

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



September 20, 2012

Advice Letter 4079-E

Vice President, Regulation and Rates
Pacific Gas and Electric Company
77 Beale Street, Mail Code B10C
P.O. Box 770000
San Francisco, CA 94177

Subject: Peak Day Pricing : Customer Internet Tools

Dear Mr. Cherry:

Advice Letter 4079-E is effective August 1, 2012.

Sincerely,

A handwritten signature in cursive script that reads "Edward F. Randolph".

Edward F. Randolph, Director
Energy Division

July 2, 2012

Advice 4079-E

(Pacific Gas and Electric Company ID U 39 E)

Public Utilities Commission of the State of California

Subject: Peak Day Pricing: Customer Internet Tools

In accordance with Ordering Paragraph (OP) 1.g of Decision (D.) 11-11-008, modifying OP 18 of the 2009 Rate Design Window (RDW) D.10-02-032, Pacific Gas and Electric Company (PG&E, the Company) submits its Tier 2 advice letter demonstrating the Peak Day Pricing (PDP) functionalities PG&E has implemented on its website.

Decisions 10-02-032 and 11-11-008 indicate that the PDP default processes shall not begin until affected customers have had access to the PDP-related customer service on-line (CSOL) tools for at least 45 days after the Energy Division verifies the tools. PG&E has now implemented functionalities on the CSOL platform used by small and medium business customers and small and medium agricultural customers. The small and medium business customers are scheduled to default to time-of-use (TOU) beginning in November 2012 and to PDP beginning in November 2014. The small and medium agricultural customers are scheduled to begin defaulting to TOU in March 2013.¹ PG&E submits this advice letter to enable Energy Division staff to verify that the new PDP functionalities on CSOL appropriately suit the needs of customers affected by default.²

Background

D.10-02-032 includes new PDP-related functionalities on the CSOL platform. The following CSOL functionalities shall be verified by Energy Division at least 45 days prior to implementing default PDP (D.11-11-008 OP 1.g modifying D.10-02-032 OP 18):

1. Customers shall be able to calculate bills under varying scenarios to evaluate the effects of PDP and make appropriate choices. (Findings of Fact (FoF) 39-40) This feature should be available 45 days prior to defaulting to PDP. (Conclusions of Law (CoL) 23)

¹ Per Decision 11-11-008 OP 1.b, and OP 1.a, respectively.

² These on-line tools were provided by alternative websites for Large Business and Large Agricultural customers' timely default to PDP.

2. Data for multiple accounts shall be accessible and downloadable with a single login (D. 10-02-032 page 43). Per D.10-02-032 page 45, this functionality addresses agricultural customers' concerns regarding the availability of information in one downloadable aggregated format for multiple meters. (FoF 38) Additionally, D.10-02-032 indicated that CSOL should allow the customer to group and analyze multiple accounts, specifically for agricultural accounts. (D.10-02-032 page 109 and CoL 22)

The following functionalities are in D.10-02-032; however, in Section 26 of D.10-02-032, (mimeo) pages 108 to 109, the Commission indicated that PG&E should work with the Energy Division with respect to implementing, or if necessary, modifying them. Consequently, PG&E does not believe that implementation of default would be dependent on verification of functionalities described below. PG&E describes the status of these initiatives to provide a complete discussion of CSOL functionality.

- A. Customers should have access to cumulative consumption and their bill to date in the current billing cycle. (CoL 50)
- B. Customers should have access to a forecast of what their consumption and bill might be at the end of the current billing cycle, including tips and recommendations to reduce bills. (CoL 51)
- C. Customers should be able to request alerts, including alerts based on their conditions. (CoL 52)

New CSOL Tools

PG&E's new CSOL tools improve customers' ability to view personalized content and review rate options – including TOU and PDP– online. In addition to the personalized rate analysis, and consumption and cost download functions, PG&E's CSOL tools provide personalized energy efficiency content, descriptions of how rates work, and online enrollment in PDP rates.

Peak Day Pricing Functionalities

Typically, in order to use PG&E's CSOL tools for downloading data and/or exploring customer specific rate analyses, the customer would enroll in My Account/My Energy.³ A customer can enroll in My Energy by providing one of their Account numbers, plus either a telephone number associated with the Account in PG&E records, or a meter number for one of the meters billed through the Account. The tools are available to Business, Agricultural and Residential customers on the CSOL platform.

³ Certain customers have access to these functions through an alternate PG&E system, InterAct. Customers with access to these functions through InterAct are typically larger customers (over 200 kW) or customers on niche programs such as certain demand response programs.

Once the customer has logged into My Account/My Energy, a customer may either click on a link “Learn More About PDP” or select “My Usage” to get access to the rate analysis tools. The rate analysis tool provides customers with specific illustrative annual bills on multiple rates for which the customer is eligible, including TOU and PDP, based on the customer’s prior interval data. The customer can then select “what if” analyses to show how the rate analysis can change based on actions the customer may choose. The customer also may view monthly illustrative bills on their current and selected alternative rates. (See pages 1 through 6 of Attachment 1) These tools satisfy the requirements of FoF 39 and 40. They are available to customers with at least nine months of interval data and so are available prior to a customer becoming eligible to default to a new rate. (CoL 23)

Once enrolled in My Account, the customer can add additional Accounts through the “Add Account” feature of My Energy to include other relevant Accounts and Service IDs under the same login. Customers may associate up to 90 accounts with a single username. Customers logging into My Energy may then download their usage data for multiple accounts and Service IDs with a single login (D. 10-02-032 page 43). This functionality addresses customers’ concerns regarding the availability of information in one downloadable format for multiple meters. (D.10-02-032 page 45 and FoF 38) (See pages 7-10 of Attachment 1.) PG&E is continuing to explore opportunities to provide customers with the ability to aggregate data from multiple Services.⁴

Additional CSOL Functionalities

Through My Energy, customers have access to consumption and cost for each day in the current billing cycle and for prior periods. This data may be viewed by month over a year, by day over a billing cycle, or by hour over a day.⁵ To receive cumulative consumption and cost, a customer may download a spreadsheet of usage and consumption data for the current billing cycle or other period of the customer’s choice, and sum the data. (CoL 50) (See pages 8 – 10 of Attachment 1)

The consumption pages described above include links to tips and recommendations to reduce bills through My Account/My Energy. (CoL 51) In addition, customers may receive information on Recommended Programs and Rebates in the “Ways to Save” portion of My Account/My Energy based on their personalized information. Customer may sort tips by customer popularity or PG&E featured selection, and by type or cost. (See pages 11 -14 of Attachment 1.) PG&E is continuing to explore opportunities to provide customers with a forecast of what their consumption and bill might be at the end of the current billing cycle and is preparing to launch forecasting tools for residential customers in 2012.

⁴ Presently some customers with multiple Services download data for multiple Services in a single download via My Energy by running an automated script that presents a list of Service Agreements to My Energy and requests that each be downloaded. This option is best suited for technically knowledgeable customers, and PG&E does not consider it a general purpose solution.

⁵ For customers whose usage is tracked in 15 minute intervals, the usage by day will be shown in 15 minute intervals.

Customers on PDP or SmartRate may request alerts of event days. Residential customers may request alerts upon cross-over to a higher rate tier. However, PG&E is not currently providing alerts based on conditions chosen by the customer. (CoL 52)

Summary of CSOL Functionality

PG&E's CSOL PDP functionalities provide customers access to:

- Rate analysis tools, including "what-if" analysis capability, and
- Download data for multiple accounts and services with a single login.

These tools appropriately suit the needs of customers subject to default. Therefore, PG&E requests approval of this Advice Letter.

Protests

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, by facsimile or electronically, any of which must be received no later than **July 23, 2012**, which is 21 days⁶ after the date of this filing. Protests should be mailed to:

CPUC Energy Division
Tariff Files, Room 4005
DMS Branch
505 Van Ness Avenue
San Francisco, California 94102

Facsimile: (415) 703-2200
E-mail: EDTariffUnit@cpuc.ca.gov

Copies of protests also should be mailed to the attention of the Director, Energy Division, Room 4004, at the address shown above.

⁶ The 20 day protest period concludes on a weekend. PG&E hereby moves this date to the following business day, consistent with the provisions in G.O. 96-B, Section 1.5.

The protest also should be sent via U.S. mail (and by facsimile and electronically, if possible) to PG&E at the address shown below on the same date it is mailed or delivered to the Commission:

Brian K. Cherry
Vice President, Regulatory Relations
Pacific Gas and Electric Company
77 Beale Street, Mail Code B10C
P.O. Box 770000
San Francisco, California 94177

Facsimile: (415) 973-6520
E-mail: PGETariffs@pge.com

Effective Date

PG&E requests that this Tier 2 advice filing become effective on regular notice, **August 1, 2012**, which is 30 calendar days after the date of filing.

Notice

In accordance with General Order 96-B, Section IV, a copy of this advice letter is being sent electronically and via U.S. mail to parties shown on the attached list and the parties on the service list for A.09-02-022. Address changes to the General Order 96-B service list should be directed to PG&E at email address PGETariffs@pge.com. For changes to any other service list, please contact the Commission's Process Office at (415) 703-2021 or at Process_Office@cpuc.ca.gov. Send all electronic approvals to PGETariffs@pge.com. Advice letter filings can also be accessed electronically at: <http://www.pge.com/tariffs>

A handwritten signature in cursive script that reads "Brian Cherry /sw".

Vice President, Regulatory Relations

Attachment 1: Peak Day Pricing: Customer Service Online Tools

cc: Service List A.09-02-022
Jennifer Caron, CPUC

CALIFORNIA PUBLIC UTILITIES COMMISSION

ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No. **Pacific Gas and Electric Company (ID U39 E)**

Utility type:

ELC GAS
 PLC HEAT WATER

Contact Person: Shirley Wong

Phone #: (415) 972-5505

E-mail: slwb@pge.com

EXPLANATION OF UTILITY TYPE

ELC = Electric GAS = Gas
PLC = Pipeline HEAT = Heat WATER = Water

(Date Filed/ Received Stamp by CPUC)

Advice Letter (AL) #: **4079-E**

Tier: 2

Subject of AL: **Peak Day Pricing: Customer Internet Tools**

Keywords (choose from CPUC listing): **Compliance**

AL filing type: Monthly Quarterly Annual One-Time Other _____

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #: **In accordance with Ordering Paragraph (OP) 1.g of Decision (D.) 11-11-008 modifying OP 18 of the 2009 Rate Design Window (RDW) D. 10-02-032**

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: No

Summarize differences between the AL and the prior withdrawn or rejected AL:

Is AL requesting confidential treatment? If so, what information is the utility seeking confidential treatment for: No

Confidential information will be made available to those who have executed a nondisclosure agreement: N/A

Name(s) and contact information of the person(s) who will provide the nondisclosure agreement and access to the confidential information: _____

Resolution Required? Yes No

Requested effective date: **August 1, 2012**

No. of tariff sheets: **0**

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected:

Service affected and changes proposed:

Protests, dispositions, and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division

Tariff Files, Room 4005

DMS Branch

505 Van Ness Ave., San Francisco, CA 94102

EDtariffUnit@cpuc.ca.gov

Pacific Gas and Electric Company

Attn: Brian K. Cherry, Vice President, Regulatory Relations

77 Beale Street, Mail Code B10C

P.O. Box 770000

San Francisco, CA 94177

E-mail: PGETariffs@pge.com

Pacific Gas and Electric Company Advice Letter 4079-E Peak Day Pricing: Customer Service Online Tools Attachment 1

- Rate Analysis pages 2-6
- View and Download Usage and Cost Data pages 7-10
- Personalized Tips and Recommendations pages 11-14

Select a new rate

Access to tools to learn more about PDP

Select Your PDP Rate

A-1X Small/Medium Business Time of Use (Default)

Small/Medium Business Standard Electric Service:

- For small and medium usage non-residential customers with a SmartMeter
- Includes a customer charge and an energy charge that varies by season
- Requires a maximum peak demand of less than 200kW
- Excludes primarily agricultural uses
- Alternative to PDP, requiring availability of 12 months of hourly usage data
- Eligible for Peak Day Pricing

A-6 Small Business Time of Use Electric

Small General Time of Use Service

- For customers with SmartMeters who use much of their electricity at times other than noon to 6pm on weekdays
- Rates vary by season and according to the time of day electricity is used
- Rates are lowest between 9:30pm and 8:30am weekdays, and all day on weekends and holidays

E-19S Medium Business TOU/Demand - 5 Voltage

Medium Business Demand-Metered Time of Use Service - Secondary

- For customers with a SmartMeter whose load does not meet the requirements for Schedule E-20, Large Business Demand-Metered TOU Service, but has demand exceeding 499 KW

Decision Making Help



Tips to Reduce Demand

Learn what others have done to reduce electric usage during peak demand periods.

[View tips](#)



Learn More About PDP

Find out what PDP means for you.

[Get the facts](#)



Get your Questions Answered

Call a specialist at 800-987-4923 or

[send us your question](#)

- Links directly to:
- Rate Analysis
- Event Day Details
- Attend a PDP Workshop
- Tips to reduce demand
- My Usage

Perform analysis on new rate options

The screenshot displays the PG&E My Energy website interface. At the top, the PG&E logo and 'My Energy' text are on the left, and 'Logged in as | Contact Us | ENGLISH | Log Out' is on the right. A navigation bar includes 'Overview', 'Pay & Manage', 'My Usage', 'Ways to Save', and 'Community'. Below this, a secondary bar has 'Compare My Bills', 'My Goal', 'My Usage Details', and 'My Rates'. The 'My Rates' section is active, showing a heading 'My Rates' and links for 'Have questions?' and 'Print my summary'. A yellow callout box says 'Improve these estimates Tell us how you use energy'. Below, three rate options are compared:

Rate Option	Estimated Cost	Price Behavior
Your current rate A1 Standard	\$1580	Prices stay the same all day.
A1 Time-of-Use	\$1615	Prices change three times per day.
A1 Peak Day Pricing	\$1615	Prices change three times per day. Also, prices are high 9 - 15 days per year. This rate has extra options.

Each option includes a 'Learn more' link and a 'Your last 11 month estimate (details)' link.

Educate the customer on their rate options

Analyze eligible rate schedules based on actual interval usage and actual PDP events

Perform What If Analysis

Improve your rate plan estimates close X

1 of 3: During summer, can your business make small changes to shift usage on weekday afternoons, 12 - 6 pm?

I'm already using as little as I can on weekday afternoons.

Some. I can shift some of my usage to earlier or later in the day.

A lot. I can shift a lot of my usage to earlier or later in the day.

Suggested ways to reduce:

Open blinds / shades and turn on lights during the day.

Power down and unplug unused equipment.

Use equipment earlier or later in the day.

Schedule repairs requiring less energy during off-peak hours.

Prev

Improve your rate plan estimates close X

2 of 3: On a few very hot afternoons from 2 - 6 pm, could your business make major changes to reduce?

I'm already using as little as I can on hot afternoons.

Some. I can avoid using some major equipment on hot afternoons.

A lot. I can avoid using most major equipment on hot afternoons.

Suggested ways to reduce:

Turn off major appliances and equipment during hot afternoons.

Turn off air conditioner and fans during hot afternoons.

Prev

Improve your rate plan estimates close X

3 of 3: Can your business make additional changes to reduce your overall energy use?

I'm already using as little as I can overall.

Some. I can make one or two more changes listed below.

A lot. I can make many more changes listed below.

Suggested ways to reduce:

Install efficient lightbulbs (CFLs) and only light needed areas (small impact).

Use computer power saving modes (small impact).

Weatherstrip windows and doors (medium impact).

Maintain your air conditioner and replace filters monthly (big impact).

Replace older appliances with energy star-rated equipment (big impact).

Prev Finish >

Guide customer through a short series of questions to determine how costs can change based on actions taken



We're updating your estimates based on your responses.

See how actions affect bill

Logged in as | Contact Us | ENGLISH | Log Out

PG&E My Energy

Overview | Pay & Manage | **My Usage** | Ways to Save | Community

Compare My Bills | My Goal | My Usage Details | **My Rates**

My Rates

Have questions? | Print my summary

We've updated your costs based on your input.

Based on your planned usage changes

- A lot of small changes to use less during 12 - 6 pm
- A lot of small changes on hot days to use less during 2 - 6 pm
- A lot of changes to reduce overall usage

Your current rate	A1 Time-of-Use	A1 Peak Day Pricing
A1 Standard	A1 Time-of-Use	A1 Peak Day Pricing
Your last 11 month estimate (details)	Your last 11 month estimate (details)	Your last 11 month estimate (details)
\$1365	\$1385	\$1370
Prices stay the same all day.	Prices change three times per day.	Prices change three times per day. Also, prices are high 9 - 15 days per year. This rate has extra options
		<small>This rate has extra options</small>

Provide new estimated costs based on responses

View new rate impacts on a monthly basis

close 

Show seasonal impact of rates

Your last 11 months estimated costs

	Current Rate: A1 Standard	A1 Peak Day Pricing
May 2010	\$151.12 (highest)	\$145.62
Jun	\$107.40	\$103.51
Jul	\$101.08	\$99.46
Aug	\$103.74	\$114.06
Sep	\$94.25	\$92.86
Oct	\$86.36 (lowest)	\$83.46 (lowest)
Nov	\$134.06	\$136.16
Dec	\$107.69	\$109.86
Jan 2011	\$138.97	\$141.61
Feb	\$143.29	\$145.78 (highest)
Mar	\$128.95	\$131.26
Total Cost	\$1,365.00	\$1,370.00

In the last 11 months you would have spent \$5 more on this rate.

Based on your planned usage changes

- A lot of small changes to use less during 12 - 6 pm
- A lot of small changes on hot days to use less during 2 - 6 pm
- A lot of changes to reduce overall usage

Note: This amount may not match your bill. It is calculated based on your raw usage data and does not include taxes or fees.

Add additional Accounts to My Energy

The screenshot shows the 'My Energy' website interface. At the top, there is a navigation bar with the 'My Energy' logo and several menu items: 'Overview', 'Pay & Manage', 'My Usage', 'Ways to Save', and 'Community'. Below the navigation bar, a progress indicator shows two steps: 'Step 1: Select Account(s)' (highlighted in orange) and 'Step 2: Add Name (optional)' (highlighted in white). The main content area is titled 'Add Other Accounts to Your Profile'. It contains two input fields for account numbers, each with a help icon (a question mark in a blue square). Below the first input field, there are two radio button options: 'With my phone number' (which is selected) and 'With my meter number'. A second input field is located below these options. At the bottom of the form, there is a '< Cancel' link on the left and a 'Next' button on the right.

My Energy

Overview Pay & Manage My Usage Ways to Save Community

Step 1: Select Account(s) Step 2: Add Name (optional)

Add Other Accounts to Your Profile

Account number: ?

Confirm account: With my phone number With my meter number

?

< Cancel **Next**

Review Your Actual Usage and Cost

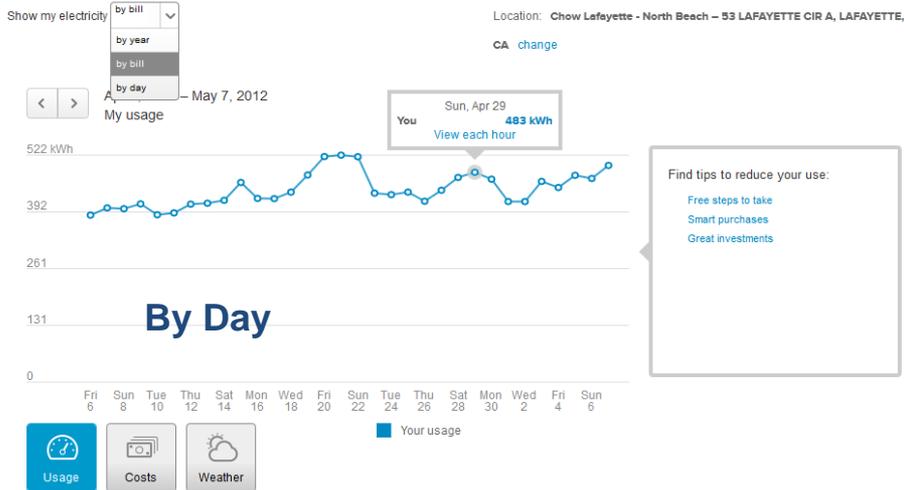
My Energy Use



My Energy Use



My Energy Use



My Energy Use



Costs for all views

The graph displayed above depicts only usage and volumetric usage charges based on available interval data. The graph does not include other fees such as local utility user taxes and certain other taxes, surcharges and fees or medical baseline adjustments. As a result, the volumetric usage charges displayed in the graph will not reflect all of the charges on your bill.



The graph displayed above depicts only usage and volumetric usage charges based on available interval data. The graph does not include other fees such as local utility user taxes and certain other taxes, surcharges and fees or medical baseline adjustments. As a result, the volumetric usage charges displayed in the graph will not reflect all of the charges on your bill.



Download Your Usage and Cost



Clicking the Green Button provides three options for downloading Usage and Cost



Export your data close X

For your review in a spreadsheet program (.csv file)

Export all bill totals

Export usage for a range of days:
Since your last bill: May 8, 2012 – Jun 6, 2012 ▼

For developers and third parties (.xml file)

Export usage for specific days:
From: 04/16/2012 To: 05/16/2012

Summary for last 12 bill cycles

A single bill cycle in 15 minute intervals

Any day range for last 13 months, in one hour or 15 minute intervals

Download of Consumption and Cost Data for Customer Defined Period

Name	A1 Customer Name						
Address	Premise Address						
Account Number	Account #						
TYPE	DATE	START TIME	END TIME	USAGE	UNITS	COST	NOTES
Electric usage	6/7/2012	0:00	0:14	0.09 kWh		\$0.02	
Electric usage	6/7/2012	0:15	0:29	0.07 kWh		\$0.01	
Electric usage	6/7/2012	0:30	0:44	0.07 kWh		\$0.01	
Electric usage	6/7/2012	0:45	0:59	0.09 kWh		\$0.02	
Electric usage	6/7/2012	1:00	1:14	0.05 kWh		\$0.01	
Electric usage	6/7/2012	1:15	1:29	0.05 kWh		\$0.01	
Electric usage	6/7/2012	1:30	1:44	0.08 kWh		\$0.02	
Electric usage	6/7/2012	1:45	1:59	0.06 kWh		\$0.01	
Electric usage	6/7/2012	2:00	2:14	0.07 kWh		\$0.01	
Electric usage	6/7/2012	2:15	2:29	0.1 kWh		\$0.02	
Electric usage	6/7/2012	2:30	2:44	0.07 kWh		\$0.01	
Electric usage	6/7/2012	2:45	2:59	0.05 kWh		\$0.01	
Electric usage	6/7/2012	3:00	3:14	0.07 kWh		\$0.02	
Electric usage	6/7/2012	3:15	3:29	0.05 kWh		\$0.01	
Electric usage	6/7/2012	3:30	3:44	0.06 kWh		\$0.01	
Electric usage	6/7/2012	3:45	3:59	0.09 kWh		\$0.02	
Electric usage	6/7/2012	4:00	4:14	0.07 kWh		\$0.01	
Electric usage	6/7/2012	4:15	4:29	0.1 kWh		\$0.02	
Electric usage	6/7/2012	4:30	4:44	0.06 kWh		\$0.01	
Electric usage	6/7/2012	4:45	4:59	0.05 kWh		\$0.01	
Electric usage	6/7/2012	5:00	5:14	0.08 kWh		\$0.02	
Electric usage	6/7/2012	5:15	5:29	0.05 kWh		\$0.01	
Electric usage	6/7/2012	5:30	5:44	0.07 kWh		\$0.01	
Electric usage	6/7/2012	5:45	5:59	0.09 kWh		\$0.02	
Electric usage	6/7/2012	6:00	6:14	0.07 kWh		\$0.01	
Electric usage	6/7/2012	6:15	6:29	0.06 kWh		\$0.01	

Personalization set by customer

Logged in as mara_wendy | Contact Us | Logout

PG&E My Energy

Overview Pay & Manage My Usage Ways to Save Community

Accounts & Services Billing & Payments My Outages Service Requests Activity & Notifications Profile

Edit Personalization Details

Personalization Details

Primary Usage Type: ?

Primary Zip Code: ?

< Cancel

Dynamic content conveys timely and relevant information

- Can be changed quickly and easily
- Most prominent on the Landing Page
- Based on zip code and customer class
 - Residential
 - Business
 - Agricultural
 - Other Non-Residential

Program recommendations personalized

Recommended Programs and Rebates

Savings by Design

Get incentives for energy-efficient new construction.

[Find out how](#)

Solar Analysis Tool

Calculate your savings with Solar.

[Go Solar](#)

SmartMeter™ Benefits

Control your energy use and costs.

[Learn more](#)

Energy Efficiency Rebates

It pays to save energy!

[Learn more](#)

SmartAC³

Help prevent summer power interruptions and get a rebate.

Save on energy costs - Install Super T8 fluorescents

[More Tips >](#)

Personalized based on customer profile setting

[For My Home](#) | [For My Business](#) | [About PG&E](#) | [Privacy](#) | [Disclosure](#) | [Help](#) | [Site Map](#) | [RSS](#) |

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Personalization throughout the Landing Page

Ways To Save

Buy ENERGY STAR® qualified monitors and displays



ENERGY STAR rated displays are on average 20% more energy efficient
[View all tips](#)

Switch to compact fluorescent light bulbs (CFLs)



CFLs use up to 75% less energy and last 10 times longer
[View all tips](#)

Adopt a "precooling" strategy



"Precooling" involves circulating cooler outside air at night, reducing energy costs as much as 10-50%
[View all tips](#)

Featured Profile



Safeway

Walnut Creek

Safeway, the largest supermarket chain in California, engages in an assortment of programs committed to environmental stewardship, including purchasing renewable energy, carbon footprint management, solid-waste recycling, power savings programs, and sustainable building. Through over 20 years of collaboration, PG&E has supported Safeway's efforts to reduce energy consumption and efficiency through a variety of incentives and rebates.

From 2005-2009, Safeway received over \$6 million in PG&E incentives by reducing its energy load and participating in programs such as Demand Response, Savings by Design, Self Generation Expenses, and Retrocommissioning. With these incentives, Safeway continues to reinvest in its environmental programs and serve as an industry leader.

Personalized based on customer profile setting

Activity and Notifications

Activity or Notification	Date
Change Profile Information	05/02/11
Login to My Energy	05/02/11
Login to My Energy	04/28/11
Login to My Energy	04/27/11

[View all](#)

Shortcuts

- [Start Service](#)
- [Stop Service](#)
- [Transfer Service](#)
- [View Peak Day Pricing Eligibility](#)
- [View Current Outages](#)

If you need to report an outage, please call

1-800-743-5002

Personalize energy saving tips

The screenshot displays the PG&E My Energy website interface. At the top, the PG&E logo and "My Energy" text are on the left, and user information "Logged in as mara_wendy" with links for "Contact Us", "ENGLISH", and "Log Out" are on the right. A navigation bar includes "Overview", "Pay & Manage", "My Usage", "Ways to Save", and "Community". Below this, a secondary bar has "My Plan to Save" and "Ideas & Advice". The main content area is titled "Ideas & Advice" and shows the user's location as "Analysis - 900 VALLEY VW, LINCOLN, CA" with a "change" link. It features a "By Type" sidebar with categories like Heating (4), Cooling (6), Office equipment (6), Refrigeration (8), Hot water (2), Lighting (7), Irrigation / crops (4), and Other (4). The main content is titled "All tips to reduce your use" and includes a "Sort by: Featured" dropdown. The tips are presented in a grid with images, titles, and response buttons: "Install super T8 fluorescents", "Seal and insulate ductwork", "Insulate water pipes", "Install window treatments", "Install compact fluorescent (cfl) bulbs", "Install more efficient outdoor lamps", "Maintain your furnace or boiler", and "Buy an energy efficient furnace or boiler".

Provide reasons to implement energy reduction tips

Interactively track what the customer has committed to do

View popularity of tips based on other user responses

**PG&E Gas and Electric
Advice Filing List
General Order 96-B, Section IV**

AT&T	Defense Energy Support Center	North America Power Partners
Alcantar & Kahl LLP	Department of Water Resources	North Coast SolarResources
Ameresco	Dept of General Services	Northern California Power Association
Anderson & Poole	Douglass & Liddell	Occidental Energy Marketing, Inc.
BART	Downey & Brand	OnGrid Solar
Barkovich & Yap, Inc.	Duke Energy	Praxair
Bartle Wells Associates	Economic Sciences Corporation	R. W. Beck & Associates
Bloomberg	Ellison Schneider & Harris LLP	RCS, Inc.
Bloomberg New Energy Finance	Foster Farms	Recurrent Energy
Boston Properties	G. A. Krause & Assoc.	SCD Energy Solutions
Braun Blaising McLaughlin, P.C.	GLJ Publications	SCE
Brookfield Renewable Power	GenOn Energy, Inc.	SMUD
CA Bldg Industry Association	Goodin, MacBride, Squeri, Schlotz & Ritchie	SPURR
CENERGY POWER	Green Power Institute	San Francisco Public Utilities Commission
CLECA Law Office	Hanna & Morton	Seattle City Light
CSC Energy Services	Hitachi	Sempra Utilities
California Cotton Ginners & Growers Assn	In House Energy	Sierra Pacific Power Company
California Energy Commission	International Power Technology	Silicon Valley Power
California League of Food Processors	Intestate Gas Services, Inc.	Silo Energy LLC
California Public Utilities Commission	Lawrence Berkeley National Lab	Southern California Edison Company
Calpine	Los Angeles Dept of Water & Power	Spark Energy, L.P.
Cardinal Cogen	Luce, Forward, Hamilton & Scripps LLP	Sun Light & Power
Casner, Steve	MAC Lighting Consulting	Sunrun Inc.
Center for Biological Diversity	MBMC, Inc.	Sunshine Design
Chris, King	MRW & Associates	Sutherland, Asbill & Brennan
City of Palo Alto	Manatt Phelps Phillips	Tecogen, Inc.
City of Palo Alto Utilities	Marin Energy Authority	Tiger Natural Gas, Inc.
City of San Jose	McKenzie & Associates	TransCanada
City of Santa Rosa	Merced Irrigation District	Turlock Irrigation District
Clean Energy Fuels	Modesto Irrigation District	United Cogen
Clean Power	Morgan Stanley	Utility Cost Management
Coast Economic Consulting	Morrison & Foerster	Utility Specialists
Commercial Energy	Morrison & Foerster LLP	Verizon
Consumer Federation of California	NLine Energy, Inc.	Wellhead Electric Company
Crossborder Energy	NRG West	Western Manufactured Housing Communities Association (WMA)
Davis Wright Tremaine LLP	NaturEner	eMeter Corporation
Day Carter Murphy	Norris & Wong Associates	