

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

Order Instituting Rulemaking on the  
Commission's Own Motion to Conduct a  
Comprehensive Examination of Investor Owned  
Electric Utilities' Residential Rate Structures,  
the Transition to Time Varying and Dynamic  
Rates, and Other Statutory Obligations.

Rulemaking 12-06-013  
(Filed June 21, 2012)

**SAN DIEGO GAS & ELECTRIC COMPANY (U 902-E)  
QUARTERLY REPORT  
ON PROGRESS OF  
RESIDENTIAL RATE REFORM**

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August 3, 2020

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Pursuant to Ordering Paragraph 16 of Decision No. 15-07-001, San Diego Gas & Electric Company hereby timely provides its twentieth Quarterly Report on the Progress of Residential Rate Reform ("PRRR"), attached hereto as Attachment A.

Respectfully Submitted  
on behalf of San Diego Gas & Electric Company,

By: \_\_\_\_\_  
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# **ATTACHMENT A**

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**August 3, 2020**

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## I. Introduction

Pursuant to Decision (“D.”) 15-07-001, “Decision on Residential Rate Reform for Pacific Gas and Electric Company, Southern California Edison Company, and San Diego Gas & Electric Company and Transition to Time-of-Use Rates” (“Decision”), that the California Public Utilities Commission (“Commission” or “CPUC”) issued on July 13, 2015, San Diego Gas & Electric Company (“SDG&E”) hereby files this quarterly report.

The Decision provides for the implementation of Residential Rate Reform during the years of 2015 to 2020 and a transition to Time-of-Use (“TOU”) rates for residential customers. The Decision also requires the Investor-Owned Utilities (“IOUs”) to provide the Commission and interested parties with regular updates on the progress of understanding TOU rates and other rate reform impacts. These updates, or Progress on Residential Rate Reform (“PRRR”), are reported on a quarterly basis.

This PRRR report is the twentieth progress update SDG&E has submitted, with previous reports having been submitted on the following dates:

- 2015: November 2
- 2016: February 2, May 2, August 1, November 1
- 2017: February 1, May 1, August 1, November 1
- 2018: February 1, May 1, August 1, November 1
- 2019: February 1, May 1, August 1, November 1
- 2020: February 3, May 1

## **II. Marketing, Education & Outreach (“ME&O”)**

### **A. ME&O Plan**

On February 8, 2018, the Commission adopted Resolution E-4910 approving, with modifications, SDG&E’s ME&O Plan filed by Advice Letter (“AL”) 2992-E submitted on November 1, 2016 and supplemental AL 2992-E-A submitted on March 15, 2017. On March 30, 2018, SDG&E filed AL 3207-E with updated information related to its ME&O plan in compliance with Ordering Paragraph 2 of the Resolution. Subsequently, SDG&E filed supplemental AL 3207-E-A on August 16, 2018, outlining slight revisions to its ME&O plan after learning more about the developing Statewide campaign.

On June 25, 2020, the Commission approved AL 3352-E filed by SDG&E on April 17, 2019, requesting to update its ME&O budget to reflect an additional \$5.53 million for ME&O activities. Key drivers for the budget update included communications development, general and digital media, direct marketing and labor activities.

### **B. Community Outreach and Engagement**

#### **i. SDG&E’s Energy Solutions Partner Network (Community Based Organizations)**

SDG&E’s Energy Solutions Partner Network is a key resource in communicating with its underserved and hard-to-reach customers. The network of nearly 190 grassroots, diverse, community-based organizations throughout SDG&E’s service area helps to engage customers with energy-saving solutions, including enrollment in applicable programs, services, tools and pricing plan options. As part of Rate Reform outreach and education efforts throughout 2019 and 2020, this network helped educate its constituents about SDG&E’s TOU pricing plans, as well as energy management tools such as My Account, My Energy, the My Energy survey and

the benefits of enrolling to receive goals and alerts.

In Q2 2020, the Outreach team, under COVID-19 restrictions, focused on reaching customers for TOU education through online presentations. Although assistance programs were the main concern for customers during this quarter, Outreach did push TOU messaging wherever possible. SDG&E's outreach staff connected customers with a variety of energy saving solutions, including TOU plans, home upgrade programs like energy savings assistance ("ESA"), energy management tools, goals, alerts, and programmable thermostats. While COVID-19 impacted the volume and format of Outreach activities in Q2, the team was still able to execute the following activities:

- **2 events** reaching 230 people;
- **6 presentations** reaching more than 170 people; and
- **56 online activities** (social media posts, e-blasts, website posts) reaching more than 190,000 people.

Below are a couple Outreach event examples from the quarter.

#### **Family Assistance Ministries**

On July 12, SDG&E's Outreach team assisted with a food distribution event for Family Assistance Ministries. The Family Assistance Ministries is a faith-based charitable non-profit organization assisting those in need in Orange County. It connects this community with resources for food, shelter, personalized support counsel and aid to help bridge the gap between dependency and self-sufficiency. During this drive-through event, SDG&E was able to connect with 200 low income customers in the San Clemente area, providing them with information on TOU pricing plans and customer assistance programs.



## ii. Critical Customer Groups Outreach

### San Ysidro Health Center

On May 22, the San Ysidro Health Centers (SYHC), an Energy Solutions Partner, transitioned 30 seniors to permanent low-income housing. The SDG&E Outreach team worked with SYHC to provide information on the various low-income programs and TOU pricing plans available to them. SDG&E also provided bags with night lights, medical baseline applications and other information on TOU and CARE programs for residents on their move-in date.



Dropping Off Move-in-Day Assistance Bags

### C. Annual Bill Comparisons

Defined in CPUC code 745(c)(5), each of the IOUs are required to provide residential customers with a summary of their pricing plan options with estimated annual costs at least once per year. In Q1 2020, SDG&E completed communications and operational plans to meet this requirement beginning in April 2020. These plans were later revised in Q2 due to COVID-19 and other regulatory decisions resulting in rate impacts for SDG&E's default plan - TOU-DR1. Due to the public health crisis and to incorporate these pricing changes, the project launch was revised with a July 2020 start date.

Beginning in July, the first wave of customers will receive their plan comparison via direct mail or email, and in-language, English or Spanish. Customers with multiple service

contracts on their account will receive their communications in a grouped, multiple-meter layout to help improve the customer experience and reduce potential confusion.

Communications will pause in August and September to assess and adjust the communications as necessary based on potential Customer Care Center impacts and customer responses before continuing in October, November and December. Target group sizes and timing may be shifted, if needed, to support the most positive customer experience. SDG&E will report additional updates on customer communications, operational plans and timing in future PRRR reports.

#### **D. Earned Media**

In Q2 2020, SDG&E was focused on educating reporters on seasonal TOU best practices for customers. TOU pricing plans and the larger TOU transition were discussed in media stories and interviews several times in 2019 to support the initial waves of the TOU transition, and SDG&E plans to continue to communicate and educate customers through this channel as news stories and subjects call for it. SDG&E is also continuing to coordinate with the statewide TOU education campaign, and plans to utilize earned media to further educate customers about TOU in this space moving forward.

#### **E. TOU Advertising and Paid Media**

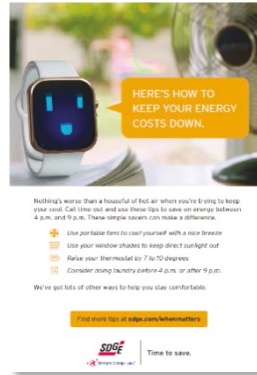
SDG&E's advertising and paid media strategy evolved throughout the larger TOU transition period. Throughout 2019, SDG&E focused predominantly on providing general awareness and understanding of TOU while introducing Whendell, SDG&E's TOU smartwatch spokesperson. The focus in Q2 shifted to emphasize customer choice and control, and to reinforce understanding of TOU time periods, particularly the on-peak period between 4 p.m. and 9 p.m. Q3 focused on behavioral tips to help TOU customers be successful on their new

plans, especially during the summer months. This messaging continued in Q4 with the addition of new, seasonally appropriate tips for success. In Q4, SDG&E communicated its TOU messages across a host of tactics. The campaign leveraged all mass media tactics deployed in the prior quarters such as: media activities including TV spots, radio spots and DJ endorsements, print ads, out-of-home advertising, and digital advertising (paid search, paid social, display), and also continued tactics specifically targeting critical customer groups, including Asian-language digital and Spanish-language print, radio, and digital advertising.

Q1 2020 marked the start of the COVID-19 pandemic in our region and SDG&E paused TOU advertising during mid-March and April to properly respond to impacted customers. In Q2 2020, SDG&E launched the last part of the paid TOU advertising campaign with the intent to prepare customers for the upcoming summer. This final phase of the campaign included a TV spot called “Breeze” where Whendell, SDG&E’s smart watch spokesperson, shared ideas on how to save energy as well as a print advertisement providing more detailed saving tips. Q1 paid search advertising continued in Q2 as customers actively seeking information regarding TOU could still benefit from being directed to relevant information on [sdge.com/whenmatters](https://sdge.com/whenmatters) as efficiently as possible. In addition, an update was made on the [sdge.com/whenmatters](https://sdge.com/whenmatters) landing page focusing attention on the dedicated summer campaign landing page, [sdge.com/summer](https://sdge.com/summer), which contained valuable information for customers who have now transitioned to TOU. Below are some examples of SDG&E’s Q2 advertisements.



TV Spot – General Market



Print Ad – English



Print Ad – Spanish

At the end of the quarter, a total of 12.1M impressions (8M from digital advertising; and just under 4.1M impressions with traditional mass media tactics) were achieved via SDG&E's multi-channel marketing efforts. Collectively, 512M total impressions have been generated from SDG&E's 2019 and 2020 campaigns (148M from digital advertising; 364M from traditional mass media tactics).

## F. TOU Landing Page

Throughout 2019 and 2020, SDG&E enhanced content on its TOU landing page, [sdge.com/whenmatters](https://sdge.com/whenmatters), in response to customer feedback regarding the TOU transition and to provide timely, seasonal information. The page is continuously monitored and updated to improve the overall customer experience, where appropriate.

In Q2 2020, updates to the TOU landing page included a new header focused on TOU rather than COVID-19, as resources related to the pandemic were represented in multiple, other locations on [sdge.com](https://sdge.com), including a dedicated assistance page. Additional information on preparing for summer was later added to create attention and drive traffic to the summer

landing page. Online visits to the dedicated TOU webpage declined from Q1 to Q2, reflecting the focus on COVID-19 as well as the decrease in TOU advertising. The page received nearly 124,700 visits with just over 107,000 unique visitors; visitors spent approximately 2 minutes and 28 seconds on the page.

### III. High Usage Charge (“HUC”)

On November 1, 2017, SDG&E implemented the High Usage Charge (HUC), which applies to customers who use more than four times their baseline allowance. The table below represents the number of customers who incurred this charge by month in Q2 2020.

High Usage Charge Impacted Customers Q2 2020	
<b>April</b>	3,824
<b>May</b>	3,127
<b>June</b>	2,850

At the end of Q2 2020, there were nearly 220,000 total subscriptions for HUC alerts. These HUC notifications include tips and resources for customers who approach and reach the HUC thresholds (350% and 400% of their baseline allowance). The following table outlines the distribution of SDG&E’s Q2 2020 HUC alert notifications.

High Usage Charge Notifications Distributed between April and June 2020			
	350% of Baseline Allowance	400%+ of Baseline Allowance	Total Notifications
Direct Mail	1,530	889	2,419
Email	4,088	2,188	6,276
Text (SMS)	337	184	521

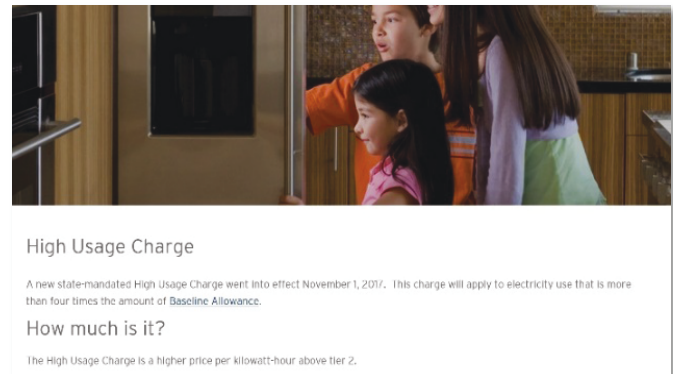
Additionally, in June 2020, SDG&E sent an educational communication to 71 new customers who moved during Q2 into a home or apartment that had a history of exceeding the 350% of baseline allowance. The objective of this piece was to educate customers moving into new homes on the HUC and how it may apply to them at their new residence. The communication provided tips, tools and resources to help customers avoid the HUC and suggested TOU pricing plans as a potential solution since they are not subject to this charge.



General High Usage Education Letter

Larger samples of all the HUC communications sent to customers in Q2 can be found in Appendix B.

SDG&E's HUC webpage, [sdge.com/highusage](http://sdge.com/highusage), also provides education about baseline allowance and solutions to help customers avoid the charge, and better manage their energy use. The page was updated throughout



2019 and 2020 as needed to provide additional clarifying information and answer frequently asked questions. Most recently, in Q2 2020, the page was updated with information on the temporary reduction in pricing as directed by the Commission in response to COVID-19. In Q2 2020, the page received 10,375 views with 8,427 unique page views. Viewers spent an average of 2 minutes and 72 seconds on the page during the quarter.

#### **IV. Summer Preparedness**

Beginning in May, with a bill insert including summer savings tips and solutions, SDG&E started a large summer preparedness campaign, including targeted direct mail and email notifications for residential customers, a redesigned summer webpage, and mass media, organic and paid social activities. The campaign's objective was to help customers plan and prepare for increased energy usage and bills due to higher temps as well as promote assistance programs, particularly payment assistance during the COVID-19 pandemic.

With the timing of rate and seasonality related regulatory decisions, SDG&E took additional care to segment customers based on their pricing plan and what impacts they could expect over the summer and beyond when sending targeted communications. Initial segmentation divided customers into three groups: (1) those on a TOU pricing plan, (2) those on a TOU plan as part of the Mass TOU Transition, and (3) those not on a TOU plan.

Those on TOU pricing plans as part of the Mass TOU Transition (TOU-DR1 and TOU-DR2) received both an email and direct mail communication with removeable summer saving stickers to help them remember the 4 p.m. to 9 p.m. on-peak period. These additional touchpoints were consistent with their customer journey and were sent in English and Spanish based on their language preference. Customers in the two other segments received their

communications in English or Spanish and in direct mail or email. Among the tailored summer preparedness tips included in each communication, TOU pricing plans were suggested to non-TOU plan customers as a potential solution to avoid the High Usage Charge and help customers manage summer bills.

Prior to June 1, SDG&E sent:

- 237,006 direct mails with 4 p.m. to 9 p.m. pm reminder stickers and 154,121 emails to TOU-DR1 and TOU-DR2 Mass Transition customers who had not previously received a summer communication as part of the TOU Transition journey;
- 57,253 emails to other TOU customers; and
- 102,193 direct mails and 221,769 emails to non-TOU customers to notify them of the elimination of seasonal pricing.

In late June, a final customer segment was identified and communicated with, including TOU-DR1 customers who would be impacted by a July 1 rate change resulting in an approximate 5% reduction in summer energy costs, with a similar increase in the winter months. SDG&E acted in the interest of the customer and proactively notified them of changes coming to their bill. These communications provided them with education about upcoming changes to their plan, summer tips and solutions, and included a note about SDG&E's assistance page for any customers who may have been struggling to pay their bills during COVID-19. SDG&E sent 711,169 emails to this group.

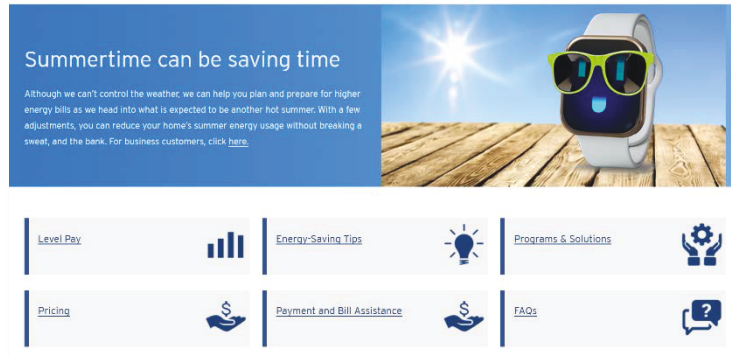
Based on positive feedback from last summer's high bill caller campaign, SDG&E identified those who reached out about a high bill in 2019 and sent them a postcard in June with summer tips and directed them online to SDG&E's updated summer webpage to learn



more. Larger samples of the Summer Campaign communications are available for reference in Appendix B.

Referenced in all Summer Campaign communications, SDG&E’s redesigned its summer webpage, [sdge.com/summer](http://sdge.com/summer), in May. It was a hub of summer preparedness tips, tools and information to support customers.

Webpage updates included a more user-friendly interface with linked categories at the top of the page, relevant summer safety tips and resources, pricing for some of



*Updated navigation menu on [sdge.com/summer](http://sdge.com/summer)*

SDG&E’s most popular residential plans, summer FAQs and more. The page received 10,394 total page views and 8,365 unique page views, and visitors spent an average of 2 minutes and 7 seconds on the page between May and June.

In Q2, SDG&E began its mass media campaign starting with digital ads to promote Level Pay as a solution to reduce spikes in summer bills with the [sdge.com/summer](http://sdge.com/summer) page as the call to action to learn more about the program and other summer savings tips. Also in Q2, summer savings tips and solutions were promoted in 43 different print ads with a focus on reaching SDG&E’s diverse, geo-isolated and low-income customers. Ads were developed in English, Spanish, Vietnamese and Chinese.

V. 2019 | 2020 Residential Mass Default to TOU (“IDTM”)

A. Mass Default Rollout Update

Throughout 2019 and 2020, SDG&E transitioned nearly 797,000 residential customers on a rolling monthly cadence to a TOU pricing plan (TOU-DR1). Pre-transition communications for the first target group began in December 2018 to kick off more than 6 million communications to transition customers throughout the rollout. The final target group, including about 20,000 accounts that opened in February 2019 and just over 60,000 accounts that did not have 12 consecutive months of data available until January 2020. These groups transitioned in May 2020.

Execution Timeline		2019												2020									
Master Target Group	Revised/ Actual Count	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul		
Dec MD01	97K	90%	60	30	X	BILL		AC-S					AC-W										
Jan MD02	100K		90	60	30	X	BILL	AC-S	PV				AC-W										
Feb MD03	116K			90	60	30	X	BILL		PV			AC-W										
Mar MD04	50K				90	60	30	X	BILL		PV		AC-W										
Apr MD05	50K					90	60	30	X	BILL		PV	AC-W										
May MD06	17K						90	60	30	X	BILL		PV	AC-W									
Jun MD07	5K							90	60	30	X	BILL		PV	AC-W								
Jul MD08	5K								90	60	30	X	BILL		PV	AC-W							
Aug MD09	5K									90	60	30	X	BILL		PV	AC-W						
Sep MD10	22K										90	60	30	X	BILL		PV	AC-W					
Oct MD11	46K											90	60	30	X	BILL		PV	AC-W				
Nov MD12	80K												90	60	30	X	BILL		PV	AC-W			
Dec MD13	60K													90	60	30	X	BILL		PV	AC-W		
Jan MD14	60K														90	60	30	X	BILL		PV	AC-W	
Feb MD15	83K															90	60	30	X	BILL		PV	AC-W
Actual Transition Cumulative Total					97K	197K	313K	363K	413K	480K	435K	440K	445K	467K	513K	593K	653K	713K	796K				

**PD90 execution**  
(90-day notification about upcoming pricing plan changes)

**PD60 execution**  
(60-day Notification, includes Batch Rate comparison and Reply Card)

**PD30 execution**  
(30-day reminder notification - includes same Batch Rate Comparison as PD60)

**Transition to TOU (RED)**

First Bill

Personalized Video  
(Emailed to Mass Default customers who have MyAccount after completion of 3rd mo. on TOU)

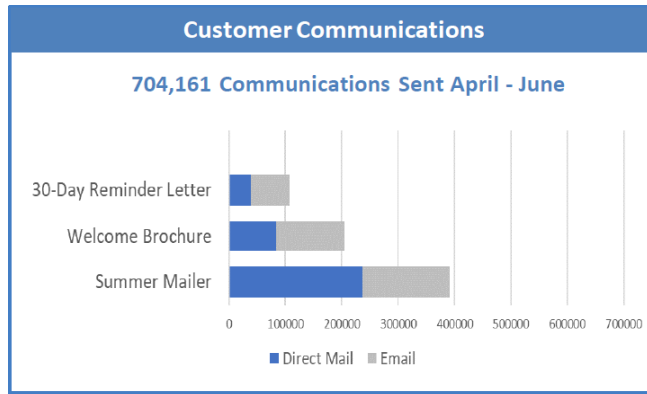
AC-S (2019)

After Care - Summer Pricing Mailer  
(Sent to all customers on TOU-DR1 or TOU-DR2 as of 5/20/19)

After Care - Winter  
(Sent to all customers on TOU-DR1 or TOU-DR2 as of 10/20/19)

Mass Default (IDTM) Rollout Schedule

In Q2 2020, SDG&E completed its transition of the final groups and sent 107,000 30-day reminder letters and emails; and 205,000 welcome letters and emails. Referenced earlier in this report, as part of SDG&E’s larger summer campaign, Mass Default customers also received summer direct mail and email communications.



Email open and click through rates remained strong for the Mass Default transition communications. During Q2, the overall open rate for transition communications was 59.94% with a click through rate of 3.47%, and 59.15% for welcome communication as shown in the following table.

Q2 2020 Pre- and Post-Transition Communications			
	Communication	Open Rate	Click Through Rate
Pre-Transition	PD30 Reminder Letter	59.94%	3.47%
Post-Transition	Welcome to Your New Plan	59.15%	3.94%
	Summer Mailer	50.71%	2.22%

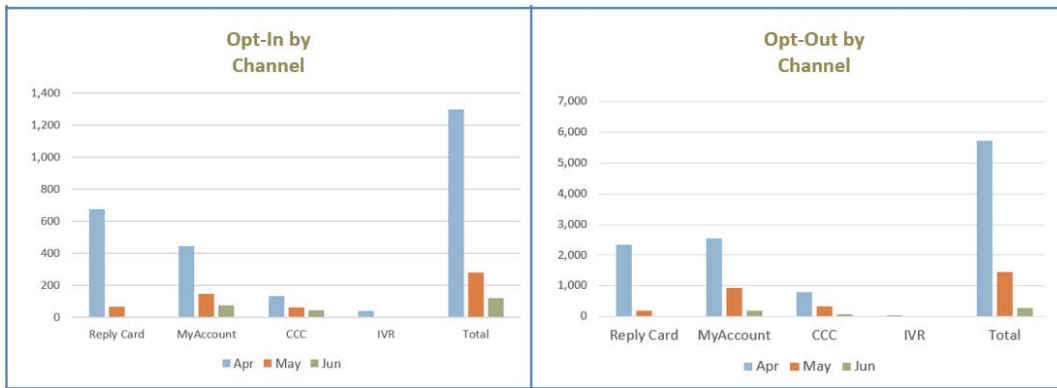
From December 2018 to the end of June 2020, just over 6,076,000 total Mass Default communications have been sent. These communications were sent to a total of nearly 797,000 customers, approximately 499,000 of whom were active on TOU-DR1 by the end of Q2 2020. The table below shows the status of all customers who have received the 90-day notification letter as part of this transition and some information on their pricing plan selection.

	Defaulted			Pending			Opt-out to non-TOU (DR)	Chose another TOU plan	Attrition	All
	Transitioned to TOU-DR1	Opt-in to TOU-DR1	Opt-in to TOU-DR2	Transitioning to TOU-DR1	Opt-in to TOU-DR1	Opt-in to TOU-DR2				
Total	572,852	24,626	8,254				124,289	9,045	57,693	796,759
% of Customers	71.90%	3.09%	1.04%	0.00%	0.00%	0.00%	15.60%	1.14%	7.24%	100.00%

Outlined in the chart below, 61% of customers opting-in to TOU-DR1 during Q2 were customers categorized as Neutral Benefitters and 33% were Non-Benefitters



Below are charts illustrating customers' plan selections by channel. During Q2 2020, 34% of customers used the reply cards included with their 60-day pre-transition communications to opt-out while 49% used MyAccount online. 16% of customers called the Customer Care Center and 1% used interactive voice response ("IVR"). The reply card was also the most used channel by customers who selected to opt-in. 44% of customers used the reply card to opt-in, and 39% of customers used My Account. 14% of opt-ins were through the Customer Care Center, and 3% were through IVR.



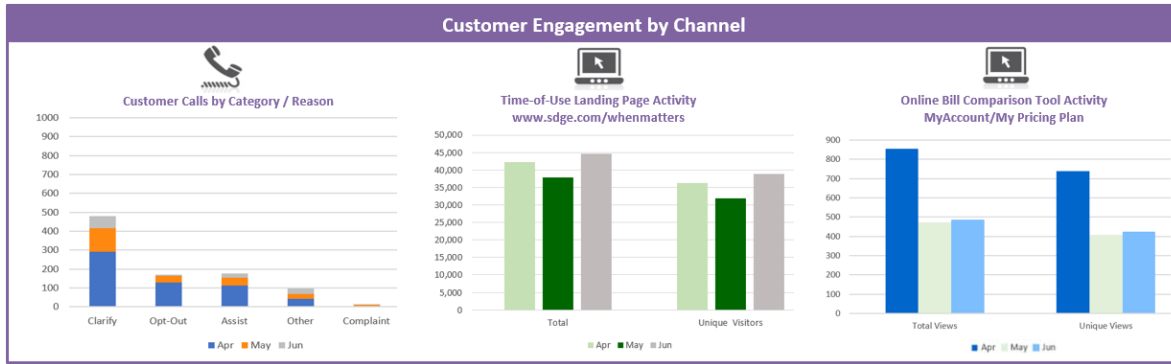
Feedback from customers who chose to opt-out remains consistent with prior quarters.

About 46% of customers opting out simply preferred to keep their current plan. 18% of customers shared that they could not shift their energy use away from the 4 p.m. to 9 p.m. on-peak period, and another 16% indicated that they would not see enough savings to justify change.

## B. Customer Engagement

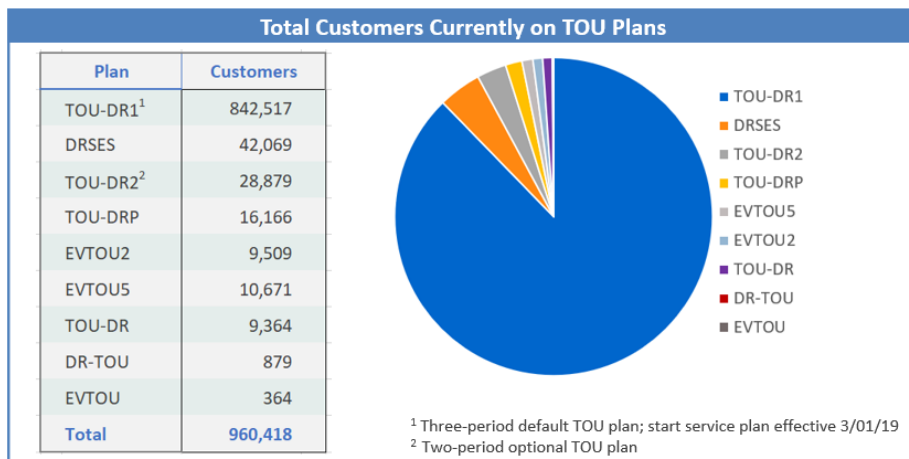
In Q2 2020, there were just over 900 TOU-related calls to the Customer Care Center.

About 51% of these calls were customers asking for clarification, while 18% were calling to opt-out of TOU. Also in this time, SDG&E's dedicated TOU webpage, [sdge.com/whenmatters](http://sdge.com/whenmatters), received nearly 124,700 visits with just over 107,000 unique visitors. Use of the online bill comparison tool decreased 33% in Q2 with 1,816 visits and 1,570 unique visitors.



### C. Residential Customers on TOU Pricing Plans

Since March 1, 2019, new SDG&E accounts begin electric service on TOU-DR1 if the customer does not choose another plan. By the end of Q2, SDG&E had just over 960,000 residential customers on one of nine TOU pricing plans.

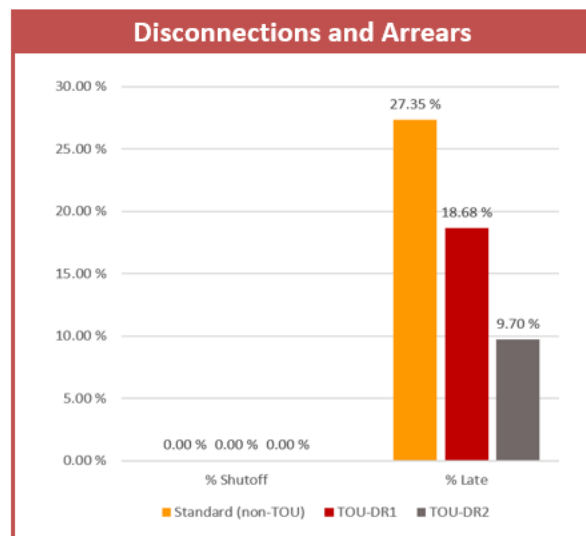


As it did with the Default TOU Pilot, SDG&E compares forecasted bills to actual bills for IDTM customers. The table below shows that in Q2 2020, about the same number of customers benefitted on TOU as originally projected.

**Estimated vs. Actual Benefiter Categories**  
Based on bills from Apr to Jun 2020

Benefiter Category	Estimated	Actual	Estimated	Actual
Benefiter	8,676	5,554	1.88%	1.20%
Neutral Benefiter	332,352	347,355	72.05%	75.31%
Neutral Non-Benefiter	114,061	108,219	24.73%	23.46%
Non-Benefiter	6,160	121	1.34%	0.03%
Total	461,249	461,249	100%	100%

SDG&E also continues to monitor whether TOU impacts the number of customers in arrears. The chart below compares customers in the Mass Default population (TOU-DR1 and TOU-DR2) compared to customers enrolled on the standard tiered plan (DR/DRLI). With the customer protections in place, there were no disconnections in Q2. The percentage of accounts in arrears remained similar arrears in previous quarters.



By the end of Q2 2020, approximately 61,430 Mass Default transition customers reached the anniversary of their 1-Year No Risk Pricing and were issued a collective \$1,302,360 in bill credits - an average credit of \$21.20 per customer. During the quarter, \$32,960 in bill protection credits were issued to 4,189 customers who closed accounts, and another \$22,984

issued to 1,435 customers who elected to switch from their TOU transition plan back to their former, tiered plan. The average credit for customers who closed their account was \$7.87, and the average for opt outs was \$16.02 per customer.

## **VI. Customer Research and Insights**

### **A. TOU Default Customer Experience Survey: “Pulse” Survey**

SDG&E continues to survey customers who recently transitioned to a TOU pricing plan. Each survey group (two-month groupings) is surveyed twice until the TOU transition period is completed in 2020. The first survey occurs shortly after transition and the second occurs six to seven months afterwards. Like the Default TOU Pilot research, the surveys are conducted by Hiner & Partners using a mixed-mode methodology (~100 phone, ~200 online). The first survey measures awareness of the transition, understanding of plan choices, knowledge of peak hours, awareness of 1-year no-risk pricing, recall of specific communications and awareness of where customers can get more information from SDG&E. The second survey addresses customer satisfaction on TOU, engagement in shifting energy usage and impressions of their bill.

By the end of June, all seven survey groups completed the first “awareness” survey. The first four groups of Transition customers have also completed their second “satisfaction” follow-up survey. Overall, SDG&E continues to see higher scores in comparison to the 2018 Default Pilot, particularly awareness of TOU pricing, awareness of advertising, and understanding of TOU plan details and impacts to a customer’s bill. The last group of customers to transition reported the highest levels to date regarding awareness of TOU, awareness that



they have a choice of plans, understanding that they may be able to save money by shifting electricity use to other lower-priced times of day, and knowledge of where to get information about assistance from SDG&E. However, customers who transitioned in late 2019 and recently completed their follow-up survey showed a decline over the past six months in “awareness that SDG&E provides energy saving programs, tools and tips” and “knowledge of where to get information about assistance from SDG&E”. SDG&E will use this insight to continue refining customer messaging.

Below are charts illustrating some of these results from surveys 1 and 2 in more detail:

### Key Measures: Survey 1 Trends

Metric	Key Measures	Pilot	Survey 1							Answer Choice
		Survey 1 May '18	Group 1 Mar - Apr	Group 2 May - Jun	Group 3 Jul - Aug	Group 4 Sep - Oct	Group 5 Nov-Dec	Group 6 Jan - Feb	Group 7 Mar-Apr	
	n=	3292	309	333	332	316	318	309	323	
-	Aware of Tiered pricing plan	72%	75%	72%	75%	75%	81%	77%	72%	% Yes
-	Aware of TOU pricing plan	80%	88%	91%	87%↓	91%↑	89%	88%	90%	% Yes
-	Have Tiered pricing plan	35%	21%	23%	25%	16%↓	24%↑	24%	20%	% Yes
-	Have TOU pricing plan	49%	67%	64%	66%	56%↓	60%	66%	68%	% Yes
1	Pricing plans are available that could help you save money	61%	63%	62%	57%	58%	56%	64%↑	67%	% Yes
-	You can choose to change your pricing plan	60%	72%	72%	64%↓	66%	63%	69%	71%	% Yes
-	Pricing plans are available that give you more control over your bill	56%	62%	61%	54%↓	55%	54%	63%↑	61%	% Yes
-	New Time-of-Use or T-O-U pricing plans are now available to all SDG&E customers	52%	61%	65%	60%	63%	63%	63%	64%	% Yes
-	A choice of pricing plans is available so you can decide which pricing plan best suits your needs	62%	68%	71%	66%	68%	65%	72%↑	73%	% Yes
-	Throughout 2019, many residential customers will be transitioned onto T-O-U pricing plan	47%	72%	74%	74%	72%	71%	68%	66%	% Yes
-	A personalized pricing plan comparison is available to help you choose ...	47%	52%	47%	47%	45%	46%	48%	49%	% Yes

## Key Measures: Survey 2 Trends

		Survey 2								
Metric	Key Measures	Pilot	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Answer Choice
		Nov '18	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov-Dec	Jan - Feb	Mar-Apr	
	n=	3190	307	336	301	323				
-	Aware of Tiered pricing plan	70%	70%	71%	76%	75%				% Yes
-	Aware of TOU pricing plan	81%	91%	89%	92%	87%↓				% Yes
-	Have Tiered pricing plan	30%	23%	19%	19%	19%				% Yes
-	Have TOU pricing plan	54%	68%	66%	66%	52%↓				% Yes
1	Pricing plans are available that could help you save money	47%	59%	49%↓	56%↑	51%				% Yes
-	You can choose to change your pricing plan	52%	61%	56%	64%↑	60%				% Yes
-	Pricing plans are available that give you more control over your bill	46%	53%	47%	54%↑	52%				% Yes
-	New Time-of-Use or T-O-U pricing plans are now available to all SDG&E customers	45%	54%	55%	62%↑	58%				% Yes
-	A choice of pricing plans is available so you can decide which pricing plan best suits your needs	52%	62%	58%	66%↑	59%↓				% Yes
-	Throughout 2019/2020, many residential customers will be transitioned onto T-O-U pricing plan	43%	77%	77%	82%	75%↓				% Yes
-	A personalized pricing plan comparison is available to help you choose ...	39%	45%	38%↓	47%↑	41%				% Yes

### VII. Updates on Other Proceedings Impacting Residential Rate Reform and Next Steps for Rate Reform

Other current proceedings impacting activities related to the implementation of Residential Rate Reform are provided in this section.

#### A. 2018 Residential Rate Design Window (RDW) Application

Phase IIA is complete. On December 21, 2018, the Commission issued a final decision (D.18-12-004) for RDW Phase IIA. The final decision approved, among other things, SDG&E's ME&O and implementation plans, its proposed 3-period tiered TOU plan as the default plan, and its proposed 2-period tiered TOU plan as an optional plan for residential customers. SDG&E filed AL 3325-E and supplemental AL 3325-E-A on December 21, 2018 and January 10, 2019, respectively, to revise its tariffs in accordance with the final decision. SDG&E received a

Commission disposition letter on January 15, 2019, approving AL-3225 and AL 3325-E-A, effective January 1, 2019.

Phase IIB, focusing primarily on SCE's and PG&E's TOU rollout plan plus common IOU issues including Community Choice Aggregation (CCA) and Greenhouse Gas (GHG) calculations, is also complete. Hearings were held early-January 2019. A decision was issued on July 11, 2019 requiring no action from SDG&E. The decision ordered PG&E and SCE to begin defaulting applicable residential customers to TOU plans in October 2020.

Phase III was completed in March 2020 when the commission declined to adopt residential fixed charge proposals for the California IOUs and instead maintained residential minimum bills at present levels. The Commission has instructed SDG&E to propose an optional, non-tiered TOU plan with a fixed charge for residential customers with electric vehicle, energy storage, or heat pump technologies. This proposal will be made in SDG&E's next available rate design application.

**B. Application to Eliminate Seasonality from Residential Plans**

On September 23, 2019, SDG&E filed an application requesting to eliminate the summer and winter seasonal differentiation in its residential electric plans, including all TOU plans. If approved, SDG&E's application will reduce summer season rates and increase winter season rates, so residential customers will experience a single set of rates year-round. This proposal will help reduce summer bills and bill volatility overall associated with increased usage during the summer. SDG&E's proposal will not affect residential baseline allowances (allowed kWh consumption at the lowest tier), which will still vary by season.

In June 2020, the Commission approved a modified proposal moderating the seasonal pricing differences for SDG&E's primary residential TOU plan, TOU-DR1. The reduction in summer TOU-DR1 pricing will provide bill relief in line with SDG&E's original TOU rate proposal, which sought to remove seasonally differentiated pricing altogether. SDG&E implemented the changes approved here on July 1, 2020.

**C. Rate Reform OIR Next Steps (R.12-06-013)**

The current status and procedural schedule to move forward in addressing the next steps in the proceeding are as follows:

- Statewide ME&O – At the Commission's direction, in D.17-12-023, SDG&E continues to coordinate with the statewide agencies including the ME&O Coordinator (Coleman Inc.), IPSOS, OMD and the DDB Group. On November 30, 2019, Energy Division approved Advice Letter 3458-E, giving SDG&E the approval to amend the contract with Coleman Inc. as the ME&O Coordinator. As appropriate, SDG&E and DDB share the latest earned and paid media tactics and results in the San Diego market.
- Phase 4 – An Assigned Commissioner's Scoping Memo and Ruling was issued to address the following: 1) PG&E's "Proposal to Recover 2015-2016 Costs Recorded in the Residential Rate Reform Memorandum Account"; 2) whether the Commission should adopt a proposal to restructure the California Alternate Rates for Energy (CARE) program; 3) the continuing role of the working groups; and 4) modification or elimination of reporting requirements. No further working groups or actions occurred or are scheduled for 2020.

## **VIII. Expenditures**

Pursuant to Ordering Paragraph 12 of D.15-07-001, SDG&E filed a Tier 1 AL 2769-E on July 31, 2015 to establish the RRMA. The RRMA is used to track verifiable incremental costs in the following categories: (i) TOU pilots, (ii) TOU studies, including hiring of a consultant or consultants to assist in developing study parameters, (iii) ME&O costs associated with the rate changes approved in D.15-07-001, and (iv) other reasonable expenditures as required to implement D.15-07-001.

IT costs related to system changes required to implement Residential Rate Reform that are not TOU pilot-related are funded through the SDG&E base capital budget and will be excluded from the RRMA. These costs, along with other ME&O costs not included in the RRMA, are reflected in the “Non-RRMA” section of the following table.

The following table summarizes costs incurred from August 2015 through June 2020. See Appendix A for expenditure details.

## Rate Reform Expenditures Summary

### Rate Reform Costs Aug 2015 - June 2020\*

Rate Reform Costs Aug 2015 - June 2020*																				Total PTD	+Revised	% PTD Spent	
RRMA: Time-Of-Use (in 000's)																				Spend	Budget	of Revised Budget	
Aug - Dec																							
2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020					
TOU Mass Default Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ 208	\$ 208	\$ 401	\$ 1,101	\$ 2,688	\$ 5,579	\$ 4,380	\$ 4,120	\$ 3,584	\$ 1,908	\$ 24,219	\$ 30,108	80.4%		
TOU Default Pilot Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225	\$ 372	\$ 324	\$ 868	\$ 2,782	\$ 1,193	\$ 1,579	\$ 1,422	\$ 1,105	\$ 76	\$ 45	\$ 30	\$ -	\$ 10,025	\$ 10,025	100.0%		
TOU Opt-In Pilot Total	\$ -	\$ -	\$ 452	\$ 2,715	\$ 940	\$ 697	\$ 503	\$ 1,606	\$ 500	\$ 377	\$ 9	\$ 22	\$ 14	\$ -	\$ (2)	\$ 1	\$ -	\$ 11	\$ -	\$ 7,845	\$ 7,845	100.0%	
Statewide Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 2,868	\$ 5,413	\$ 183	\$ 599	\$ 20,074	\$ 11,900	168.7%	
<b>TOU Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 452</b>	<b>\$ 2,715</b>	<b>\$ 940</b>	<b>\$ 923</b>	<b>\$ 875</b>	<b>\$ 1,931</b>	<b>\$ 1,410</b>	<b>\$ 3,391</b>	<b>\$ 1,494</b>	<b>\$ 2,081</b>	<b>\$ 2,586</b>	<b>\$ 9,030</b>	<b>\$ 11,190</b>	<b>\$ 7,294</b>	<b>\$ 9,536</b>	<b>\$ 3,809</b>	<b>\$ 2,507</b>	<b>\$ 62,163</b>	<b>\$ 59,878</b>	<b>103.8%</b>	
RRMA: General Rate Reform (in 000's)																							
Aug - Dec																							
2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020					
Marketing, Education, & Outreach	\$ -	\$ 72	\$ 420	\$ 325	\$ (447)	\$ 6	\$ 24	\$ 20	\$ 197	\$ 1	\$ 1	\$ (127)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 494				
Information Technology	\$ -	\$ 51	\$ 130	\$ 81	\$ (216)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 46				
Other	\$ -	\$ -	\$ 6	\$ 9	\$ 19	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34				
<b>General Rate Reform Total</b>	<b>\$ -</b>	<b>\$ 123</b>	<b>\$ 556</b>	<b>\$ 415</b>	<b>\$ (644)</b>	<b>\$ 6</b>	<b>\$ 24</b>	<b>\$ 20</b>	<b>\$ 197</b>	<b>\$ 1</b>	<b>\$ 1</b>	<b>\$ (127)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 574</b>				
<b>Total to RRMA</b>	<b>\$ -</b>	<b>\$ 123</b>	<b>\$ 1,008</b>	<b>\$ 3,130</b>	<b>\$ 297</b>	<b>\$ 929</b>	<b>\$ 899</b>	<b>\$ 1,951</b>	<b>\$ 1,607</b>	<b>\$ 3,392</b>	<b>\$ 1,495</b>	<b>\$ 2,083</b>	<b>\$ 2,458</b>	<b>\$ 9,030</b>	<b>\$ 11,190</b>	<b>\$ 7,294</b>	<b>\$ 9,536</b>	<b>\$ 3,809</b>	<b>\$ 2,507</b>	<b>\$ 62,737</b>			
Non-RRMA (in 000's)																							
Aug - Dec																							
2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020					
Marketing, Education, & Outreach	\$ 251	\$ -	\$ -	\$ -	\$ 273	\$ 193	\$ 97	\$ 698	\$ 210	\$ 203	\$ 177	\$ 951	\$ 1,140	\$ 387	\$ 462	\$ 586	\$ 170	\$ 104	\$ 217	\$ 6,120			
Information Technology	\$ 437	\$ 536	\$ 755	\$ 39	\$ 688	\$ 1,190	\$ 3,574	\$ 2,834	\$ 4,838	\$ 1,813	\$ 2,273	\$ 5,683	\$ 4,435	\$ 3,077	\$ 1,800	\$ 47	\$ 71	\$ 39	\$ (27)	\$ 34,102			
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 2	\$ 22	\$ 36	\$ 896	\$ 13	\$ 57	\$ 99	\$ -	\$ -	\$ 1,125				
<b>Non-RRMA Total</b>	<b>\$ 688</b>	<b>\$ 536</b>	<b>\$ 755</b>	<b>\$ 39</b>	<b>\$ 961</b>	<b>\$ 1,382</b>	<b>\$ 3,672</b>	<b>\$ 3,532</b>	<b>\$ 5,048</b>	<b>\$ 2,016</b>	<b>\$ 2,451</b>	<b>\$ 6,656</b>	<b>\$ 5,611</b>	<b>\$ 4,360</b>	<b>\$ 2,275</b>	<b>\$ 691</b>	<b>\$ 340</b>	<b>\$ 143</b>	<b>\$ 190</b>	<b>\$ 41,347</b>			
<b>Grand Total (RRMA + Non-RRMA)</b>	<b>\$ 688</b>	<b>\$ 659</b>	<b>\$ 1,764</b>	<b>\$ 3,169</b>	<b>\$ 1,258</b>	<b>\$ 2,311</b>	<b>\$ 4,571</b>	<b>\$ 5,483</b>	<b>\$ 6,655</b>	<b>\$ 5,409</b>	<b>\$ 3,946</b>	<b>\$ 8,739</b>	<b>\$ 8,069</b>	<b>\$ 13,389</b>	<b>\$ 13,466</b>	<b>\$ 7,985</b>	<b>\$ 9,876</b>	<b>\$ 3,951</b>	<b>\$ 2,697</b>	<b>\$ 104,085</b>			
Guidelines and charge numbers have been established to ensure that the costs charged to the RRMA are appropriate and incremental and that they are tracked accordingly. All costs that are charged to the RRMA are reviewed and verified on a quarterly basis, at minimum.																							
Overheads are included in all numbers and effectively double the direct labor charges.																							
Budget Updates filed via Advice Letter 3498-E/2835-G January 2019(U 902-M)																							
* Any required corrections/adjustments are reported herein and supersede information provided in prior reports and may reflect year-to-date adjustments																							
+Revised Budget reflects changes per AL 3352-E and approved in Resolution E-5069																							

## **IX. Conclusion**

SDG&E is pleased to report its second quarter (April - June) 2020 efforts to the Commission and stakeholders. SDG&E looks forward to continued collaboration with the other IOUs, Energy Division and the ME&O Working Group members to develop plans and best practices that will continue to contribute to a successful implementation of Residential Rate Reform and the transition to TOU pricing plans for residential customers.

## Appendix A: Rate Reform Costs August 2015 - June 2020

### A. Mass Default

Rate Reform Costs Aug 2015 - June 2020*																						
RRMA: Time-Of-Use Mass Default (in 000's)	Aug - Dec 2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020	Total	+Revised Budget	% PTD Spent of Revised Budget
<b>Overall Plan - TOU Awareness</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ (16)	\$ 7	\$ 0	\$ 836	\$1,732	\$ 2,839	\$ 2,757	\$ 2,258	\$ 2,204	\$ 489	\$ 13,146	\$ 14,747	89.1%
Communications Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 136	\$ 594	\$ 669	\$ 387	\$ 101	\$ 81	\$ 0	\$ 1,968	\$ 2,250	87.4%
General (Bill Inserts, Media, Radio, TV, Digital Media)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ (16)	\$ 7	\$ 0	\$ 596	\$ 571	\$ 894	\$ 1,641	\$ 1,154	\$ 969	\$ 66	\$ 5,922	\$ 4,330	136.8%
Direct (Email & SMS)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 104	\$ 486	\$ 907	\$ 146	\$ 464	\$ 661	\$ 398	\$ 3,166	\$ 4,447	71.2%
Web Development (Inclusive of all activities)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300	0.0%
<b>Customer Research</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ 49	\$ -	\$ -	\$ 57	\$ 146	\$ (62)	\$ 132	\$ 471	\$ 1,073	43.9%
Overall	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 109	\$ (108)	\$ 109	\$ 259	\$ 375	69.0%
Qualitative	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 57	\$ -	\$ -	\$ -	\$ 57	\$ 200	28.4%
Quantitative	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49	\$ -	\$ -	\$ -	\$ 37	\$ 46	\$ 23	\$ 155	\$ 498	31.2%
<b>Community Based Organizations</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 61	\$ 98	\$ 202	\$ 127	\$ 93	\$ 16	\$ 597	\$ 1,200	49.8%
Energy Solutions Partner Activities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 51	\$ 23	\$ 31	\$ 29	\$ 67	\$ 12	\$ 213	\$ 225	94.5%
Event Sponsorships - Targeted Zip Codes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6	\$ 12	\$ 135	\$ 96	\$ 15	\$ 4	\$ 267	\$ 750	35.6%
Engagement Materials (brochures, etc.)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5	\$ 63	\$ 36	\$ 2	\$ 11	\$ -	\$ 117	\$ 225	52.0%
Marketing Automation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ -	\$ 1	\$ 6	\$ 450	\$ 165	\$ -	\$ 626	\$ 450	139.2%
High Usage Charge (HUC)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 0	\$ 0	\$ 600	0.0%
Labor (FTE & Contract)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 74	\$ 201	\$ 401	\$ 213	\$ 895	\$ 2,641	\$ 1,359	\$ 1,140	\$ 1,184	\$ 1,271	\$ 9,379	\$ 11,738	79.9%
<b>TOU Mass Default Total</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ 208	\$ 208	\$ 401	\$ 1,101	\$ 2,688	\$ 5,579	\$ 4,380	\$ 4,120	\$ 3,584	\$ 1,908	\$ 24,219	\$ 30,100	80.5%
RRMA: Statewide Campaign & Bill Protection	Aug - Dec 2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020	Total	+Revised Budget	% PTD Spent of Revised Budget
Statewide Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 2,868	\$ 5,413	\$ 183	\$ 599	\$ 20,074	\$ 11,900	168.7%
<b>TOU Statewide Campaign Total</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 2,868	\$ 5,413	\$ 183	\$ 599	\$ 20,074	\$ 11,900	168.7%
Guidelines and charge numbers have been established to ensure that the costs charged to the RRMA are appropriate and incremental and that they are tracked accordingly. All costs that are charged to the RRMA are reviewed and verified on a quarterly basis, at minimum.																						
Overheads are included in all numbers and effectively double the direct labor charges.																						
Budget Updates filed via Advice Letter 3498-E/2835-G January 2019 (U 902-M)																						
* Any required corrections/adjustments are reported herein and supersede information provided in prior reports and may reflect year-to-date adjustments																						
+Revised Budget reflects changes per AL 3352-E and approved in Resolution E-5069																						



## B. Default Pilot

### Rate Reform Costs Aug 2015 - June 2020\*

	Aug - Dec 2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020	Total	+Revised Budget	% PTD Spent of Revised Budget	
<b>RRMA: Time-Of-Use Default Pilot (in 000's)</b>																							
<b>Planning &amp; Design</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 205	\$ 347	\$ 296	\$ 303	\$ 1,351	\$ 190	\$ 754	\$ 315	\$ 245	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,007	\$ 4,007	100.0%	
Nexant Implementation Support	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%
<b>Staff Augmentation</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 205	\$ 347	\$ 296	\$ 303	\$ 1,351	\$ 190	\$ 754	\$ 315	\$ 245	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,007	\$ 4,007	100.0%	
Program Management / Employee Training	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 205	\$ 347	\$ 296	\$ 303	\$ 1,351	\$ 190	\$ 754	\$ 315	\$ 245	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,007	\$ 4,007	100.0%	
<b>Measurement &amp; Evaluation</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 32	\$ 78	\$ 57	\$ 57	\$ 21	\$ 40	\$ 3	\$ 12	\$ -	\$ 332	\$ 332	100.0%	
Load Impacts	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 41	\$ 32	\$ 51	\$ 21	\$ 40	\$ 3	\$ 12	\$ -	\$ 214	\$ 214	100.0%	
<b>Staff Augmentation</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 18	\$ 36	\$ 25	\$ 7	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 117	\$ 117	100.0%	
Electric Load Analysis	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 18	\$ 36	\$ 25	\$ 7	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 117	\$ 117	100.0%	
<b>Customer Insight &amp; Research</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 72	\$ 54	\$ 70	\$ 72	\$ 160	\$ 121	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 549	\$ 549	100.0%	
Design Thinking Focus Group	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%
Message/Communications Testing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65	\$ 13	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 77	\$ 77	100.0%	
Opt-Out Focus Groups	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%
Qualitative Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 38	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 38	\$ 38	100.0%	
Segmentation Deeper Dive	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 105	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 105	\$ 105	100.0%	
Surveys	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22	\$ -	\$ 57	\$ 117	\$ 1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 196	\$ 196	100.0%	
<b>Staff Augmentation</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8	\$ 20	\$ 31	\$ 15	\$ 43	\$ 15	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 132	\$ 132	100.0%	
Customer Data Analytics & Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8	\$ 20	\$ 31	\$ 15	\$ 43	\$ 15	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 132	\$ 132	100.0%	
<b>Marketing, Education, &amp; Outreach</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ 26	\$ 24	\$ 423	\$ 708	\$ 640	\$ 34	\$ 355	\$ 72	\$ 55	\$ 5	\$ -	\$ 18	\$ -	\$ 2,379	\$ 2,379	100.0%	
<b>Material Development</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 357	\$ (55)	\$ 95	\$ 6	\$ 230	\$ 1	\$ 6	\$ 5	\$ -	\$ 18	\$ -	\$ 664	\$ 664	100.0%	
Energy Efficiency Component for Welcome	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6	\$ 76	\$ 1	\$ 6	\$ 5	\$ -	\$ 18	\$ -	\$ 112	\$ 112	100.0%	
Material Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ (77)	\$ 49	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 172	\$ 172	100.0%	
Smart App	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%
Video Bill	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 39	\$ -	\$ 45	\$ -	\$ 154	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 238	\$ 238	100.0%	
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 119	\$ 22	\$ 1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 142	\$ 142	100.0%	
<b>Pre-Transition Communications</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 37	\$ 257	\$ 126	\$ -	\$ 13	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 433	\$ 433	100.0%	
BRC Card & Processing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 98	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 98	\$ 98	100.0%	
Early Awareness Communication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ 10	100.0%	
Rate Comparison via direct mail	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 26	\$ 252	\$ 16	\$ -	\$ 8	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 302	\$ 302	100.0%	
Rate Comparison via email	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 6	\$ 12	\$ -	\$ 5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23	\$ 23	100.0%	
<b>Post-Transition Communications</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5	\$ 279	\$ 23	\$ 29	\$ 24	\$ 49	\$ -	\$ -	\$ -	\$ -	\$ 408	\$ 408	100.0%	
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%
End of Bill Protection Communication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3	\$ 23	\$ 49	\$ -	\$ -	\$ -	\$ -	\$ 75	\$ 75	100.0%	
Extreme Non-Benefiter calls	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100	100.0%	
Level Pay Plan Information	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ 10	100.0%	
Pricing Plan Confirmation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ 5	\$ 5	\$ 4	\$ 1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19	\$ 19	100.0%	
Programmable Thermostat	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 44	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 44	\$ 44	100.0%	
Summer Rate Information	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 47	\$ 14	\$ 1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 62	\$ 62	100.0%	
Welcome Package via direct mail	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 73	\$ -	\$ 8	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 81	\$ 81	100.0%	
Welcome Package via email	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 0	100.0%	
Winter Rate Information	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3	\$ 13	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17	\$ 17	100.0%	
<b>Staff Augmentation</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ 26	\$ 24	\$ 29	\$ 502	\$ 139	\$ 5	\$ 84	\$ 46	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 874	\$ 874	100.0%	
Customer Communication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3	\$ 467	\$ 103	\$ 4	\$ 41	\$ 19	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 636	\$ 636	100.0%	
Customer Outreach & Engagement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ 26	\$ 24	\$ 26	\$ 35	\$ 36	\$ 2	\$ 43	\$ 27	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 238	\$ 238	100.0%	
<b>Operations &amp; Production Support</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ 56	\$ 652	\$ 262	\$ 641	\$ 535	\$ 610	\$ -	\$ -	\$ -	\$ -	\$ 2,759	\$ 2,759	100.0%	
Advanced Metering Operations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ 56	\$ 64	\$ 157	\$ 139	\$ 150	\$ 139	\$ -	\$ -	\$ -	\$ -	\$ 710	\$ 710	100.0%	
Branch Offices	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7	\$ 31	\$ 40	\$ 114	\$ 34	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225	\$ 225	100.0%	
Customer Contact Center	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 580	\$ 74	\$ 461	\$ 271	\$ 438	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,825	\$ 1,825	100.0%	
<b>TOU Default Pilot Total</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225	\$ 372	\$ 324	\$ 868	\$ 2,782	\$ 1,193	\$ 1,579	\$ 1,422	\$ 1,105	\$ 76	\$ 45	\$ 3	\$ 30	\$ -	\$ 10,025	\$ 10,025	100.0%	

Guidelines and charge numbers have been established to ensure that the costs charged to the RRMA are appropriate and incremental and that they are tracked accordingly. All costs that are charged to the RRMA are reviewed and verified on a quarterly basis, at minimum.

Overheads are included in all numbers and effectively double the direct labor charges.

Budget Updates filed via Advice Letter 3498-E/2835-G January 2019(U 902-M)

\* Any required corrections/adjustments are reported herein and supersede information provided in prior reports and may reflect year-to-date adjustments

+Revised Budget reflects changes per AL 3352-E and approved in Resolution E-5069

C. Other

Rate Reform Costs Aug 2015 - June 2020\*

RRMA: Time-Of-Use Opt-In Pilot (in 000's)	Aug - Dec 2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020	Total	+Revised Budget	% PTD Spent of Revised Budget
Planning & Design	\$ -	\$ -	\$ -	\$ 550	\$ (483)	\$ 20	\$ 7	\$ -	\$ 97	\$ 221	\$ 2	\$ 47	\$ 14	\$ -	\$ (1)	\$ -	\$ -	\$ -	\$ -	\$ 475		
Measurement & Evaluation	\$ -	\$ -	\$ 11	\$ -	\$ -	\$ -	\$ 1	\$ 0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11		
Customer Insight	\$ -	\$ -	\$ 46	\$ -	\$ 67	\$ 1	\$ 58	\$ 151	\$ -	\$ -	\$ -	\$ 1	\$ -	\$ -	\$ (1)	\$ 1	\$ -	\$ -	\$ -	\$ 324		
Recruitment	\$ -	\$ -	\$ 395	\$ 1,228	\$ 640	\$ 60	\$ 1	\$ 844	\$ 2	\$ 0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,171		
Customer Support	\$ -	\$ -	\$ -	\$ 105	\$ 142	\$ 148	\$ 225	\$ 314	\$ 263	\$ 146	\$ 6	\$ (23)	\$ -	\$ -	\$ (0)	\$ -	\$ -	\$ 11	\$ -	\$ 1,336		
Outreach & Education	\$ -	\$ -	\$ -	\$ 210	\$ 172	\$ 66	\$ 17	\$ 15	\$ 9	\$ -	\$ -	\$ 0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 490		
Technology	\$ -	\$ -	\$ -	\$ 623	\$ 401	\$ 83	\$ 36	\$ 32	\$ 34	\$ (1)	\$ -	\$ (6)	\$ -	\$ -	\$ (0)	\$ -	\$ -	\$ -	\$ -	\$ 1,200		
Technology Operations Support	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 319	\$ 158	\$ 250	\$ 96	\$ 11	\$ -	\$ 3	\$ -	\$ -	\$ 0	\$ -	\$ -	\$ -	\$ -	\$ 838		
<b>TOU Opt-In Pilot Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 452</b>	<b>\$ 2,715</b>	<b>\$ 940</b>	<b>\$ 697</b>	<b>\$ 503</b>	<b>\$ 1,606</b>	<b>\$ 500</b>	<b>\$ 377</b>	<b>\$ 9</b>	<b>\$ 22</b>	<b>\$ 14</b>	<b>\$ -</b>	<b>\$ (2)</b>	<b>\$ 1</b>	<b>\$ -</b>	<b>\$ 11</b>	<b>\$ -</b>	<b>\$ 7,845</b>	<b>\$ 7,845</b>	<b>100.0%</b>
RRMA: General Rate Reform (in 000's)	Aug - Dec 2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020	Total	+Revised Budget	% PTD Spent of Revised Budget
Marketing, Education, & Outreach	\$ -	\$ 72	\$ 420	\$ 325	\$ (447)	\$ 6	\$ 24	\$ 20	\$ 197	\$ 1	\$ 1	\$ 1	\$ (127)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 494		
Information Technology	\$ -	\$ 51	\$ 130	\$ 81	\$ (216)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 46		
Other	\$ -	\$ -	\$ 6	\$ 9	\$ 19	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34		
<b>General Rate Reform Total</b>	<b>\$ -</b>	<b>\$ 123</b>	<b>\$ 556</b>	<b>\$ 415</b>	<b>\$ (644)</b>	<b>\$ 6</b>	<b>\$ 24</b>	<b>\$ 20</b>	<b>\$ 197</b>	<b>\$ 1</b>	<b>\$ 1</b>	<b>\$ 1</b>	<b>\$ (127)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 574</b>		
<b>Total to RRMA</b>	<b>\$ -</b>	<b>\$ 123</b>	<b>\$ 1,008</b>	<b>\$ 3,130</b>	<b>\$ 297</b>	<b>\$ 929</b>	<b>\$ 899</b>	<b>\$ 1,951</b>	<b>\$ 1,607</b>	<b>\$ 3,392</b>	<b>\$ 1,495</b>	<b>\$ 2,083</b>	<b>\$ 2,458</b>	<b>\$ 9,030</b>	<b>\$ 11,190</b>	<b>\$ 7,294</b>	<b>\$ 9,536</b>	<b>\$ 3,809</b>	<b>\$ 2,507</b>	<b>\$ 62,737</b>		
Non-RRMA (in 000's)	Aug - Dec 2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4 - 2017	Q1 - 2018	Q2 - 2018	Q3 - 2018	Q4 - 2018	Q1 - 2019	Q2 - 2019	Q3 - 2019	Q4 - 2019	Q1 - 2020	Q2 - 2020	Total	+Revised Budget	% PTD Spent of Revised Budget
Marketing, Education, & Outreach	\$ 251	\$ -	\$ -	\$ -	\$ 273	\$ 193	\$ 97	\$ 698	\$ 210	\$ 203	\$ 177	\$ 951	\$ 1,140	\$ 387	\$ 462	\$ 586	\$ 170	\$ 104	\$ 217	\$ 6,120		
Information Technology	\$ 437	\$ 536	\$ 755	\$ 39	\$ 688	\$ 1,190	\$ 3,574	\$ 2,834	\$ 4,838	\$ 1,813	\$ 2,273	\$ 5,683	\$ 4,435	\$ 3,077	\$ 1,800	\$ 47	\$ 71	\$ 39	\$ (27)	\$ 34,102		
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 2	\$ 22	\$ 36	\$ 896	\$ 13	\$ 57	\$ 99	\$ -	\$ -	\$ 1,125		15%
<b>Non-RRMA Total</b>	<b>\$ 688</b>	<b>\$ 536</b>	<b>\$ 755</b>	<b>\$ 39</b>	<b>\$ 961</b>	<b>\$ 1,382</b>	<b>\$ 3,672</b>	<b>\$ 3,532</b>	<b>\$ 5,048</b>	<b>\$ 2,016</b>	<b>\$ 2,451</b>	<b>\$ 6,656</b>	<b>\$ 5,611</b>	<b>\$ 4,360</b>	<b>\$ 2,275</b>	<b>\$ 691</b>	<b>\$ 340</b>	<b>\$ 143</b>	<b>\$ 190</b>	<b>\$ 41,347</b>		
<b>Grand Total (RRMA + Non-RRMA)</b>	<b>\$ 688</b>	<b>\$ 659</b>	<b>\$ 1,764</b>	<b>\$ 3,169</b>	<b>\$ 1,258</b>	<b>\$ 2,311</b>	<b>\$ 4,571</b>	<b>\$ 5,483</b>	<b>\$ 6,655</b>	<b>\$ 5,409</b>	<b>\$ 3,946</b>	<b>\$ 8,739</b>	<b>\$ 8,069</b>	<b>\$ 13,389</b>	<b>\$ 13,466</b>	<b>\$ 7,985</b>	<b>\$ 9,876</b>	<b>\$ 3,951</b>	<b>\$ 2,697</b>	<b>\$ 104,085</b>		
<p>Guidelines and charge numbers have been established to ensure that the costs charged to the RRMA are appropriate and incremental and that they are tracked accordingly. All costs that are charged to the RRMA are reviewed and verified on a quarterly basis, at minimum.</p> <p>Overheads are included in all numbers and effectively double the direct labor charges.</p> <p>Budget Updates filed via Advice Letter 3498-E/2835-G January 2019(JU 902-M)</p> <p>* Any required corrections/adjustments are reported herein and supersede information provided in prior reports and may reflect year-to-date adjustments</p> <p>+Revised Budget reflects changes per AL 3352-E and approved in Resolution E-5069</p>																						

**Appendix B: Customer Communications April - June 2020**

<b>Communications</b>	<b>Description</b>	<b>Spanish</b>	<b>Direct Mail</b>	<b>Email</b>
<b>High Usage Charge General Education</b>	Explanation of High Usage Charge; tools and solutions		X	
<b>High Usage Charge 350% of Baseline</b>	Approaching High Usage Charge	X	X	X
<b>High Usage Charge 400% of Baseline</b>	High Usage Charge Incurred	X	X	X
<b>Summer Campaign Mailer Standard Plan Customers</b>	Customers on a standard, tiered pricing plan (DR/DRLI) received a summer preparedness direct mail or email communication with details about upcoming plan changes and summer tips and solutions	X	X	X
<b>Summer Campaign Mailer Multi-Family Plan Customers</b>	Customers on a multi-family plan received a summer preparedness direct mail or email communication with details about upcoming plan changes and summer tips and solutions	X	X	X
<b>Summer Campaign Email Other TOU plan customers – NEM</b>	Customers not part of the Mass TOU Transition, but on a TOU pricing plan received an email with net energy metering (“NEM”) specific tips and solutions	X		X
<b>Summer Campaign Email Other TOU plan customers – non-NEM</b>	Customers not part of the Mass TOU Transition, but on a TOU pricing plan received an email with plan specific tips and solutions	X		X
<b>Summer Campaign Postcard High Bill Callers – NEM</b>	Customers who called about a high bill in 2019 received an extra postcard with summer savings tips		X	
<b>Summer Campaign Postcard High Bill Callers – non- NEM</b>	Customers who called about a high bill in 2019 received an extra postcard with summer savings tips		X	

<b>Communications</b>	<b>Description</b>	<b>Spanish</b>	<b>Direct Mail</b>	<b>Email</b>
<b>Mass Default PD-30 with Insert</b> (versions listed below)	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
Non-NEM Benefiter	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
Non-NEM Neutral	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
Non-NEM Non-Benefiter	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
NEM Benefiter	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
NEM Neutral	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
NEM Non-Benefiter	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
<b>Mass Default PD-30 Insert</b>	Quick reference card with tips for success on TOU; included in all PD-30 mailings	X	X	
<b>Mass Default Welcome Brochure</b>	Brochure welcoming consumers to TOU with details of their individual plan.	X	X	X
TOU-DR1 Mass Default with Bill Protection	Sent with effective pricing between January 2020 – March 2020	X	X	X
TOU-DR2 Mass Default with Bill Protection	Sent with effective pricing between January 2020 – March 2020	X	X	X
TOU-DR1 Turn on with No Bill Protection	Sent with effective pricing between January 2020 – March 2020	X	X	X

Communications	Description	Spanish	Direct Mail	Email
TOU-DR2 Turn on with No Bill Protection	Sent with effective pricing between January 2020 – March 2020	X	X	X
<b>Bill Protection Ending Mailer</b>	Notification that bill protection is coming to an end; sent to Mass Default and opt-in customers		X	
<b>Mass Default</b> TOU-DR1 Summer Mailer	Mass TOU Transition Customers received a direct mail and email communication with 4-9 pm vinyl stickers, summer preparedness tips and plan details ahead of their first summer on TOU	X	X	X
<b>Mass Default</b> TOU-DR2 Summer Mailer	Mass TOU Transition Customers received a direct mail and email communication with 4-9 pm vinyl stickers, summer preparedness tips and plan details ahead of their first summer on TOU	X	X	X
<b>Mass Default</b> Summer Vinyl Stickers	Stickers included with Mass Default summer communications designed to help customers see and remember the on-peak period	X	X	



### STATE-MANDATED HIGH USAGE CHARGE

Based on past energy use at  
<XXXXXX service address XXXXXX>,  
this charge could affect you.

We know moving can be exciting, and we're here to help you avoid any unwanted surprises on your energy bill. Past high electricity usage at your new address indicates you could be affected by the High Usage Charge if you aren't prepared. This is a state-mandated charge for customers whose electricity use exceeds **four** times their Baseline Allowance. Below are some energy savings tips and solutions to help you better understand what this means, and how to successfully manage energy costs in your new home.



#### KNOW YOUR BASELINE

Baseline Allowance is the amount of electricity allotted for your basic needs and varies by season, where you live and if your home has just electricity, or both natural gas and electricity. Your Baseline Allowance for electricity can be found on your bill, or you can calculate it at [sdge.com/highusage](https://sdge.com/highusage).



#### SWITCH TO A TIME-OF-USE PLAN

- Time-of-Use plans are not subject to the High Usage Charge.
- These plans are based on *how much* and *when* you use energy, giving you more control over your monthly bill.
- Learn more at [sdge.com/whenmatters](https://sdge.com/whenmatters).



#### SIGN UP FOR ENERGY ALERTS

Even if you're on the go, you can keep track of your energy use and costs with email or text alerts. These alerts give you information about your account, bill, energy use and more. There are many alerts you can subscribe to, including:

- Spending and usage goals
- Weekly energy use summary
- Emergency outage notifications

Go to [sdge.com/myaccount](https://sdge.com/myaccount).  
Look for "Alerts & Subscriptions" at the top.



#### TIPS AND SOLUTIONS

- If you're having trouble paying your energy bill, please visit [sdge.com/assistance](https://sdge.com/assistance) for available resources or call us at 1-800-411-7343 to work out a payment plan.
- View power outages, set up alerts, pay your bill and more with SDG&E's new mobile app. Download the app in the App Store or Google Play, or learn more on [sdge.com/mobileapp](https://sdge.com/mobileapp).
- Our online marketplace can help you find rebates and energy-saving deals. Visit [sdge.com/marketplace](https://sdge.com/marketplace) to see if you qualify.

### More ways to save



#### MAKE YOUR HOME ENERGY EFFICIENT

- Find out if you qualify for no-cost home improvements through our Energy Savings Assistance Program or Residential Direct Install Program.

Find out more at [sdge.com/ESA](https://sdge.com/ESA) or [sdge.com/RDI](https://sdge.com/RDI)



#### USE ONLINE TOOLS TO MANAGE YOUR ENERGY USE

- Take the home energy survey through My Account to get personalized, energy-savings tips.
- Set a spending goal and get email or text alerts when you've reached it.

Go to [sdge.com/myaccount](https://sdge.com/myaccount)



#### SHOP, COMPARE, GET REBATES ON MARKETPLACE

- Shop for the best prices on energy-efficient products. You can also get price-change alerts.
- Apply for rebates through an easy online process.

Shop now at [sdge.com/marketplace](https://sdge.com/marketplace)

### Extra energy allowance available for medical needs



If you or someone in your household has a qualifying medical condition, you may be eligible to receive more energy at the lower price. Qualifying households receive an additional Baseline Allowance, which means you may be able to avoid the High Usage Charge. To learn more about the Medical Baseline Allowance Program, visit [sdge.com/medicalbaseline](https://sdge.com/medicalbaseline).

### Keep your CARE bill discount



If you are a CARE customer, you are currently receiving a monthly bill discount of 30% or more. If you exceed four times the amount of your Baseline Allowance, you will still be subject to the High Usage Charge. Also, a pattern of high usage may require you to recertify for CARE eligibility. To learn more, visit [sdge.com/care](https://sdge.com/care).

Learn more at [sdge.com/highusage](https://sdge.com/highusage). Visit [sdge.com](https://sdge.com). Call 1-800-411-7343.  
*Si desea recibir esta información en español, sírvase llamar a SDG&E al 1-800-311-7343.*

## High Usage Charge 350% of Baseline



### COURTESY NOTIFICATION

Based on your current electricity use, you may incur a state-mandated charge for high use this month.

Account number:

Meter number:

**You're close to using more than four times the amount of your Baseline Allowance and may have a High Usage Charge on this month's bill.**

The state-mandated High Usage Charge took effect on November 1, 2017.



#### ANALYZE YOUR HOME'S ENERGY USE

With My Energy Survey, you get energy and money-saving suggestions that may help you avoid the High Usage Charge.

Provide details about your home, appliances and other energy use habits to build an Action Plan with energy-saving actions tailored to your home.

- Log in to [sdge.com/myaccount](https://sdge.com/myaccount).
- Click on the "My Energy" tab.
- Go to "My Energy Survey" to get started.

Once completed, update your details at any time to refresh your Action Plan.



#### SIGN UP FOR ALERTS

Subscribe to High Usage alerts so you'll know in advance when you're close to the High Usage Charge:

- Go to [sdge.com/myaccount](https://sdge.com/myaccount).
- Look for "Alerts & Subscriptions" at the top.
- Click on "Alerts."
- Click on "Subscribe" next to "Alert before a High Usage Charge."
- Select the email addresses and phone numbers to receive alerts.

You'll only receive this letter notification once per year. To receive ongoing email or text message notifications, subscribe to High Usage alerts. For more information on your Baseline Allowance or tips to avoid the charge, visit [sdge.com/highusage](https://sdge.com/highusage).



# High Usage Charge 400% of Baseline



**COURTESY NOTIFICATION**  
You incurred a state-mandated charge for high energy use this month.

Account number:  
Meter number:

You've used more than four times the amount of your Baseline Allowance and will have a High Usage Charge on this month's bill.

The state-mandated High Usage Charge took effect on November 1, 2017.



## HIGH USAGE CHARGE ON MY BILL

You can find the High Usage Charge in the Electric Service section of your bill.

ELECTRIC CHARGES		Amount(\$)
Electricity Delivery (Details below)	1,576 kWh	
<b>SUMMER USAGE</b>		
	940% of Baseline	131-400% of Baseline
kWh used	512	1,064
Rate/kWh	\$ 0.7283	\$ 2,064.1
Charge	\$37.29	= \$263.47
Summer High Usage Charge	2,286 kWh x \$2.1200	484.63

**High Usage this Bill Period:**  
You incurred a state-mandated charge for energy use that was more than four times your baseline allowance. For more information on the charge and how to save, visit [www.sdge.com/highusage](http://www.sdge.com/highusage).

This sample bill is for illustrative purposes only.



## SIGN UP FOR ALERTS

Subscribe to High Usage alerts so you'll know in advance when you're close to the High Usage Charge:

- Go to [sdge.com/myaccount](http://sdge.com/myaccount).
- Look for "Alerts & Subscriptions" at the top.
- Click on "Alerts."
- Click on "Subscribe" next to "Alert before a High Usage Charge."
- Select the email addresses and phone numbers to receive alerts.

You'll only receive this letter notification once per year. To receive ongoing email or text message notifications, subscribe to High Usage alerts. For more information on your Baseline Allowance or tips to avoid the charge, visit [sdge.com/highusage](http://sdge.com/highusage).



One thing is for sure during these uncertain times; we could all use some good news.

#### REDUCTION IN HIGH USAGE CHARGE

To lessen unwelcome spikes in your energy bills, we asked the California Public Utilities Commission (Commission) to get rid of the High Usage Charge. In response to COVID-19, the Commission temporarily reduced the price of high usage electricity by 30%. This lower price is effective June 1 and will run through October 31 or longer, if extended by the Commission. In the meantime, we will continue to work with the Commission on a more permanent decision.

#### NO MORE SEASONAL PRICING CHANGES

The Commission also eliminated changes in seasonal pricing for electricity that used to go into effect on June 1 and November 1 for the standard DR pricing plan. In past years, the summer change reflected the increase in demand and electricity costs, as more people sought relief from hotter summer temperatures. Now those costs will be spread throughout the year creating a flatter rate that may result in lower bills in the summer, offset by slightly higher bills in the winter, assuming no change in usage. By having the same pricing for energy across both seasons, you can better plan and prepare by knowing how to budget for electricity costs.

To learn more about pricing plan options, including Time-of-Use plans, visit [sdge.com/myaccount](https://sdge.com/myaccount).

Lower summer pricing is only one way to help with summer energy bills. We've got more:



#### SIGN UP FOR ALERTS AND SPENDING GOALS.

Stay on top of your bill with email or text alerts by tracking your energy use and setting a monthly spending goal for your bill.



#### SIGN UP FOR LEVEL PAY.

This program averages your bill every three months allowing for more predictable billing throughout the year.



#### MAXIMIZE YOUR SAVINGS AT HOME.

There are no-cost and low-cost solutions that may seem small but can add up to real savings on your bill. For example, turn off or power down your electronic devices and computer monitors when not in use; when streaming content, choose the smallest device that makes sense for the number of people watching.

Visit [sdge.com/summer](https://sdge.com/summer) to learn more.



We also realize what we're doing to help lower your summer energy bills doesn't help if you're worried about paying your bill at all. So, we're here to help.

Visit [sdge.com/assistance](https://sdge.com/assistance) for available resources or give us a call at 1-800-411-7343 to work out a payment plan.

Summer Campaign Mailer  
Multi-Family Plan Customers



Date

## CHANGES TO SUMMER ENERGY PRICING

**During this time of uncertainty, one thing is for sure; we could all use some good news.**

To make your electric bills a little more predictable before summer, we asked the California Public Utilities Commission (Commission) for permission to eliminate the seasonal electricity pricing changes for residential electric rates (Summer: June 1 to Oct. 31, Winter: Nov. 1 to May 31).



In past years, SDG&E's residential rates had a seasonal price change on June 1 that reflected the increase in demand and costs for electricity as more people sought relief from hotter summer temperatures. Now those costs will be spread throughout the year, creating a flatter rate that may result in lower bills in the summer, offset by slightly higher bills in the winter, assuming no change in usage.

By having the same pricing for energy across both seasons, you can better plan and prepare by knowing how to budget for electricity costs.

---

Your current plan is based on how much you use; as you use more electricity, you move through higher-priced tiers of energy. The best way to control energy costs is to reduce energy usage.


To learn more about pricing plan options, including Time-of-Use plans, visit [sdge.com/myaccount](https://www.sdge.com/myaccount).




**Having trouble paying your energy bill no matter how much you try to save?**

**We're here to help.** Find available resources and programs or give us a call at **1-800-411-7343** to work out a payment plan. Visit [sdge.com/assistance](https://www.sdge.com/assistance) to learn more.


Para leer esto en español, [haga clic aquí](#)



Be social - Join the conversation






PRICING PLANS MY ACCOUNT ASSISTANCE




SUMMER SAVINGS STARTS HERE

**Here are more ways to take control this summer:**

-  **Understand your energy use.**  
Get an hour-by-hour view of your energy use by clicking the 'My Energy' tab within [My Account](#).
-  **Avoid surprises.**  
Why wait until your monthly bill arrives to find out your energy use and costs? Avoid unwelcome surprises by signing up for weekly text and email Alerts within [My Account](#).
-  **Maximize your system.**  
Our lifestyles change and so can our energy use. Make sure you are maximizing your solar system generation to offset any changes. Your system runs most efficiently when it's clean and free of debris, dirt, leaves and shade from nearby trees that can impact the panels' performance.

**Get more energy savings tips and programs at [sdge.com/summer](http://sdge.com/summer).**

**FIND MORE TIPS**




**Having trouble paying your energy bill no matter how much you try to save?**

**We're here to help** - Find available resources and programs or give us a call at 1-800-411-7343 to work out a payment plan.


**LEARN MORE**

Summer Campaign Email  
Other TOU plan customers – non-NEM


Para leer esto en español, [haga clic aquí](#)



Be social - Join the conversation



PRICING PLANS MY ACCOUNT ASSISTANCE






SUMMER SAVINGS STARTS HERE

**During uncertainty, we find comfort in the little things we can control and the people we can count on. Summer energy bills are one of the things we can help you control.**


As a Time-of-Use customer, it's important to remember, timing really is everything. Shifting energy use away from the higher-priced on-peak hours of 4 p.m. to 9 p.m. is one way to better control summer spikes in your monthly bill.

**Here are more ways to take control this summer:**

-  **Avoid unwelcome surprises with Alerts.**  
Get timely texts or email notifications about your energy use before your bill arrives by signing up for Alerts under the 'Alerts and Subscription' tab in [My Account](#).
-  **Enroll in Level Pay.**  
It's fast, easy and gives you more predictable bills throughout the year. Enroll at [sdge.com/levelpay](http://sdge.com/levelpay).
-  **Maximize your savings at home.**  
There are no-cost and low-cost solutions that may seem small but can add up to real savings on your bill. For example, turn off or power down your electronic devices and computer monitors when not in use; when streaming content, choose the smallest device that makes sense for the number of people watching.

**Get more energy savings tips and programs at [sdge.com/summer](http://sdge.com/summer).**

**FIND MORE TIPS**



**Having trouble paying your energy bill no matter how much you try to save?**

**We're here to help** - Find available resources and programs or give us a call at 1-800-411-7343 to work out a payment plan.

**LEARN MORE**


Summer Campaign Postcard  
 High Bill Callers – NEM



WE'RE HERE TO HELP YOU PLAN AND PREPARE FOR YOUR SUMMER ENERGY BILL.

One way to take control is to sign up for alerts. With a solar system it is important to keep track of how much energy you're generating versus how much you're using. Following your usage and costs with email or texts can be easy when you sign up for Energy Use Alerts.

Having trouble paying your bill no matter how much you're saving? We're here to help. Visit [www.sdge.com/assistance](http://www.sdge.com/assistance) for ways we can help, including payment plans.

 **Summer Safety Tip** Spending more time at home this summer means plugging in more electronics. If you use a power strip, be aware that overloading it or connecting it to other power strips or extension cords can create a fire hazard.

Learn more at [sdge.com/summer](http://sdge.com/summer)



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Summer Campaign Postcard  
High Bill Callers – non- NEM



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SUMMERTIME.  
WE'VE GOT WAYS  
TO HELP YOU SAVE.

Time to save.

A Sempra Energy utility®

DON'T LET SUMMER  
TAKE YOU BY SURPRISE.



Seasons change, and the summers keep getting hotter, but one thing remains the same. As a Time-of-Use customer, the key to success is remembering that timing really is everything.

You already know the less energy you use, the less you'll pay. On Time-of-Use, the combination of HOW MUCH plus WHEN = your monthly electricity bill. By planning when you use energy, you can better control summer spikes in your monthly bill.

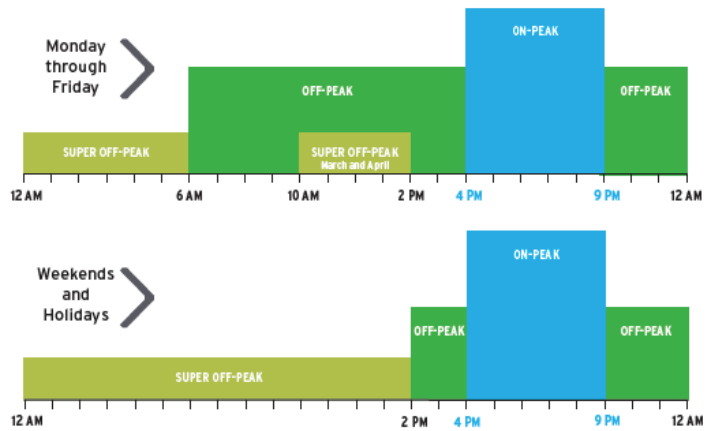
Your Time-of-Use plan has three different cost periods. You can save by using energy between 9 p.m. and 4 p.m. weekdays. Save even more before 2. p.m. on weekends. Shifting energy use away from the higher-priced on-peak hours of 4 p.m. to 9 p.m. is better for the environment and the best way to lower your bill. Learn more at [sdge.com/whenmatters](https://sdge.com/whenmatters).



Mass Default  
TOU-DR1 Summer Mailer (continued)



Time-of-Use (TOU-DR1)



\* All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors. © 2020 San Diego Gas & Electric Company. Trademarks are the property of their respective owners. All rights reserved.

**TIME IS MONEY. WHEN YOU USE ENERGY DETERMINES HOW MUCH YOU CAN SAVE.**

Every little bit counts when it comes to saving energy. Here are a few tips to help you get started:

- When possible, use heat-generating appliances such as washers, dryers and dishwashers during off-peak hours.
- Switch off or power down your electronic devices, such as computers and monitors, when not in use; use a power strip to make it even easier.
- A full fridge works more efficiently than an empty one. Pack cold items together and consider storing a supply of emergency water to keep your fridge full.
- Keep blinds, curtains and other window coverings closed during summer days to help block unwanted heat and reduce cooling costs.
- When streaming content, choose the smallest device that makes sense for the number of people watching. Game consoles can use 10 times more power than streaming through a tablet or laptop.

Visit [sdge.com/summer](https://www.sdge.com/summer) for more summer savings tips.

Having trouble paying your energy bill no matter how much you try to save? We're here to help. Visit [sdge.com/assistance](https://www.sdge.com/assistance) or call our Customer Contact Center at 1-800-411-7343 to work out a payment plan.



Time to save.

SP\_E1-5407L\_0520



DON'T LET SUMMER  
TAKE YOU BY SURPRISE.

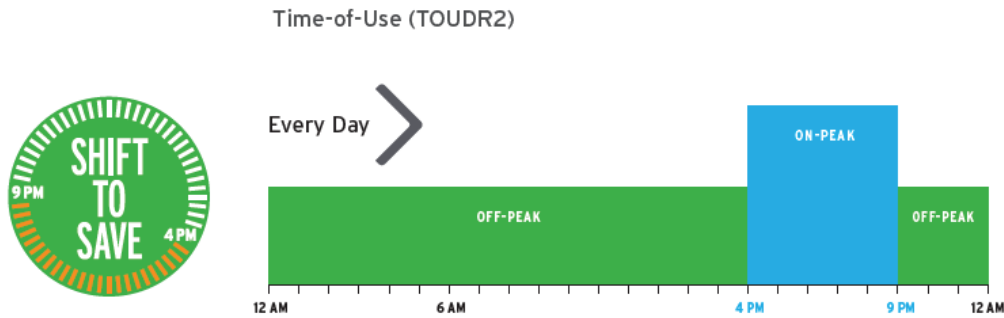


Seasons change, but one thing doesn't. As a Time-of-Use customer, it's important to remember, timing really is everything.

You already know the less energy you use, the less you'll pay. On Time-of-Use, the combination of HOW MUCH plus WHEN = your monthly electricity bill. By planning when you use energy, you can better control summer spikes in your monthly bill.

Your Time-of-Use plan has two different cost periods. Shifting energy use away from the higher-priced on-peak hours of 4 p.m. to 9 p.m. is better for the environment and the best way to lower your bill. Learn more at [sdge.com/whenmatters](https://sdge.com/whenmatters).

Mass Default  
TOU-DR2 Summer Mailer (continued)



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Visit [sdge.com/summer](https://sdge.com/summer) for more summer savings tips.

Having trouble paying your energy bill no matter how much you try to save? We're here to help. Visit [sdge.com/assistance](https://sdge.com/assistance) or call our Customer Contact Center at 1-800-411-7343 to work out a payment plan.



Time to save.

SP\_E2-54072\_0520

**TIMING IS EVERYTHING.**



Reduce your energy costs.  
Place these removable stickers on your appliances as a reminder energy costs less outside the peak hours of 4 PM - 9 PM daily.

[sdge.com/summer](http://sdge.com/summer)



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SP\_E-54075-0520

**REMINDER: IT'S ABOUT TIME YOU SAVE MONEY ON YOUR ENERGY BILL. YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 28, 2019.**



John Q. Sample - P3A 4/15/2019  
 1234 Anywhere Street  
 San Diego, CA 92123  




Time to save.

April 15, 2019

Choices are coming to your energy pricing. Throughout California, new pricing based on *when* you use energy is now available.

On **June 28, 2019**, your pricing plan will change to a Time-of-Use plan (TOU-DR1), which rewards you for shifting energy use to lower-cost times, away from the on-peak hours of 4 p.m. to 9 p.m. You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.

**WHAT DOES THIS CHANGE MEAN FOR ME?**

Based on analysis of the energy used in your home last year, you are likely to save on the **Time-of-Use (TOU-DR1) plan**. The cost of energy for this plan is highest during the on-peak hours between 4 p.m. and 9 p.m. This new approach to pricing gives you more choice and control by allowing you to save in two ways: choosing to use energy during off-peak hours **and** reducing your overall use.

**WHAT ARE MY CHOICES?**

Since you're likely to save on the Time-of-Use (TOU-DR1) plan, let us **automatically move you**. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, choose another available plan or **stay** on your current plan. Both Time-of-Use plans include **one-year no-risk pricing**, and you can switch to another available plan at any time. Get more information and make your choice online at [sdge.com/whenmatters](http://sdge.com/whenmatters).

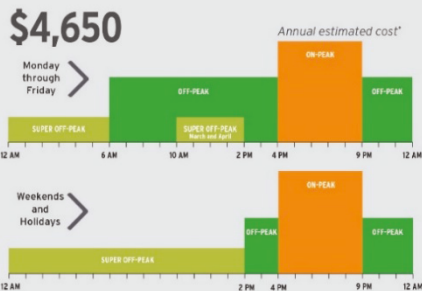
**YOUR THREE PLANS COMPARED**

Details as of: 01/04/19 Account number: 999999999 Meter number: 9999999

**IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN**  
**TOU-DR1**

**INCLUDES** This plan has three pricing periods that differ between weekdays and weekends/holidays. Time-of-Use pricing has two tiers based on overall energy use.

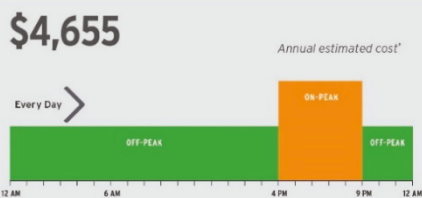
**NO RISK PRICING 1 YEAR**



**OR YOU CAN CHOOSE TO MOVE TO THIS PLAN**  
**TOU-DR2**

**INCLUDES** This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.

**NO RISK PRICING 1 YEAR**



**OR YOU CAN STAY ON YOUR CURRENT PLAN**  
**STANDARD (DR)**

**\$4,781** Annual estimated cost\*

Two pricing tiers based on monthly usage. Price does not vary by hour of the day. **MAY INCLUDE HIGH USAGE CHARGE.**

See enclosure for additional information, visit [sdge.com/whenmatters](http://sdge.com/whenmatters) or call us at 1-877-558-1674.

#### WHAT DO I DO NOW?

The choice is yours. You're in control.

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 28, 2019.
2. Enroll now in **Time-of-Use (TOU-DR1)**, **Time-of-Use (TOU-DR2)** or another available pricing plan.
3. Stay on your current **Standard (DR)** pricing plan.

Since you're likely to save on the Time-of-Use (TOU-DR1) pricing plan, consider making the switch early. Log in to My Account at [sdge.com/planenroll](http://sdge.com/planenroll) or call us at 1-877-558-1674 before June 28, 2019.

#### INCLUDES



#### TRY IT RISK-FREE

Enjoy bill protection. You can try a new Time-of-Use pricing plan risk-free for up to one year. If you end up spending more than you would have on your current plan during the first year, we will credit you the difference.

#### WHAT IS THE BENEFIT OF SWITCHING TO TIME-OF-USE?

During the on-peak hours from 4 p.m. to 9 p.m., the cost of producing and delivering energy can increase. By shifting some of your usage to lower-priced off-peak hours, you'll help decrease demand on the power grid, which benefits the environment, as well as your monthly bill.



#### DO I HAVE TO STOP USING ENERGY DURING ON-PEAK HOURS?

No, you do not. With Time-of-Use pricing plans, it can be as simple as shifting some of your household activities, like running the dishwasher or doing laundry, a little earlier or later. Little changes can add up to big savings over the long run. For additional tips, check out the enclosed insert and see just how easy it is to save even more.


\*Estimates are based on an analysis of your home's electricity use last year. Some costs may be estimated or rounded. If you're already enrolled in the CARE or FERA programs, it will be carried over to your newly selected plan. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. One-Year No-Risk Pricing is applicable for up to 12 months while on TOU-DR1 or TOU-DR2 and does not apply to customers with NEM-ST.

Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.

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REMINDER: IT'S THE LITTLE THINGS THAT COUNT. CHANGING A LITTLE MIGHT HELP YOU SAVE. YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 28, 2019.


John Q. Sample - P3C 4/15/2019  
 1234 Anywhere Street  
 San Diego, CA 92123



April 15, 2019

Choices are coming to your energy pricing. Throughout California, new pricing based on when you use energy is now available.

On **June 28, 2019**, your pricing plan will change to a Time-of-Use plan (TOU-DR1). This plan rewards you for shifting energy usage to lower-cost times, away from on-peak hours of 4 p.m. to 9 p.m. You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.



Time to save.

WHAT DOES THIS CHANGE MEAN FOR ME?

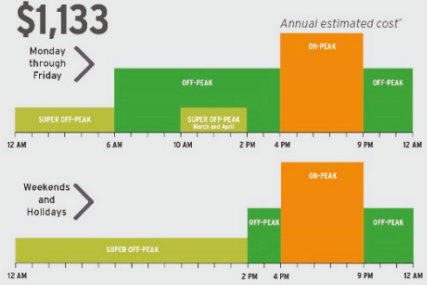

Based on analysis of the energy used in your home last year, you may be able to save on **Time-of-Use** plans if you can reduce your overall energy use **and** shift some of it to the lower-priced hours. Energy costs are highest during the on-peak hours between 4 p.m. and 9 p.m. This new approach to pricing gives you more choice and control by allowing you to save in two ways: choosing to use energy during off-peak hours **and** reducing your overall use.

WHAT ARE MY CHOICES?

To really save on Time-of-Use plans, consider your energy use and whether you're able to use less energy from 4 p.m. to 9 p.m. If you can, let us **automatically move** you to the Time-of-Use (TOU-DR1) plan. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, choose another available plan or **stay** on your current plan. Both Time-of-Use plans include **one-year no-risk pricing**, and you can switch to another available plan at any time. Get more information and make your choice online at [sdge.com/whenmatters](http://sdge.com/whenmatters).

YOUR THREE PLANS COMPARED

Details as of: 01/04/19 Account number: 9999999999 Meter number: 99999999

<p style="font-weight: bold; text-align: center;">IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN</p> <p style="font-size: 1.2em; font-weight: bold; text-align: center;">TOU-DR1</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 50%; padding: 5px; text-align: center; width: 30px; height: 30px; margin-right: 5px;">                 NO RISK PRICING  <span style="font-size: 1.5em; font-weight: bold; color: white;">1</span>                  YEAR             </div> <div style="font-size: 0.8em;">                 INCLUDES This plan has three pricing periods that differ between weekdays and weekends/holidays. Time-of-Use pricing has two tiers based on overall energy use.             </div> </div>	<p style="font-size: 1.5em; font-weight: bold; text-align: center;">\$1,133</p> <p style="text-align: right; font-size: 0.8em;">Annual estimated cost*</p> 
<p style="font-weight: bold; text-align: center;">OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</p> <p style="font-size: 1.2em; font-weight: bold; text-align: center;">TOU-DR2</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 50%; padding: 5px; text-align: center; width: 30px; height: 30px; margin-right: 5px;">                 NO RISK PRICING  <span style="font-size: 1.5em; font-weight: bold; color: white;">1</span>                  YEAR             </div> <div style="font-size: 0.8em;">                 INCLUDES This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.             </div> </div>	<p style="font-size: 1.5em; font-weight: bold; text-align: center;">\$1,059</p> <p style="text-align: right; font-size: 0.8em;">Annual estimated cost*</p> 
<p style="font-weight: bold; text-align: center;">OR YOU CAN STAY ON YOUR CURRENT PLAN</p> <p style="font-size: 1.2em; font-weight: bold; text-align: center;">STANDARD (DR)</p>	<p style="font-size: 1.5em; font-weight: bold; text-align: center;">\$1,224</p> <p style="text-align: right; font-size: 0.8em;">Annual estimated cost*</p> <p style="font-size: 0.8em;">Two pricing tiers based on monthly usage. Price does not vary by hour of the day. <b>MAY INCLUDE HIGH USAGE CHARGE.</b></p>

See enclosure for additional information, visit [sdge.com/whenmatters](http://sdge.com/whenmatters) or call us at 1-877-558-1674.

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### WHAT DO I DO NOW?

The choice is yours. You're in control.

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 28, 2019.
2. Enroll now in **Time-of-Use (TOU-DR1)**, **Time-of-Use (TOU-DR2)** or another available pricing plan.
3. Stay on your current **Standard (DR)** pricing plan.

You can get more information by going to [sdge.com/whenmatters](http://sdge.com/whenmatters). Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at [sdge.com/planenroll](http://sdge.com/planenroll) before June 28, 2019.

#### INCLUDES



#### TRY IT RISK-FREE

Enjoy bill protection. You can try a new Time-of-Use pricing plan risk-free for up to one year. If you end up spending more than you would have on your current plan during the first year, we will credit you the difference.

### WHAT IS THE BENEFIT OF SWITCHING TO TIME-OF-USE?

During the on-peak hours from 4 p.m. to 9 p.m., the cost of producing and delivering energy can increase. By shifting some of your usage to lower-priced off-peak hours, you'll help decrease demand on the power grid, which benefits the environment as well as your monthly bill.



### DO I HAVE TO STOP USING ENERGY DURING ON-PEAK HOURS?

No, you do not. With Time-of-Use pricing plans, it can be as simple as shifting some of your household activities, like running the dishwasher or doing laundry, a little earlier or later. Little changes can add up to big savings over the long run. For additional tips, check out the enclosed insert and see just how easy it is to start saving.

\*Estimates are based on an analysis of your home's electricity use last year. Some costs may be estimated or rounded. If you're already enrolled in the CARE or FERA programs, it will be carried over to your newly selected plan. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. One-Year No-Risk Pricing is applicable for up to 12 months while on TOU-DR1 or TOU-DR2 and does not apply to customers with NEM-ST.

Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.

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**REMINDER: YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 28, 2019.**



John Q. Sample - P3E 4/15/2019  
 1234 Anywhere Street  
 San Diego, CA 92123  




Time to save.

April 15, 2019

Choices are coming to your energy pricing. Throughout California, new pricing based on *when* you use energy is now available.

On **June 28, 2019**, your pricing plan is scheduled to change to a Time-of-Use plan (TOU-DR1). You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.

**WHAT DOES THIS CHANGE MEAN FOR ME?**

Based on analysis of the energy used in your home last year, if you continue to use energy the same way, **Time-of-Use** plans may not be right for you. To save on these plans (TOU-DR1 or TOU-DR2), you'll need to reduce your overall energy use **and** shift some use to lower-priced hours. Energy costs are highest during the on-peak hours between 4 p.m. and 9 p.m. Time-of-Use plans include **one-year no-risk pricing**, so you can try it out and see if it's right for you.

**WHAT ARE MY CHOICES?**

Consider your energy use and whether you're able to use less energy and shift some away from 4 p.m. to 9 p.m. If you can, let us **automatically move** you to the Time-of-Use (TOU-DR1) plan. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, choose another available plan or **stay** on your current plan. Both Time-of-Use plans include **one-year no-risk pricing**, and you can switch to another available plan at any time. Get more information and make your choice online at [sdge.com/whenmatters](http://sdge.com/whenmatters).

**YOUR THREE PLANS COMPARED**

Details as of: 01/04/19 Account number: 9999999999 Meter number: 99999999

**IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN**  
**TOU-DR1**

**INCLUDES** This plan has three pricing periods that differ between weekdays and weekends/holidays. Time-of-Use pricing has two tiers based on overall energy use.

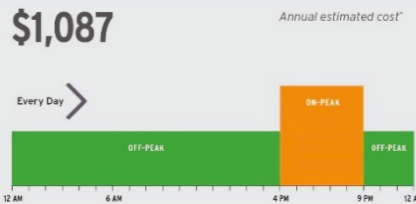
**NO RISK PRICING 1 YEAR**



**OR YOU CAN CHOOSE TO MOVE TO THIS PLAN**  
**TOU-DR2**

**INCLUDES** This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.

**NO RISK PRICING 1 YEAR**



**OR YOU CAN STAY ON YOUR CURRENT PLAN**  
**STANDARD (DR)**

**\$659** Annual estimated cost\*  
 Two pricing tiers based on monthly usage. Price does not vary by hour of the day. **MAY INCLUDE HIGH USAGE CHARGE.**

See enclosure for additional information, visit [sdge.com/whenmatters](http://sdge.com/whenmatters) or call us at 1-877-558-1674.

#### WHAT DO I DO NOW?

The choice is yours. You're in control.

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 28, 2019.
2. Enroll now in **Time-of-Use (TOU-DR1)**, **Time-of-Use (TOU-DR2)** or another available pricing plan.
3. Stay on your current **Standard (DR)** pricing plan.

You can get more information by going to [sdge.com/whenmatters](http://sdge.com/whenmatters). Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at [sdge.com/planenroll](http://sdge.com/planenroll) before June 28, 2019.

#### INCLUDES



#### TRY IT RISK-FREE

Enjoy bill protection. You can try a new Time-of-Use pricing plan risk-free for up to one year. If you end up spending more than you would have on your current plan during the first year, we will credit you the difference.

#### WHAT IS THE BENEFIT OF SWITCHING TO TIME-OF-USE?

During the on-peak hours from 4 p.m. to 9 p.m., the cost of producing and delivering energy can increase. By shifting some of your usage to lower-priced off-peak hours, you'll help decrease demand on the power grid, which benefits the environment, and possibly your monthly bill.



#### DO I HAVE TO STOP USING ENERGY DURING ON-PEAK HOURS?

No, you do not. With Time-of-Use pricing plans, it can be as simple as shifting some of your household activities, like running the dishwasher or doing laundry, a little earlier or later. Little changes can add up to big savings over the long run. For additional tips, check out the enclosed insert.

\*Estimates are based on an analysis of your home's electricity use last year. Some costs may be estimated or rounded. If you're already enrolled in the CARE or FERA programs, it will be carried over to your newly selected plan. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. One-Year No-Risk Pricing is applicable for up to 12 months while on TOU-DR1 or TOU-DR2 and does not apply to customers with NEM-ST.

Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.

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**REMINDER: FIND MORE WAYS TO SAVE ON YOUR ENERGY BILL. YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 28, 2019.**



John Q. Sample - P3G 4/15/2019  
 1234 Anywhere Street  
 San Diego, CA 92123



Time to save.

April 15, 2019

Choices are coming to your energy pricing. Throughout California, new pricing based on *when* you use energy is now available.

On **June 28, 2019**, your pricing plan will change to a Time-of-Use plan (TOU-DR1), which rewards you for shifting energy use to lower-cost times, away from the on-peak hours of 4 p.m. to 9 p.m. You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.

**AS A SOLAR CUSTOMER, WHAT DOES THIS MEAN FOR ME?**

Based on analysis of the energy used in your home last year, you are likely to save on the **Time-of-Use (TOU-DR1) plan**. The cost of energy for this plan is highest during the on-peak hours between 4 p.m. and 9 p.m. This new approach to pricing gives you more choice and control by allowing you to save in two ways: choosing to use energy during off-peak hours and reducing your overall use. If your system happens to generate excess energy, we'll continue to track and apply your generation credit. We'll be here to provide power to supplement your system when you need it.

**YOU HAVE CHOICES**

Since you're likely to save on the Time-of-Use (TOU-DR1) plan, let us **automatically move** you. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, choose another available plan, or **stay** on your current plan. Both Time-of-Use plans include **one-year no-risk pricing**, and you can switch to another available plan at any time. Get more information and make your choice online at [sdge.com/whenmatters](http://sdge.com/whenmatters).

**YOUR THREE PLANS COMPARED**

Details as of: 01/04/19 Account number: 9999999999 Meter number: 99999999

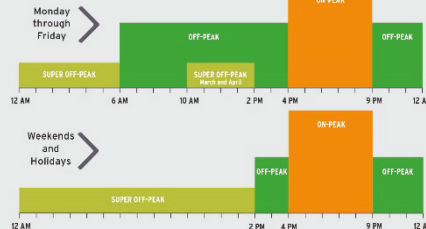
**IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN**  
**TOU-DR1**

**INCLUDES** This plan has three pricing periods that differ between weekdays and weekends/holidays. Time-of-Use pricing has two tiers based on overall energy use.

**NO RISK PRICING**  
**1 YEAR**

**\$4,650**

Annual estimated cost including applicable NEM true-up credits and charges.\*



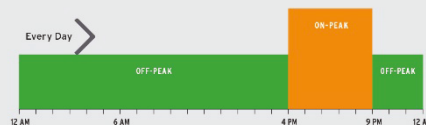
**OR YOU CAN CHOOSE TO MOVE TO THIS PLAN**  
**TOU-DR2**

**INCLUDES** This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.

**NO RISK PRICING**  
**1 YEAR**

**\$4,655**

Annual estimated cost including applicable NEM true-up credits and charges.\*



**OR YOU CAN STAY ON YOUR CURRENT PLAN**  
**STANDARD (DR)**

**\$4,781**

Annual estimated cost including applicable NEM true-up credits and charges.\*

Two pricing tiers based on monthly usage. Price does not vary by hour of the day. **MAY INCLUDE HIGH USAGE CHARGE.**

See enclosure for additional information, visit [sdge.com/whenmatters](http://sdge.com/whenmatters) or call us at 1-877-558-1674.

#### WHAT DO I DO NOW?

The choice is yours. You're in control.

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 28, 2019.
2. Enroll now in **Time-of-Use (TOU-DR1)**, **Time-of-Use (TOU-DR2)** or another available pricing plan.
3. Stay on your current **Standard (DR)** pricing plan.

Since you're likely to save on the Time-of-Use (TOU-DR1) pricing plan, consider making the switch early. Log in to My Account at [sdge.com/planenroll](http://sdge.com/planenroll) before June 28, 2019.

#### INCLUDES



#### TRY IT RISK-FREE

Enjoy bill protection. You can try a new Time-of-Use pricing plan risk-free for up to one year. If you end up spending more than you would have on your current plan during the first year, we will credit you the difference.

#### WHY THE SWITCH TO TIME-OF-USE?

Thanks to customers like you who are committed to a cleaner, greener future, there's more renewable energy generated earlier in the day. Because of these changes in energy production patterns, on-peak hours have shifted to 4 p.m. to 9 p.m.



#### DO I HAVE TO STOP USING ENERGY DURING ON-PEAK HOURS?

No, you do not. With Time-of-Use pricing plans, it can be as simple as shifting some of your household activities, like running the dishwasher or doing laundry, earlier in the day when you are generating energy or later in the evening after on-peak hours. Little changes can add up to big savings over the long run. For additional tips, check out the enclosed insert and see just how easy it is to save even more.

\*Estimates are based on an analysis of your home's electricity use last year. Some costs may be estimated or rounded. If you're already enrolled in the CARE or FERA programs, it will be carried over to your newly selected plan. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. One-year no-risk pricing is applicable for up to 12 months while on TOU-DR1 or TOU-DR2 and does not apply to customers with NEM-ST.

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**REMINDER: IT'S THE LITTLE THINGS THAT COUNT. CHANGING A LITTLE MIGHT HELP YOU SAVE. YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 28, 2019.**



John Q. Sample - P31 4/15/2019  
 1234 Anywhere Street  
 San Diego, CA 92123



Time to save.

April 15, 2019

Choices are coming to your energy pricing. Throughout California, new pricing based on *when* you use energy is now available.

On **June 28, 2019**, your pricing plan will change to a Time-of-Use plan (TOU-DR1). This plan rewards you for shifting energy usage to lower-cost times, away from on-peak hours of 4 p.m. to 9 p.m. You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.

**AS A SOLAR CUSTOMER, WHAT DOES THIS MEAN FOR ME?**

Based on analysis of the energy used in your home last year, you may be able to save on Time-of-Use plans if you can reduce your overall energy use **and** shift some of it to the lower-priced hours. Energy costs are highest during the on-peak hours between 4 p.m. and 9 p.m. This new approach to pricing gives you more choice and control by allowing you to save in two ways: choosing to use energy during off-peak hours **and** reducing your overall use. If your system happens to generate excess energy, we'll continue to track and apply your generation credit. We'll be here to provide power to supplement your system when you need it.

**YOU HAVE CHOICES**

To really save on Time-of-Use plans, consider whether you're able to use less energy from 4 p.m. to 9 p.m. If you can, let us **automatically move** you to the Time-of-Use (TOU-DR1) plan. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, choose another available plan, or **stay** on your current plan. Both plans come with **one-year no-risk pricing**, and you can switch to another available plan at any time. Get more information and make your choice online at [sdge.com/whenmatters](http://sdge.com/whenmatters).

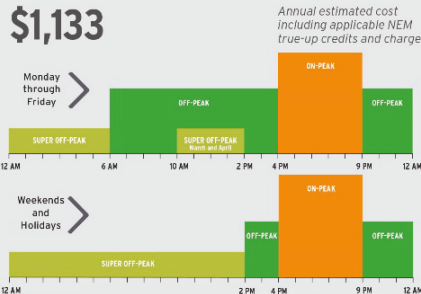
**YOUR THREE PLANS COMPARED**

Details as of: 01/04/19 Account number: 999999999 Meter number: 99999999

**IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN**  
**TOU-DR1**

**INCLUDES** This plan has three pricing periods that differ between weekdays and weekends/holidays. Time-of-Use pricing has two tiers based on overall energy use.

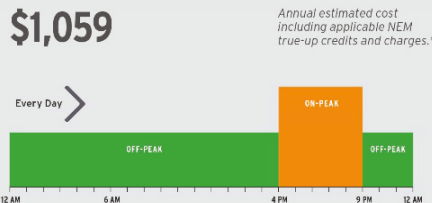
**NO-RISK PRICING**  
**1 YEAR**



**OR YOU CAN CHOOSE TO MOVE TO THIS PLAN**  
**TOU-DR2**

**INCLUDES** This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.

**NO-RISK PRICING**  
**1 YEAR**



**OR YOU CAN STAY ON YOUR CURRENT PLAN**  
**STANDARD (DR)**



See enclosure for additional information, visit [sdge.com/whenmatters](http://sdge.com/whenmatters) or call us at 1-877-558-1674.

#### WHAT DO I DO NOW?

The choice is yours. You're in control.

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 28, 2019.
2. Enroll now in **Time-of-Use (TOU-DR1)**, **Time-of-Use (TOU-DR2)** or another available pricing plan.
3. Stay on your current **Standard (DR)** pricing plan.

You can get more information by going to [sdge.com/whenmatters](http://sdge.com/whenmatters). Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at [sdge.com/planenroll](http://sdge.com/planenroll) before June 28, 2019.

#### INCLUDES



#### TRY IT RISK-FREE

Enjoy bill protection. You can try a new Time-of-Use pricing plan risk-free for up to one year. If you end up spending more than you would have on your current plan during the first year, we will credit you the difference.

#### WHY THE SWITCH TO TIME-OF-USE?

Thanks to customers like you who are committed to a cleaner, greener future, there's more renewable energy generated earlier in the day. Because of these changes in energy production patterns, on-peak hours have shifted to 4 p.m. to 9 p.m.



#### DO I HAVE TO STOP USING ENERGY DURING ON-PEAK HOURS?

No, you do not. With Time-of-Use pricing plans, it can be as simple as shifting some of your household activities, like running the dishwasher or doing laundry, earlier in the day when you are generating energy or later in the evening after on-peak hours. Little changes can add up to big savings over the long run. For additional tips, check out the enclosed insert and see just how easy it is to start saving.

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**REMINDER: YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 28, 2019.**

John Q. Sample - P3K 4/15/2019  
 1234 Anywhere Street  
 San Diego, CA 92123

April 15, 2019


Choices are coming to your energy pricing. Throughout California, new pricing based on *when* you use energy is now available. On **June 28, 2019**, your pricing plan will change to a Time-of-Use plan (TOU-DR1). You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.

**AS A SOLAR CUSTOMER, WHAT DOES THIS MEAN FOR ME?**

Based on analysis of the energy used in your home last year, if you continue to use energy the same way, **Time-of-Use** plans may not be right for you. To save on these plans (TOU-DR1 or TOU-DR2), you'll need to reduce your overall energy use **and** shift some use to lower-priced hours. Energy costs are highest during the on-peak hours between 4 p.m. and 9 p.m. Time-of-Use plans include **one-year no-risk pricing**, so you can try it out and see if one is right for you. If your system happens to generate excess energy, we'll continue to track and apply your generation credit. We'll be here to provide power to supplement your system when you need it.

**YOU HAVE CHOICES**

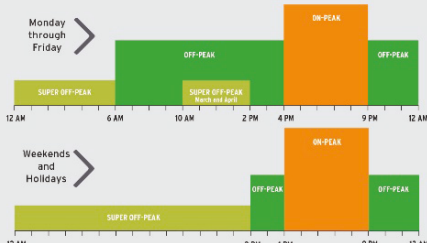

Consider your energy use and whether you're able to use less energy and shift some away from 4 p.m. to 9 p.m. If you can, let us **automatically move** you to the Time-of-Use (TOU-DR1) plan. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, **choose** another available plan, or **stay** on your current plan. Both Time-of-Use plans include **one-year no-risk pricing**, and you can switch to another available plan at any time. Get more information and make your choice online at [sdge.com/whentmatters](http://sdge.com/whentmatters).



Time to save.

**YOUR THREE PLANS COMPARED**

Details as of: 01/04/19 Account number: 999999999 Meter number: 99999999

<p><b>IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN</b></p> <p style="font-size: large; font-weight: bold; text-align: center;">TOU-DR1</p> <p style="font-size: x-small;">INCLUDES <b>NO RISK PRICING 1 YEAR</b> This plan has three pricing periods that differ between weekdays and weekends/holidays. Time-of-Use pricing has two tiers based on overall energy use.</p>	<p style="font-size: large; font-weight: bold;">\$1,077</p> <p style="font-size: x-small;">Annual estimated cost including applicable NEM true-up credits and charges.*</p> 	
<p><b>OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</b></p> <p style="font-size: large; font-weight: bold; text-align: center;">TOU-DR2</p> <p style="font-size: x-small;">INCLUDES <b>NO RISK PRICING 1 YEAR</b> This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.</p>	<p style="font-size: large; font-weight: bold;">\$1,087</p> <p style="font-size: x-small;">Annual estimated cost including applicable NEM true-up credits and charges.*</p> 	
<p><b>OR YOU CAN STAY ON YOUR CURRENT PLAN</b></p> <p style="font-size: large; font-weight: bold; text-align: center;">STANDARD (DR)</p> <p style="font-size: x-small;">Two pricing tiers based on monthly usage. Price does not vary by hour of the day. <b>MAY INCLUDE HIGH USAGE CHARGE.</b></p>	<p style="font-size: large; font-weight: bold;">\$659</p> <p style="font-size: x-small;">Annual estimated cost including applicable NEM true-up credits and charges.*</p>	

See enclosure for additional information, visit [sdge.com/whentmatters](http://sdge.com/whentmatters) or call us at 1-877-558-1674.

P3K\_0219
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#### WHAT DO I DO NOW?

The choice is yours. You're in control.

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 28, 2019.
2. Enroll now in **Time-of-Use (TOU-DR1)**, **Time-of-Use (TOU-DR2)** or another available pricing plan.
3. Stay on your current **Standard (DR)** pricing plan.

You can get more information by going to [sdge.com/whenmatters](http://sdge.com/whenmatters). Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at [sdge.com/planenroll](http://sdge.com/planenroll) before June 28, 2019.

#### INCLUDES



#### TRY IT RISK-FREE

Enjoy bill protection. You can try a new Time-of-Use pricing plan risk-free for up to one year. If you end up spending more than you would have on your current plan during the first year, we will credit you the difference.

#### WHY THE SWITCH TO TIME-OF-USE?

Thanks to customers like you who are committed to a cleaner, greener future, there's more renewable energy generated earlier in the day. Because of these changes in energy production patterns, on-peak hours have shifted to 4 p.m. to 9 p.m.



#### DO I HAVE TO STOP USING ENERGY DURING ON-PEAK HOURS?

No, you do not. With Time-of-Use pricing plans, it can be as simple as shifting some of your household activities, like running the dishwasher or doing laundry, earlier in the day when you are generating energy or later in the evening after on-peak hours. Little changes can add up to big savings over the long run. For additional tips, check out the enclosed insert.

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# Mass Default PD-30 Insert

**Every little bit helps. Make saving energy a daily habit.**

Here are a few tips to help you get started:

-  Turn off your dishwasher after the wash cycle and let your dishes air dry
-  Run your washer/dryer during off-peak hours and do multiple loads
-  Set a programmable thermostat to turn off or adjust during on-peak hours
-  Run your higher energy-consuming appliances, such as air conditioners and pool pumps during off-peak periods

Discover more energy-saving ideas at [sdge.com/whenmatters](https://www.sdge.com/whenmatters)



TIME IS MONEY.  
WHEN YOU USE  
ENERGY DETERMINES  
HOW MUCH YOU  
CAN SAVE.

SDGE  
San Diego Gas & Electric Company

Time to save.

EXPLORE TIME-OF-USE PRICING, AND DECIDE WHICH ENERGY PLAN BEST FITS YOUR NEEDS.

**You are scheduled to move to this plan**

**TOU-DR1**


Monday through Friday


Weekends and Holiday days

**Optional Plan**

**TOU-DR2**

Every Day





**BOTH PLANS INCLUDE ONE-YEAR NO-RISK PRICING**

You can try the new TOU-DR1 or TOU-DR2 pricing plans risk-free for up to one year. If you end up spending more than you would have on your current plan during the first year, we will credit you the difference. In addition, there's no High Usage charge with either of the plans, and you can switch to another available plan at any time.

Time-of-Use plans provide greater ability to save by both shifting energy use to off-peak times and by reducing overall use. If you can change some of your daily energy habits, you may be able to save energy and money by switching to Time-of-Use.

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# Mass Default – Welcome Brochure TOU-DR1 with Bill Protection

**QUESTIONS?**  
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**WELCOME TO YOUR NEW PRICING PLAN.**



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**YOUR NEW TIME-OF-USE PLAN IS ALL ABOUT WHEN**

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This new approach to pricing gives you more choice and control over your energy costs. Your new plan allows you to save in two ways: You can shift some of your energy use to the lower-priced off-peak hours, and you can save by reducing your overall use.

By shifting your energy use to off-peak hours, you'll help decrease demand on the power grid, which benefits the environment and can save you money.

**YOUR ON-PEAK HOURS ARE 4 P.M. TO 9 P.M.**

**WHY IS THE ON-PEAK 4 P.M. TO 9 P.M.?**

For many years, the on-peak time for energy use was in the middle of the day. Now, because of an increase in renewable energy, the on-peak time for energy has shifted to later in the day when the sun starts to go down and renewable energy production drops.

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**ONE-YEAR NO-RISK PRICING\***


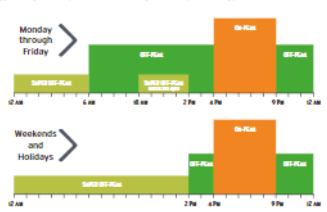
Your Time-of-Use pricing plan comes with one-year no-risk pricing. If you end up spending more than you would have on the Standard (DR) plan during the first year, you'll receive a bill credit for the difference. In addition, with Time-of-Use pricing, there's no High Usage Charge, and if you prefer to switch to another available plan, you can do so at any time.



\*Your year-of-risk pricing is applicable for up to 12 months when on this plan or TOU-DR1 and does not apply to customers with an SDGE account opened after 1/1/2018.

**PRICING FOR YOUR NEW TOU-DR1 PLAN**

Here's some quick information to help you better understand your new plan, its benefits, and ways to save on energy costs. Your new plan breaks your day into three time periods: on-peak, off-peak and super off-peak. Energy costs will be lower during the off-peak and super off-peak hours and highest during the on-peak hours. The on-peak hours are 4 p.m. to 9 p.m. While you don't have to stop using energy during the on-peak hours, shifting some of your energy habits can have a positive impact on your monthly bill.

**BASELINE AND TIME-OF-USE WORK TOGETHER**

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Knowing your baseline means knowing the basic monthly allowance of energy you can get at the lowest price. Summer prices differ from Winter prices. Your baseline amount of energy is important because once you use 100% of it, you move to the higher second-tier pricing. Learn more at [sdge.com/whensmatters](http://sdge.com/whensmatters).

Winter Season November - May			Summer Season June - October		
On Peak	Off Peak	Super Off Peak	On Peak	Off Peak	Super Off Peak
37¢ per kWh	36¢ per kWh	35¢ per kWh	57¢ per kWh	35¢ per kWh	30¢ per kWh
28¢ per kWh	27¢ per kWh	25¢ per kWh	46¢ per kWh	24¢ per kWh	19¢ per kWh

\*To calculate your baseline, go to [sdge.com/baseline](http://sdge.com/baseline).

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**WHEN YOU USE ENERGY MATTERS**

Time is money when it comes to energy use. You may be able to save on your energy bill by shifting some of your basic activities outside the peak hours of 4 p.m. to 9 p.m. Here are a few tips that can help lower your energy costs:

- Run your washer/dryer during off-peak hours.
- Turn off your dishwasher after the wash cycle and let your dishes air dry.
- Set a programmable thermostat to turn off or adjust during on-peak hours.
- Run your higher energy-consuming appliances, such as air conditioners and pool pumps, during off-peak periods.

**SIGN UP FOR ENERGY ALERTS**

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- Your pre-set spending goal was exceeded
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- Pre-set electric use level
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**WELCOME TO YOUR NEW PRICING PLAN.**



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By shifting your energy use to off-peak hours, you'll help decrease demand on the power grid, which benefits the environment and can save you money.

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For many years, the on-peak time for energy use was in the middle of the day. Now, because of an increase in renewable energy, the on-peak time for energy has shifted to later in the day when the sun starts to go down and renewable energy production drops.

On-peak hours are now 4 p.m. to 9 p.m., when demand for energy is highest.

The less energy everyone uses during those on-peak hours, the less non-renewable energy will be used overall. It's great for the environment and good for your budget.


### ONE-YEAR NO-RISK PRICING\*

NO RISK PRICING

1

YEAR

Your Time-of-Use pricing plan comes with one-year no-risk pricing. If you end up spending more than you would have on the Standard (DR) plan during the first year, you'll receive a bill credit for the difference. In addition, with Time-of-Use pricing, there's no High Usage Charge, and if you prefer to switch to another available plan, you can do so at any time.



\*Your one-year no-risk pricing is applicable for up to 12 months while on TOU-DR2 or TOU-DR1 and does not apply to customers with rate 10.17 and accounts opened after 1/1/2016.

### PRICING FOR YOUR NEW TOU-DR2 PLAN

Here's some quick information to help you better understand your new plan, its benefits, and ways to save on energy costs. Your new plan breaks your day into two time periods: on-peak and off-peak. Energy costs will be lower during the off-peak hours and higher during the on-peak hours. The on-peak hours are 4 p.m. to 9 p.m.

While you don't have to stop using energy during the on-peak hours, shifting some of your energy habits can have a positive impact on your monthly bill.



### BASELINE AND TIME-OF-USE WORK TOGETHER

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Knowing your baseline means knowing the basic monthly allowance of energy you can get at the lowest price. Summer prices differ from winter prices. Your baseline amount of energy is important because once you use 100% of it, you move to the higher second-tier pricing. Learn more at [sdge.com/whentmatters](http://sdge.com/whentmatters).

Winter Season November - May		Summer Season June - October	
On Peak	Off Peak	On Peak	Off Peak
37¢ per kWh	36¢ per kWh	53¢ per kWh	34¢ per kWh
28¢ per kWh	26¢ per kWh	43¢ per kWh	23¢ per kWh

To calculate your baseline, go to [sdge.com/baseline](http://sdge.com/baseline).

\*Prices effective June 1, 2016. All prices are in cents per kilowatt-hour (¢/kWh) and do not include taxes. All prices are for residential customers. All prices are for customers on TOU-DR2. All prices are for customers on TOU-DR1. All prices are for customers on TOU-DR2. All prices are for customers on TOU-DR1. All prices are for customers on TOU-DR2. All prices are for customers on TOU-DR1.

### IT'S THE LITTLE THINGS

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- [YouTube.com/sdgetv](https://www.youtube.com/sdgetv)
- [Instagram.com/sdge](https://www.instagram.com/sdge)

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**WELCOME TO YOUR NEW PRICING PLAN.**



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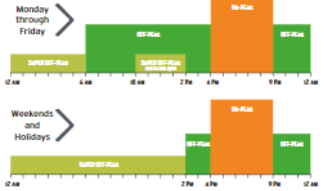
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**IT'S TIME TO THINK ABOUT ENERGY DIFFERENTLY.**



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**BASELINE AND TIME-OF-USE WORK TOGETHER**

Knowing your baseline helps you understand how much energy you use on average. Your baseline is the amount of energy you use on average over a period of time. It's a good starting point for understanding how much energy you use and how much it costs. You can use your baseline to help you understand how much energy you use and how much it costs. You can use your baseline to help you understand how much energy you use and how much it costs.

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
On-Peak	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12
Off-Peak	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08	\$0.08
Super Off-Peak	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05

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PRICING PLAN.

Time to save.

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IT'S TIME TO THINK ABOUT  
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While you don't have to stop using energy during the on-peak hours, shifting some of your energy habits can have a positive impact on your monthly bill.

Every Day

#### BASELINE AND TIME-OF-USE WORK TOGETHER

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On-Peak	Off-Peak	On-Peak	Off-Peak
37¢	36¢	53¢	34¢
28¢	26¢	43¢	23¢
100% of baseline		100% of baseline	

To calculate your baseline, go to [sdge.com/baseline](http://sdge.com/baseline)

Prices effective June 1, 2019. All pricing rates listed are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and may be subject to change by CPUC order. Visit [sdge.com/whentmatters](http://sdge.com/whentmatters) for details (tariffs and pricing).

#### IT'S THE LITTLE THINGS

When thinking about how to save energy in your home, don't overlook the little things. An act as simple as unplugging unused electronics can help you save on your bill. Another simple way to save is to switch out your home's traditional lightbulbs for LEDs that use 75% less energy. Every little bit helps.

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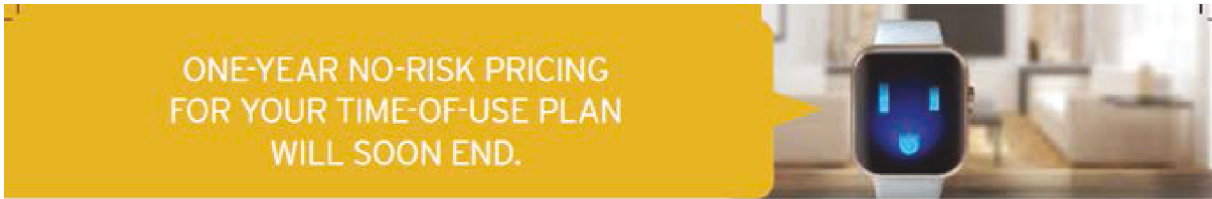
**TIPS TO HELP YOU SAVE.**

**WASHER/DRYER**  
Run your washer/dryer before 4 p.m. or after 9 p.m.

**DISHWASHER**  
Turn off your dishwasher after the wash cycle and let your dishes air dry.

For more tips visit [sdge.com/whenmatters](https://sdge.com/whenmatters).

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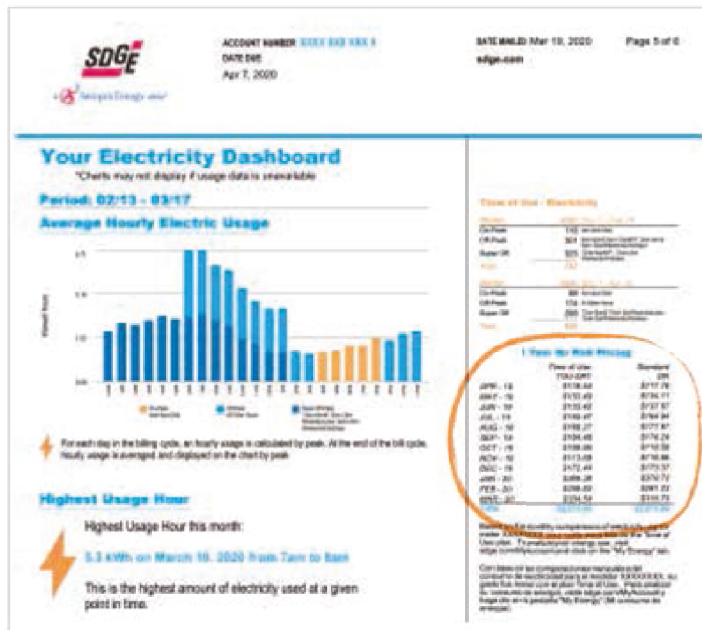
Time to save.

Did you know that there are only a few weeks left on the one-year no-risk pricing offer that came with your current Time-of-Use plan(s)? This means you will soon know whether you saved money during your first 12 months of trying out Time-of-Use. If you end up spending more than you would have on your former Standard (DR) plan, you will automatically receive a one-time bill credit for the difference.

Please note your current plan will remain in effect unless you choose to switch to another available plan.

**HOW DID I DO ON TIME-OF-USE?**

Look for "Your Electricity Dashboard" on your monthly bill. That page includes a one-year no-risk pricing chart comparing your actual bills to date on Time-of-Use with what you would have spent on your former Standard (DR) plan.



**If you saved, you've** chosen the plan that's best for you.

**If you're close to saving,** see if you can identify a few more ways to shift your energy use to lower-cost hours.

**If you decide you're not able to save,** you may benefit by switching to another plan.

**Make the choice that's best for you.**

### WHAT ARE MY CHOICES?

1. Do nothing, and you'll stay on your current Time-of-Use plan.
2. Switch to another available plan by logging in to My Account at [sdge.com/MyAccount](https://sdge.com/MyAccount).

Have a question? See our FAQs at [sdge.com/whenmatters](https://sdge.com/whenmatters) or contact us at 1-800-411-7343.

### HOW CAN I SAVE MORE ON TIME-OF-USE?



Time-of-Use plans are all about timing. Since energy costs are highest between 4 p.m. and 9 p.m., identifying which of your higher energy-consuming activities you can shift to off-peak hours is key. Some of the best ways to save energy and lower your bill are the easiest ways. Here are some tips to get you started. No doubt you'll come up with many more.



Run your washer/dryer during off-peak hours.



Turn off your dishwasher after the wash cycle and let your dishes air dry.



Set a programmable thermostat to turn off or adjust during on-peak hours.



Run your higher energy-consuming equipment, such as pool pumps, and charge your electric vehicle during off-peak periods.

### YOU DESERVE THE BEST.

You're in control of your energy habits. You know best what changes you can make to take advantage of off-peak savings. To review your current plan and compare it with other options, log in to My Account at [sdge.com/MyAccount](https://sdge.com/MyAccount). If you still have questions, give us a call at 1-800-411-7343.

The one-year, no-risk pricing offer that came with your current Time-of-Use plan(s) is ending soon for the following accounts and meters:

Account Number	Meter Number	Meter Address	Plan Name
999999999	9999999	1234 Anywhere Street	Time of Use (TOU-DR1)

One-year no-risk pricing is applicable for up to 12 months and requires continuous service at your current location while on the TOU-DR1 or TOU-DR2 plan, and does not apply to NEM-ST customers or accounts opened after 2/28/19.

Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.

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# Appendix C: Q2 2020 Dashboard

## 2019 | 2020 Residential Mass Default to TOU Dashboard

**Program Goal:** SDGE to transition ~800,000 customers from March 2019 through May 2020 to three-period TOU plan (TOU-DR1) leveraging lessons learned from 2018 default pilot transition of ~141,000 customers.

Cumulative Reporting Period: 04/01/2020-06/30/2020  
Report Date: 07/15/2020

### Key Transition Updates

- ~6,427,000 total mass default communications sent
- ~797,000 total customers have received transition communications
- ~573,000 total transitioned customers active on TOU-DR1
- ~32,800 total customers opted in early to TOU-DR1 or TOU-DR2
- ~\$1,349,000 in bill protections credits for IDTM period to date
- ~99% of transitioned customers are staying on TOU

**~960,000 residential customers now on Time-of-Use plans**

### Mass Default (IDTM)

#### Rollout Schedule

Execution Timeline	2018	2019												2020											
Execution Timeline	Target	Actual	Count	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul		
MD01	97K	96K	96K																						
MD02	300K	300K	300K																						
MD03	184K	184K	184K																						
MD04	50K	50K	50K																						
MD05	50K	50K	50K																						
MD06	17K	17K	17K																						
MD07	5K	5K	5K																						
MD08	5K	5K	5K																						
MD09	5K	5K	5K																						
MD10	22K	22K	22K																						
MD11	44K	44K	44K																						
MD12	80K	80K	80K																						
MD13	40K	40K	40K																						
MD14	40K	40K	40K																						
MD15	83K	83K	83K																						
Actual Transition Cumulative Total				97K	127K	113K	163K	413K	430K	435K	440K	445K	467K	413K	503K	653K	713K	796K							

**PD90 execution**  
(90-day notification about upcoming pricing plan changes)

**PD60 execution**  
(60-day Notification, includes Batch Rate Comparison and Reply Card)

**PD30 execution**  
(30-day reminder notification - includes same Batch Rate Comparison as PD60)

**Transition to TOU (ACD)**  
First Bill

**Personalized Video**  
(Emailed to Mass Default: customers who have MyAccount after completion of 3rd mo. on TOU)

**AC-S (2019)**  
**After Care - Summer Pricing Mailer**  
(Sent to all customers on TOU-DR1 or TOU-DR2 as of 5/20/19)

**After Care - Winter**  
(Sent to all customers on TOU-DR1 or TOU-DR2 as of 10/20/19)

### Customer Outreach

**Community Based Organizations Outreach Results**

- 2 Drive-through and delivery events
- 6 virtual presentations
- 56 other online activities

**Customers Reached**

230

178

193,456

### Customer Communications

704,161 Communications Sent April - June

### Customer Journey

### Mass Media

**Traditional Media: ~4.1M impressions**

TV+OTT: 4.1M  
Print: 90K

**Digital Media: ~8M impressions**

Includes only paid social

Note: Limited mass media tactics in April and May due to COVID-19 response

### Customer Engagement by Channel

**Customer Calls by Category / Reason**

**Time-of-Use Landing Page Activity**  
www.sdge.com/whenmatters

**Online Bill Comparison Tool Activity**  
MyAccount/My Pricing Plan

Any required corrections/adjustments are reported herein and supersede information provided in prior reports

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