

# ***En Banc on Residential Rate Reform – Marketing, Education & Outreach***

*February 04, 2016*



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***Caroline A. Winn***  
***Chief Energy Delivery Officer***

# SDG&E's Customer Journey



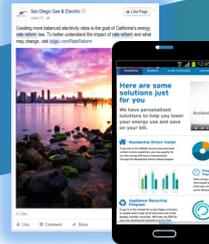
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## Engaging customers and building stronger relationships



### Reactive

- ▶ Dedicated Hotlines for Specific Programs
- ▶ Collecting and Responding to Customer Feedback
- ▶ Payment Plan Options



### Proactive

- ▶ Next Best Offer
- ▶ Rate Reform Microsite
- ▶ Personalized Video Bill
- ▶ Enhanced Bill Ready Notification
- ▶ Educational Videos and Webinars
- ▶ “Energy Diet” Media Campaign



### Interactive

- ▶ Energy Marketplace
- ▶ Energy Insights and Rewards
- ▶ Home Energy Assessments
- ▶ Social Media Campaigns
- ▶ Rate Analysis Tools
- ▶ Alerts and Notifications
- ▶ Community Partners
- ▶ Home Area Management Solutions

# Roadmap to the Future

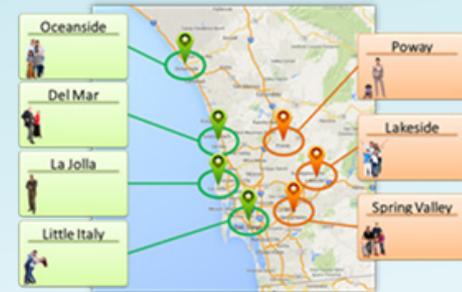


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**2013 – 2014**  
Awareness

## PRE-RATE REFORM

Segmentation and personalization communications to ALL residential customers... "Change is Coming"



**2015**  
Acknowledgement & Agreement



## RATE REFORM – STAGE 1

- Reforming electricity rates – 3 tiers
- Tailored communications that allowed customers to make informed decisions

**Compare Pricing Plans**  
See if you can save on a new  
Whenergy™ pricing plan.

**2016**  
Action

## RATE REFORM – STAGE 2

- Reforming electric rates – 2 tiers
- Refreshing segmentation to deliver consistent and relevant communications

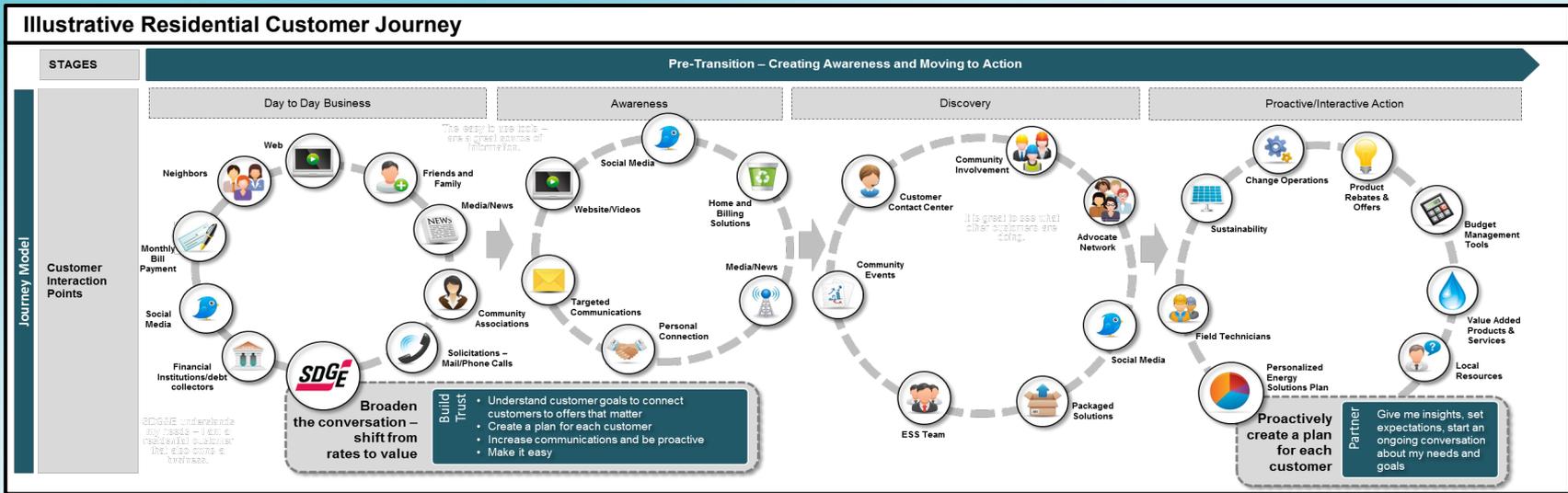
**2017 – 2019**  
Action & Acceptance

## RATE REFORM – STAGE 3

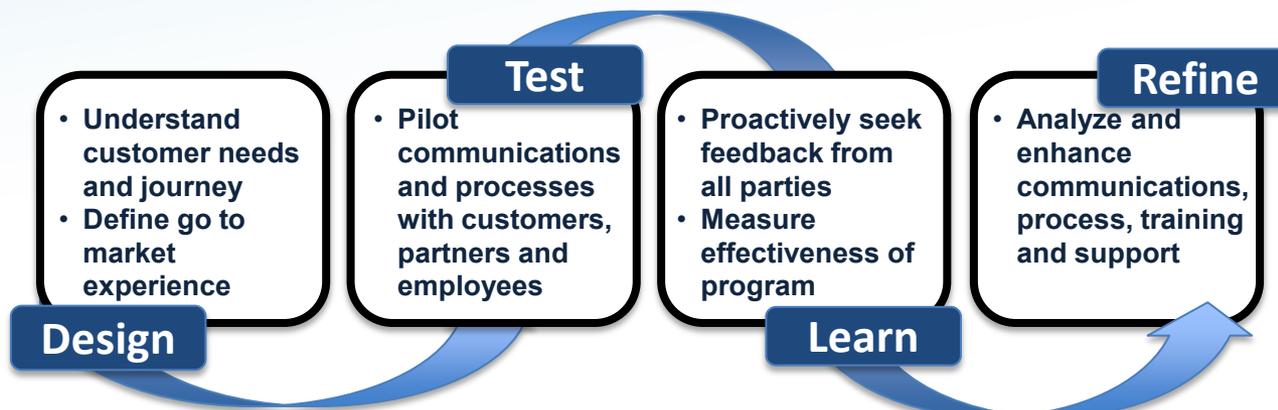
- Reforming electric rates – 2 tiers plus Super User
- Enhancing Proactive and Interactive Capability
- Preparing Customers for Time of Use



# Time of Use Education and Outreach



## Building on lessons learned through TOU Education and Outreach for our Small Business customers



# Residential Segment Summary



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- Higher than average
- ◐ Average
- Lower than average



**Engaged Green**      **Budget-Constrained Greens**      **Unconcerned**      **Disengaged Traditionals**      **Energy Indifferent Independents**

Desired Relationship with SDG&E	●	●	◐	○	○
Interest in TOU rate	●	○	●	◐	○
Importance of Lowering Electricity Costs	●	●	○	●	○
Importance of the Environment	●	●	○	◐	◐
Actions taken / will take to reduce electricity use	●	●	◐	◐	○
Interest in Energy Management Tools	●	◐	◐	○	◐
Communication Preferences	Higher for email, online channels Lower for direct mail	Higher for mail (info w/bill & direct mail) Highest for personal interaction	Generally prefer electronic channels	Prefer mail (info w/bill & direct mail) Lowest for electronic & personal interaction	Higher for email, online channels Lower for direct mail
Median Age	47.5	43.0	46.0	60.0	38.5
Household Income	●	○	●	◐	○
Own / Rent Home	76% OWN	73% RENT	72% OWN	83% OWN	70% RENT
Average Square Footage	1984 sq ft	1086 sq ft	1981 sq ft	1676 sq ft	1125 sq ft

# Meet the Zarates Family - Engaged Green



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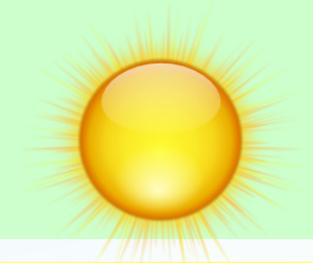


3 Bedroom Home  
1,691 SQFT | No pool



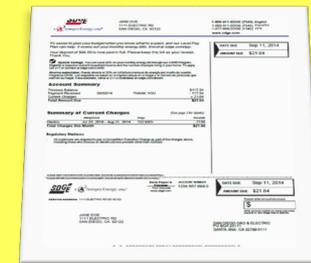
Average Monthly kWh:  
730 kWh

Climate Zone:  
*Inland*



## Key Characteristics of Engaged Greens

- ✓ Interested in engagement with SDG&E
- ✓ Higher than average interest in reducing energy use and costs
- ✓ Very concerned about the environment and climate change
- ✓ Higher than average interest in SDG&E EE programs and energy audits
- ✓ Among highest of interest levels for energy management tools
- ✓ Higher for email and online channels, lower for mail



Monthly Bill Amount:  
**\$198/month**

# SDG&E's Interactive Customer Experience



# Video Bill

## Customers have said....

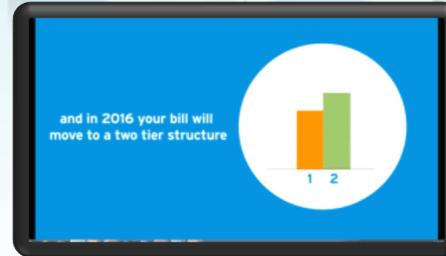
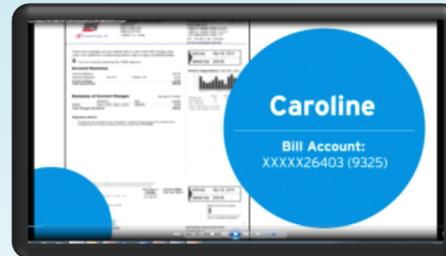
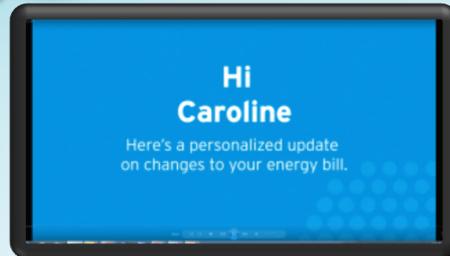


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"It was a great way to simplify a lot of information so that it was easily understood. Great job!"



"Innovative way to connect with and educate customers"



"It was different and exciting to see something new"



"I liked the video because it made it easier to understand my bill, unlike trying to figure it out on my own"

# Microsite



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## 3 Easy Steps

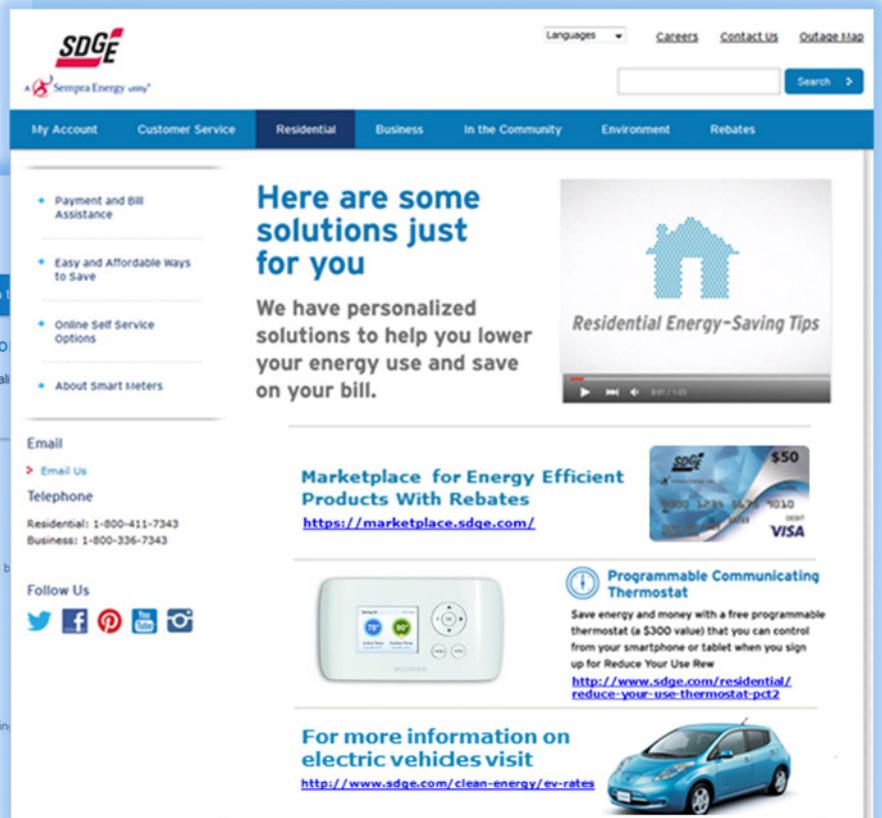
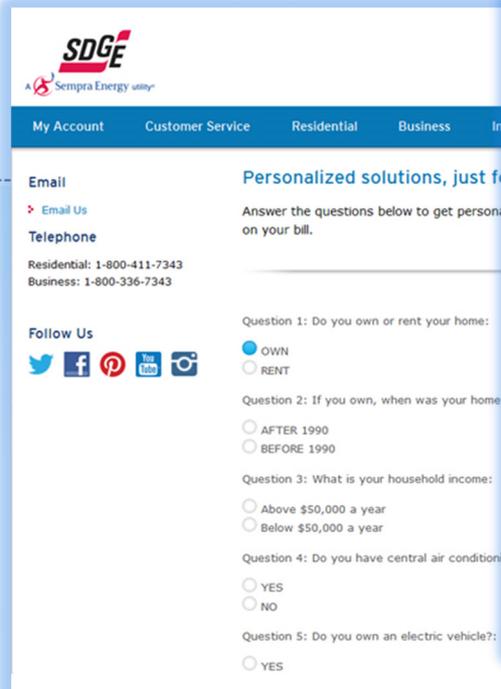
1. Go to [sdge.com/ratereform](http://sdge.com/ratereform)
2. Answer a few short questions
3. Information tailored just for you!



## Utility bills are changing

In late 2013, California passed a law — Assembly Bill (AB) 327 — to modernize the state's energy rate structure.

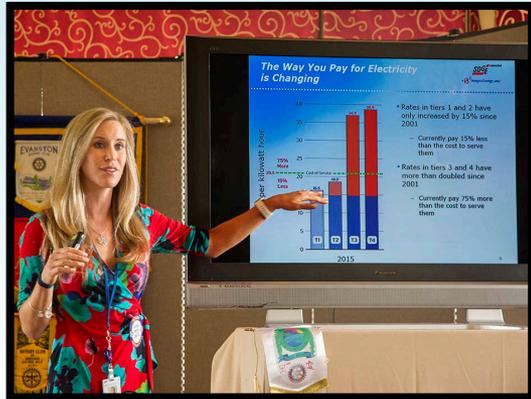
The goal of AB 327 was to make electric rates easier to understand, as well as establish more equitable and transparent energy pricing.



# Community Outreach & Engagement



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Kalusugan @KalusuganSD · Sep 13  
#espsdgc fb.me/8FXks1bDW



Water Savings Tips from I Love a Clean San Diego  
Eric shows us some easy tips to reduce our water use around the house & the yard. Produced for I Love a Clean San Diego. www.cleansd.org Sponsored by SDG&E



South Bay Union School District Education Foundation

September 6 at 1:02pm ·

#SBUSED thanks SDGE for their sponsorship of October 9th's Casino Night event!  
\$\$\$ Reap rewards for saving electricity on hot days with SDG&E's Reduce Your Use Rewards program. Here's how it works:  
• Enroll in Reduce Your Use alerts so you know when to save.  
• Receive a day-ahead alert... See More



San Diego Oasis

18 hrs ·

Is saving money one of your goals for 2015? SDG&E has tools that can help. Enroll in energy use alerts to help keep you on track. Set spending goals, receive usage notifications and even get a weekly energy use report. Enroll today! #espsdgc



Deaf Community Services of San Diego

March 3 at 3:50pm ·

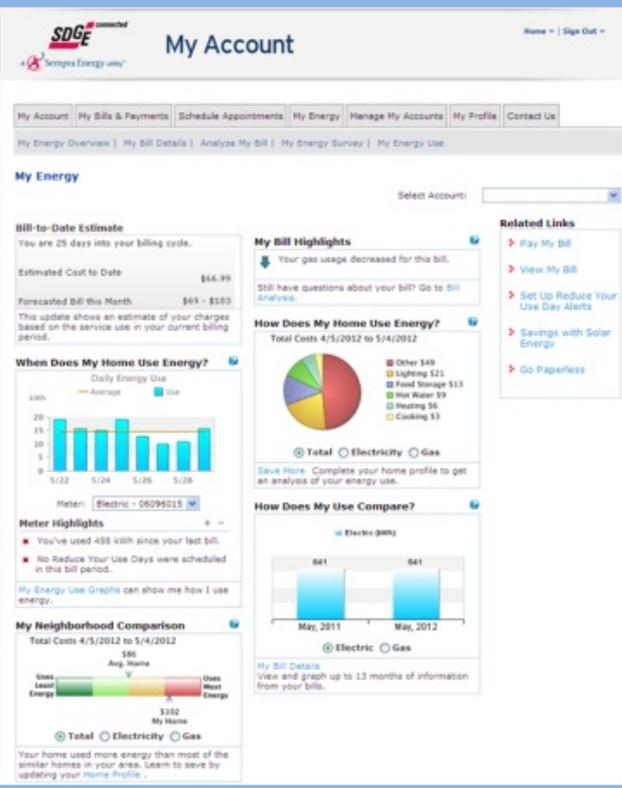
Spring into energy savings. Discover what's using energy in your home by using SDG&E's online tools. Log into your personal energy portal @ sdge.com/myaccount and start saving today. #espsdgc

## Engagement Results ... just a few

- **285** community partners – Energy Solutions Partner Network -- directly engaging customers in rate education & solutions
- Nearly **3,000** activities including events, presentations and solutions messaging through online and social media channels
- Over **1,000** energy saving solutions messages reaching **2,000,000+** potential viewers
- **16** Customer Solutions tailgate events at SDG&E Branch Office locations



# My Account: My Energy; Goals & Alerts



**My Account**

Home | Sign Out

My Account | My Bills & Payments | Schedule Appointments | My Energy | Manage My Accounts | My Profile | Contact Us

My Energy Overview | My Bill Details | Analyze My Bill | My Energy Survey | My Energy Use

**My Energy**

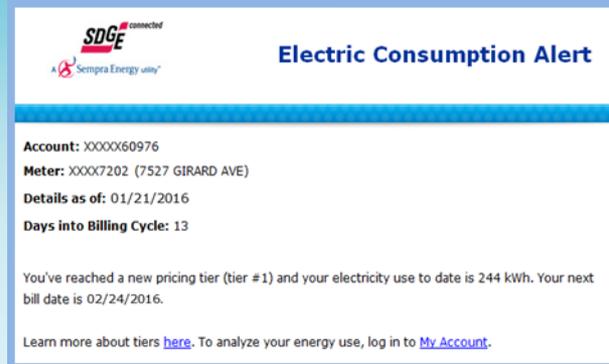
Select Account: [Dropdown]

**Bill-to-Date Estimate**  
You are 25 days into your billing cycle.  
Estimated Cost to Date: \$66.99  
Forecasted Bill this Month: \$69 - \$103

**When Does My Home Use Energy?**  
Daily Energy Use  
kWh  
Average Use  
Use

**Meter Highlights**  
You've used 458 kWh since your last bill.  
No Reduce Your Use Days were scheduled in this bill period.

**My Neighborhood Comparison**  
Total Costs 4/5/2012 to 5/4/2012: \$86  
Avg. Home: 1392 kWh  
My Home: 1392 kWh

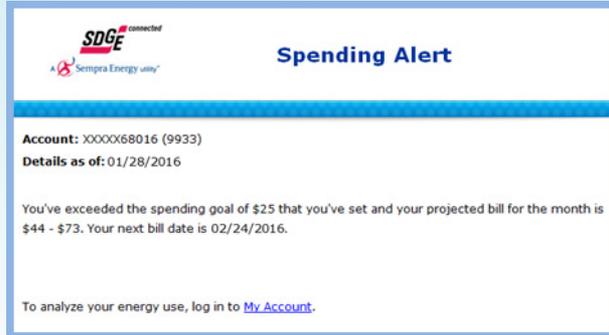


**Electric Consumption Alert**

Account: XXXX60976  
Meter: XXXX7202 (7527 GIRARD AVE)  
Details as of: 01/21/2016  
Days into Billing Cycle: 13

You've reached a new pricing tier (tier #1) and your electricity use to date is 244 kWh. Your next bill date is 02/24/2016.

Learn more about tiers [here](#). To analyze your energy use, log in to [My Account](#).

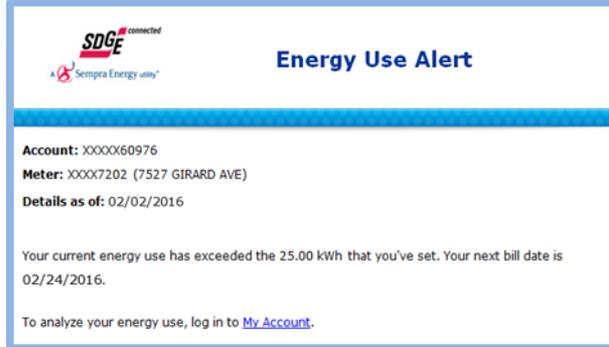


**Spending Alert**

Account: XXXX68016 (9933)  
Details as of: 01/28/2016

You've exceeded the spending goal of \$25 that you've set and your projected bill for the month is \$44 - \$73. Your next bill date is 02/24/2016.

To analyze your energy use, log in to [My Account](#).

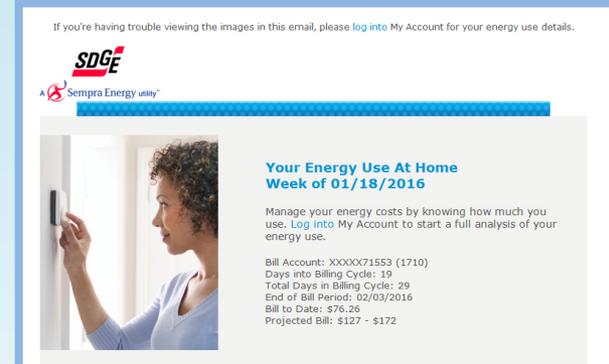


**Energy Use Alert**

Account: XXXX60976  
Meter: XXXX7202 (7527 GIRARD AVE)  
Details as of: 02/02/2016

Your current energy use has exceeded the 25.00 kWh that you've set. Your next bill date is 02/24/2016.

To analyze your energy use, log in to [My Account](#).

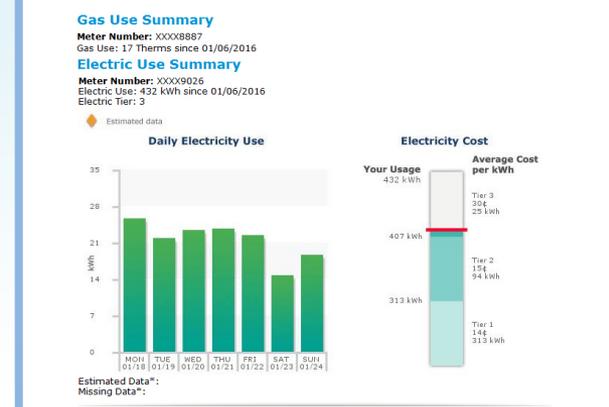


If you're having trouble viewing the images in this email, please [log into My Account](#) for your energy use details.

**Your Energy Use At Home Week of 01/18/2016**

Manage your energy costs by knowing how much you use. [Log into My Account](#) to start a full analysis of your energy use.

Bill Account: XXXXX71553 (1710)  
Days into Billing Cycle: 19  
Total Days in Billing Cycle: 29  
End of Bill Period: 02/03/2016  
Bill to Date: \$76.26  
Projected Bill: \$127 - \$172



**Gas Use Summary**  
Meter Number: XXXX8887  
Gas Use: 17 Therms since 01/06/2016

**Electric Use Summary**  
Meter Number: XXXX9026  
Electric Use: 432 kWh since 01/06/2016  
Electric Tier: 3

Estimated data

**Daily Electricity Use**

Day	Electricity Use (kWh)
MON	26
TUE	21
WED	23
THU	23
FRI	21
SAT	14
SUN	18

**Electricity Cost**

Tier	Usage (kWh)	Average Cost per kWh
Tier 3	30¢	25¢ kWh
Tier 2	15¢	94¢ kWh
Tier 1	14¢	315¢ kWh

Your Usage: 432 kWh

Estimated Data\*: Missing Data\*

\*All calculations are approximate and may include estimated or missing data. The data, analysis, and recommendations presented within this summary are based on estimates and projections, and are for informational purposes only. Please refer to your monthly bill for actual use information.

- Warm Up to Winter Savings**
- Trim heating costs by about 5% for every 2 degrees you lower the furnace thermostat. Set it to 68 degrees or lower, health permitting.
  - Check your furnace filter once a month and clean or replace it, as recommended by the manufacturer.
- Click [here](#) for more saving tips.

SDGE does not guarantee the delivery of the weekly energy use summary, as it may be delayed or undeliverable for reasons beyond our control. SDGE values your privacy. Check out our [Privacy Policy](#) and our [Privacy Notice](#). Please do not reply to this email. For assistance, please email us at [info@sdge.com](mailto:info@sdge.com). To manage your email preferences, [click here](#). Sender's business address is 488 8th Avenue, San Diego, CA 92101. © 2015 San Diego Gas & Electric Company. All copyright and trademark rights reserved.

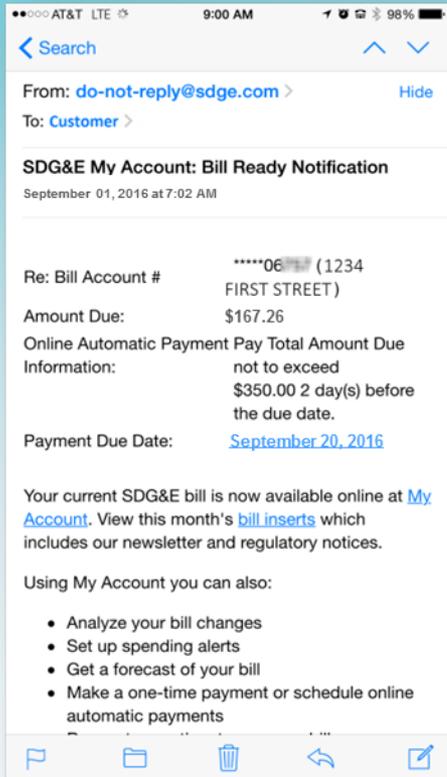


# Bill Ready Notification



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Before



### My Account: Bill Ready Notification

Amount Due **\$167.26** Date Due **Sept 20, 2016**

For account ending in \*\*\*\*0673 (1234 FIRST ST)

[View or Pay Bill](#)

To see your complete account balance or any bill corrections, please [review your bill](#).

#### How are your current charges calculated?

Category	Amount
Electric Usage	\$36.77
Electric Delivery	\$72.89
Demand Charges	\$18.40
Gas Usage	\$15.98
Public Purpose Programs	\$14.47
Taxes & Fees	\$8.76
Other Charges	\$0.00

### Your 13 Month Electricity Usage

Highest usage point (demand) this month:  
You used 50 kW on Aug 22, 2016 from 7:00pm to 8:00pm

Meter: #####11111  
Current Rate: Residential TOU

Learn more about peak periods

#### Savings Alert

California is fighting climate change and so can you! Your bill includes a Climate Credit from a state program to cut carbon pollution while also reducing your energy costs.

Learn more at Energy Upgrade

Something new is on the energy horizon

Learn how California is modernizing electric rates and ways you can save.



Coming this month!

# Challenges of Today's Customer



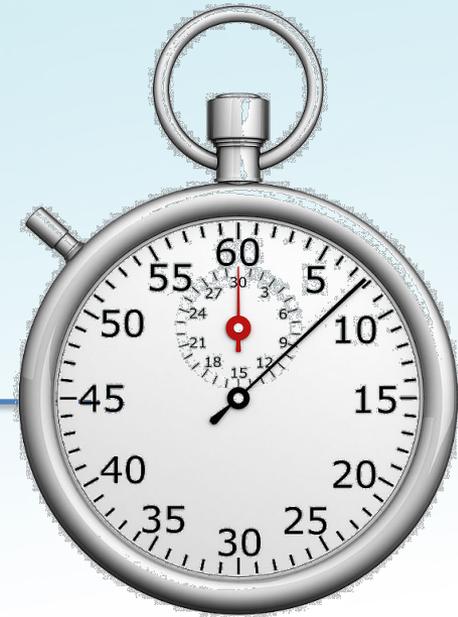
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# 8 seconds

Average attention span of a US adult

# 5 minutes

Average response time to a text

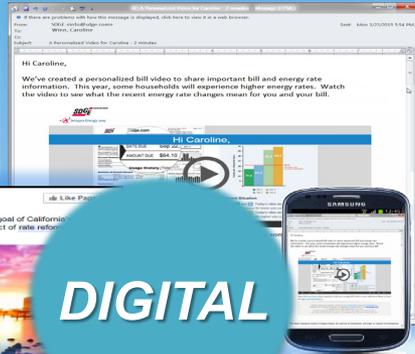


# SDG&E Marketing, Education and Outreach

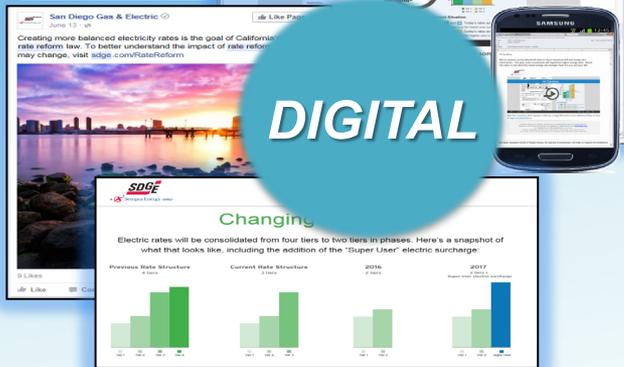


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## Personalized Bill Video



## Social Media



**DIGITAL**

## Microsite



**Meeting Our Customers Where They Are**

## Home Energy Report



**PRINT**

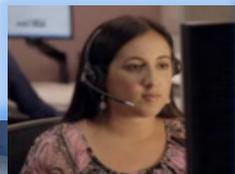
Important update about your CARE discount

**Flyer**

**CARE Postcard**

## Community Outreach

**Contact Center**



**IN PERSON**



**Branch Offices**





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***Thank You***