

# BECC 2013

## Utilities Combine Market Intel with Behavioral Tools to Drive Customer Engagement



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# About PG&E





# It Starts with Data



- Year Built
- Square Footage
- Air Conditioning
- Pool
- Appliance Purchase



- Area
- Climate Zone
- Weather



- Interval Data



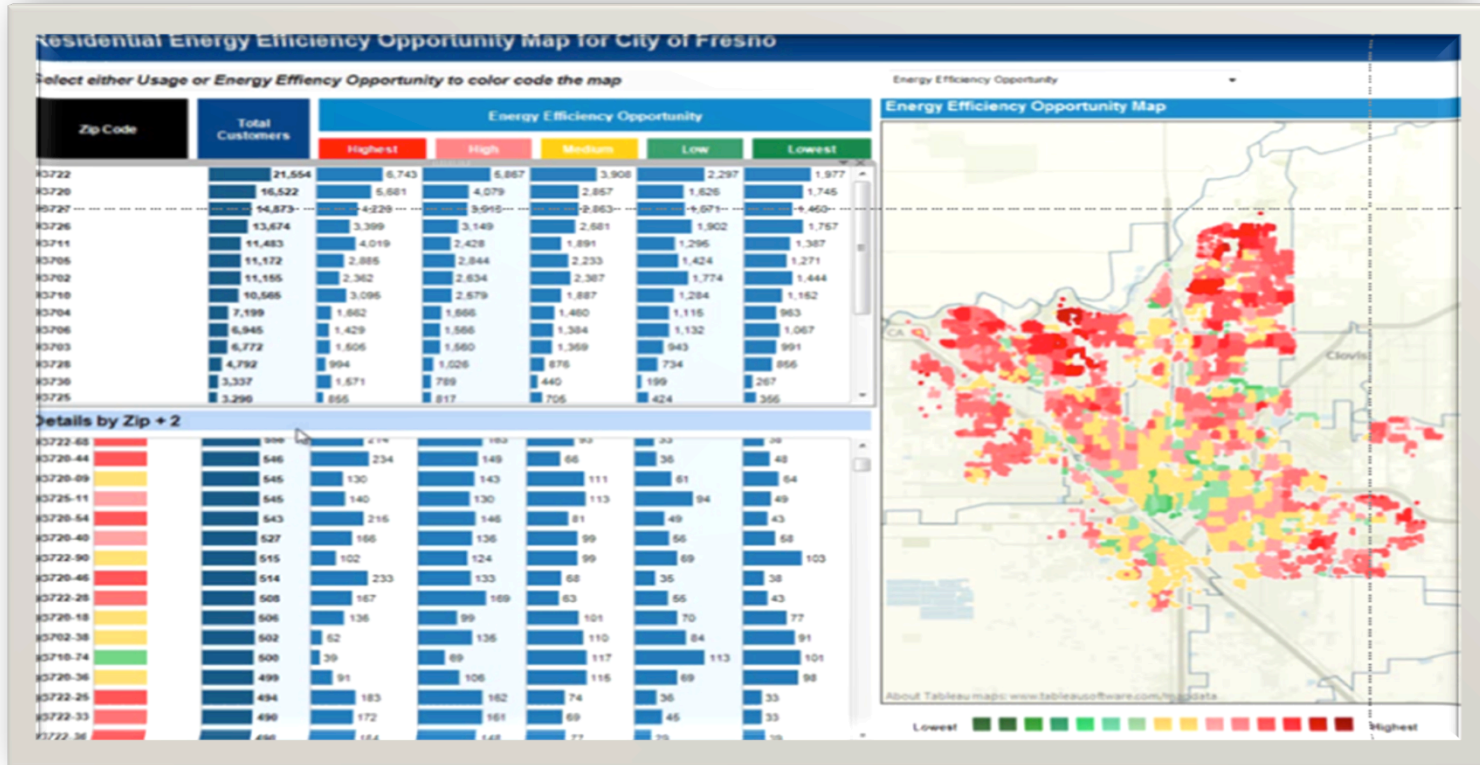
- Age
- Gender
- Income
- Residential Personas







# Targeted Marketing: Deep Home Retrofit



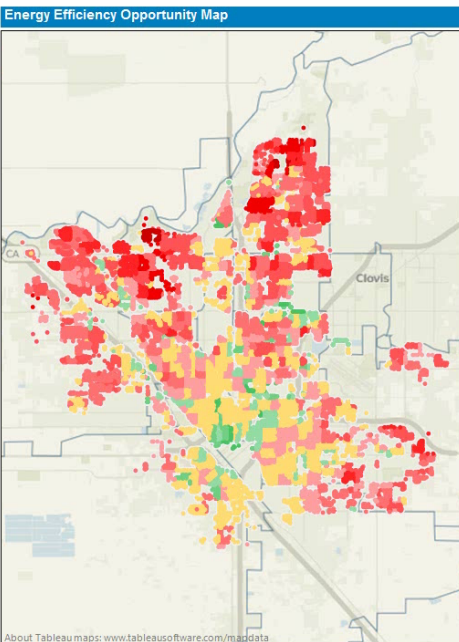


## Residential Energy Efficiency Opportunity Map for City of Fresno

Select either Usage or Energy Efficiency Opportunity to color code the map

Energy Efficiency Opportunity

Zip Code	Total Customers	Energy Efficiency Opportunity				
		Highest	High	Medium	Low	Lowest
93722	21,554	6,743	6,867	3,908	2,297	1,977
93720	16,522	5,681	4,079	2,857	1,626	1,745
93727	14,873	4,220	3,913	2,863	1,671	1,450
93726	13,674	3,399	3,149	2,681	1,902	1,757
93711	11,483	4,019	2,428	1,891	1,296	1,387
93706	11,172	2,885	2,844	2,233	1,424	1,271
93702	11,155	2,362	2,634	2,387	1,774	1,444
93710	10,565	3,096	2,679	1,887	1,284	1,162
93704	7,199	1,662	1,666	1,460	1,115	963
93706	6,945	1,429	1,566	1,384	1,132	1,067
93703	6,772	1,505	1,560	1,359	943	991
93728	4,792	994	1,026	876	734	855
93730	3,337	1,671	789	440	199	267
93725	3,290	855	817	705	424	355



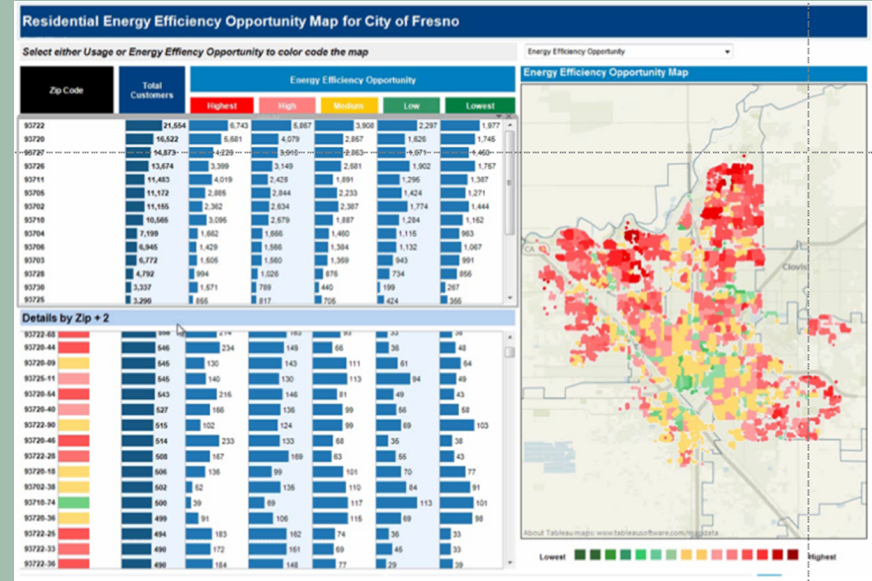
### Details by Zip + 2

93722-68	214	163	93	33	36	
93720-44	546	234	149	66	36	48
93720-09	545	130	143	111	81	64
93725-11	545	140	130	113	94	49
93720-54	543	215	146	81	49	43
93720-40	527	166	136	99	56	58
93722-90	515	102	124	99	89	103
93720-46	514	233	133	68	35	38
93722-28	508	167	169	63	55	43
93720-18	506	136	99	101	70	77
93702-38	502	52	135	110	84	91
93710-74	500	39	69	117	113	101
93720-36	499	91	106	115	89	98
93722-25	494	183	162	74	36	33
93722-33	490	172	161	69	45	33
93722-36	490	184	148	77	29	39

Lowest ■ ■ ■ ■ ■ ■ Highest



# Local Partnership Success in Fresno





# Residential Persona Examples

## Eco-Active Go-Getters



### Tone

Optimistic  
Activist

### Messages

Help The Environment  
Do Your Part

### Hot-Buttons

Climate  
Equality

### Channels

Internet  
SMS

### Products

eBill/Autopay  
Energy Alerts

## Style Seekers



### Tone

Playful  
Simple

### Messages

Look Good  
Be Care Free

### Hot-Buttons

Peer Influence  
Savings

### Channels

Outdoor  
Magazines

### Products

SmartRate

## Paving The Way



### Tone

Conservative  
Practical

### Messages

Get Ahead  
Ease The Burden

### Hot-Buttons

Money  
Progress

### Channels

Television  
In-Store

### Products

Balanced Payment Program

## The Gadget Family



### Tone

Modern  
Communal

### Messages

Enjoy Convenience  
Enhance Quality

### Hot-Buttons

Family  
Finances

### Channels

Internet  
Mail

### Products

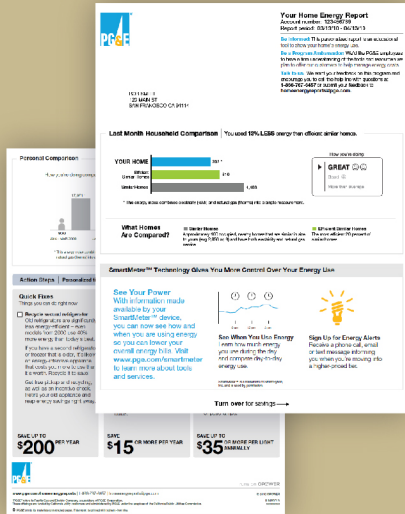
SmartAC  
MyEnergy







# Personalized Analysis for Residential Customers

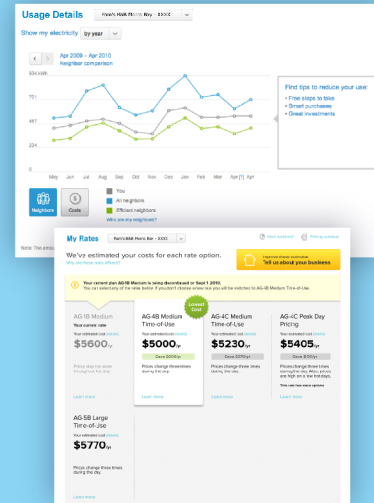


1,000,000

PG&E customers

Savings: 49.9 GWh

1.5 million Therms



**MyEnergy:**  
2.7 million  
registered customer accounts

**My Usage:** More than  
1.2 million total users (YTD)

**Rate Analysis:** Nearly  
870,000 unique visitors (YTD)





# Home Area Network (HAN)



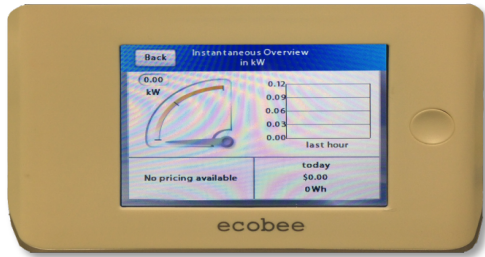
AzTech Energy Information Display



Comverge / Emerson IntelliTEMP 900



Comverge / Energy Aware PowerTab



Ecobee Smart Thermostat



Rainforest Automation / Bidgely Gateway





HOME    RECOMMENDATIONS    BUILDING PROFILE

Spending  
**\$22,992**

Electricity  
**129,708 kWh**

Gas  
**0 therms**

Carbon Emissions  
**34 tons**

Energy Use  
**Categories**

Potential Savings  
**\$16,848/yr**

Plan Savings  
**\$1,232/yr**

Annually    Monthly    Daily    Total    **Electricity**    Gas

### YOUR ESTIMATED ENERGY USE BY CATEGORY

You used **36318 kWh** in the last 12 months for **Office Equipment**, which is about **28%** of your annual energy bill.



Office Equipment	28%
Interior Lighting	20%
Cooling	19%
Ventilation	18%
Other	4%
Exterior Lighting	3%
Heating	2%
Refrigeration	2%
Motors	1%
Water Heating	1%

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FIND MORE WAYS TO SAVE

How much daylight is used



### Your Energy Savings Plan

4 recommendations | **\$1232** in savings | **11 tons** CO2 Savings



# Whole Building Approach



# Thank you!



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