RATE REFORM TO DATE

October 2018 - May 2019
- Statewide marketing launched in San Diego with Vision messaging in October 2018.

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

Today
- Planning for 2020 default support currently in progress.
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
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

### 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

DIGITAL DISPLAY

NEWSPAPER - GM/HM/CHINESE/VIETNAMESE

SOCIAL - GM/HM

DIGITAL BILLBOARD

STANDARD MAGAZINE

CUSTOM MAGAZINE

BUS BENCHES - GM/HM/CHINESE/VIETNAMESE

Link to "Energy Reminders": https://1bigbox.box.com/s/4isp7wpvjr9icn39rvlgp4l5wxbgrl
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.

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.

EUC’s Time of Use Landing Page: https://www.energyupgradeca.org/time-of-use/
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

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Primaries &amp; Caucuses Begin</td>
<td>January 3rd</td>
</tr>
<tr>
<td>California Primary</td>
<td>3rd February</td>
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<tr>
<td>Democratic National Convention</td>
<td>3rd March</td>
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<tr>
<td>Olympics</td>
<td>13th-16th July</td>
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<td>Republican National Convention</td>
<td>24th July-9th August</td>
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<td>Election Day</td>
<td>3rd November</td>
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<td></td>
<td>December</td>
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