

**CforAT DATA REQUEST – 02**  
**CforAT Data Request in A.17-12-013**  
**(SDG&E’s 2018 RDW Application)**  
**Date Received: April 19, 2018**  
**Date Submitted: April 30, 2018**

**Question 9:**

In D.17-09-036, the IOUs (including SDG&E) were instructed to “make proposals on methods to identify FERA-eligible customers for the mass rollout of default TOU in their RDW applications.” D.17-09-036 at p. 27. Please identify where in your testimony in support of A.17-12-013 SDG&E sets forth its proposal on methods to identify FERA-eligible customers for the mass rollout of default TOU.

- a. If no such proposal is provided in your testimony, please set forth in detail your proposal to identify FERA-eligible customers for the mass rollout of TOU.

**SDG&E Response to Question 9:**

SDG&E will continue to use CARE/FERA eligibility estimates from Athens Research<sup>1</sup> to identify opportunities on a geographic or zip code level, and will also use PRIZM Premier codes to target potential participants on a more granular (household) level. Once identified, SDG&E’s customer information system tracks these customers so that they can be excluded from the default process.

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<sup>1</sup> As detailed in SDG&E’s Residential Low-Income Marketing & Outreach Plan for 2017-2020, filed on July 21, 2017, per Decision 16-11-22.

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**Question 10:**

In D.17-09-036, the Commission determined that “the issue of what content should be included in these rate conversation scripts [to present rate options to new customers] shall be considered in the 2018 RDWs.” D.17-09-036 at p. 39. Please identify where in your testimony in support of A.17-12-013 SDB&E sets out its proposal on what content should be included in these rate conversation scripts.

- a. If no such proposal is provided in your testimony, please set forth in detail your proposal on what content should be included in these rate conversation scripts.

**SDG&E Response to Question 10:**

As stated in Mr. Tantum’s testimony, SDG&E will be using information gained during the Default TOU Pilot during 2018 to enhance messaging content and materials for the 2019 mass rollout. SDG&E is looking to gain insight that will help form messaging, including pricing plan talking points, such as:

- how best to maximize customer awareness of TOU pricing plans
- how tools and analysis can help customers make informed decisions
- how to help customers shift use away from peak hours and manage seasonal bill volatility

Additionally, per the ME&O guidance provided in Resolution E-4910<sup>2</sup>, SDG&E will demonstrate certain ME&O strategies and messaging executions to the ME&O Working Group and within its Quarterly Report on Progress of Residential Rate Reform (PRRR).

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<sup>2</sup> Resolution E-4910 issued February 9, 2018 discussion on p.15, OP 4&5 on p.41.

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**Question 11:**

In D.17-09-036, the Commission determined that “the bill protection provisions of Section 745(c)(4) shall be limited to the default TOU rate,” and that they will not apply to any alternative TOU rate options. Please identify how SDG&E intends to inform customers who select the proposed 2-Period Opt-Out TOU rate set forth in its proposal that they will not receive bill protection if they select this rate option.

**SDG&E Response to Question 11:**

At each customer touchpoint described in the previous response to CforAT Set 1 Question 5, SDG&E plans to include multiple messages that will indicate that the default Time of Use plan (TOU-DR1) includes one year no-risk pricing. Similarly, wherever an alternate rate, such as the 2-period Opt-Out TOU plan (TOU-DR2) is mentioned, language will be added indicating that no-risk pricing is not included. This information will also be made available online, through the SDG&E customer care center, branch offices and shared with community partners.

Sample language is indicated below:

**1 YEAR NO RISK PRICING**

**You can try your new TOU-DR1 pricing plan risk-free for up to one year. If you end up spending more than you did on your current plan, you’ll receive a bill credit for the difference. You have up to 12 months of bill protection. Alternate pricing plans, such as TOU-DR2 do not include one year no-risk pricing.**