

PACIFIC GAS AND ELECTRIC COMPANY
Energy Efficiency 2018-2025 Rolling Portfolio Business Plan
Application 17-01-015
Data Response

PG&E Data Request No.:	ORA_01-Q06		
PG&E File Name:	EnergyEfficiency2018-2025-RollingPortfolioBusinessPlan_DR_ORA_01-Q06		
Request Date:	March 1, 2017	Requester DR No.:	PGE001
Date Sent:	March 15, 2017	Requesting Party:	ORA (Office of Ratepayer Advocates)
PG&E Witness:	Meghan Dewey	Requester:	Daniel Buch

SUBJECT: DATA REQUEST NO. ORA BUSINESS PLAN A1701013-PGE001. (ORA_01).

BUSINESS PLAN METRICS

QUESTION 6

How did you assess the likely rate of market adoption or penetration for your EE intervention strategies?

- a. Describe the assessment for strategies pertaining to new markets.
- b. Describe the assessment for strategies pertaining to mature markets.
- c. Describe the assessment for strategies pertaining to hard to reach markets.

ANSWER 6

The likely rate of market adoption or penetration of each strategy was considered but not specifically used to develop business plan metrics. In the implementation plans, it will be critical to understand and assess the likely rate of market adoption or penetration for the specific EE intervention strategies under the program. This will help to set implementation level metrics.