amp;E</u>
<u>Peak Shaving Program Name</u>	SmartRate™	Save Power Day	Reduce Your Use
<u>Program Type</u>	Critical Peak Pricing	Peak Time Rebate	Peak Time Rebate
<u>Avg. Enrollment (Opt-In)</u>	38,667	117,942	41,243
<u>AC Cycling Program Name</u>	SmartAC™	Summer Discount Program	Summer Saver
<u>Avg. Enrollment (dually participating)</u>	22,132	28,111	2,917
<u>Total Avg. Enrollment*</u>	<u>60,799</u>	146,052	44,160

*\*Total enrollments my not sum due to averaging*

	<u>PG&amp;E<sup>A</sup></u>	<u>SCE<sup>B</sup></u>	<u>SDG&amp;E<sup>C</sup></u>
	SmartRate™	PTR	PTR
<u>Avg. Opt-In Customer Reduction (kW)</u>	0.280	0.097	0.083
<u>Avg. Opt-In Customer % Reduction</u>	18.0%	4.3%	6.4%
<u>Avg. Opt-In Aggregate Load Impacts (MW)</u>	17.1	14.1	3.7
<u>Avg. Opt-In Customer Count for Season</u>	60,799	146,052	44,160

The attachments include the following:

1. Deck summarizing California's 2012 Dynamic Pricing Program Ex Post Load Impacts
2. PG&E's 2012 SmartRate (CPP) Load Impact Evaluation report
3. PG&E's 2012 Ex Post Load Impact Table generator
4. SCE's 2012 Save Power Day (PTR) Load Impact Evaluation report
5. SCE's 2012 Ex Post Load Impact Table generator
6. SDG&E's 2012 Reduce Your Use (PTR) Load Impact Evaluation report
7. SDG&E's 2012 Ex Post Load Impact Table generator

Call me on my mobile if you have any questions.

Thanks,

Redact

Redacted

PG&E: Research & Evaluation (DR, DG, EVs)

Redacted

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