



IT'S TIME TO THINK ABOUT ENERGY DIFFERENTLY.



A Sempra Energy utility[®]

Commissioners' Update

Time-of-Use Transition

September 25, 2019



Recap: 2019 Initial Default TOU Migration (IDTM)

Operational Readiness Overview (October 11, 2018)

Guiding Principles

Customers understand Time-of-Use (TOU): why, when, benefits, and options

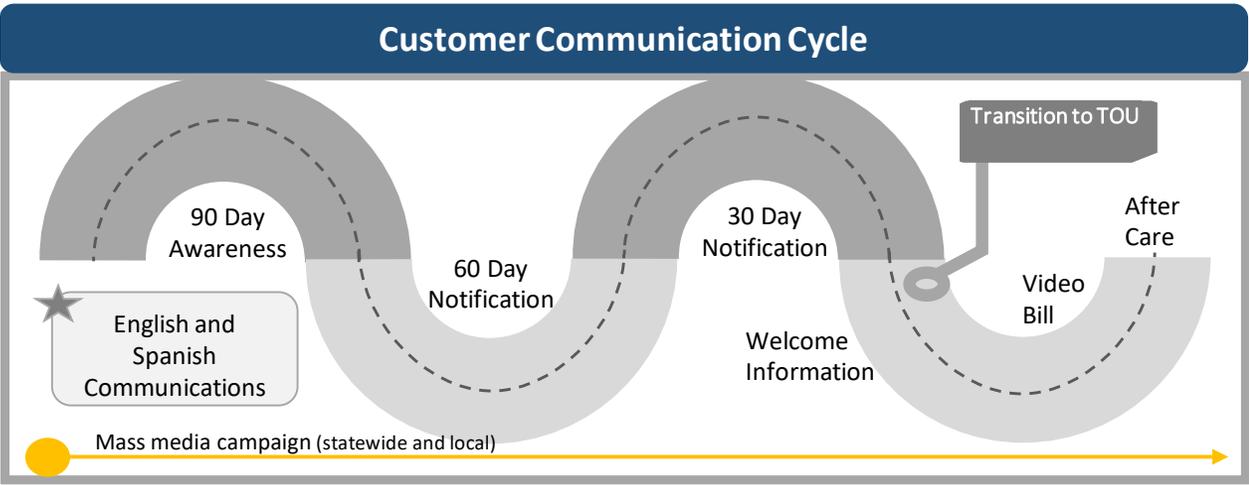


Customers are educated on TOU and how to be successful on a TOU plan

Customers who are structural beneficiaries are encouraged to transition to TOU and save. Others make behavioral changes



Customers choose the “best” plan for them



Initial Default TOU Migration



- 14 Target Groups ranging from ~9K to ~115K meters

Tools	SDG&E.com	Education
	Reply Card	Bill Comparison
	My Account	Opt-In / Opt-Out
	Interactive Voice Response (IVR)	Request Services
	Customer Care Center	

Reporting & Metrics	<p>Outreach</p> <ul style="list-style-type: none"> • Number of customer communications sent by channel (Email and Direct Mail) • Presentations and events with community partners to educate customers on TOU 	<p>Enrollment/Billing</p> <ul style="list-style-type: none"> • Opt-Out • Opt-In • Attrition (Final Accounts/Fall-out) • Billing Arrears and Shut-offs • Bill Protection/Impacts 	<p>Engagement</p> <ul style="list-style-type: none"> • Call Volume/Reasons • Website traffic: Total Visits/ Unique Visits/time on page • Count of visitors accessing bill comparison tools • Surveys
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Critical Customer Groups

- Low-income
- Seniors
- Geographically isolated
- Spanish, Chinese, Vietnamese language preferred

Campaign Elements:

- Television
- Sdgc.com/whenmatters
- Radio ads | DJ endorsements
- Digital ads
- Earned media
- Outreach events
- In-language print ads
- In-language local articles
- Billboards
- Bus | train wraps
- Bus kings
- Laundromat ads
- Convenience store ads
- Social media

~373,000,000
total impressions

Education and outreach beyond the 3 personalized touchpoints prior to transition



Sdgc.com/whenmatters

- Avg. monthly views: - ~88,800
- Avg. time on page: 3:04



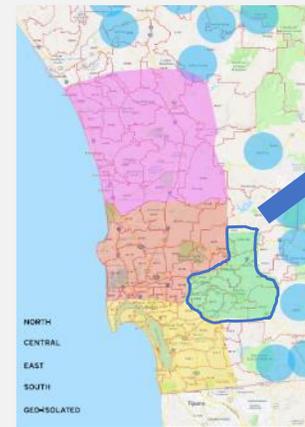
Television

Views to-date

- Meet Whendell – ~657,000
- Places – ~308,000
- Faces – ~549,000
- Smart Home – ~905,000

Data from 1/1/19 – 9/16/19

Sample Customer Experience



Mass Media Elements

- Television
- Radio
- Digital ads
- Outreach events

Billboards

- Located along a main east/west freeway

Local Articles

English and Spanish

- Union Tribune (significant senior reach)
- La Mesa Courier
- East County Californian
- East County Gazette

Critical Customer Focus

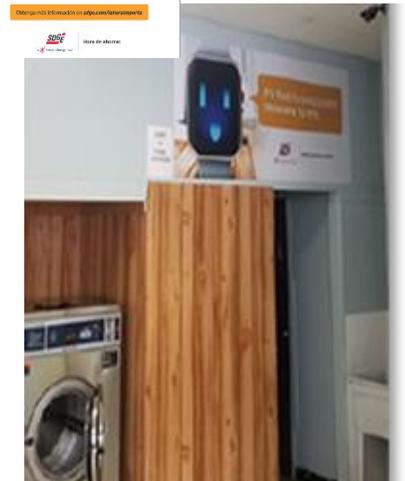
English and Spanish

- Posters | Wall Banners
- Window Displays

Billboards and Bus Wraps



Print Ads and Wall Banners



Community Based Outreach (CBO)

655,000+

Customers reached this year



~**190** Diverse, grassroots community-based organizations

~**775** events, presentations and activities promoting and educating customers on TOU



Critical Customer Groups:

- Low income
- Disabled | special needs
- Military
- Multicultural | multilingual
- Native American
- Geo-isolated
- Seniors
- Youth

Club Whendell

- Employee ambassador program designed to educate and engage customers in the community and on neighborhood social media channels
- Created in June and already have ~65 employees participating

Extensive Partner Network

Low Income Outreach
30 partners

Senior Outreach
51 partners

Multicultural Outreach
62 partners

Special Needs Outreach
25 partners

Geo-isolated Outreach
21 partners

Outreach Highlights:

Latino Film Festival

208 movie screenings
21,000+ attendees

Ran a Time-of-Use video for 11 days at the AMC Theater prior to movie screenings; also promoted CARE



South Bay Earth Day Fair

~3,000+ fair attendees
350+ booth visitors

Debuted a Time-of-Use Whendell themed booth and customers said it was a 'perfect fit for the topic'; also promoted customer assistance, EV, rebates, and energy savings tips



SD Oasis Senior Center

25+ attendees

Targeted presentation to highly engaged and energy savvy seniors



Social Media

- Facebook and Instagram ads (carousel, newsfeed and video)
- English, Spanish and Asian preferred languages
- Segmented for general market, seniors, geo-isolated or low-income

Customer Response and Actions

Customer Response



Since May 2019, SDG&E has been surveying TOU transition customers to gauge their awareness of the transition, understanding of choices, and recall of communications.

The results have been positive...

333 customers surveyed in July (transitioned in May/June)	74%	80%	77%	71%
	Aware household transitioned to TOU	Aware of option to choose another plan	Recalled receiving 60-day notification letter/email	Recalled receiving welcome materials

Survey #1 (shortly after transition)

- Awareness of transition
- Understanding of choices
- Knowledge of peak hours
- Awareness of 1-year no-risk pricing
- Recall of specific communications
- Awareness of where to find more information



Survey #2 (6-7 mos. later)

- Satisfaction on TOU
- Engagement in shifting energy usage
- Actions taken
- Recall/usefulness of after-care materials
- Impressions of their bill

Customer Action

Time-of-Use Pricing Plans ~99% of transitioned customers are staying on a TOU plan	Benefiter Status ~72% Customers benefiting on TOU plans <i>(structural benefitters or changing energy behavior)</i>
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Time-of-Use Call Volume

~20,000 calls

to the Customer Contact Center since January

<2% are complaints

Customer Selections ~3.5% early opt-in to TOU ~13.8% opt-out prior to transition	Channels 52.9% Reply Card 33.5% MyAccount 11.2% CCC 2.4% IVR
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