

Save Energy Now, Save Money Now

Pacific Energy Center

November 14, 2011



Time-Varying Pricing for Business Customers

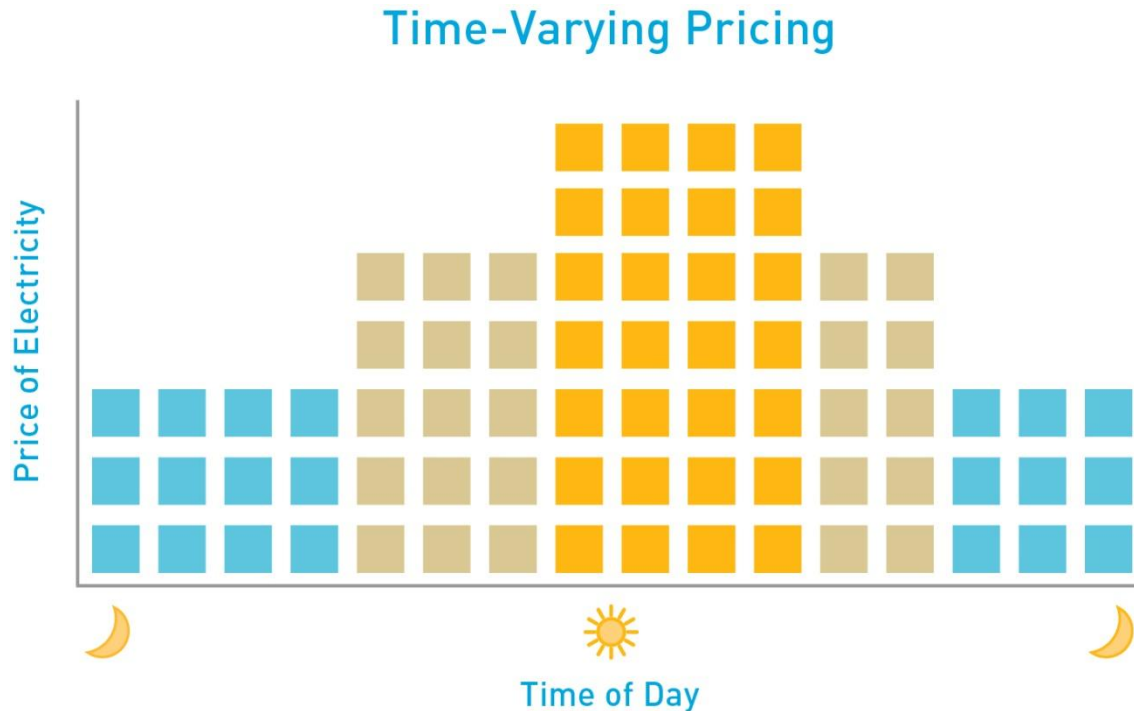




What is Time-Varying Pricing?

Time-Varying Pricing is part of a statewide plan to conserve electricity during times of high demand.

Under Time-Varying Pricing, rates increase on weekday afternoons when demand is highest. At other times, rates are lower than the current rates.





Time-Varying Pricing and the CPUC

The California Public Utilities Commission (CPUC) regulates investor-owned electric and gas utilities in California.

- CPUC oversees development of new rates and programs like Time-Varying Pricing to:
 - Achieve clean, efficient energy goals and reduced greenhouse gas emissions.
 - Respond to consumption and production problems like grid reliability and peak energy demand.



Conserving Energy

All investor-owned electric utilities in California are implementing Time-Varying Pricing programs to aid in the conservation of electricity.

Benefits of conserving electricity...

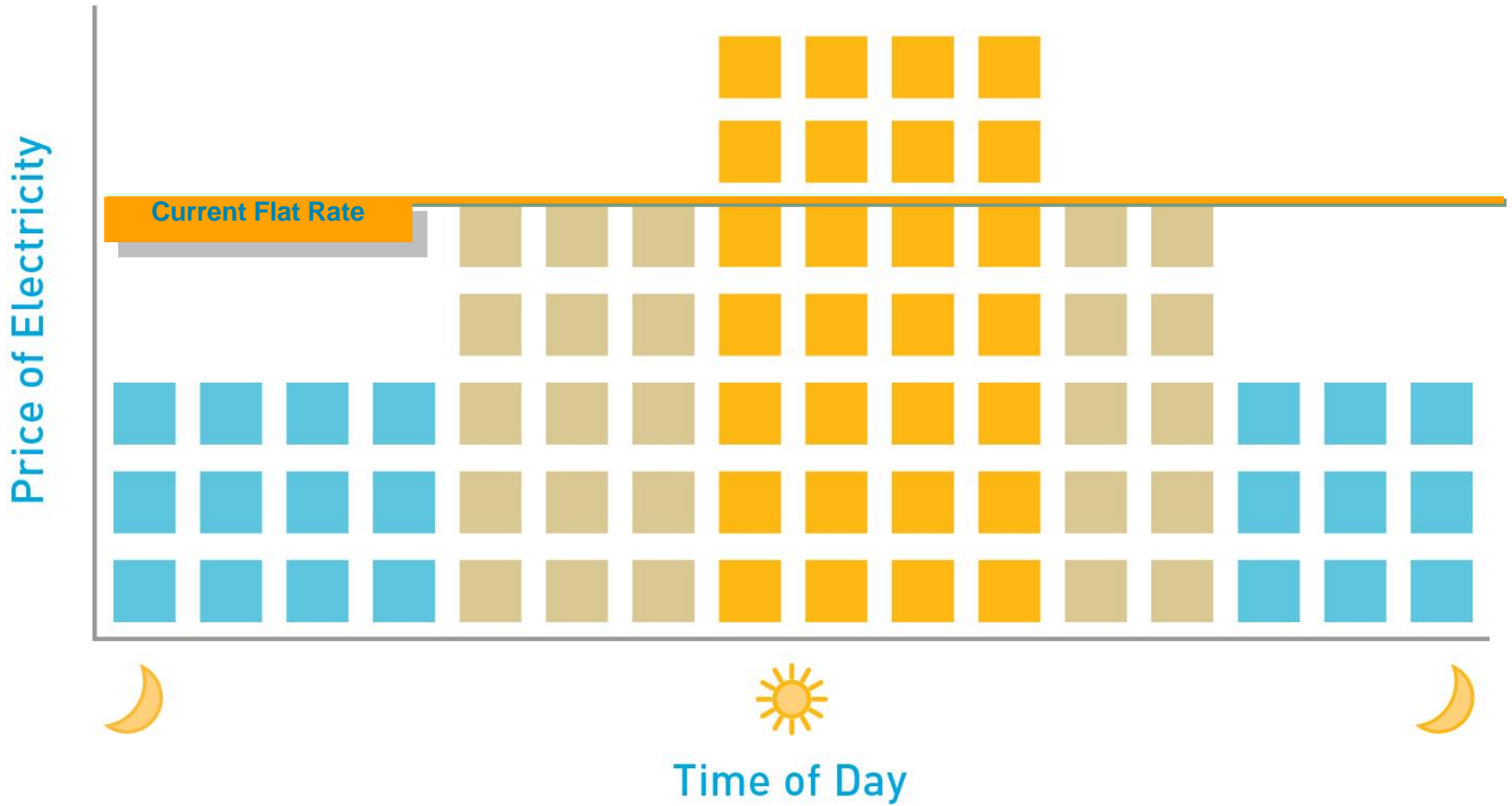
For customers....minimizing power outages and providing an opportunity to lower monthly bills.

For communities...preserving grid reliability by lowering demand during peak energy periods.

For the environment...delivering a higher percentage of energy via renewable sources and reducing greenhouse gas emissions.

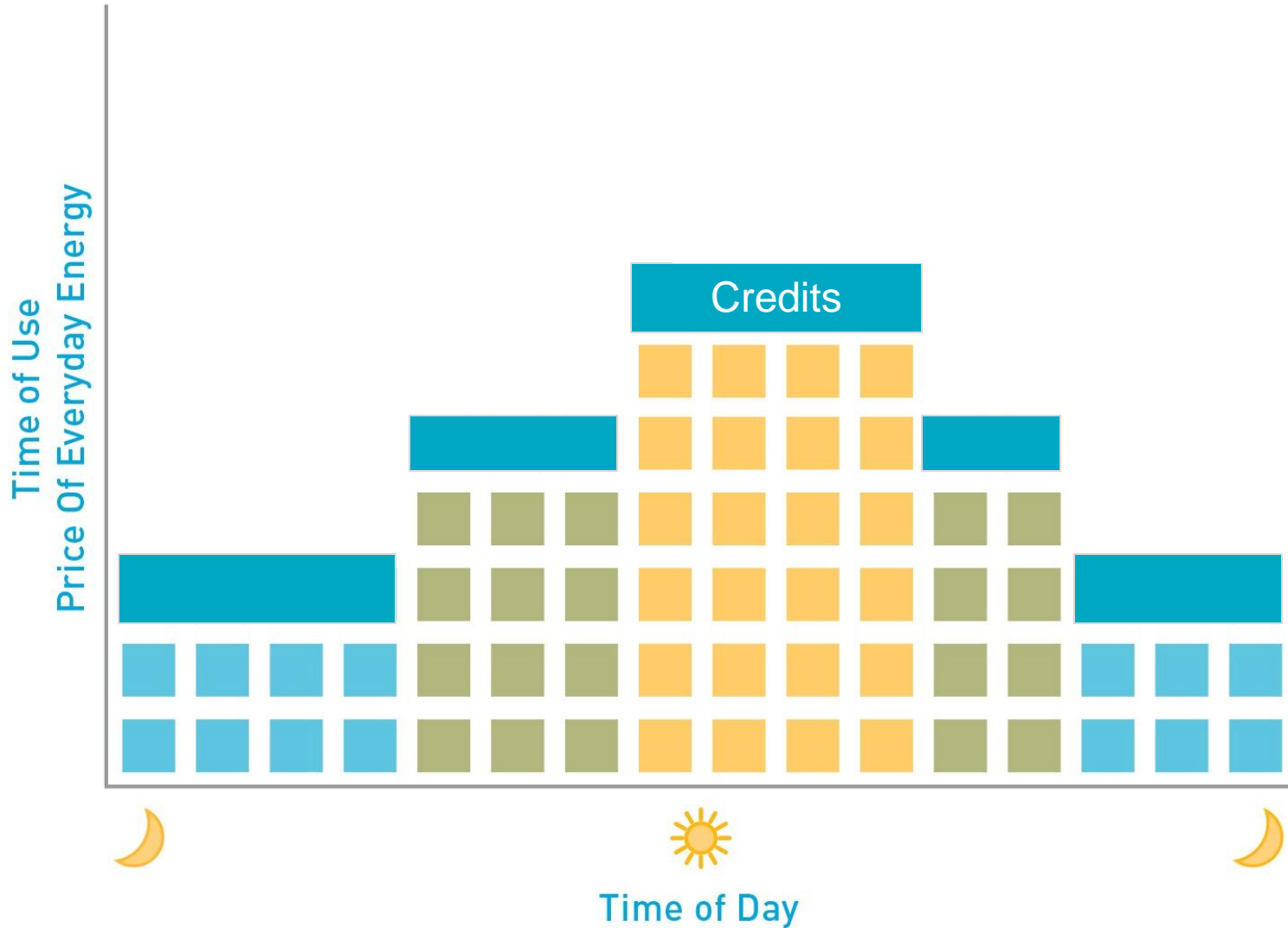


Time-of-Use





Peak Day Pricing





Key Dates

Eligible California business customers will transition to a Time-Varying Pricing plan as part of this statewide energy conservation plan.

PG&E's Time Varying Pricing plans include **Time-of-Use** and **Peak Day Pricing**.

Customer Group	Plan	Transition Date
Large Commercial & Industrial (≥ 200 kW)	Peak Day Pricing	May 1, 2010
Large Agricultural (≥ 200 kW)	Peak Day Pricing	February 1, 2011
Small & Medium Business (< 200 kW)	Time-of-Use Peak Day Pricing*	November 1, 2012
Small Agricultural (< 200 kW)	Time-of-Use	March 1, 2013

* On 1/14/2011, PG&E filed a Petition to Modify the CPUC's Peak Day Pricing Decision – Dates subject to change.



Customer Assistance and Resources

PG&E is here to assist you with your electric rate options to help reduce your bills. During the transition process, you can expect:

- Transition Notices
- Custom Rate Comparison
- Online Resources
- Workshops & Community Presence
- Customer Support



Tools

When you are eligible to transition, you will receive a custom rate comparison

Your Rate Analysis Report
SA:300000000000X
4/15/2011

PG&E is introducing new rate plans this year, and we prepared this personalized report to help you learn how the new plans may affect you.

The purpose of the report is to:

- Predict how the new plans might affect you
- Show your average hourly use
- Share tips on how to save on the new plans

This information and more available at pge.com/myBusiness

MELISSA DAFRETT
ABC BUSINESS
3200 MARKET ST
SAN FRANCISCO, CA 94114

New Peak Day Pricing rate plans are coming

Peak Day Pricing (PDP) provides lower energy prices during most days, but prices will be higher on up to 15 hot summer afternoons. This rate enables us to pass savings to you throughout the year, while encouraging reduced energy use on days with high demand for energy.



Nov 1 You will transition to a new rate on November 1, 2011

See the enclosed brochure for more details about PDP Pricing

Your Rate Analysis

We estimated your costs on Peak Day Pricing

	Your Current Rate	Peak Day Pricing
Lowest Bill (Jan)	\$396	\$362
Highest Bill (July)	\$882	\$950
Annual Cost	\$7120/yr	\$6973/yr

We estimate that you could **save \$147** with the new Peak Day Pricing rate.

Go online for more detailed cost estimates and to learn about your rate options pge.com/myRates

We used your hourly usage from the last 12 months to estimate your costs. These values only reflect past usage. Your future costs may be different.

Turn over for savings →

Online resources such as “My Account”, www.pge.com/TVP and www.pge.com/PDP are available to provide even more information.

Energy gets an upgrade

Traditional analog meters have served PG&E customers well for a hundred years. With SmartMeter™ technology, we can do even more for our customers—today and tomorrow.

Energy Solutions for My Home

Energy Solutions for My Business

Log in to My Account

Over a million customers have signed up to manage their accounts online. Sign up

Username:

Password:

Forgot your username or password?

Remember username

Popular energy topics

Understanding your electric rates

Trouble paying your bill? We can help

Learn easy ways to save this summer

Together, we're preparing for the future of energy

Our commitment: Addressing historic gas plant sites

PG&E

MANAGE MY ACCOUNT CUSTOMER SERVICE ENERGY SAVINGS & REBATES ENVIRONMENT EDUCATION & SAFETY

Today: Non-Event Day

Event Day Hours 2-4pm

Tomorrow: Non-Event Day

Peak Day Pricing

Choose your industry to learn when you will transition to PDP on TOU, next steps, available workshops, and tips to help your company succeed.

Large Commercial and Industrial Monthly Demand: 200kwh+

Small and Medium Agriculture Monthly Demand: 1-200kwh

Large Agriculture Monthly Demand: 200kwh+

Small and Medium Business Monthly Demand: 1-200kwh

What is PDP?

Peak Day Pricing (PDP) is a pricing plan that encourages customers to conserve energy when the grid is at or near capacity. Typically on hot summer afternoons. On this plan, participants will see additional charges during peak hours (weekdays from 2 - 6 p.m.) on a limited number of "Event Days" throughout the year. In exchange, they will receive credits for all usage throughout the summer. Customers who can reduce their load during these high cost periods, or shift load from higher cost to lower cost periods, may benefit on this plan.

Choose your pricing plan

If your account is transitioning to PDP or a TOU plan, review your plan options now

How do I know if my account is transitioning?



Tips for Conserving Electricity During Peak Hours

Small changes make a difference. Taking simple, free actions could help to lower electric bills.



- Reduce lighting and turn air conditioning down or off in unoccupied spaces.



- Turn off non-essential indoor and outdoor office equipment, lighting and decorative features.



- Adjust schedules so increased production or energy use occur before or after periods of high demand.



- Shut doors, windows and pre-cool spaces prior to high demand timeframes.



Taking Action: Evaluating Your Options

If eligible, you may choose to participate in time-of-use and/or Peak Day Pricing immediately.

Learn how you can save money on time-of-use or Peak Day Pricing:

- Analyze day-to-day and seasonal energy usage.
- Call your Account Manager or Customer Service.

Decide if Peak Day Pricing is right for your business:

- Reduced energy use during Peak Day Pricing Event hours.
- Tolerance for month-to-month bill variances.

Bill Protection allows Peak Day Pricing customers to participate risk-free for the first year.



Contacts – PG&E

PG&E is here to help you with energy education, choices and solutions.

Time-Varying Pricing

- Visit: www.pge.com/TVP and www.pge.com/PDP
- Call: 1-800-987-4923
- Email: PeakDayPricing@pge.com