



IT'S TIME TO THINK ABOUT
ENERGY DIFFERENTLY.



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



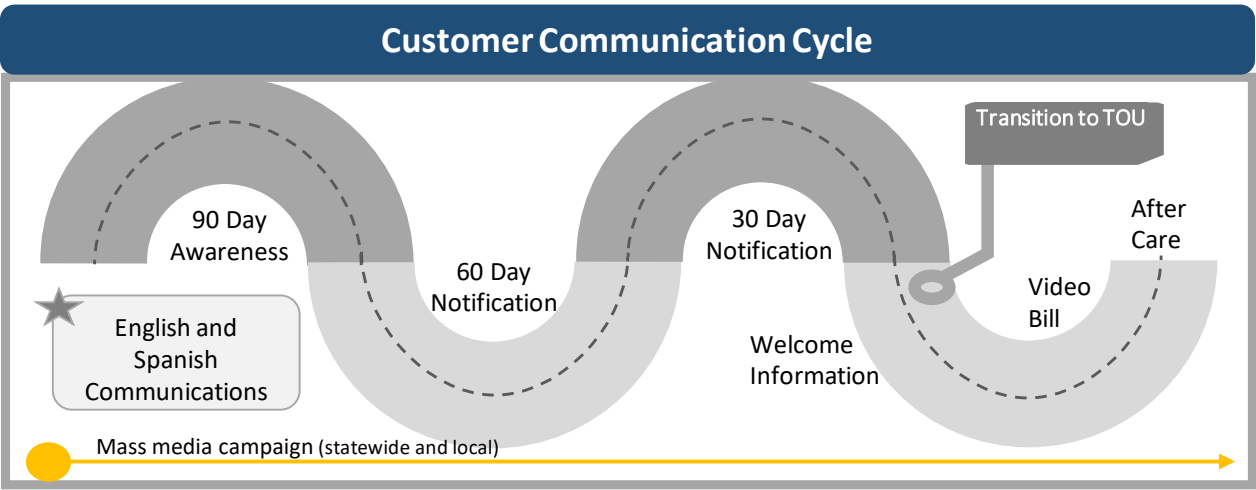
Customers are educated on TOU and how to be successful on a TOU plan



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



Customers choose the “best” plan for them



Initial Default TOU Migration



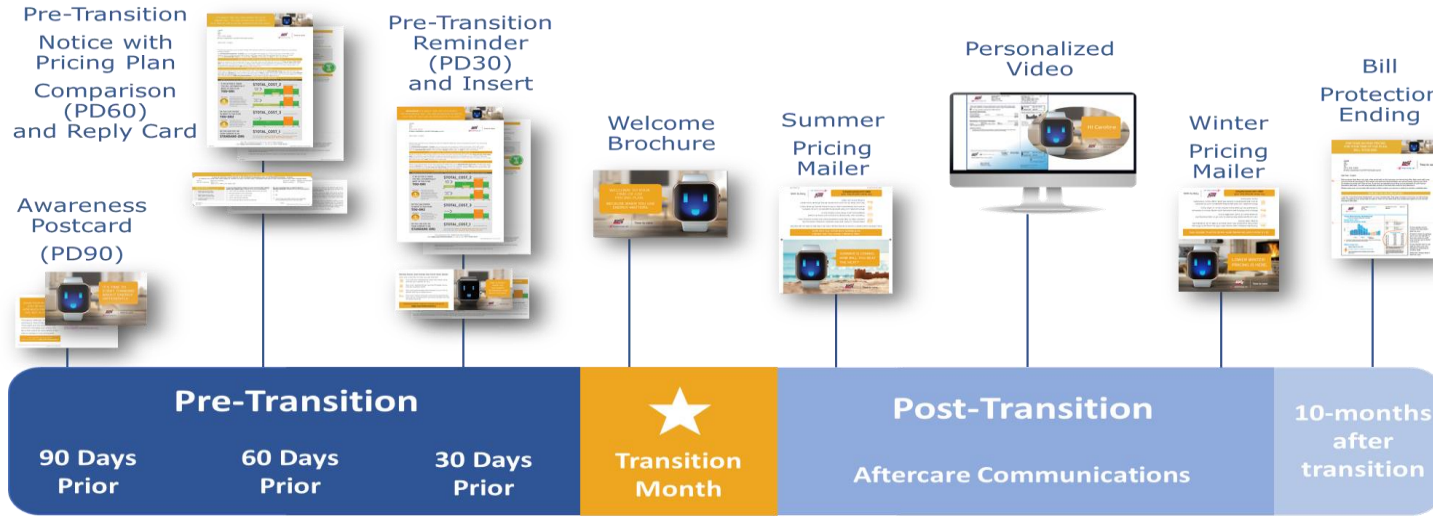
- 14 Target Groups ranging from ~9K to ~115K meters

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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Customer Journey and Transition Plan

Customer Journey



~3,380,000

Total communications sent to-date

116

Personalized Versions

- Direct Mail | Email
- In-language
- Benefiter Status
- Net Energy Metering
- Multiple Meters

Segment and tactic varied by communication and audience

Transition Plan

~283,400

Customers have been transitioned to TOU-DR1

~602,000

Customers now on a TOU plan

Execution Timeline	2018	2019												2020											
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
Master Target Group	Count	MD01	MD02	MD03	MD04	MD05	MD06	MD07	MD08	MD09	MD10	MD11	MD12	MD13	MD14										
Dec	MD01	100K	90	60	30	X	BILL	AC-S			★	AC-W													
Jan	MD02	115K		90	60	30	X	BILL	AC-S	PV		AC-W													
Feb	MD03	119K			90	60	30	X	AC-S	BILL	PV	AC-W													
Mar	MD04	50K				90	60	30	X	BILL	PV	AC-W								AC-S					
Apr	MD05	50K					90	60	30	X	BILL	AC-W								AC-S					
May	MD06	17K	Customers with multiple meters					90	60	30	X	BILL	AC-W	PV						AC-S					
Jun	MD07	5K						90	60	30	X	BILL		PV						AC-S					
Jul	MD08	5K							90	60	30	X	BILL		PV					AC-S					
Aug	MD09	5K								90	60	30	X	BILL		PV				AC-S					
Sep	MD10	25K									90	60	30	X	BILL		PV			AC-S					
Oct	MD11	67K	Customers in Orange County												90	60	30	X	BILL		PV	AC-S			
Nov	MD12	75K											90	60	30	X	BILL		PV	AC-S					
Dec	MD13	40K												90	60	30	X	BILL		PV	AC-S				
Jan	MD14	30K													90	60	30	X	BILL		PV	AC-S			
Transition Cumulative Total					100K	215K	334K	384K	434K	451K	456K	461K													

IDTM Excludes: CARE/FERA in the Hot Zone, Medical Baseline, and NEM 2.0 customers

CARE/FERA | Hot Zone Outreach

- Personalized campaign to reach early opt-out TOU benefiteres
- 3-part email series



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



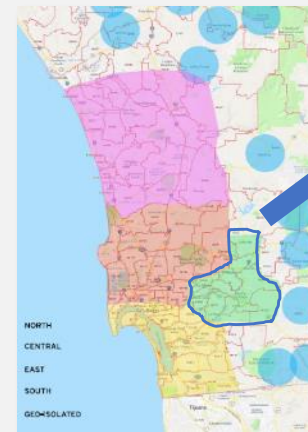
Television

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

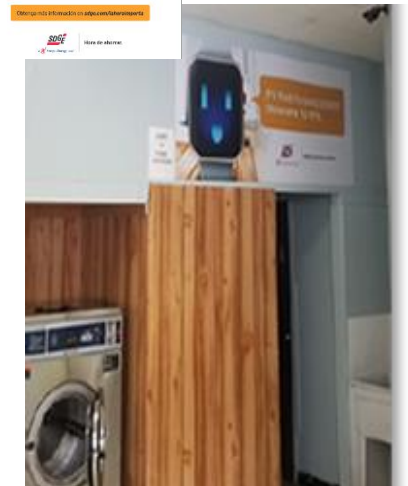
English and Spanish

- 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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