

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**

Application of Pacific Gas and Electric Company for Approval of its Residential Rate Design Window Proposals, including to Implement a Residential Default Time-Of-Use Rate along with a Menu of Residential Rate Options, followed by addition of a Fixed Charge Component to Residential Rates (U39E)

Application 17-12-011

And Related Matters.

Application 17-12-012  
Application 17-12-013

Exhibit No. SDG&E-\_\_\_\_

**PREPARED SUPPLEMENTAL TESTIMONY OF  
HORACE TANTUM IV  
ON BEHALF OF SAN DIEGO GAS & ELECTRIC COMPANY**

**BEFORE THE PUBLIC UTILITIES COMMISSION  
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June 7, 2018



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1 transition. One of the outcomes of this research will be to identify and/or enhance optimal ways  
2 to communicate to customers about the TOU transition and the choices that are available to  
3 them. Research questions addressed in this survey include:

- 4 • Do customers know what pricing plan they are on?
- 5 • Do customers know what their plan options are?
- 6 • Do customers know that they don't have to stay on TOU; that they can opt out?
- 7 • Which communications do they recall receiving (notifications, welcome  
8 brochure)
- 9 • If recalled, how clear/useful was that information?
- 10 • Do customers know what the peak hours are?
- 11 • Do customers plan to shift or change any of their energy use, and if so, how  
12 difficult would that be?
- 13 • Do customers know where they can get more information about how to manage  
14 their energy use on TOU?

15 Below are some survey details and high-level initial findings observed by SDG&E:

16 **SDG&E Default TOU Pilot Participant Survey – Wave 1 Sample Results:**

- 17 ➤ Survey fielded: April 16 – May 18, 2018
- 18 ➤ Number of responses: 3,292
  - 19 ▪ 1,153 from mail only group;
  - 20 ▪ 1,111 from email only group; and
  - 21 ▪ 1,028 from the group receiving the survey by mail and email.
- 22 ➤ High-level Summary:
  - 23 ▪ 80% of the customers indicate they have heard of TOU pricing;
  - 24 ▪ 49% indicate they are currently on a TOU rate;
  - 25 ▪ 61% indicate that they recall being part of the recent transition to TOU  
26 pricing;

- 1                   ▪       79% indicate that they are aware they have a choice in pricing plans, in  
2                   that they can select a different TOU pricing plan or choose to go back to  
3                   their previous tiered pricing plan; and
  
- 4                   ▪       72% of the participants stayed on assigned Default TOU Pilot rate (i.e.,  
5                   took no action), 19% chose a different TOU pricing plan, and 4% chose to  
6                   go back to a standard tiered pricing plan.

7                   This preliminary data appears to support SDG&E’s current ME&O approach. Once the  
8 surveys have been completed and final data is available, additional analysis can be provided,  
9 including comparisons between subgroups of customers (e.g., CARE vs. non-CARE, Hot vs.  
10 Cool zones, and customer profile segments). A full report for this first round of SDG&E  
11 surveys will be presented by Hiner & Partners at the Rate Reform ME&O Working Group  
12 meeting on June 13, 2018. Customers remaining on TOU pricing plans during the Default TOU  
13 Pilot will be surveyed again in the fall of 2018. The objective of this later survey will be to learn  
14 (1) how satisfied customers are on their TOU pricing plan, (2) how engaged they are in  
15 modifying their electricity usage, and (3) which types (mode and content) of communications  
16 and offers/incentives lead to higher levels of satisfaction and engagement.

17                   As noted above, SDG&E is committed to using all the survey information to make  
18 refinements to its mass TOU Default ME&O Plan, where necessary.

19                   This concludes my Supplemental Testimony.