

**Response to CAEECC/SCR
Details on the Home Energy Report (Continuous Energy Feedback) Program
October 30, 2024**

Purpose: To provide information on the Home Energy Report program (PGE_Res_002d) in response to questions posed by SoCal Ren at the 1028/2024 CAEECC semi-annual update.

Description¹: The Continuous Energy Feedback Program (CEFP) includes several elements that make up the Energy Efficiency Behavior Platform of programs. The foundational element is the PG&E Home Energy Report (HER), which reached an additional 150,000 customers in 2023, bringing the new total population to 3,160,000 million customers. Program uses information and customer engagement strategies to prompt non-rebated behavior change that can be measured using Randomized Controlled Trials (RCT) to validate savings and demonstrate attribution.

Building on momentum in 2022, PG&E introduced four new important elements to CEFP to further help our customers save energy and portfolio value:

1. **Time-of-Use HER**: an enhanced experience sent to customers twice a year to help them prepare for the upcoming Summer and Winter seasons.
2. **Electric Vehicle HER**: this report highlights for customers their energy use towards EV charging by leveraging new disaggregation insights and incorporates additional insights and tips related to electric vehicle ownership.
3. **Peak Day Alerts**: a digital communications and behavior science program that encourages select HER customers to reduce energy consumption on days when demand for electricity is forecasted to be greater than supply.

Metrics: PG&E’s True-Up Advice Filing (TUAL) filing as well as Cedars contains metrics related to the budget, spending, savings and cost-effectiveness. Below is a table that summarizes the four-year forecast included in the TUAL.

PG&E Forecast for 2024-2027²	
2024-2027 Budget (\$)	\$86,391,142
2024-2027 Estimated TSB (\$)	\$154,321,797
Net kWh (energy)	835,600,000
Net kW (capacity)	209,522
Net Therm (gas)	29,003,000
2024 Cost Effectiveness Forecast, TRC	2.0

¹ Source: PG&E’s 2023 Annual Report.

² [PG&E AL 4814-G 7047-E](#), Attachment A; The TRC is from CEDARS.

The current 2024 forecast for the HER is shown below³:

- Budget: \$21,584,647
- TSB: \$43,120,769
- TRC: 2.0

PG&E's Q-2, 2024 claim is \$21,947,113 TSB with a cost-effectiveness of 2.09 under the Total Ratepayer Cost (TRC) test.⁴ There are additional metrics in this report that can be downloaded. Furthermore, a more detailed record level set of data is also available on CEDARS.⁵

³ CEDARS: [2024 PGE Budget Filing Dashboard - CEDARS](#)

⁴ CEDARS: [Confirmed claim dashboard - CEDARS](#)

⁵ CEDARS: [Record-level Report - CEDARS](#)