

DDB Group

TOU Progress Update

9.25.19



RATE REFORM TO DATE

Statewide marketing launched in San Diego with Vision messaging in October 2018.

Time of Use (Behavior) launched in May 2019 with a multi-channel approach, ensuring reach across all audiences throughout the region.

Planning for 2020 default support currently in progress.

October 2018 - May 2019

May - October 2019

Today



RATE REFORM STRATEGIC APPROACH

Statewide Vision campaign provides “The Why,” an emotional reason to care about energy and a positive “halo” in the marketplace.

Objective: Engagement



Statewide TOU Behavior campaign explains “The How,” a neutral explanation of TOU divorced from the utility and its perceived potential profit motive.

Objective: TOU action



IOUs connect with customers on an individual level about TOU behavior and rate changes.

Objective: TOU action and rate choice



SAN DIEGO PAID MEDIA | MESSAGE AWARENESS & INTENT CHANNELS

SDG&E's test pilot leverages a **multi-channel mix** to 1) **create noise** as we kick off "The Why" and "The How" chapters, and 2) **reinforce** "The How" actions through reminders.

Who: SDG&E territory Adults 18+, ensuring delivery of Critical Customer Groups and EUC Target Segments

Where & When: SDG&E territory with Vision October '18 - May '19 and TOU Behavioral May - October '19

Television +



Cinema



Outdoor



Print



Digital



Audio



Plan Summary

- Budget: \$8.45MM (13% of \$65MM*)
- Vehicle customization to territory including zoned cable and unique out-of-home
- Plan reaches ~ 85%+ of Adults 10+ times every quarter
- SDG&E priority multicultural groups reached via preferred in-language channels
- Statewide and IOU plans will work together holistically and efficiently

*Excludes agency commission and staffing fees

SAN DIEGO EARNED MEDIA & CBO OUTREACH

Earned Media Highlights:

50 **Vision** Placements
28,427,203 **Vision** Impressions
420 **Behavioral** Placements
81,943,989 **Behavioral** Impressions

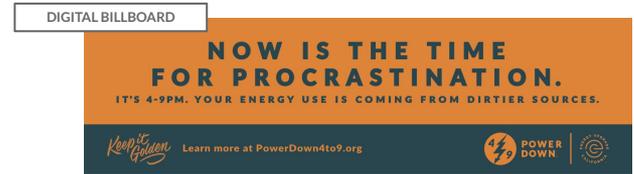
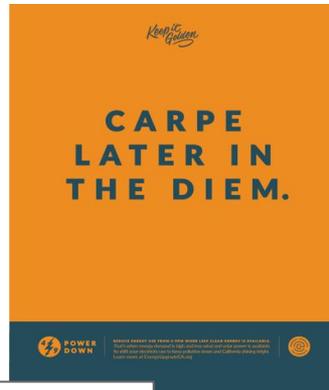


CBO Highlights:

Knocked on 11k+ Doors
898 Events
30k+ Phone Calls
400k+ E-mails
10k+ Texts



TOU BEHAVIOR CREATIVE HIGHLIGHTS

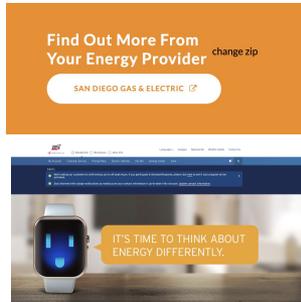


Link to "Energy Reminders": <https://1bigbox.box.com/s/4iqp7wpzvri9icn397rvlqp415wxbgrl>

SDG&E INTEGRATION WITH STATEWIDE CAMPAIGN

Website

All statewide media drove to a landing page within energyupgradeca.org - powerdown4to9.org. From there, customers could link out to SDG&E's TOU rate page.



Social

Statewide social media community managers monitored incoming queries from customers. Based on pre-screened FAQs, community manager either responded or directed the user to SDG&E website to learn more.

FAQ:	Landing Page Answer	Social Responses of website, Instagram, Direct Message
What is a time of use (TOU) electricity rate?	Time of use (TOU) is a rate plan that allows you to save money by using electricity during peak demand times and lower rates off-peak hours. Peak times are typically during the evening hours, but can vary by season. TOU rates are available for residential and commercial customers. To learn more about TOU rates, visit www.sdge.com/time-of-use .	These are some examples of social media responses to TOU rates. Some customers are asking for more information about TOU rates, while others are expressing interest in switching to TOU rates. Some customers are also asking about the benefits of TOU rates, such as lower rates during off-peak hours.
Why do I have to pay for a TOU rate?	TOU rates are available for residential and commercial customers. To learn more about TOU rates, visit www.sdge.com/time-of-use .	Some customers are asking why they have to pay for a TOU rate. The answer is that TOU rates are a voluntary program that allows customers to save money by using electricity during peak demand times and lower rates off-peak hours. Customers who choose TOU rates are helping to reduce the need for new power plants and transmission lines, which is good for the environment and the economy.

Public Relations

Messaging document developed to help identify areas of collaboration across IOUs, CPUC and/or EUC as well as to manage for duplication. Alignment calls were implemented to keep IOU up to date on EUC activities and to raise opportunities for collaboration and share learnings.

RRR/TOU: Media Relations Coordination

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| <p>CPUC</p> <ul style="list-style-type: none"> ❑ CA EE Initiatives: Flex Alerts, SMART ❑ Time-of-Day rates, etc. ❑ Policy: SB 372 (Public Utilities Commission); SB 350 (Clean Energy & Pollution Reduction Act); AB 2837 (small business customer demand-side energy management programs); AB 800 (energy-use benchmarking & disclosure program); AB 327 (Electricity retailing gas, net energy metering; California Renewables Portfolio Standard Program), etc. ❑ Rate Reform: History | <p>EUC</p> <ul style="list-style-type: none"> ❑ Overall Campaign: Goals, funders, audiences, initiatives ❑ Vision: Collective responsibility & individual contribution, thoughtful energy management, clean energy use ❑ Behaviors & Actions: Peak-shifting, general tips & tools, benefits of taking action | <p>IOU</p> <ul style="list-style-type: none"> ❑ Behaviors & Actions: Regional tips & tools initiatives ❑ Rate Changes: Pricing, usage calculations, rate structure options ❑ Default Process: Timing, selection criteria, opt-out/out ❑ IOU RR M&O Programming: Local marketing communications activities conducted by the IOU |
|--|--|---|

ALL

Story opportunities or specific requests from media for a broader story connecting the state and the region may require a joint response from two or more of the parties.

PRELIMINARY SAN DIEGO LEARNINGS

A more detailed analysis is being developed based on Millward Brown and DB5 trackers.

- Campaign learnings to date:
 - Paid media showing strong performance vs. goals and benchmarks
 - Minimal negative conversation in social around TOU
 - Cross-channel exposure increases messaging effectiveness
 - Opportunity to optimize by focusing on fewer messages

2020 TOU CHALLENGES

LARGER AND MORE DIVERSE AUDIENCE

33 million customers
Receiving TOU communications
in 2020-2021



COMPLEXITY OF ROLLOUT SCHEDULE

Defaults don't align with media buying DMAs



INCREASED POTENTIAL FOR BACKLASH



CROWDED MEDIA LANDSCAPE





THANK YOU