

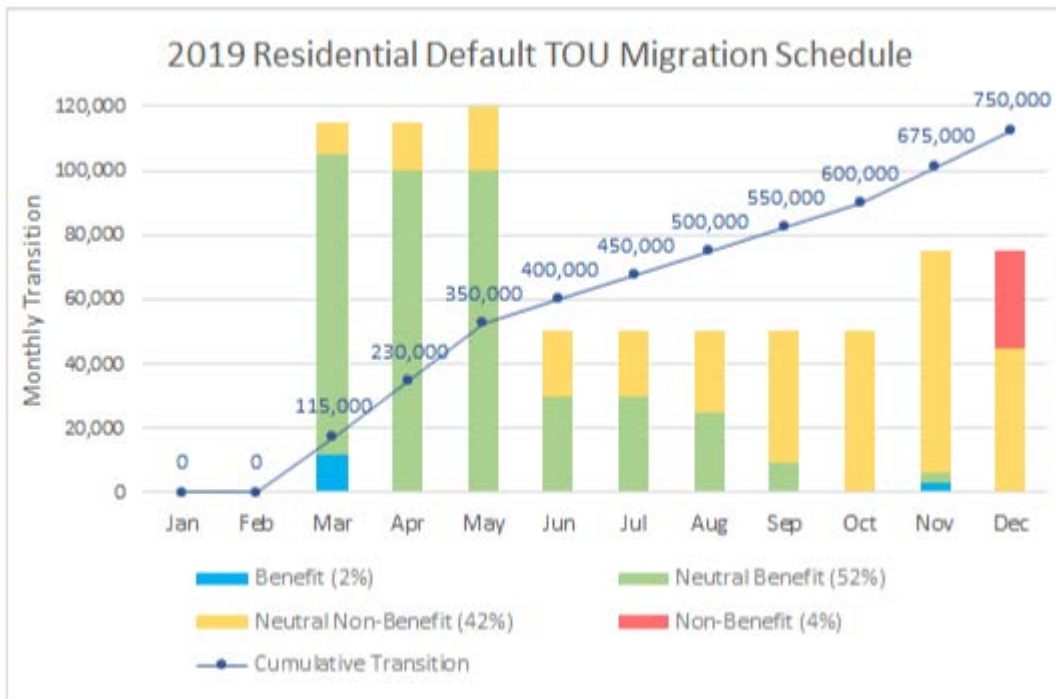
**ORA DATA REQUEST**  
**ORA Data Request, ORA-SDGE- 008**  
**A.17-12-013**  
**(SDG&E 2018 Residential Rate Design Window)**  
**Date Received: April 4, 2018**  
**Date Submitted: April 18, 2018**

**SUBJECT: INITIAL DEFAULT TOU MIGRATION**

**Question 1a:**

1. TOU Transition Strategy

- a. SDG&E presents in its application SDG&E-06, p. CB-5 (see graph below), that the 4% of customers categorized as non-benefiters will be transitioned to TOU rates in December 2019. Please provide bill impact data for this subset of customers.



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**SDG&E Response to Question 1a.:**

The following bill impact data is for the “non-benefiters” defined as having a \$10 or greater average monthly bill impact going from the standard tiered rate to default TOU rate. The data is consistent the illustrative bill impacts in Chapter 2, Attachment C.

<b>Average Monthly Increase vs Tiered Rate</b>	<b>% of Total Non-benefiters</b>	<b>Average Monthly Tier Bill</b>	<b>Average Monthly Default TOU Bill</b>	<b>\$ Change</b>	<b>% Change</b>
\$10-\$14.99	51%	\$142.67	\$154.77	\$12.10	8%
\$15-\$19.99	22%	\$117.44	\$134.65	\$17.20	15%
\$20-\$24.99	12%	\$106.62	\$128.85	\$22.23	21%
\$25-\$29.99	7%	\$105.90	\$133.11	\$27.21	26%
\$30 or more	9%	\$123.92	\$162.70	\$38.78	31%
<b>Total</b>	<b>100%</b>	<b>\$128.71</b>	<b>\$146.52</b>	<b>\$17.81</b>	<b>14%</b>

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**Question 1b:**

1. TOU Transition Strategy

- b. Does SDG&E plan to provide any additional protections or other interventions for this subset of customers? If so, please describe these in detail.

**SDG&E Response to Question 1b:**

These customers will receive bill protection and are scheduled to be transitioned or defaulted to TOU pricing in the winter, providing them time to receive information regarding TOU pricing plans, ask questions and engage in their energy usage to help them in the transition to TOU.

In addition, outbound calling is being tested in the 2018 Default TOU Pilot to reach out to the most negatively impacted customers, help educate them on TOU pricing plans and connect them to solutions to help them be successful. This tactic may be included in the mass default plan, based on its level of success. Outbound calling provides SDG&E with an opportunity to make a more personal, customized and interactive connection with the most negatively impacted customers.

SDG&E conducted an outbound call campaign in Q1 of 2018 to customers in the default pilot population who were estimated to see an increase of \$10+ /month or 10% or more on their energy bill. The 4,185 pilot customers in this group represent approximately 3% of the pilot population and are comprised of 5% CARE, FERA or Medical Baseline customers. SDG&E's Energy Savings Specialists (ESS) conducted approximately 6,000 live calls to pilot customers with the following results:

- 38% of customers were successfully reached by an ESS
- 11% of customers made the decision to try a default TOU pricing plan
- On average, it took almost two calls for the ESS to make contact with the customer

Outbound calling in the default pilot provides an additional touchpoint for SDG&E that allows us to get specific, qualitative feedback from customers regarding their thoughts, concerns and understanding of TOU. The Q1 call campaign provided the following customer sentiment metrics:

- 71% of customers had a positive/neutral view of TOU
- 7% of customers had a negative view of TOU
- 17% of customers chose to disconnect before the call was completed

In this case, success is determined by our ability to engage customers directly, gather their input, and apply key learnings and insights that help refine messaging and strategies for mass TOU rollout in 2019. Because the number of "most negatively impacted" customers in the general default population will be higher, SDG&E may need to redefine the threshold, criteria and/or timing for those that receive outbound calls, based on findings from the default pilot.