

Key Drivers for Meeting Program Goals

December 15, 2023





A Shift from Homes-Treated to Savings-Driven Model

D.21-06-015 directs the IOUs to

- Shift away from treating all eligible households towards a savings-focus model based on customers' needs
- Continue to offer energy efficiency services to eligible households
- Offer measures that focus on deeper energy savings to achieve program goals

The Decision provides homes treated targets and savings goals

To-date, the ESA Program has yielded varying results among the IOUs



Striving to Provide Service and Achieve Savings

Same, but enhanced to prioritize savings

- Retain all-feasible measures feature to service eligible homes
- Offer measures that provide deeper energy savings based on customers' needs

Use prior delivery model as a foundation provides continuity and minimizes disruptions in program operations

Allows for opportunities to seek out deeper savings through targeted leads

Building on prior delivery model has enabled PG&E to continue to treat eligible customers and meet savings goals



Data-Driven M&O Efforts to Acquiring Customers

PG&E's marketing team tests/applies proven marketing and outreach (M&O) tactics in driving ESA customer acquisition

- Leverage internal data to identify customers who may benefit from high energy savings measures (customer attributes / prior treatment information)
- Mini-campaign targeting customers who may benefit from specific ESA offerings with higher energy savings (e.g., Pool pumps, heat pump water heater (HPWH), prescriptive duct sealing (PDS) + smart thermostats)
- Home energy reports increase understanding of home energy use and savings opportunities (e.g., Home Energy Check-up (HEC))



Robust Leads and High Customer Interest in Savings

- PG&E's M&O initiatives generated a sufficient pipeline of qualified leads to exceed the homes treated targets in 2022 and 2023
- There has been significant customer interest in measures with high energy savings potential to meet energy savings goals
- Strong pipeline of leads supports a productive workforce
 - Review regulatory budgets for the entire cycle at every quarterly meeting with implementers/contractors for transparency and planning
 - Implementers are incentivized by energy savings; subcontractors continued to be compensated on a time and materials basis



Summary

- Building on prior delivery model featuring all feasible-measures with deep-savings options enables savings without compromising existing services
- M&O tactics using data-driven targeting and segmentation to identify customer need-states generate robust leads that support a productive workforce
- Energy education tools like energy reports complement M&O efforts to drive high customer interest in measures with deeper energy savings
- Together, these factors contribute to PG&E's successful transition to the new ESA program design and ability to meet program goals

Questions/Comments

