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<th><strong>Docket Number:</strong></th>
<th>16-OIR-06</th>
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<tr>
<td><strong>Project Title:</strong></td>
<td>Senate Bill 350 Disadvantaged Community Advisory Group</td>
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<td>Pacific Gas &amp; Electric Disadvantaged Communities Pilot Program Fresno - Olivine - Presentation</td>
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<td><strong>Filer:</strong></td>
<td>Dorothy Murimi</td>
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<td><strong>Organization:</strong></td>
<td>California Energy Commission</td>
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<td>Public Advisor</td>
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The Olivine Community: Fresno Energy Program
PG&E Disadvantaged Communities (DAC) Pilot Program
July 17, 2020

Vasudha Lathey, Manager Olivine Community Programs
Beth Reid, CEO Olivine Inc.
Sebastien Csapo, Program Manager - PG&E
Agenda

- DAC Pilot Goals and Objectives
- Target Customer-base Overview
- Program Design Summary
- COVID Impacts
- Program Implementation Status
- Early Findings
- Next Steps
Goals and Objectives

• **Energy use**: How do the different DAC households use energy in their homes? How well can they respond to and participate in demand response programs?

• **Outreach**: What are the best methods to reach different types of households in DACs, including those that are hard to reach?

• **Messaging**: What kind of messages resonate best with households?

• **Benefits**: What kinds of demand response incentives and program offerings will be of greatest value to DAC households and benefit them the most?
Olivine Community Methodology

Equitable clean energy access for everyone

Olivine Community Energy Initiative (OCEI), Richmond, CA

Olivine Community: Fresno Energy Program Fresno, CA

California Statewide DAC Demand Response Offering

COMMUNITIES ARE STRONGER WHEN THEY WORK TOGETHER
When you’re part of a community, you have a stronger voice to bring about change. Join the Olivine Community to help build a cleaner, healthier community for everyone.

EVERYONE CAN PARTICIPATE REGARDLESS OF ZIP CODE
Our innovative programs are accessible to everyone no matter how much they make, where they live or community they belong to.

EARN MONEY WHILE SAVING ENERGY WITH SIMPLE CHANGES
Unlock cost-savings for you and your family by taking control of your energy use and taking simple actions to reduce energy use during peak demand times.

BUILDING A BRIDGE BETWEEN CLEAN ENERGY AND YOU
Your energy use during peak demand times means power plants run less and pollute less. Shifting the times when you plug in also puts more clean, renewable energy on the grid.
DAC Pilot Overview

- 75th percentile—CalEnviroScreen
- Direct economic benefit
- Grid Benefit -> sustainability
- Increased Participation
- Reduce peaker plant use
- Reduce localized pollution
- Collect data on DR programs barriers and opportunities
Program Target Area: South-Central Fresno

• Total population: 178,641
  – Male - 49.2%; Female - 50.8%
  – Hispanic/Latino origin (66%), with Whites (13%), Asians (12%) and Blacks (7%)
  – Median age: 30 years
  – 42% high school equivalent or higher

• No. of households: 50,352
  – No. of utility accounts - 41,806
  – Single-family - 65%; Multifamily - 31%
  – Renter occupied - 62%
  – 75% housing stock is > 60 years old

• Median income range $17,000 - 42,000
  – 35% report housing burden
# Research Goals & Program Design

<table>
<thead>
<tr>
<th>DAC vs. Non-DAC Responses</th>
<th>Research Goal</th>
<th>Methodology &amp; Program Design Elements</th>
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<tbody>
<tr>
<td>DR Programs: Awareness and Willingness to Participate</td>
<td>• Examined through customer survey responses</td>
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<tr>
<td>Energy Use &amp; Ability to Participate</td>
<td>• Examined through energy metered data analysis &amp; customer survey responses</td>
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<tr>
<td>Outreach</td>
<td>• Examined through response rates and customer survey responses</td>
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<tr>
<td>Messaging</td>
<td>• Examined through outreach campaign tracking and customer survey responses</td>
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<tr>
<td>Benefits</td>
<td>• Examined through survey responses</td>
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# Key Program Design Elements

## Mobile/Web App
- **Enrollment**
- Home energy use tracking
- Event participation
- Performance reporting

## Program Incentives
- **Immediate payment** of $270 incentives as e-cards
  - $30 Home Energy Survey
  - $170-190 Energy Savings Events
  - $30 Customer Experience Survey
  - $20 Referral bonus

## Outreach & Marketing
- **CBO Partnerships**
- Bi-lingual marketing collateral
- In-person **community engagement**

## Program Incentives Examples

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Immediate payment</td>
<td>$270</td>
</tr>
<tr>
<td>Home Energy Survey</td>
<td>$30</td>
</tr>
<tr>
<td>Energy Savings Events</td>
<td>$170-190</td>
</tr>
<tr>
<td>Customer Experience Survey</td>
<td>$30</td>
</tr>
<tr>
<td>Referral bonus</td>
<td>$20</td>
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Program Schedule & COVID Impacts

- **Expansion of the overall program implementation period by two quarters**
- **Expansion of the program outreach and engagement period by at least one quarter**
- **Expansion of the DR event season by two quarters in order to collect data for a peak shaving summer season with a good sample size:**
  - Original DR event season Q3 2020 – Q1 2021 (3 quarters, 20 events total)
  - New proposed DR event season Q3 2020 – Q3 2021 (5 quarters, 30 events total)

**COVID-19 Impact Period**

- Begin outreach
- Train contractors
- Open enrollment
- Home Energy Surveys
- First incentives payouts
- Enrollment ends June 2020 extended to at least Sept. 2020
- DR Event Season
- First incentives payouts
- Enrollment ends
- Post event survey (Shift by 2 Quarters)
- Analyze results & submit report (Shift by 2 Quarters)
Program Enrollment Status

Total Enrollments = 253; Program Conflicts = 57; Viable Enrollments = 196
Enrollment sources

93704 is the study zip code- with some non-DAC customers in order to meet the research goal of examining differences between DAC and Non-DAC customers.
CBO Program partners

Fresno Vibrant Communities
GRID Alternatives
San Joaquin Valley Air Pollution Control District
Central California Food Bank
Live United
United Way Fresno and Madera Counties
Central Valley Air Quality Coalition
Resources for Independence
Centro La Familia Advocacy Services

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Early Results

• Olivine technology reducing DR program enrollment barriers
  – 92% enrollment customers found it to be an easy enrollment process

![Ease of Program Enrollments through the App (Survey Question)](image)

• DAC residents have a high program enrollment conflict rate (>20%)

![Program Enrollments & Conflicts (Rule 24 Data)](image)
Early Results-Contd.

- Enrollment in **English language is the preference**—even in Latino families.
Early Results- Contd.

- **Internet/Wifi access is not a barrier** or enrollment challenge

- **Reducing energy costs** is the most motivating factor for program enrollment (75%) – higher than earning incentives
Path Forward

• Continue enrollment until September 30, 2020
  – Possibly open until Dec 31, 2020
  – Attempt to reach original target of 2,500; Realistic estimates are ~ 500 customers

• DR Event starts July 2020 (30 total events)
  – Q3 2020: 5 peak shaving
  – Q4 2020: 5 load shifting
  – Q1 2021: 5 load shifting
  – Q2 2021: 5 load shifting
  – Q3 2021: 10 peak shaving
Sponsored by PG&E

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