2018 Default Pilot Results
February 20, 2019

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2018 Highlights

1. **113,793** residential customers transitioned to a TOU plan in March 2018

2. **99%** choose Time-of-Use plans post transition in March 2018

3. **60% to 70%** of customers are saving on their TOU plan

4. **6 in 10** customers correctly recall the peak hours of 4pm-9pm

5. **133,000** customers visited sdge.com/whennatters

6. **447,650** CBO outreach impressions in support of TOU/Rate Reform in 2018
Overall, Default Pilot customers **reduced on-peak consumption** during the **summer** months.

1. **1.2% - 1.7%** reduction on **average weekdays**
2. **1.4% - 2.3%** reduction on **system peak days**
3. **Hot Zone** customers **reduced the most** on weekdays and **system peak days**

Source: Nexant's SDG&E Residential Default TOU Load Impact Evaluation Preliminary Results 01.28.19

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**1** Default Pilot customers have **22% fewer late bills** than non-TOU customers

From Nov 18 to Jan 19

**2** **Total bill protection awarded to date:**

$66,706
Rate Education Outreach and Support

SDG&E continued efforts to get customers enrolled in the best plan for their household.

**Default TOU Pilot Non-Benefiter Call Campaign**

**Goal:** Provide additional support/outreach to those forecasted to pay more on TOU

1. Called ~4,185 customers to discuss shifting usage and see if they could still become a saver on TOU
2. 12% of those who were reached, decided to experiment with their usage and try to become a saver
3. Bill protection provided a “safety net” to those who were committed to trying TOU

**Targeted TOU Acquisition Campaigns**

**Goal:** Enroll customers in TOU who are forecasted to benefit

1. HUC to TOU Campaign
   - April 2018
   - Direct mail only
   - 3.8% conversion
2. Marketing Automation TOU Acquisition Campaign
   - December 2018
   - Email only
   - 2.5% conversion
Appendix
## Default Pilot Communications

### Pre-Transition

- **TOU Awareness Postcard**
  - 2017: Oct, Nov, Dec
  - 2018: Jan, Feb

- **Pre-Transition Reminder Notification (PD30)**
  - 2018: Mar, Apr

- **Pre-Transition Notice with Pricing Plan Comparison (PD60) and Explanatory Brochure**
  - 2018: May, Jun

#### Programs

- **Level Pay Plan**
  - 2018: Jul, Aug

- **Programmable Thermostats**
  - 2018: Sep...

### After Care Communications

#### Level Pay Plan

- **Welcome Package**
  - 2018: Nov

- **Welcome Video Bill**
  - 2018: Dec

#### Summer Pricing Mailer

- 2018: Jul...

#### Winter Pricing Mailer

- 2018: Dec...
Energy Solutions Partner Network

Rate Reform Outreach Results (Q1-Q4 2018)

- 280 events reaching more than 37,400 people
- 205 presentations reaching more than 4,250 people
- 317 online activities reaching more than 406,000 people

250+
Diverse grassroots community based organizations

Organizations represented:
- Social Service Agencies
- Multicultural/Multilingual
- Environmental
- Special Needs
- Senior
- Arts
- Youth

Types of programs and solutions promoted:
- Time of Use Pricing Plans
- High Usage Charge
- Energy Management Tools
- Customer Assistance Programs
- Tips on conservation and how to shift & save on TOU

447,650 impressions
Summer Campaign

Q3 Summer Campaign supported customers during record-setting summer heat

- Awareness, education, tips and solutions for customers experiencing higher than normal bills (including offering TOU as a solution to HUC)
- Multi-channel
- English and Spanish

Summer Campaign Advertising
>26.6 Million Impressions

- Print ads targeted to geographically isolated and multicultural communities
- Banner ads
- Paid search ads

Traffic radio IDs (English & Spanish)
- Live DJ endorsements, radio spots, banners
- Pandora (Last 3 days of Sep)

Traffic radio IDs
- 4,919,995
- 4,113,786
- 3,170,013
- 14,400,000

Banners/Paid Search
Targeted Print
Radio ID's
Digital Radio

11/29/2018
Summer Campaign

Q3 web content and email support for the summer campaign with highlights on HUC and TOU education

- FAQ-style articles on NewsCenter website
- Launch of sdge.com/summer
- Refreshed sdge.com/highusage
- Social media posts
- “Five Things You Need to Know” email sent to customers with >15% bill increase from June to July
  - 90,000 CARE customers
  - 55% open; 4% click
  - 270,000 Non-CARE customers
  - 60% open; 3.95% click
  - Among SDG&E’s highest performing emails in 2018