ADS Member Benefits

- Group and Individual Memberships available
- Discount to attend ADS events
- Receipt of monthly ADS e-Newsletter
- Access to ADS Member Database
- Participation in ADS topic committees
- Participation in planning for the National Town Meeting
- Eligibility for election to ADS Board Of Directors
- Monthly ADS “Drop-In” Networking Calls
- Company visibility
- Supporter of growth and development of DR and SG

www.demandresponsesmartgrid.org
Join the ADS Pricing Committee

- **Mission**
  - Identify and document innovative pricing options and strategies
  - Be a clearing house for OBJECTIVE, EMPIRICAL evidence on
    - The impact of pricing options on energy use by customer segment
    - Effective marketing and enrollment strategies
    - Key drivers of customer acceptance of time-varying rates
  - Identify policy issues and barriers that impact time-varying pricing and provide objective input concerning how they might be addressed
  - Educate regulators and other policymakers
  - Transfer knowledge from those who have been in the industry for decades to those who will inform policy for decades to come

- **Contact** [Josh Schellenberg](mailto:jschellenberg@nexant.com) to join (must be ADS member) – [www.demandresponsesmartgrid.org](http://www.demandresponsesmartgrid.org)
Special Thanks to Our Sponsor

www.demandresponsesmartgrid.org
Presenters

Dan Delurey
Executive Director
ADS

Steve George
SVP Customer Strategy,
Planning, and Analysis
Nexant

Jennifer Potter
Principal Market Analyst
SMUD

Mike Farrell
Senior Manager, Customer
Programs
OG&E

www.demandresponsesmartgrid.org
The Alphabet Soup of Pricing Programs

TOU - Time of Use
CPP – Critical Peak Pricing
VPP – Variable Peak Pricing
PTR – Peak Time Rebate

DR – Demand Response
EE – Energy Efficiency
IHD – In-Home Display
PCT – Programmable Communicating Thermostat

OG&E – Oklahoma Gas & Electric
SMUD – Sacramento Municipal Utility District

www.demandresponsesmartgrid.org
Demand Response and myOGEpower

Presented by: Mike Farrell
Agenda

• Company Background

• Demand Response Background

• Program Design

• Customer Engagement
Who Is OG&E?

OG&E

- 9 power plants: 6.8 GW
- 778 MW - wind
- 765k customers in OK & AR
- 30k square mile service area
- 23k miles of overhead distribution lines
- 500 substations
- 1100 distribution circuits
Demand Response Program Goals

• Delay construction of incremental fossil-fueled generation

• Customer participation goals:
  – 20% penetration
  – 1.3 kW per customer

• Demand reduction:
  – 298 MW
  – DR: 223 MW; VVO: 75

• Continued high customer satisfaction marks

• Sustainability
OG&E’s Demand Response Guiding Principles

- Demand Response (DR) results obtained through customer empowerment
- OG&E will not directly control customer equipment or appliances
- Customers are provided time differentiated pricing and choose balance between cost & comfort
- Pricing (rates) reflect true costs minimizing any subsidies within or across customer rate classes
- All customer participation will be voluntary
- Enabling technology provided to customers at no cost
- Customers encouraged to remain on the program by creating a no-lose proposition for the first year
OG&E Demand Response Roadmap

From a 25-customer pilot to a 120,000 customer deployment

- **Quail Creek**
  - 25 Customers
  - Acceptance
  - Energy Awareness

- **2010 Study**
  - 3,000 Customers
  - Reduced Peak
  - Segment Results
  - Acceptance
    - Technology
    - Dynamic Pricing

- **2011 Study**
  - 6,000 Customers
  - Dynamic Segmentation
  - Commercial Results
  - Critical Price Results

- **2012 Launch**
  - ~40 K Customers
  - 70 MW Target
  - Implement Dynamic Segmentation
  - Penetration Testing

- **Ongoing**
  - 20% customer participation by Dec. 2014
  - 210 MW
  - New Pricing Products
  - Value-Added Products + Services
Pilot Technology Overview

Programmable Communicating Thermostat (PCT)

myOGEpower

In Home Display (IHD)

Control Group
Study Design — Price Plans

VPP
(Variable Peak Pricing)

- 5¢/kWh
- 9¢/kWh
- 20¢/kWh
- 44¢/kWh
- 44¢/kWh

Off-Peak/Low

Standard

High

Critical

Critical Price (CP) Event

TOU
(Time-of-Use)

- 5¢/kWh
- 20¢/kWh
- 46¢/kWh
2010-2011 Study Results – Validate Hypothesis

VPP rate combined with PCT enabling technology maximizes load reduction

<table>
<thead>
<tr>
<th></th>
<th>VPP-CP Critical Weekday Max DR</th>
<th>TOU-CP Average Weekday Max DR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>0.51 kW</td>
<td>0.33 kW</td>
</tr>
<tr>
<td>IHD</td>
<td>0.47 kW</td>
<td>0.54 kW</td>
</tr>
<tr>
<td>PCT</td>
<td><strong>1.96 kW</strong></td>
<td>1.25 kW</td>
</tr>
</tbody>
</table>
Demand Response VPP Study Results

- Control Group
- Web Only
- IHD Only
- PCT Only

Demand (kW) vs. Hour Ending

Hour Ending:
2 4 6 8 10 12 14 15 16 17 18 19 20 22 24
SmartHours Overview

- Off-Peak: 4.5¢/kWh
- Standard: 11.3¢/kWh
- Medium: 23¢/kWh
- High/critical: 46¢/kWh

Web Portal

VPP Rate

PCT

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myOGEpower

**MY REPORT:** Your personalized statement includes information like your current electricity use, your estimated usage for the month, even the cost per kilowatt hour.

**BILL ANALYSIS:** By comparing your monthly bills, OG&E can show you how minor changes can reduce your consumption—and save your money.

**ENERGY USE & COST:** Chart your daily or hourly use and see how it stacks up in the community—and how to keep your energy spending in check.

**MY NEIGHBORHOOD:** How does your daily electricity use and cost compare with other OG&E customers in your area? Find out.

**ENVIRONMENT:** See how your carbon impact compares to others, and discover tips and techniques for reducing it.

Use myOGEpower each day to manage your electricity use and bills efficiently, to make better decisions about how to use your energy more wisely. Because working together, we can delay the need for new power plants until 2020 or longer, and still meet the growing demand for electricity and environmental stewardship.
SmartHours

Portfolio Approach:

Deliver Proven RESULTS

- **Energy Efficiency & Peak Load Reduction**
  - Customers reduced energy
  - Peak load was reduced by as much as 33%
  - 99% of enrolled customers saved money
  - Eliminate incremental fossil generation
  - Price casting to consumers and device

- **Improved Customer Service**
  - 16% faster time to call resolution
  - 50% fewer complaints to regulators

- **Peak Load Reduction**

- **Strengthened Brand**
  - JD Power Award
  - EEI Award
  - Highest ranked grid project – US Department of Energy

Source: 2014 Utility Analytics Summit Presentation by SSN
Current Program Status

~ 91,000 Customers Enrolled in SmartHours Program

<table>
<thead>
<tr>
<th>Plan</th>
<th>Avg. kW</th>
<th>Current Capability May 12, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customers</td>
<td>MW</td>
</tr>
<tr>
<td>SmartHours</td>
<td>.61</td>
<td>35,702</td>
</tr>
<tr>
<td>SmartHours Plus</td>
<td>1.95</td>
<td>49,323</td>
</tr>
<tr>
<td>SmartHours TOU (Rate Only)</td>
<td>0.69</td>
<td>6,045</td>
</tr>
<tr>
<td>SmartHours TOU (with PCT)</td>
<td>1.30</td>
<td>625</td>
</tr>
<tr>
<td>myOGEpower</td>
<td>0.21</td>
<td>36,000</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### The Myth Debunked:

#### By Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Count</th>
<th>% of Customers</th>
<th>Average Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Income</td>
<td>25,242</td>
<td>40.87%</td>
<td>$167.35</td>
</tr>
<tr>
<td>Middle Income</td>
<td>20,863</td>
<td>33.78%</td>
<td>$129.52</td>
</tr>
<tr>
<td>Lower Income</td>
<td>15,653</td>
<td>25.34%</td>
<td>$105.59</td>
</tr>
</tbody>
</table>

#### By Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>% of Customers</th>
<th>Average Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger Years</td>
<td>21,263</td>
<td>34.43%</td>
<td>$128.41</td>
</tr>
<tr>
<td>Family Life</td>
<td>19,659</td>
<td>31.83%</td>
<td>$165.28</td>
</tr>
<tr>
<td>Mature Years</td>
<td>20,836</td>
<td>33.73%</td>
<td>$124.76</td>
</tr>
</tbody>
</table>
What We’ve Learned

- Technology and savings create sustainability
  - Primary customer driver is savings, technology only matters if it facilitates customer savings (ergo, myOGEpower is a tool to gain more savings)
  - Automation is key to sustainability: “set it and forget it”

- Pricing is critical to success
  - Must have fairly significant differential between on-peak and off-peak prices to create demand shifting
  - Communicating daily prices creates awareness and focus

- Choice Matters
  - Customers value having a choice in participating
What’s Next:

• Mobile Communications through the meter
• Load Disaggregation
Highlights from SMUD's SmartPricing Options Pilot

Jennifer Potter -- Principal Market Analyst, SMUD
Dr. Stephen George -- Senior Vice President, Nexant

ADS Webinar
“Demand Response - Now that we can measure it, why not price it?”. September 30, 2014
U.S. Department of Energy Disclaimer

- **Acknowledgement:** “This material is based upon work supported by the Department of Energy under Award Number OE0000214.”

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SPO Overview

- One of 11 Consumer Behavior Studies funded in part by the Department of Energy’s Smart Grid Investment Grants
- One of the largest pricing pilots ever done in the industry
- Multiple pricing options and enrollment methods examined through rigorous adherence to sound principles of experimental design
- Customer acceptance, attrition and impacts tracked over two summers
- Examined the impact of in-home displays (IHDs) on customer acceptance
- Two detailed reports available through DOE’s SGIG website [https://www.smartgrid.gov/recovery_act/consumer_behavior_studies](https://www.smartgrid.gov/recovery_act/consumer_behavior_studies)
The SPO reports cover numerous topics

- Customer acceptance and attrition rates for each treatment
- Load impacts for each treatment for each summer and persistence across summers
- Estimation of demand models and price elasticities
- The impact of the offer of IHDs on customer enrollment and electricity usage
- Estimation of choice and attrition models that relate the likelihood of enrollment/drop-outs to customer and rate characteristics
- Results from a conjoint survey showing the impact of changes in rate characteristics on customer acceptance
- Results from an end-of-pilot survey examining customer satisfaction, perceptions, behavioral changes, use of IHDs and other factors
- Cost effectiveness analysis for each option assuming full roll out
- Detailed discussion of the planning process and key insights regarding pilot implementation
Key elements of Smart Pricing Options pilot

Two Recruitment Strategies

Three Rate Options

CPP With IHD Offer (701)
TOU-CPP With IHD Offer (588)
TOU With IHD Offer (2,018)
CPP
TOU

CPP With IHD Offer (1,651)
No IHD Offer (223)
With IHD Offer (2,199)
No IHD Offer (1,229)

Impact of IHDs on Customer Acceptance

Total enrollment including deferred groups = 12,027; Total # of customers receiving offers (including deferred groups) = 53,798; Total # of customers in SPO including controls = 99,661
Key features of SPO – three pricing plans

- **Off-Peak Base**: $0.10
- **Off-Peak Base Plus**: $0.08
- **On-Peak**: $0.17
- **Critical Peak**: $0.75

### Off-Peak Destiny
- **Standard**: $0.10
- **TOU**: $0.08
- **CPP**: $0.09
- **TOU-CPP**: $0.07

### On-Peak Pricing
- **On-peak**: from 4 to 7 PM on all non-holiday weekdays from June through September (~10% of all summer hours)

### Critical Peak
- **Critical peak**: from 4 to 7 PM on up to 12 event days between June & September (~1% of all summer hours)
Drop out rates for default customers were very low, both before and after the enrollment date.

Only 2% to 7% of default customers opted-out out before enrollment & only 4% to 8% dropped out over 2 year period.
Enrollment rates for opt-in plans were between 15% and 20% and drop out rates were between 5% and 10%.

Given high customer churn, it would be hard and expensive to keep enrollment constant for opt-in plans unless SMUD allowed pricing plans to follow customers.
Customers who participate in other SMUD programs are more likely to choose TOU/CPP pricing plans

<table>
<thead>
<tr>
<th>Variable</th>
<th>Likelihood of Choosing TOU</th>
<th>Likelihood of Choosing CPP</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAPR status</td>
<td>EAPR customers more likely to choose rate than non-EAPR customers</td>
<td>EAPR customers more likely to choose rate than non-EAPR customers</td>
</tr>
<tr>
<td>IHD offer included</td>
<td>Not statistically significant</td>
<td>Not statistically significant</td>
</tr>
<tr>
<td>% structural winner</td>
<td>Positively correlated with choosing rate</td>
<td>Not statistically significant</td>
</tr>
<tr>
<td>Carbon Offsets program</td>
<td>Positively correlated with choosing rate</td>
<td>Positively correlated with choosing rate</td>
</tr>
<tr>
<td>Received EE loan/rebate</td>
<td>Not statistically significant</td>
<td>Not statistically significant</td>
</tr>
<tr>
<td>Energy Help program</td>
<td>Positively correlated with choosing rate</td>
<td>Positively correlated with choosing rate</td>
</tr>
<tr>
<td>Green Energy program</td>
<td>Positively correlated with choosing rate</td>
<td>Positively correlated with choosing rate</td>
</tr>
<tr>
<td>Enrolled in MyAccount</td>
<td>Positively correlated with choosing rate</td>
<td>Positively correlated with choosing rate</td>
</tr>
</tbody>
</table>
Factors affecting the likelihood of dropping off a plan once enrolled are similar for default and opt-in pricing plans

<table>
<thead>
<tr>
<th>Variable</th>
<th>Drop Outs for Opt-in Plans</th>
<th>Drop Outs for Default Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAPR status</td>
<td>Not statistically significant</td>
<td>EAPR customers less likely to drop out than non-EAPR customers</td>
</tr>
<tr>
<td>CPP pricing plan</td>
<td>CPP participants are more likely than TOU participants to drop out</td>
<td>CPP participants are more likely than TOU participants to drop out</td>
</tr>
<tr>
<td>TOU-CPP pricing plan</td>
<td>n/a</td>
<td>TOU-CPP participants are more likely than TOU participants to drop out</td>
</tr>
<tr>
<td>% structural winner</td>
<td>Structural winners are less likely to drop out</td>
<td>Structural winners are less likely to drop out</td>
</tr>
<tr>
<td>Carbon Offsets program</td>
<td>Not statistically significant</td>
<td>Not statistically significant</td>
</tr>
<tr>
<td>Received EE loan/rebate</td>
<td>Participants are more likely to drop out</td>
<td>Participants are more likely to drop out</td>
</tr>
<tr>
<td>Energy Help program</td>
<td>Not statistically significant</td>
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</tr>
<tr>
<td>Green Energy program</td>
<td>Not statistically significant</td>
<td>Not statistically significant</td>
</tr>
<tr>
<td>Enrolled in MyAccount</td>
<td>Not statistically significant</td>
<td>Participants are more likely to drop out</td>
</tr>
</tbody>
</table>
The results of a conjoint survey indicate that enrollment likelihoods vary with rate characteristics.

- Enrollment declines with increased peak period length.
- TOU enrollment declines modestly with high price ratios.
- Enrollment rate is steady up to ~12 CPP days.
- CPP enrolment declines more than TOU with higher price ratios.
The conjoint survey also showed that, if given the choice between TOU and CPP plans, TOU is preferred about 2 to 1.
59% of respondents said they preferred some type of time-variant rate over the standard tiered rate.

- All Standard: 41%
- All Time-varying: 29%
- Other: 30%

29% would take any time-variant rate over the standard rate whereas 30% would choose one option over the standard rate but not another.
Average load impacts across the two summers were significant for both opt-in and default pricing plans.
Average load impacts across the two summers were higher for CPP than for TOU plans.

- Opt-in CPP No IHD: 20.9%
- Opt-in CPP With IHD: 25.1%
- Default CPP: 14.0%
- Default TOU-CPP: 12.3%

Percent Reduction in Electricity Use Between 4 and 7 PM

Chart: CPP Pricing Plans
For most TOU pricing plans, there was no statistically significant change in impacts across the two SPO summers.

Roughly 25% of participants enrolled on June 1, 2012 were gone by September 30, 2013, primarily due to move outs. Impacts were re-estimated after eliminating movers in both years and only one of the differences, for opt-in TOU with the IHD offer, was statistically significant for the TOU pricing plans.
For the CPP pricing plans, the only statistically significant difference across summers showed an increase in impacts.

After removing movers for the CPP plans, the difference in impacts was statistically significant for only one of the four pricing plans, the default CPP plan – impacts for this group INCREASED between 2012 and 2013, in spite of 2013 having cooler event days than in 2012.

**CPP Pricing Plans**

<table>
<thead>
<tr>
<th></th>
<th>2012 All</th>
<th>2012 With Movers Removed</th>
<th>2013 With Movers Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in CPP No IHD</td>
<td>0.52</td>
<td>0.48</td>
<td>0.56</td>
</tr>
<tr>
<td>Opt-in CPP With IHD</td>
<td>0.69</td>
<td>0.67</td>
<td>0.6</td>
</tr>
<tr>
<td>Default CPP</td>
<td>0.32</td>
<td>0.31</td>
<td>0.33</td>
</tr>
<tr>
<td>Default TOU-CPP on Event Days</td>
<td>0.28</td>
<td>0.29</td>
<td>0.33</td>
</tr>
</tbody>
</table>

Difference is statistically significant at 99% confidence level.
Combining enrollment rates and average impacts for each plan, default enrollment produces much larger aggregate impacts.

Using SMUD’s SPO enrollment and load impacts, if rates were offered to 100,000 customers, default enrollment would produce aggregate load impacts 3 times larger than opt-in enrollment.
IHDs did not materially impact customer acceptance or demand response

- The SPO was designed to test the influence of IHDs on customer acceptance of pricing plans and can also assess whether opt-in customers who were offered an IHD had larger demand reductions
  - IMPORTANTLY, this is not the same as testing whether those who accept and use an IHD behave differently from those who do not

- IHDs were offered for some opt-in pricing plans and for all default plans
  - IHDs did NOT influence customer acceptance of opt-in pricing plans
  - Almost all opt-in customers accepted the IHD offer, but only about 25% of default customers did – but more default customers who took it connected it

- Although opt-in customers offered an IHD had larger demand reductions than those who were not, after controlling for pretreatment differences between the two groups, the observed difference is eliminated
  - In other words, the offer of an IHD did not influence demand response

- Default customers who asked for and received an IHD were much more engaged and responsive than those who did not but this is not causal
Price elasticities were estimated in order to allow SMUD to examine likely changes in impacts for different price ratios.

<table>
<thead>
<tr>
<th>Elasticity</th>
<th>Default Non-EAPR</th>
<th>Default EAPR</th>
<th>Opt-in non-EAPR</th>
<th>Opt-in EAPR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elasticity of Substitution</td>
<td>-.069**</td>
<td>-.024**</td>
<td>-.183**</td>
<td>-.089**</td>
</tr>
<tr>
<td>Daily Elasticity</td>
<td>-.030**</td>
<td>.019</td>
<td>-.035**</td>
<td>-.011</td>
</tr>
</tbody>
</table>

The weighted average EoS for opt-in enrollment is -0.155. California’s Statewide Pricing Pilot showed an EoS of -0.127 for a hot climate zone during the hottest months. The daily elasticities for the two studies were -0.028 and -0.033, respectively.
Cost effectiveness analysis was done to assess which pricing plans had the highest benefit/cost ratios

The cost effectiveness analysis assumes the pricing plans were rolled out to all SMUD residential customers – the first 7 options simulate pricing plans tested in the pilot – the last 3 represent default options that do not include the offer of an IHD

<table>
<thead>
<tr>
<th></th>
<th>Benefit Cost Ratio (TRC)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.00</td>
</tr>
<tr>
<td><strong>Opt-in Tested</strong></td>
<td></td>
</tr>
<tr>
<td>TOU, No IHD Offer</td>
<td></td>
</tr>
<tr>
<td>TOU, IHD Offer</td>
<td></td>
</tr>
<tr>
<td>CPP, No IHD Offer</td>
<td></td>
</tr>
<tr>
<td>CPP, IHD Offer</td>
<td></td>
</tr>
<tr>
<td><strong>Default Tested</strong></td>
<td></td>
</tr>
<tr>
<td>TOU, IHD Offer</td>
<td></td>
</tr>
<tr>
<td>CPP, IHD Offer</td>
<td></td>
</tr>
<tr>
<td>TOU-CPP, IHD Offer</td>
<td></td>
</tr>
<tr>
<td><strong>Default Simulated</strong></td>
<td></td>
</tr>
<tr>
<td>TOU, no IHD Offer</td>
<td></td>
</tr>
<tr>
<td>CPP, no IHD Offer</td>
<td></td>
</tr>
<tr>
<td>TOU-CPP, no IHD Offer</td>
<td></td>
</tr>
</tbody>
</table>
Customer satisfaction is very high for all pricing plans and there is no real difference across plans.

How satisfied are you with your current electricity pricing plan?

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Very or Somewhat Satisfied</th>
<th>Very or Somewhat Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Rate</td>
<td>80.3</td>
<td>19.7</td>
</tr>
<tr>
<td>Default CPP</td>
<td>87.1</td>
<td>12.9</td>
</tr>
<tr>
<td>Default TOU-CPP</td>
<td>86</td>
<td>14</td>
</tr>
<tr>
<td>Default TOU</td>
<td>84.4</td>
<td>15.7</td>
</tr>
<tr>
<td>Opt-in CPP</td>
<td>89.4</td>
<td>10.6</td>
</tr>
<tr>
<td>Opt-in TOU</td>
<td>87.1</td>
<td>12.9</td>
</tr>
</tbody>
</table>

Legend:
- Dark blue: Very or Somewhat Satisfied
- Orange: Very or Somewhat Dissatisfied
Customers on the standard rate are less likely to think their pricing plan is fair than customers on any of the time based pricing plans.

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Percent Strongly or Somewhat Agree</th>
<th>Percent Strongly or Somewhat Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Rate</td>
<td>44.4</td>
<td>19</td>
</tr>
<tr>
<td>Default CPP</td>
<td>61.8</td>
<td>10.6</td>
</tr>
<tr>
<td>Default TOU</td>
<td>57.7</td>
<td>11.9</td>
</tr>
<tr>
<td>Default Opt-in CPP</td>
<td>56.2</td>
<td>16.6</td>
</tr>
<tr>
<td>Opt-in TOU</td>
<td>66.2</td>
<td>9.6</td>
</tr>
<tr>
<td>Opt-in CPP</td>
<td>66.1</td>
<td>11.7</td>
</tr>
</tbody>
</table>

My current pricing plan is fair

- Standard Rate: 44.4% agree, 19% disagree
- Default CPP: 61.8% agree, 10.6% disagree
- Default TOU: 57.7% agree, 11.9% disagree
- Opt-in CPP: 66.2% agree, 9.6% disagree
- Opt-in TOU: 66.1% agree, 11.7% disagree
Customers on the standard rate are much less likely to think their pricing plan provides them with opportunities to save money.

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Strongly or Somewhat Agree</th>
<th>Strongly or Somewhat Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Rate</td>
<td>33.3</td>
<td>23.6</td>
</tr>
<tr>
<td>Default CPP</td>
<td>61.4</td>
<td>10.3</td>
</tr>
<tr>
<td>Default TOU-CPP</td>
<td>57.7</td>
<td>12.1</td>
</tr>
<tr>
<td>Default TOU</td>
<td>59.5</td>
<td>15.2</td>
</tr>
<tr>
<td>Opt-in CPP</td>
<td>76.5</td>
<td>9</td>
</tr>
<tr>
<td>Opt-in TOU</td>
<td>74.1</td>
<td>9.3</td>
</tr>
</tbody>
</table>
Roughly half of default customers and more than 70% of opt-in customers think SMUD should offer their plan to all customers.

Almost no one feels somewhat or strongly that the plan should not be offered to others.

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Strongly or Somewhat Agree (Percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Default CPP</td>
<td>58.6</td>
</tr>
<tr>
<td>Default TOU-CPP</td>
<td>49</td>
</tr>
<tr>
<td>Default TOU</td>
<td>53.7</td>
</tr>
<tr>
<td>Opt-in CPP</td>
<td>70.7</td>
</tr>
<tr>
<td>Opt-in TOU</td>
<td>72</td>
</tr>
</tbody>
</table>

- Default CPP
- Default TOU-CPP
- Default TOU
- Opt-in CPP
- Opt-in TOU
Three quarters of opt-in customers and roughly half of default customers indicate they would like to stay on their pricing plan.

I want to stay on my pricing plan

- **Default CPP**: 54.9% Strongly or Somewhat Agree, 5.7% Strongly or Somewhat Disagree
- **Default TOU-CPP**: 47.1% Strongly or Somewhat Agree, 9.6% Strongly or Somewhat Disagree
- **Default TOU**: 51.4% Strongly or Somewhat Agree, 8% Strongly or Somewhat Disagree
- **Opt-in CPP**: 76.1% Strongly or Somewhat Agree, 4.7% Strongly or Somewhat Disagree
- **Opt-in TOU**: 74.7% Strongly or Somewhat Agree, 5.1% Strongly or Somewhat Disagree
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