

**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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February 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 eighteenth 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: _____ */s/ John Pacheco*
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ATTACHMENT A

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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 eighteenth 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

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 that outlined slight revisions to its ME&O Plan after learning more about the developing Statewide campaign.

On April 12, 2019, SDG&E filed AL 3352-E to update its ME&O budget by requesting 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. Additionally, the AL addresses \$9.61 million in incremental residential TOU labor costs requested in SDG&E’s 2019 General Rate Case (“GRC”) Application (“A.”) 17-10-007. SDG&E indicated in its GRC that an AL would be filed to add the incremental costs to its ME&O budget

and record them in the Rate Reform Memorandum Account (“RRMA”). Upon disposition of AL 3352-E, SDG&E will adjust its budget accordingly.

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 help to engage customers in energy-saving solutions, including enrollment in applicable programs, services, tools and pricing plan options. As part of Rate Reform outreach and education efforts this quarter and throughout the year, this network helps 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 all of 2019, outreach activities included:

- **517 events** reaching more than 52,000 people;
- **181 presentations** reaching more than 6,400 people; and
- **652 online activities** (social media posts, e-blasts, website posts) reaching more than 1.4 million people.

During Q4 alone, outreach activities included:

- **133 events** reaching more than 16,900 people;
- **45 presentations** reaching more than 2,000 people; and

- **182 online activities** (social media posts, e-blasts, website posts) reaching more than 440,200 people.

During the 133 events in Q4, 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 and alerts, reduce your use rewards, programmable thermostats and more. The team continued to use the Whendell-branded outreach booth and materials at events where TOU was promoted. Whendell was featured at nine community events throughout the quarter to draw attention to the 4 p.m. to 9 p.m. on-peak messaging.

December Nights in Balboa Park

One of the larger community events SDG&E participated in during the quarter, December Nights in Balboa Park, is San Diego's largest free festival with more than 350,000 visitors each year. SDG&E partnered with the City of San Diego on the weekend of December 6 to celebrate the 42nd anniversary of the festival. SDG&E covered the park’s “Plaza de Panama” center square with a canopy of energy-efficient LED holiday lights that



Whendell at December Nights in Balboa Park

illuminated the park for the entire weekend. The company hosted an outreach booth both days to engage with customers and promote SDG&E’s programs and services including TOU.

Community Partner Roundtable

On December 11, 2019, SDG&E's Outreach and Customer Engagement team hosted an end-of-year luncheon to recognize community partners who were instrumental in helping promote customer programs, TOU and other company and statewide initiatives.



Community Partners' End-of-year Luncheon and Roundtable

Some 160 attendees representing more than 60 organizations were recognized by Kendall Helm, SDG&E vice president of customer operations. The luncheon was also used as an opportunity to reinforce existing programs and services available to residential customers, a review of the outreach impact of community based organizations' efforts throughout the year, and additional information about fire safety and emergency alert notification processes available to customers.

Boys and Girls Clubs of San Juan Capistrano

On December 14, 2019, SDG&E sponsored a table at the San Juan Capistrano Boys and Girls Clubs in Orange County attended by approximately 90 people. In addition to promoting customer assistance and energy efficiency, SDG&E focused on TOU, knowing that some members of the Orange County community had begun receiving TOU transition communications in October.



Boys & Girls Club of San Juan Capistrano

ii. Critical Customer Groups Outreach

San Marcos Senior Activity Center

On October 2, 2019, SDG&E presented information about TOU pricing plans, Level Pay and other savings tips and tools at the San Marcos Senior Activity Center. The group was very engaged and came prepared with their bills ready to ask questions about TOU. After



San Marcos Senior Activity Center

answering questions during the meeting, SDG&E encouraged customers to visit My Account to learn more, including reviewing their bill comparisons. While some participants shared that they had already shifted energy use away from 4 p.m. to 9 p.m. in anticipation of TOU pricing, most of the discussion focused on the reasons for the transition to TOU along with TOU impact education.

C. Combining IDSM with TOU: CARE PCT TOU Pilot

On May 3, 2018, SDG&E received approval of AL 3197-E/2655-G for the Programmable Communicating Thermostat (PCT or smart thermostat) TOU Pilot, ordered in D.17-12-009. The goal of this pilot is to explore and evaluate whether a PCT paired with a mobile application impacts the behavior of high usage customers as they transition to TOU. The Pilot has two groups: a treatment group, which received a smart thermostat and transitioned to TOU, and a control group, which transitioned to TOU but did not receive a thermostat. Both groups were asked to complete three surveys as part of the pilot and would be compensated for their

participation. The current control group contains 89 customers and 48 customers in the treatment group. Below is additional detail on the treatment group's customer journey.

In early July, SDG&E's PCT vendor, Ecobee, notified the SDG&E team that the smart thermostats installed as part of this PCT pilot were not operating with the Peak Relief functionality designed to help customers optimize the TOU rates. While issues were identified during the installation of the thermostats, resolutions appeared to be identified and SDG&E believed the thermostats were operating with Peak Relief, as intended. However, in mid-July, it was determined that there were still issues with the PCT functionality. Ecobee began pushing request notifications to customers to update the thermostat firmware to the latest version, "Eco+." The notifications occurred through the thermostats as well as email. Additional notifications were sent in August to customers who had not upgraded their devices with the new firmware.

In September, 39 of the 49 thermostats installed (accounts for 48 customers; 1 customer had 2 thermostats) had been updated with the latest Eco+ firmware. Based on the challenges with the Ecobee firmware, SDG&E and the IOUs are working with the pilot evaluator to adjust for these changes when analyzing the second customer survey's results, which happened at the end of October. The second survey was adjusted to focus on participants' experiences and opinions of how the smart thermostat impacted their usage, especially during TOU periods. Additionally, they were asked demographic, behavioral, attitudinal, and knowledge-based questions to help contextualize the findings in the load impact analysis. In

November, the evaluator sent our surveys to pilot participants. At the end of December, 64 customers included in this study had completed the second pilot survey.

Also, in December, all pilot participants received a letter notifying them that their 12-months of bill protection would be coming to an end. A final survey will be provided to customers in early February with final pilot reports expected to be completed by March 30, 2020. Final results will be included in future quarterly PRRR report.

C. Earned Media

In Q4 2019, SDG&E was focused on educating reporters on seasonal TOU best practices for customers. TOU pricing plans and the larger TOU transition have been discussed in media stories and interviews several times this year, 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 as a means to further educate customers about TOU in this space moving forward.

D. Advertising and Paid Media

SDG&E's advertising and paid media strategy evolved throughout the larger TOU Transition period. Q1 2019 focused predominantly on providing general awareness and understanding of TOU and introduced 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, especially 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 added its latest messages to a host of tactics it has used throughout the TOU transition period. SDG&E continued the 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). SDG&E also continued tactics specifically targeting critical customer groups, including Asian-language digital and Spanish-language print, radio, and digital advertising. Campaign examples are featured below.



Digital Ad – Chinese



Print Ad - Spanish



TV Spot – General Market

A total of 168M impressions (~44M from digital advertising; ~124M impressions with traditional mass media tactics) were achieved in Q4 via SDG&E's multi-channel marketing efforts. Collectively, 400M total impressions have been generated from SDG&E's 2019 campaign. (~100M from digital advertising; ~300M from traditional mass media tactics).

E. Updated TOU Landing Page

Throughout the year, SDG&E enhanced content on its TOU landing page, sdge.com/whenmatters in response to customer feedback regarding the TOU transition journey and to provide timely seasonal information. During Q4 2019, pricing plan tables across a number of languages (English, Spanish, Chinese and Vietnamese) were updated to reflect Winter pricing effective November 1, 2019. SDG&E continues to monitor customer feedback to incorporate updates to improve the overall customer experience where appropriate. Online visits to the dedicated TOU webpage decreased approximately 29% from Q3 to Q4, receiving approximately 246,000 visits with approximately 211,000 unique visitors. The in-language pages also received fewer views during Q4: 32,502 for Spanish, 2,403 for Chinese and 2,470 for Vietnamese, falling 9%, 25% and 56% respectively over the previous quarter. This change in online engagement could represent an increase in overall awareness of TOU as calls to the customer care center also decreased related to TOU requests. Additional detail on customer engagement and call volume can be found in Section V (Mass Default Rollout Update).

III. High Usage Charge (“HUC”)

On November 1, 2017, SDG&E implemented the HUC, which applied 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 Q4 2019.

High Usage Charge Impacted Customers Q4 2019	
October	11,493
November	7,556
December	9,651

SDG&E notifies customers who approach (350% of baseline allowance) and exceed (400% of baseline allowance), the HUC threshold. Customers not enrolled in SDG&E's HUC alert in My Account receive a direct mail notification the first time they exceed 350% and 400% of their baseline in a given year. Customers who would like to receive ongoing HUC notifications can enroll in the HUC SMS (text) and/or email alerts available in My Account.

CARE customers receive other targeted information through direct mail and email to inform them about CARE high usage thresholds (400% threshold for post-enrollment verification; 600% threshold for the loss of their discount). Messaging includes tips and resources to help CARE customers lower energy use and continue receiving their discount. CARE customers who were auto-enrolled in Q1 2019 to receive the standard HUC notifications were unenrolled in Q3 since they were then receiving targeted CARE high usage messaging. CARE customers who opt-in to the standard HUC alerts continue to receive those text/and or email messages in addition to the CARE-specific messages.

At the end of Q4 2019, there were approximately 69,000 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 Q4 HUC alert notifications.

High Usage Charge Notifications Distributed between October and December 2019			
	350% of Baseline Allowance	400%+ of Baseline Allowance	Total Notifications
Direct Mail	7,551	4,496	12,047
Email	1,879	9,73	2,852
Text (SMS)	707	433	1,140

Additionally, in December 2019, SDG&E sent an educational communication to 332 new customers who moved during Q4 into a home or apartment that has a history of exceeding the 350% of baseline allowance. The objective of this piece is to educate customers moving into new homes on the HUC and how it may apply to them at their new residence. The communication provides tools and resources to help customers avoid the HUC and suggests TOU pricing plans as a potential solution since they are not subject to this charge. The Q4 communication also included tips for energy savings, some of which were specific to winter as seasonal pricing was effective beginning November 1.

The image shows a collage of educational materials from SDG&E. On the left, a 'STATE-MANDATED HIGH USAGE CHARGE' notice explains the charge based on peak energy use. Below it are three sections: 'KNOW YOUR BASELINE', 'SWITCH TO A TIME-OF-USE PLAN', and 'SIGN UP FOR ENERGY ALERTS'. On the right, a 'More ways to save' section lists tips like 'MAKE YOUR HOME ENERGY EFFICIENT', 'USE ONLINE TOOLS', and 'SHOP SMARTER'. Below that is 'Extra energy allowance available for medical needs' and 'Keep your CARE bill discount'.

General High Usage Education Letter

Larger samples of all the HUC communications sent to customers in Q4 can be found in Appendix B.

The HUC landing page at 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 the year as needed to provide additional clarifying information and answer frequently asked questions. In Q4, the page received 6,324 views with 5,311 unique page views, slightly lower than during the Q3 2019 summer months. Viewers spent an average of 2 minutes and 8 seconds on the page during the quarter



sdge.com/highusage

IV. 2018 Residential TOU Default Pilot

A. Peek™ Device

In conjunction with the end of their first year on TOU, in April 2019, SDG&E sent randomly-selected Default Pilot customers a Peek™ device. Peek, a product of Ceiva Logic Inc., is a disc-shaped plug-in device that can help customers build awareness of TOU time periods along with its corresponding mobile app.



Peek Device and Mobile App

At the end of Q4 2019, 297 customers had activated their Peek devices and downloaded the mobile app. In April 2020, SDG&E will review first-year TOU data for Default Pilot customers who received and activated a Peek device to see if usage differed from that of the

TOU Default Pilot control group during the same year. Once compiled, overall Peek device study results will be shared in the next scheduled quarterly PRRR report.

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

A. Mass Default Rollout Update

Throughout 2019 and into 2020, SDG&E is transitioning approximately 750,000 residential customers on a rolling monthly cadence to a TOU pricing plan (TOU-DR1). More than five million communications are being sent to approximately 14 different target groups. Pre-transition communication for the first target group began in December 2018.

Execution Timeline	Master Target Group	Revised/Actual Count	2018												2019								2020							
			Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Jan	Feb	Mar	Apr	May	Jun	Jul
Dec	MD01	100K	90✓																											
Jan	MD02	107K		90✓	60✓	30✓	X																							
Feb	MD03	120K			90✓	60✓	30✓	X																						
Mar	MD04	50K				90✓	60✓	30✓	X																					
Apr	MD05	50K					90✓	60✓	30✓	X																				
May	MD06	17K						90✓	60✓	30✓	X																			
Jun	MD07	5K							90✓	60✓	30✓	X																		
Jul	MD08	5K								90✓	60✓	30✓	X																	
Aug	MD09	5K									90✓	60✓	30✓	X																
Sep	MD10	22K										90✓	60✓	30✓	X															
Oct	MD11	46K											90✓	60✓	30✓	X														
Nov	MD12	80K												90✓	60✓	30✓	X													
Dec	MD13	60K													90✓	60✓	30✓	X												
Jan	MD14	50K														90✓	60✓	30✓	X											
Actual Transition Cumulative Total						100K	207K	327K	377K	427K	444K	449K	454K	459K	481K	527K	607K	667K												

PD90 execution
(30-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 M4account after completion of 3rd mo. on TOU)

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

After Care - Winter

Mass Default (IDTM) Rollout Schedule

For each target group, customer communications begin with an awareness postcard sent approximately 90 days prior to the scheduled transition date. The 90-day awareness postcard is followed by a 60-day notification letter, which includes personalized plan comparison information and a reply card. Approximately 30 days prior to the scheduled transition date, customers receive a reminder letter with a TOU quick reference card . During their transition month, customers receive welcome information. Afterwards, customer continue to receive support through After Care communications, including a Personalized Video email and Summer and Winter Pricing mailers. The transition communications series concludes

after 10 months on the TOU plan with a notification that bill protection is coming to an end.

Email versions of direct mail communications are also sent if the customer is registered through SDG&E's online account portal, My Account. Below is an illustration of this customer journey.



Mass Default (IDTM) Rollout Communications Overview

SDG&E customizes its transition communications by language (English or Spanish), as well as by the following segmentation:

- 60-day notification letter and 30-day reminder letter:

- Non-NEM and NEM
- Benefiter category based on the last 12 months of energy consumption (Benefiter, Neutral Benefiters, Neutral Non-Benefiters, Non-Benefiters)
- Multiple meter (i.e., property management companies; HOAs)

Benefiter Definitions	
Category	Est. Avg. Monthly Bill Impact*
Benefiters	Save at least \$10
Neutral Benefiters	Save up to \$10
Neutral Non-Benefiters	Increase up to \$10
Non-Benefiters	Increase at least \$10

**Based on last 12 months of energy consumption*



90-day Awareness Postcard



60-day Notification Letter

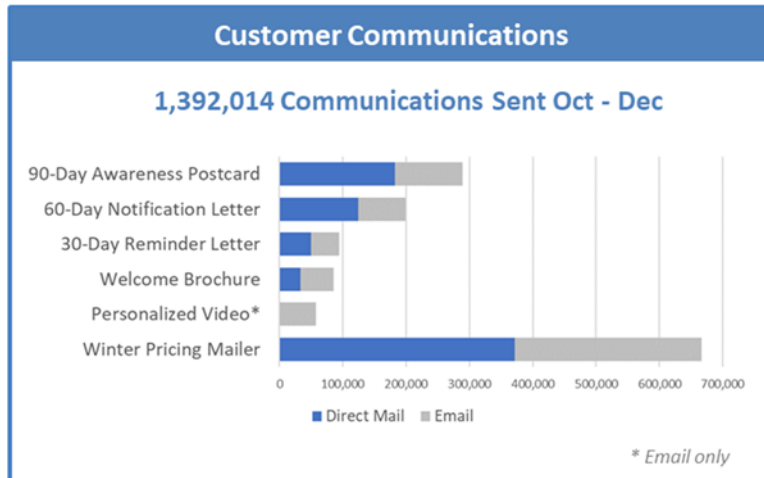


30-day Reminder Letter



- Welcome Brochure:
 - Pricing plan (TOU-DR1 or TOU-DR2)
 - Bill protection or no bill protection (for new customers not part of IDTM)
- Personalized Video was developed with seven versions customized by:
 - On-peak use data and messaging based on a customer's percentage of electricity use during the on-peak period (<15%, <25% or >25%)
 - Non-NEM and NEM
 - Generic version for web use

In Q4 2019, SDG&E resumed transitioning larger groups after decelerating during the summer months of July and August. During the quarter, SDG&E sent approximately 289,000 90-day awareness direct mail postcards and emails; 199,000 60-day notification direct mail letters and emails; 95,000 30-day reminder letters and emails; 85,000 welcome letters and emails; and 58,000 personalized videos via email.



In addition, during Q4, customers on TOU-DR1 or TOU-DR2 received a winter pricing mailer direct mail or email to help them understand winter pricing and the availability of alerts to track energy use. The mailer also provided seasonal savings tips to help customers control their bills. Approximately 295,000 emails and 371,000 direct mailers were sent during the latter half of Q4. A sample of this communication is included below and in more detail in Appendix B.



Winter Pricing Direct Mailer

- The Winter Pricing campaign consisted of the following versions:
 - TOU-DR1 English mailer and email
 - TOU-DR1 Spanish mailer and email
 - TOU-DR2 English mailer and email
 - TOU-DR2 Spanish mailer and email.

Email open and click through rates continued to be strong for the Mass Default transition communications. During Q4, the overall open rate for transition communications was 51.3% with a click through rate of 6.2%. As shown in the following table, engagement rates for welcome communications remained the highest compared to other pre- and post-transition emails.

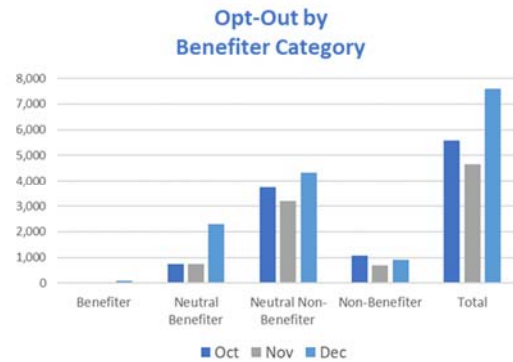
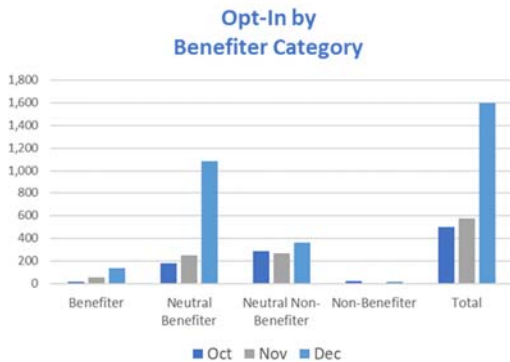
Q4 Pre- and Post-Transition Communication Email Engagement			
Communication		Open Rate	Click Through Rate
Pre-Transition	PD90 Awareness Postcard	43.9%	6.24%
	PD60 Notification Letter	59.6%	9.9%
	PD30 Reminder Letter	54.5%	8.8%
Post-Transition	Welcome to Your New Plan	65.2%	9.6%
	Personalized Video	41.3%	3.0%
	Winter Pricing	43.4%	5.7%

Since December 2018, when the first Mass Default communications were sent, to the end of Q4 2019, approximately 4,899,000 total Mass Default communications had been sent. These communications were sent to a total of 713,000 customers, 290,000 of whom were active on TOU-DR1 by the end of Q4. The table below shows the status of all customers who have received the 90-day notification letter as part of this transition.

Mass Default Customer Selections After Receiving 90-Day Awareness Postcard (PD-90)

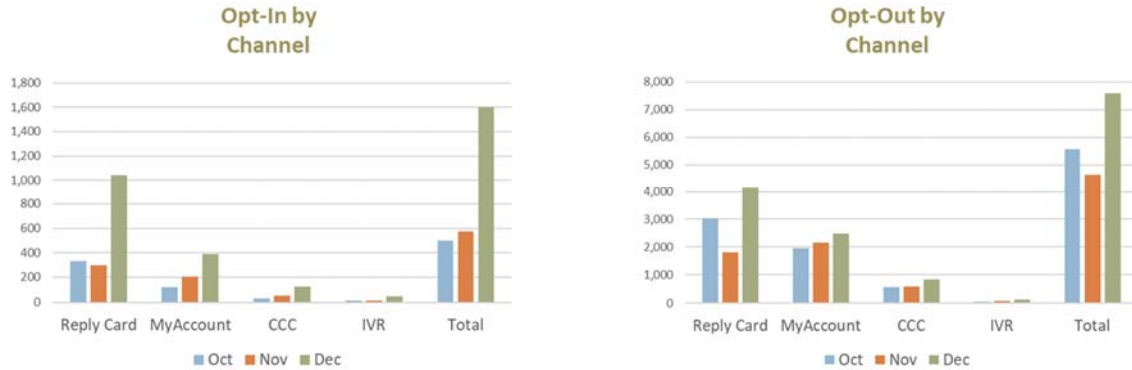
	Active			Pending			Opt-out to non-TOU (DR)	Chose another TOU plan	Attrition	All
	Transitioned to TOU-DR1	Opt-in to TOU-DR1	Opt-in to TOU-DR2	Transitioning to TOU-DR1	Opt-in to TOU-DR1	Opt-in to TOU-DR2				
Total	287,538	13,524	5,306	179,155	740	278	84,988	9,778	87,898	669,205
% of Customers	42.97%	2.02%	0.79%	26.77%	0.11%	0.04%	12.70%	1.46%	13.13%	100%

Approximately 57% of customers opting-in to TOU-DR1 during Q4 were customers categorized as Neutral Benefitters. Neutral Non-Benefitters were the most active group to opt - out.



Illustrated in the charts below are customer plan selections by channel. During Q4 2019, approximately 50% of customers used the reply cards included with their 60-day pre-transition communications to opt-out while 37% used MyAccount online. 11% of customers called the customer care center and 2% used interactive voice response (“IVR”). The reply card was also the most used channel by customers who selected to opt-in. Approximately 62% of customers used the reply card to opt-in, and approximately 27% of customers used MyAccount.

Approximately 8% of opt-ins were through the customer care center, and approximately 3% were through IVR.



Feedback from customers who chose to opt-out remained consistent with prior quarters. Approximately 46% of customers opting out simply preferred to keep their current plan. Approximately 17% 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 17% indicated that they would not see enough savings to justify making a plan change.

B. Customer Engagement

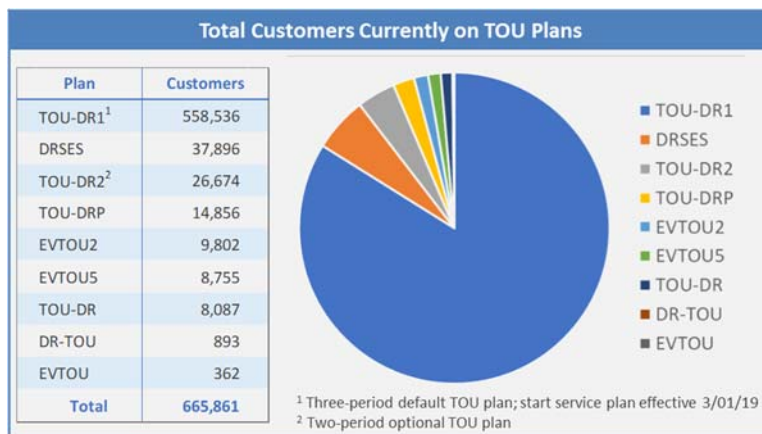
TOU-related customer calls in Q4 2019 decreased approximately 17% from Q3. Of the approximately 1,500 TOU-related calls to the customer care center, approximately 40% were customers requesting opt-out and approximately 37% were requests for clarification. Online visits to the dedicated TOU webpage, sdge.com/whenmatters, decreased approximately 29% from Q3 to Q4, receiving approximately 246,000 visits with approximately 211,000 unique visitors. Use of the online bill comparison tool decreased approximately 18% in Q4 with approximately 1,600 visits and 1,400 unique visitors. The decrease in Q4 customer calls, website visits and online bill comparison tool use – in spite of the quarter’s increase in

customers receiving transition communications – may be due to an overall increased customer awareness and understanding of TOU as a result of SDG&E’s marketing and customer support campaigns throughout the year.



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 Q4, SDG&E had approximately 665,900 residential customers on one of nine TOU pricing plans.

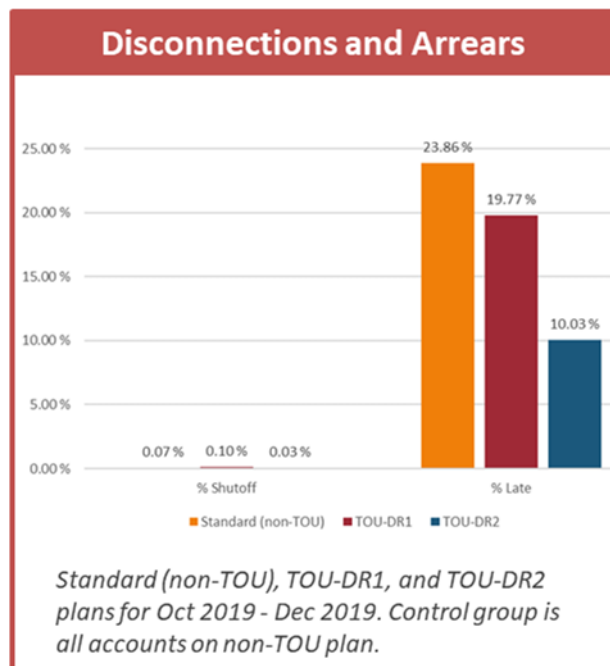


As it did with the Default TOU Pilot, SDG&E compares forecasted bills to actual bills for IDTM customers. The table below shows that in Q4 2019, more customers benefitted on TOU than originally projected.

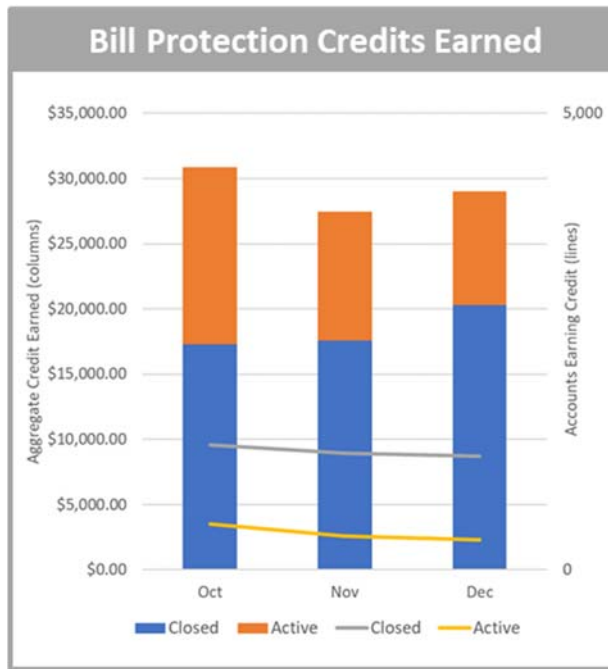
Estimated vs. Actual Benefiter Categories
Based on bills from Oct 2019 to Dec 2019

Benefiter Category	Estimated	Actual	Estimated	Actual
Benefiter	4,117	8,341	1.4 %	2.9 %
Neutral Benefiter	154,201	165,735	53.2 %	57.2 %
Neutral Non-Benefiter	128,511	110,278	44.4 %	38.1 %
Non-Benefiter	2,910	5,385	1.0 %	1.9 %
Total	289,739	289,739	100%	100%

SDG&E also continues to monitor whether TOU impacts the number of customers in arrears or that were shut off due to non-payment. The chart below compares customers in the mass default population compared to customers enrolled on the standard tiered plan (DR/DRLI). During Q4, the rate of shut offs due to non-payment and the percentage of accounts in arrears remained similar to shut offs and arrears in prior quarters.



In Q4, \$87,369 in bill protection credit was issued to 5,100 customers. 3,896 customers closed accounts and received an average bill protection credit of \$14.15. In addition, 1,204 customers switched back to the tiered Standard plan (DR/DRLI) and received an average credit of \$26.78.



VI. Customer Research and Insights

A. TOU Default Customer Experience Survey: "Pulse" Survey

SDG&E continues to survey customers who have 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 afterward. 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.

To date, four survey groups have completed the first “awareness” survey, totaling 1,290 respondents. Additionally, the first group of defaulted customers completed their second “satisfaction” survey in Q4. Overall, at the end of Q4 2019, most scores are significantly higher 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 group of customers that first transitioned to their new TOU plans now report an understanding of the impact of shifting use, as we saw an increase in their follow-up survey. Customers who transitioned in the fall (Sep/Oct) indicated that they are still beginning to understand how the peak charges work and might be seeing some success in shifting and saving. Customers have also demonstrated a better understanding of peak hours, with a significant boost in those identifying peak hours correctly.

Below is a chart illustrating these results 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				
Transition Awareness										
-	Household was a part of this transition	61%	76%	74%	74%	68%	-	-	-	% Yes
-	Aware that you could make a choice regarding this automatic transition to the new Time-of-Use rate plan, in that you could select a different Time-of-Use rate plan or choose to go back to your previous Tiered rate plan	79%	86%	80%	76%	80%	-	-	-	% Yes
Communication Recall										
-	Have you recently seen or heard any advertising sponsored by SDG&E?	NA	36%	44%	47%	40%	-	-	-	% Yes
-	Letter/Email regarding automatic transition to a TOU rate plan	58%	77%	77%	77%	71%	-	-	-	% Yes
-	A Personalized Rate Comparison Letter/Email	53%	60%	55%	56%	50%	-	-	-	% Yes
-	A Letter/Email welcoming you to your new Time-Of-Use pricing plan	51%	70%	71%	66%	64%	-	-	-	% Yes
SDG&E Communication										
-	Was useful	49%	50%	50%	42%	50%	-	-	-	% 8-10
-	Was easy to understand	47%	50%	46%	37%	45%	-	-	-	% 8-10
-	Had a look and feel that got your attention	48%	45%	46%	42%	50%	-	-	-	% 8-10
-	Caused you to take action	37%	36%	36%	33%	41%	-	-	-	% 8-10

B. Annual Rate Reform ME&O Tracking Survey

The fourth wave of SDG&E annual Rate Reform Marketing Education & Outreach tracking study was completed in November 2019. A total of 801 general residential customers completed either a phone or online survey. This survey includes a proportional representation of customers in Tier 1, Tier 2 and HUC categories, as well as representative numbers of CARE, NEM, and defaulted TOU customers.

Results showed a number of significant increases this wave, likely due to the amount of communications and mass media advertising in the market over the past year. Greater strides have been made in: awareness of TOU, the awareness of a transition to new pricing plans, and in the recall of communications and messages. Results also showed more customers are taking action to save energy and money. Approximately 8 in 10 customers surveyed indicated they heard of TOU plans, which is the highest level to date. More than half of the surveyed

customers were aware new TOU plans are now available, and that they have a choice of pricing plans – both of these metrics increased significantly over last year. Additionally, two of the five goal metrics showed statistically significant increases: (1) “plans are available to give you more control over your bill;” and (2) “understanding of how energy use can impact bills.”

Below is a chart illustrating these results across the first four waves in more detail.

Metric	Key Measures	Baseline Mar 2016	Wave 2 Nov 2017	Wave 3 Nov 2018	Wave 4 Nov 2019	Wave 4 Email	Wave 4 Phone	Statistic
1	Pricing plans are available that may help you better manage any price increases/give you control	30%	31%	30%	43%	41%	48%	Yes
2	Know where to get info about assistance offered by SDG&E (Target: 70%)	64%	66%	58%	54%	48%	65%	Yes
3	Customers understand how energy use can impact bills (based on the pricing plan they're on) (Target: 6.50)	35%, 5.66	38% 5.90	30% 5.48	42% 6.31	37% 6.08	49% 6.68	8-10, mean
4	Customers understand the benefits of lowering their energy use (Target: 7.55)	NA	NA	57% 7.37	53% 7.08	45% 6.69	66% 7.74	8-10, mean
5	Aware SDG&E provides rebates, es programs, demand response programs, energy management tech & tips (Target: 70%)	68%	70%	68%	68%	65%	70%	Yes
6	Customers provided useful information explaining their bills (bill impact information)	43% 6.52	46% 6.82	43% 6.47	50% 6.95	51% 6.89	47% 6.99	8-10, mean

C. Statewide/Local TOU Advertising Campaign Effectiveness Research

In October 2019, research firm Ipsos conducted the second wave of the Statewide/Local TOU Advertising Campaign Effectiveness Research. The study measures the effectiveness of statewide and local advertising on the Key Vision Metrics per the Greenberg Blueprint, specifically related to Engagement, Rate Choice, and Action. SDG&E included a total of 10 different TV, Radio, OOH, Print and Digital assets in the testing, alongside 12 assets from the Energy Upgrade California (“EUC”) Campaign. Initial results show a positive impact year over

year, especially in the areas of Rate Choice and Action. Detailed analysis is currently in progress, as a result more insights will be included in the next PRRR report.

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 rate as the default rate, and its proposed 2-period tiered TOU rate as an optional rate 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 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 rates in October 2020.

Briefings for Phase III were submitted in October 2019 and a draft decision addressing the introduction of a residential fixed charge and higher minimum bill is expected to be issued in the first quarter of 2020.

B. Application to Eliminate Seasonality from Residential Rates

On September 23, 2019, SDG&E filed an application requesting to eliminate summer/winter seasonal differentiation in all of its residential electric rates, 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 to 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. This application is on an expedited procedural schedule, consistent with Commission direction, in order to implement before Summer of 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:

- Glidepath – On August 1, 2019, SDG&E filed Advice Letter 3413-E for approval of its final glidepath adjustment to increase the tier 1 cap to the residential average rate (RAR) +5% resulting in 1:1.26 ratio between Tier 1 & 2 ratio. On December 19, 2019, the CPUC energy division approved the request and the rate change was implemented on January 1, 2020.

- 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 for Phase 4 during Q4 2019.

D. 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 December 2019. See Appendix A for expenditure details.

Rate Reform Expenditures Summary

Rate Reform Costs Aug 2015 - Dec 2019*																				
RRMA: Time-Of-Use (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	Total PTD Spend	Total Budget	% PTD Spent of Budget
TOU Mass Default Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ 208	\$ 208	\$ 401	\$ 1,101	\$ 2,688	\$ 5,579	\$ 4,380	\$ 4,120	\$ 18,726	\$ 19,374	96.7%
TOU Default Pilot Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225	\$ 372	\$ 324	\$ 868	\$ 2,782	\$ 1,193	\$ 1,579	\$ 1,422	\$ 1,105	\$ 76	\$ 45	\$ 3	\$ 9,995	\$ 11,864	84.2%
TOU Opt-In Pilot Total	\$ -	\$ -	\$ 452	\$ 2,715	\$ 940	\$ 697	\$ 503	\$ 1,606	\$ 500	\$ 377	\$ 9	\$ 22	\$ 14	\$ -	\$ (2)	\$ 1	\$ -	\$ 7,834	\$ 9,020	86.9%
Statewide Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 2,868	\$ 5,413	\$ 19,292	\$ 11,900	162.1%
TOU Total	\$ -	\$ -	\$ 452	\$ 2,715	\$ 940	\$ 923	\$ 875	\$ 1,931	\$ 1,410	\$ 3,391	\$ 1,494	\$ 2,081	\$ 2,586	\$ 9,030	\$ 11,190	\$ 7,294	\$ 9,536	\$ 55,847	\$ 52,158	107.1%
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	Total PTD Spend	Total Budget	% PTD Spent of 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		
General Rate Reform Total	\$ -	\$ 123	\$ 556	\$ 415	\$ (644)	\$ 6	\$ 24	\$ 20	\$ 197	\$ 1	\$ 1	\$ 1	\$ (127)	\$ -	\$ -	\$ -		\$ 574		
Total to RRMA	\$ -	\$ 123	\$ 1,008	\$ 3,130	\$ 297	\$ 929	\$ 899	\$ 1,951	\$ 1,607	\$ 3,392	\$ 1,495	\$ 2,082	\$ 2,458	\$ 9,030	\$ 11,190	\$ 7,294	\$ 9,536	\$ 56,422		
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	Total PTD Spend	Total Budget	% PTD Spent of Budget
Marketing, Education, & Outreach	\$ 251	\$ -	\$ -	\$ -	\$ 273	\$ 193	\$ 97	\$ 698	\$ 210	\$ 203	\$ 177	\$ 951	\$ 1,140	\$ 387	\$ 462	\$ 586	\$ 170	\$ 5,799		
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	\$ 34,091		
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 2	\$ 22	\$ 36	\$ 896	\$ 13	\$ 57	\$ 99	\$ 1,125		
Non-RRMA Total	\$ 688	\$ 536	\$ 755	\$ 39	\$ 961	\$ 1,382	\$ 3,672	\$ 3,532	\$ 5,048	\$ 2,016	\$ 2,451	\$ 6,656	\$ 5,611	\$ 4,360	\$ 2,275	\$ 691	\$ 340	\$ 41,015		
Grand Total (RRMA + Non-RRMA)	\$ 688	\$ 659	\$ 1,764	\$ 3,169	\$ 1,258	\$ 2,311	\$ 4,571	\$ 5,483	\$ 6,655	\$ 5,409	\$ 3,946	\$ 8,739	\$ 8,069	\$ 13,389	\$ 13,466	\$ 7,985	\$ 9,876	\$ 97,436		
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																				

VIII. Conclusion

SDG&E is pleased to report its fourth quarter (October - December) 2019 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 - December 2019

A. Mass Default

Rate Reform Costs Aug 2015 - Dec 2019*																					
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	Total	Total Budget	% PTD Spent of Budget	
Overall Plan - TOU Awareness	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ (16)	\$ 7	\$ -	\$ 836	\$ 1,732	\$ 2,839	\$ 2,757	\$ 2,258	\$ 10,452	\$ 10,957	95.4%	
Communications Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 340	\$ 622	\$ 710	\$ 462	\$ 2,135	\$ 1,050	203.3%	
General (Bill Inserts, Media, Radio, TV, Social)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ (16)	\$ 7	\$ -	\$ 731	\$ 906	\$ 1,310	\$ 1,900	\$ 1,338	\$ 6,216	\$ 6,790	91.6%	
Digital Media	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 420	\$ 420	0.0%
Direct (Email & SMS)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 103	\$ 486	\$ 907	\$ 146	\$ 459	\$ 2,101	\$ 2,397	87.7%	
Web Development (Inclusive of all activities)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300	\$ 300	0.0%
Customer Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ 49	\$ -	\$ -	\$ 57	\$ 146	\$ 401	\$ 873	45.9%	
Overall	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 109	\$ 259	\$ 225	114.9%	
Qualitative	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 57	\$ -	\$ 57	\$ 200	\$ 200	28.4%
Quantitative	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49	\$ -	\$ -	\$ -	\$ 37	\$ 86	\$ 448	\$ 448	19.1%
Community Based Organizations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 61	\$ 98	\$ 202	\$ 127	\$ 488	\$ 1,200	40.6%	
Energy Solutions Partner Activities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 51	\$ 23	\$ 31	\$ 29	\$ 133	\$ 225	59.2%	
Event Sponsorships - Targeted Zip Codes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6	\$ 12	\$ 135	\$ 96	\$ 249	\$ 750	33.1%	
Engagement Materials (brochures, etc.)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5	\$ 63	\$ 36	\$ 2	\$ 106	\$ 225	47.1%	
Marketing Automation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ -	\$ 1	\$ 6	\$ 450	\$ 461	\$ 450	102.5%	
High Usage Charge (HUC)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600	\$ 600	0.0%
Labor (FTE & Contract)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 74	\$ 201	\$ 401	\$ 213	\$ 895	\$ 2,641	\$ 1,359	\$ 1,140	\$ 6,924	\$ 5,294	130.8%	
TOU Mass Default Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ 208	\$ 208	\$ 401	\$ 1,101	\$ 2,688	\$ 5,579	\$ 4,380	\$ 4,120	\$ 18,726	\$ 19,374	96.7%	
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	Total	Total Budget	% PTD Spent of Budget	
Statewide Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 2,868	\$ 5,413	\$ 19,292	\$ 11,900	162.1%	
TOU Statewide Campaign Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 2,868	\$ 5,413	\$ 19,292	\$ 11,900	162.1%	
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																					

B. Default Pilot

Rate Reform Costs Aug 2015 - Dec 2019*

RRMA: Time-Of-Use Default Pilot (in 000's)	Aug - Dec																Total	total Budget	% PTD Spent of Budget	
	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
Planning & Design	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 205	\$ 347	\$ 296	\$ 303	\$ 1,351	\$ 190	\$ 754	\$ 315	\$ 245	\$ -	\$ -	\$ -	\$ 4,007	\$ 4,268	93.9%
Nexant Implementation Support	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 68	0.0%
Staff Augmentation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 205	\$ 347	\$ 296	\$ 303	\$ 1,351	\$ 190	\$ 754	\$ 315	\$ 245	\$ -	\$ -	\$ -	\$ 4,007	\$ 4,200	95.4%
Program Management / Employee Training	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 205	\$ 347	\$ 296	\$ 303	\$ 1,351	\$ 190	\$ 754	\$ 315	\$ 245	\$ -	\$ -	\$ -	\$ 4,007	\$ 4,200	95.4%
Measurement & Evaluation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 32	\$ 78	\$ 57	\$ 57	\$ 21	\$ 40	\$ 3	\$ 320	\$ 400	80.0%
Load Impacts	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 41	\$ 32	\$ 51	\$ 21	\$ 40	\$ 3	\$ 203	\$ 200	101.3%	
Staff Augmentation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 18	\$ 36	\$ 25	\$ 7	\$ -	\$ -	\$ 117	\$ 200	58.7%	
Electric Load Analysis	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 18	\$ 36	\$ 25	\$ 7	\$ -	\$ -	\$ 117	\$ 200	58.7%	
Customer Insight & Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 72	\$ 54	\$ 70	\$ 72	\$ 160	\$ 121	\$ -	\$ -	\$ 549	\$ 1,809	30.3%	
Design Thinking Focus Group	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 175	0.0%	
Message/Communications Testing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65	\$ 13	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 77	\$ 75	103.2%	
Opt-Out Focus Groups	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	0.0%	
Qualitative Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 38	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 38	\$ 100	38.4%	
Segmentation Deeper Dive	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 105	\$ -	\$ -	\$ 105	\$ 120	87.3%	
Surveys	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22	\$ -	\$ 57	\$ 117	\$ 1	\$ -	\$ -	\$ 196	\$ 600	32.7%	
Staff Augmentation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8	\$ 20	\$ 31	\$ 15	\$ 43	\$ 15	\$ -	\$ -	\$ 132	\$ 589	22.4%	
Customer Data Analytics & Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8	\$ 20	\$ 31	\$ 15	\$ 43	\$ 15	\$ -	\$ -	\$ 132	\$ 589	22.4%	
Marketing, Education, & Outreach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ 26	\$ 24	\$ 423	\$ 708	\$ 640	\$ 34	\$ 355	\$ 72	\$ 55	\$ 5	\$ 2,361	\$ 4,477	52.7%	
Material Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 357	\$ (55)	\$ 95	\$ 6	\$ 230	\$ 1	\$ 6	\$ 5	\$ 645	\$ 800	80.7%	
Energy Efficiency Component for Welcome Package	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6	\$ 76	\$ 1	\$ 6	\$ 5	\$ 94	\$ 30	312.1%	
Material Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ (77)	\$ 49	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 172	\$ 200	86.0%	
Smart App	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300	0.0%	
Video Bill	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 39	\$ -	\$ 45	\$ -	\$ 154	\$ -	\$ -	\$ -	\$ 238	\$ 160	148.6%	
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 119	\$ 22	\$ 1	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 142	\$ 110	129.0%	
Pre-Transition Communications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 37	\$ 257	\$ 126	\$ -	\$ 13	\$ -	\$ -	\$ -	\$ 433	\$ 320	135.3%	
BRC Card & Processing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 98	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 98	\$ 98	100.0%	
Early Awareness Communication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ 60	16.2%	
Rate Comparison via direct mail	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 26	\$ 252	\$ 16	\$ -	\$ 8	\$ -	\$ -	\$ -	\$ 302	\$ 162	186.3%	
Rate Comparison via email	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 6	\$ 12	\$ -	\$ 5	\$ -	\$ -	\$ -	\$ 23	\$ -	no budget	
Post-Transition Communications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5	\$ 279	\$ 23	\$ 29	\$ 46	\$ 24	\$ 49	\$ -	\$ 408	\$ 1,895	21.5%	
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,480	0.0%	
End of Bill Protection Communication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3	\$ 23	\$ 49	\$ -	\$ -	\$ 75	\$ 40	187.8%	
Extreme Non-Benefiter calls	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 28	362.3%	
Level Pay Plan Information	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10	\$ 40	24.0%	
Pricing Plan Confirmation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ 5	\$ 5	\$ 4	\$ 1	\$ -	\$ -	\$ -	\$ 19	\$ -	no budget	
Programmable Thermostat	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 44	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 44	\$ 40	109.8%	
Summer Rate Information	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 47	\$ 14	\$ 1	\$ -	\$ -	\$ -	\$ -	\$ 62	\$ 40	155.5%	
Welcome Package via direct mail	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 73	\$ -	\$ 8	\$ -	\$ -	\$ -	\$ -	\$ 81	\$ 188	43.3%	
Welcome Package via email	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 0	240.0%	
Winter Rate Information	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3	\$ 13	\$ -	\$ -	\$ -	\$ -	\$ 17	\$ 40	41.5%	
Staff Augmentation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ 26	\$ 24	\$ 29	\$ 502	\$ 139	\$ 5	\$ 84	\$ 46	\$ -	\$ -	\$ 874	\$ 1,462	59.8%	
Customer Communication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3	\$ 467	\$ 103	\$ 4	\$ 41	\$ 19	\$ -	\$ -	\$ 636	\$ 1,262	50.4%	
Customer Outreach & Engagement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ 26	\$ 24	\$ 26	\$ 35	\$ 36	\$ 2	\$ 43	\$ 27	\$ -	\$ -	\$ 238	\$ 200	119.0%	
Operations & Production Support	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ 56	\$ 652	\$ 262	\$ 641	\$ 535	\$ 610	\$ -	\$ -	\$ 2,759	\$ 910	303.2%	
Advanced Metering Operations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ 56	\$ 64	\$ 157	\$ 139	\$ 150	\$ 139	\$ -	\$ -	\$ 710	\$ 240	295.6%	
Branch Offices	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7	\$ 31	\$ 40	\$ 114	\$ 34	\$ -	\$ -	\$ -	\$ 225	\$ 40	562.3%	
Customer Contact Center	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 580	\$ 74	\$ 461	\$ 271	\$ 438	\$ -	\$ -	\$ 1,825	\$ 630	289.6%	
TOU Default Pilot Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225	\$ 372	\$ 324	\$ 868	\$ 2,782	\$ 1,193	\$ 1,579	\$ 1,422	\$ 1,105	\$ 76	\$ 45	\$ 3	\$ 9,995	\$ 11,864	84.2%

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

C. Other

Rate Reform Costs Aug 2015 - Dec 2019*

RRMA: Time-Of-Use Opt-In Pilot (in 000's)	Aug - Dec																Total	total Budget	% Spent of
	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			
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)	\$ -	\$ -	\$ 1,325	
Outreach & Education	\$ -	\$ -	\$ -	\$ 210	\$ 172	\$ 66	\$ 17	\$ 15	\$ 9	\$ -	\$ 0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 490	
Technology	\$ -	\$ -	\$ -	\$ 623	\$ 401	\$ 83	\$ 36	\$ 32	\$ 34	\$ (1)	\$ -	\$ (6)	\$ 83	\$ -	\$ (0)	\$ -	\$ -	\$ 1,200	
Technology Operations Support	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 319	\$ 158	\$ 250	\$ 96	\$ 11	\$ -	\$ 3	\$ -	\$ -	\$ 0	\$ -	\$ -	\$ 838	
TOU Opt-In Pilot Total	\$ -	\$ -	\$ 452	\$ 2,715	\$ 940	\$ 697	\$ 503	\$ 1,606	\$ 500	\$ 377	\$ 9	\$ 22	\$ 14	\$ -	\$ (2)	\$ 1	\$ -	\$ 7,834	
																		\$ 9,020	
																		86.9%	
RRMA: General Rate Reform (in 000's)	Aug - Dec																Total	total Budget	% Spent of
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			
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	
General Rate Reform Total	\$ -	\$ 123	\$ 556	\$ 415	\$ (644)	\$ 6	\$ 24	\$ 20	\$ 197	\$ 1	\$ 1	\$ 1	\$ (127)	\$ -	\$ -	\$ -	\$ -	\$ 574	
Total to RRMA	\$ -	\$ 123	\$ 1,008	\$ 3,130	\$ 297	\$ 929	\$ 899	\$ 1,951	\$ 1,607	\$ 3,392	\$ 1,495	\$ 2,082	\$ 2,458	\$ 9,030	\$ 11,190	\$ 7,294	\$ 9,536	\$ 56,422	
																		\$ 52,158	
Non-RRMA (in 000's)	Aug - Dec																Total	total Budget	% Spent of
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			
Marketing, Education, & Outreach	\$ 251	\$ -	\$ -	\$ -	\$ 273	\$ 193	\$ 97	\$ 698	\$ 210	\$ 203	\$ 177	\$ 951	\$ 1,140	\$ 387	\$ 462	\$ 586	\$ 170	\$ 5,799	
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	\$ 34,091	
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 2	\$ 22	\$ 36	\$ 896	\$ 13	\$ 57	\$ 99	\$ 1,125	
Non-RRMA Total	\$ 688	\$ 536	\$ 755	\$ 39	\$ 961	\$ 1,382	\$ 3,672	\$ 3,532	\$ 5,048	\$ 2,016	\$ 2,451	\$ 6,656	\$ 5,611	\$ 4,360	\$ 2,275	\$ 691	\$ 340	\$ 41,015	
Grand Total (RRMA + Non-RRMA)	\$ 688	\$ 659	\$ 1,764	\$ 3,169	\$ 1,258	\$ 2,311	\$ 4,571	\$ 5,483	\$ 6,655	\$ 5,409	\$ 3,946	\$ 8,739	\$ 8,069	\$ 13,389	\$ 13,466	\$ 7,985	\$ 9,876	\$ 97,436	
																		\$ 97,436	
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																			

Appendix B: Customer Communications October - December 2019

Communications	Description	Spanish	Direct Mail	Email
High Usage Charge General Education	Explanation of High Usage Charge; tools and solutions		X	
High Usage Charge 350% of Baseline	Approaching High Usage Charge	X	X	X
High Usage Charge 400% of Baseline	High Usage Charge Incurred	X	X	X
Peek Reminder Postcard	Plug-in Device sent to or promoted to Default Pilot customers to build awareness of on-peak pricing periods included reminder to activate Peek device and application	x	x	
Mass Default PD-90 Postcard	Provides awareness of upcoming changes to pricing plan	X	X	X
Mass Default PD-60 with Reply Card (versions listed below)	60-day notification letter containing personalized plan comparison; includes reply card	X	X	X
Non-NEM Benefiter				
Non-NEM Neutral				
Non-NEM Non-Benefiter				
NEM Benefiter				
NEM Neutral				
NEM Non-Benefiter				
Mass Default Reply Card	Allows customers to make pricing plan selections		X	

Communications	Description	Spanish	Direct Mail	Email
Mass Default Multiple Meter 60-Day Email	Alerts customers to watch for a Multiple Meter 60-day notification mailer			X
Mass Default Multiple Meter 60-Day Mailer with Reply Form	Mailer providing customers with multiple meters a chance to make plan changes		X	
Mass Default PD-30 with Insert (versions listed below)	30-day reminder notification letter containing personalized plan comparison; mailing includes quick reference card insert	X	X	X
Non-NEM Benefiter				
Non-NEM Neutral				
Non-NEM Non-Benefiter				
NEM Benefiter				
NEM Neutral				
NEM Non-Benefiter				
Mass Default PD-30 Insert	Quick reference card with tips for success on TOU; included in all PD-30 mailings	X	X	
Mass Default Welcome Brochure	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 October and December 2019			
TOU-DR2 Mass Default with Bill Protection	Sent with effective pricing between October and December 2019			
TOU-DR1 Turn On with No Bill Protection	Sent with effective pricing between October and December 2019			
TOU-DR2 Turn On with No Bill Protection	Sent with effective pricing between October and December 2019			

Communications	Description	Spanish	Direct Mail	Email
Mass Default Personalized Video	Emails including a personalized video were sent to customers in the Mass Transition target groups			X
Winter Pricing	Communication outlining winter, seasonal pricing; includes Mass Default and opt in customers	X	X	X
TOU-DR1	Sent with seasonal pricing for TOU-DR1			
TOU-DR2	Sent with seasonal pricing for TOU-DR2			
Bill Protection Ending Mailer	Notification that bill protection is coming to an end; sent to Mass Default and opt-in customers beginning in May		X	



**STATE-MANDATED
HIGH USAGE CHARGE**
Based on past energy use at
123 Main St,
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. Once triggered, electricity pricing beyond 400% is higher for the remainder of the billing cycle. 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.



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.



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 you can subscribe to including:

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

Go to sdge.com/myaccount.
Look for "Alerts & Subscriptions" at the top.



**WINTER TIPS
AND SOLUTIONS**

- Install a carbon monoxide detector in your home, check the battery annually and replace the detector every five years to ensure it's working. Visit sdge.com/winter for more safety tips.
- Prevent a fire by keeping electric heaters and power cords a safe distance from heat sources. See more tips like this at sdge.com/winter or visit sdge.com/wildfire-safety for details on how you can stay safe year-round.
- Our online marketplace can help you find rebates and energy-saving deals. Visit 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 or 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



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

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.

Keep your CARE bill discount



Our CARE program offers eligible customers a 30% discount on their monthly energy bill. Qualification is based on their annual household income and the number of people living in their home. CARE customers are also subject to the High Usage Charge if their energy use exceeds four times your baseline allowance. For more information, visit sdge.com/care.

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

Certain programs described herein are funded by California utility customers and administered by San Diego Gas & Electric Company (SDG&E) under the auspices of the California Public Utilities Commission. Rebates are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. 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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000001

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.
- 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.
- 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.

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		
<hr/>		
SUMMER CHARGE	843% of Baseline	131-400% of Baseline
kWh used	512	1,064
Rate/kWh	\$ 0.7253	\$ 2.0641
Charge	\$37.29	= \$253.47
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.

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:

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- 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.

Peek – Default Pilot
Reminder Direct Mail



Put your Peek™ device to work this summer.
Hotter summer temperatures may mean higher summer energy bills. Your Peek device can help you shift and save. The more you can shift your energy usage outside the hours of 4 p.m. to 9 p.m., the more you can save. You've got what it takes. Activate your Peek device today and see how low your bill can go.

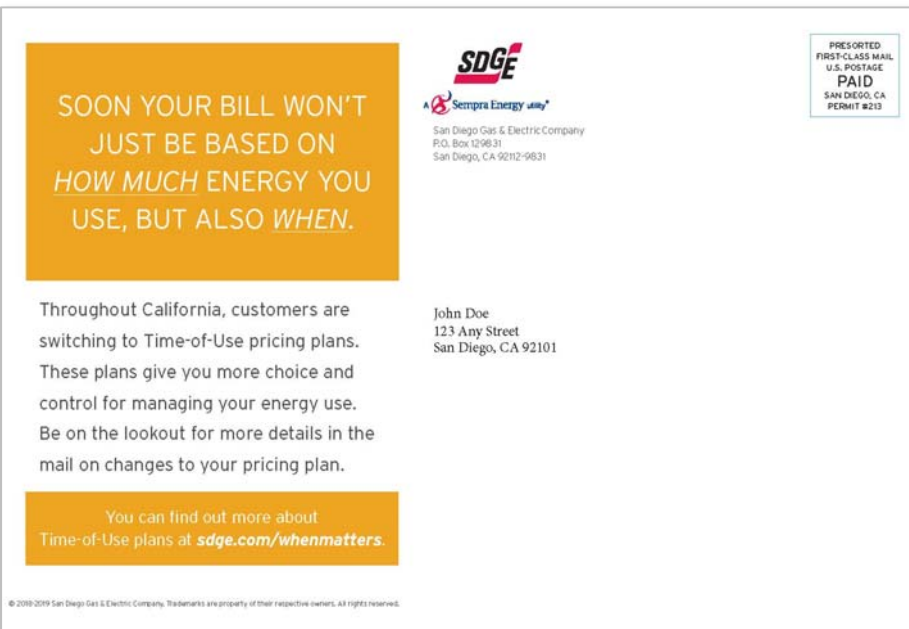
Ready to use it?
Just download and connect to the **Peek energy mobile app** and make saving a habit.

Available on the App Store
GET IT ON Google Play

You are receiving this postcard as a recipient of a Peek device provided by SDG&E. To activate the device, visit <http://peek.energy/setup/> or contact Peek Energy at 619-331-5650 for further info.

The image features a circular clock face with the word 'peek' in the center. The clock face is light blue with black numbers and colorful dots (yellow, green, red) at various positions. The background is orange.

Mass Default PD-90 Postcard



IT'S ABOUT TIME YOU SAVE MONEY ON YOUR ENERGY BILL. YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 30, 2019



John Q. Sample - P6A 3/4/2019
1234 Anywhere Street
San Diego, CA 92123





Time to save.

March 4, 2019

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

On **June 30, 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 only 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 two other options: **choose** the Time-of-Use (TOU-DR2) 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, or return the enclosed response card.

YOUR THREE PLANS COMPARED

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

	Annual estimated cost*
<p>IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN</p> <p>TOU-DR1</p> <p>INCLUDES <i>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.</i></p> <div style="border: 1px solid black; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 5px auto;"> NO-RISK PRICING 1 YEAR </div>	<p>\$4,650</p> 
<p>OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</p> <p>TOU-DR2</p> <p>INCLUDES <i>This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.</i></p> <div style="border: 1px solid black; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 5px auto;"> NO-RISK PRICING 1 YEAR </div>	<p>\$4,655</p> 
<p>OR YOU CAN STAY ON YOUR CURRENT PLAN</p> <p>STANDARD (DR)</p> <p><i>Two pricing tiers based on monthly usage. Price does not vary by hour of the day. MAY INCLUDE HIGH USAGE CHARGE.</i></p>	<p>\$4,781</p>

See the enclosed brochure for more information, visit 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 have three options:

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 30, 2019
2. Choose the **Time-of-Use (TOU-DR2)** pricing plan by returning the reply card or contacting us
3. Stay on your current **Standard (DR)** pricing plan by returning the reply card or contacting us

Since you're likely to save on the Time-of-Use (TOU-DR1) pricing plan, you can make the switch early. Complete and return the reply card or log in to My Account at sdge.com/planenroll before June 30, 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, 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 brochure 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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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 30, 2019.



John Q. Sample - P6C 3/4/2019
1234 Anywhere Street
San Diego, CA 92123



Time to save.

March 4, 2019

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

On **June 30, 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.

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 only 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.

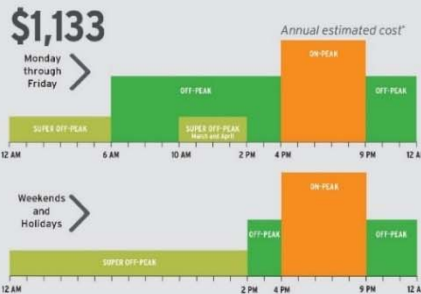
WHAT ARE MY CHOICES?

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 or **choose** the Time-of-Use (TOU-DR2) plan. Both plans come with **one-year no-risk pricing**, and you can switch to another available plan at any time. If these plans aren't right for you, then select the option to **stay** on your current plan. Get more information and make your choice online at sdge.com/whenmatters, or return the enclosed response card.

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)



See the enclosed brochure for more information, visit sdge.com/whenmatters or call us at 1-877-558-1674.

WHAT DO I DO NOW?

The choice is yours. You have three options:

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 30, 2019
2. Choose the **Time-of-Use (TOU-DR2)** pricing plan by returning the reply card or contacting us
3. Stay on your current **Standard (DR)** pricing plan by returning the reply card or contacting us

You can get more information by going to sdge.com/whenmatters. Or make your choice now. Complete and return the reply card or log in to My Account at sdge.com/planenroll before June 30, 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, 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 brochure 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.


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YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 30, 2019.

John Q. Sample - P6E 3/4/2019
 1234 Anywhere Street
 San Diego, CA 92123





Time to save.

March 4, 2019

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

On **June 30, 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 only 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 or **choose** the Time-of-Use (TOU-DR2) plan. Both plans come with **one-year no-risk pricing**, and you can switch to another available plan at any time. If Time-of-Use plans aren't right for you, then select the option to **stay** on your current plan. Get more information and make your choice online at sdge.com/whenmatters, or return the enclosed response card.

YOUR THREE PLANS COMPARED

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

<p>IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN TOU-DR1</p> <p>INCLUDES <i>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.</i></p> <div style="background-color: #f4a460; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 5px auto;"> NO RISK PRICING 1 YEAR </div>	<p style="text-align: right; font-weight: bold; font-size: 24px;">\$1,077</p> <p style="text-align: right; font-size: small;">Annual estimated cost*</p> 
<p>OR YOU CAN CHOOSE TO MOVE TO THIS PLAN TOU-DR2</p> <p>INCLUDES <i>This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.</i></p> <div style="background-color: #f4a460; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 5px auto;"> NO RISK PRICING 1 YEAR </div>	<p style="text-align: right; font-weight: bold; font-size: 24px;">\$1,087</p> <p style="text-align: right; font-size: small;">Annual estimated cost*</p> 
<p>OR YOU CAN STAY ON YOUR CURRENT PLAN STANDARD (DR)</p>	<p style="text-align: right; font-weight: bold; font-size: 24px;">\$659</p> <p style="text-align: right; font-size: small;">Annual estimated cost*</p> <p style="font-size: x-small;">Two pricing tiers based on monthly usage. Price does not vary by hour of the day. MAY INCLUDE HIGH USAGE CHARGE.</p>

See the enclosed brochure for more information, visit 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 have three options:

1. Do nothing, and we'll automatically move you to the **Time-of-Use (TOU-DR1)** pricing plan on June 30, 2019
2. Choose the **Time-of-Use (TOU-DR2)** pricing plan by returning the reply card or contacting us
3. Stay on your current **Standard (DR)** pricing plan by returning the reply card or contacting us

You can get more information by going to sdge.com/whenmatters. Or make your choice now. Complete and return the reply card or log in to My Account at sdge.com/planenroll before June 30, 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, 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 brochure.

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FIND MORE WAYS TO SAVE ON YOUR ENERGY BILL.
YOU ARE SCHEDULED TO SWITCH TO A
TIME-OF-USE PLAN ON JUNE 30, 2019.



John Q. Sample - P6G 3/4/2019
1234 Anywhere Street
San Diego, CA 92123



Time to save.

March 4, 2019

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

On **June 30, 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 two other options: **choose** the Time-of-Use (TOU-DR2) 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, or return the enclosed response card.

YOUR THREE PLANS COMPARED

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

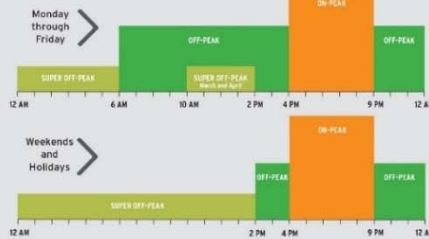
**IF NO ACTION IS TAKEN
YOU WILL AUTOMATICALLY
MOVE TO THIS PLAN
TOU-DR1**

\$4,650

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

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**

\$4,655

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

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 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 the enclosed brochure for more information, visit 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 30, 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. Complete and return the reply card or log in to My Account at sdge.com/planenroll before June 30, 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 brochure.

*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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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 30, 2019.



John Q. Sample - P61 3/4/2019
1234 Anywhere Street
San Diego, CA 92123



Time to save.

March 4, 2019

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

On **June 30, 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?

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YOU HAVE CHOICES

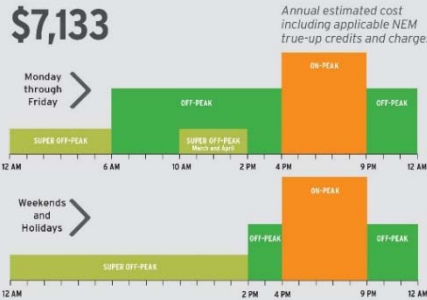
To really save on Time-of-Use plans, consider whether you're able to use less energy from 4 p.m. to 9 p.m. If you can, let us **automatically move** you to the Time-of-Use (TOU-DR1) plan or **choose** the Time-of-Use (TOU-DR2) plan. Both plans come with **one-year no-risk pricing**, and you can switch to another available plan at any time. If these plans aren't right for you, then select the option to **stay** on your current plan. Get more information and make your choice online at sdge.com/whenmatters, or return the enclosed response card.

YOUR THREE PLANS COMPARED

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

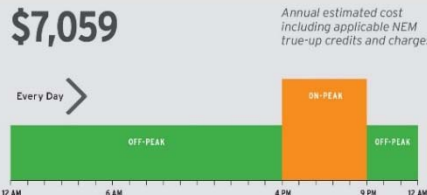
IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN
TOU-DR1

NO RISK PRICING 1 YEAR
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.



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

NO RISK PRICING 1 YEAR
INCLUDES This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.



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



See the enclosed brochure for more information, visit 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 30, 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. Or make your choice now. Complete and return the reply card or log in to My Account at sdge.com/planenroll before June 30, 2019.

INCLUDES



TRY IT RISK-FREE

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WHY THE SWITCH TO TIME-OF-USE?

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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 brochure.

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YOU ARE SCHEDULED TO SWITCH TO A TIME-OF-USE PLAN ON JUNE 30, 2019.



John Q. Sample - P6K 3/4/2019
1234 Anywhere Street
San Diego, CA 92123



Time to save.

March 4, 2019

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

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

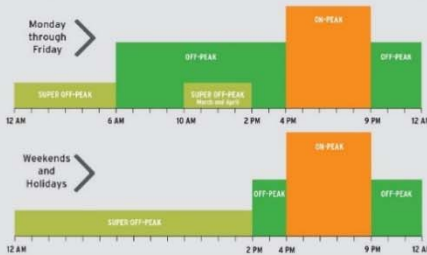

Based on analysis of the energy used in your home last year, if you continue to use energy the same way, **Time-of-Use** plans may not be right for you. To save on these plans (TOU-DR1 or TOU-DR2), you'll need to reduce your overall energy use **and** shift some use to lower-priced hours. Energy costs are highest during the on-peak hours between 4 p.m. and 9 p.m. These 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 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 or **choose** the Time-of-Use (TOU-DR2) plan. Both plans come with **one-year no-risk pricing**, and you can switch to another available plan at any time. If Time-of-Use plans aren't right for you, then select the option to **stay** on your current plan. Get more information and make your choice online at sdge.com/whenmatters, or return the enclosed response card.

YOUR THREE PLANS COMPARED

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

<p>IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN</p> <h3 style="margin: 0;">TOU-DR1</h3> <p style="font-size: x-small;">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.</p> <div style="border: 1px solid orange; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 5px auto;"> NO RISK PRICING 1 YEAR </div>	<p style="font-size: 24px; font-weight: bold; text-align: center;">\$1,077</p> <p style="font-size: x-small; text-align: right;">Annual estimated cost including applicable NEM true-up credits and charges.*</p> 
<p>OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</p> <h3 style="margin: 0;">TOU-DR2</h3> <p style="font-size: x-small;">INCLUDES This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.</p> <div style="border: 1px solid orange; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 5px auto;"> NO RISK PRICING 1 YEAR </div>	<p style="font-size: 24px; font-weight: bold; text-align: center;">\$1,087</p> <p style="font-size: x-small; text-align: right;">Annual estimated cost including applicable NEM true-up credits and charges.*</p> 
<p>OR YOU CAN STAY ON YOUR CURRENT PLAN</p> <h3 style="margin: 0;">STANDARD (DR)</h3> <p style="font-size: x-small;">INCLUDES Two pricing tiers based on monthly usage. Price does not vary by hour of the day. MAY INCLUDE HIGH USAGE CHARGE.</p>	<p style="font-size: 24px; font-weight: bold; text-align: center;">\$659</p> <p style="font-size: x-small; text-align: right;">Annual estimated cost including applicable NEM true-up credits and charges.*</p>

See the enclosed brochure for more information, visit sdge.com/whenmatters or call us at 1-877-558-1674.

P6K_0219
ZHMS_P60E_NI_NB_AO_04_000006_P6K

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 30, 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. Or make your choice now. Complete and return the reply card or log in to My Account at sdge.com/planenroll before June 30, 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 brochure.

*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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Mass Default Reply Card included with PD-60 mailings

I'M READY TO CHOOSE MY PRICING PLAN		
To switch to a new plan right away or remain on your current plan, complete and return this card before your plan change date.		
Name: John Q. Sample	Account number: 999999999	
Service Address: 1234 Anywhere Street San Diego, CA 92123	Meter number: 99999999	
Select one option. <i>(Please fill in circle completely)</i>	If you're choosing to remain on your current plan, please select the reason why. <i>(Please fill in circle completely)</i>	For research purposes: Do you currently own or lease a plug-in Electric Vehicle? <i>(Please fill in circle completely)</i>
<input type="radio"/> Switch me now to the TOU-DR1 Pricing Plan	<input type="radio"/> I can't shift my energy use away from 4 p.m. to 9 p.m.	<input type="radio"/> Yes
<input type="radio"/> Switch me now to the TOU-DR2 Pricing Plan	<input type="radio"/> The pricing plan is too confusing	<input type="radio"/> No
<input type="radio"/> I want to remain on my current plan	<input type="radio"/> I prefer to keep my current plan	<input type="radio"/> I don't have one right now but am planning on buying/leasing one in the next year
<input type="radio"/> I won't see enough savings	<input type="radio"/> I'm concerned about my bill increasing	
Signature _____		Date _____
<small>P6A_0319</small>		<small>ZHMS_P60E_NN_BE_AD_04_000001_P6A</small>

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?

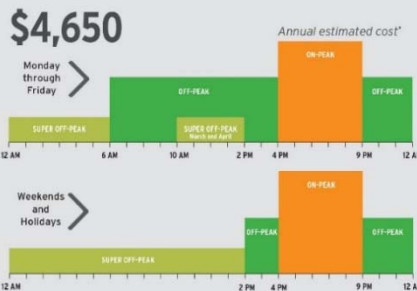
Since you're likely to save on the Time-of-Use (TOU-DR1) plan, let us **automatically move you**. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, choose another available plan or **stay** on your current plan. Both Time-of-Use plans include **one-year no-risk pricing**, and you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

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)

Two pricing tiers based on monthly usage. Price does not vary by hour of the day. **MAY INCLUDE HIGH USAGE CHARGE.**
 Annual estimated cost* **\$4,781**

See enclosure for additional information, visit 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 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.

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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.

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: 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 1 YEAR </div> <div style="font-size: small;"> 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: 2em; font-weight: bold;">\$1,133</p> <p style="font-size: small; text-align: right;">Annual estimated cost*</p> <p style="font-size: small;">Monday through Friday</p> <p style="font-size: small;">Weekends and Holidays</p>
<p style="font-weight: bold; text-align: center;">OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</p> <p style="font-size: 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 1 YEAR </div> <div style="font-size: small;"> 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: 2em; font-weight: bold;">\$1,059</p> <p style="font-size: small; text-align: right;">Annual estimated cost*</p> <p style="font-size: small;">Every Day</p>
<p style="font-weight: bold; text-align: center;">OR YOU CAN STAY ON YOUR CURRENT PLAN</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">STANDARD (DR)</p> <p style="font-size: small; text-align: center;">Two pricing tiers based on monthly usage. Price does not vary by hour of the day. MAY INCLUDE HIGH USAGE CHARGE.</p>	<p style="font-size: 2em; font-weight: bold;">\$1,224</p> <p style="font-size: small; text-align: right;">Annual estimated cost*</p>

See enclosure for additional information, visit sdge.com/whenmatters or call us at 1-877-558-1674.

P3C_0219
ZHMS_P30E_NH_NE_A0_04_000002_P3C

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. Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at 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.

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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.

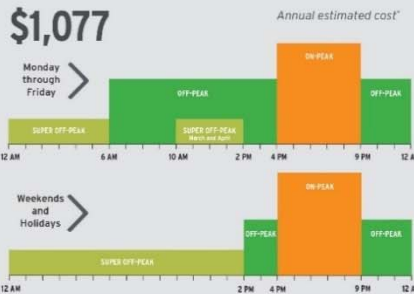
YOUR THREE PLANS COMPARED

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.

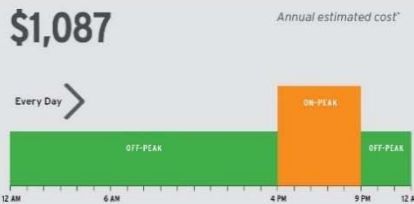
NO RISK PRICING 1 YEAR



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 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. Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at 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.

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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.

YOUR THREE PLANS COMPARED

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

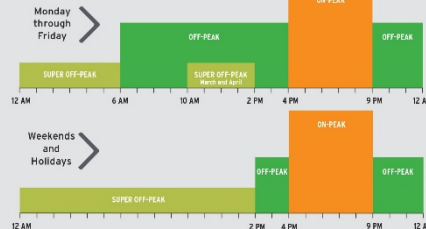
IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN
TOU-DR1

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 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 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.

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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.

YOUR THREE PLANS COMPARED

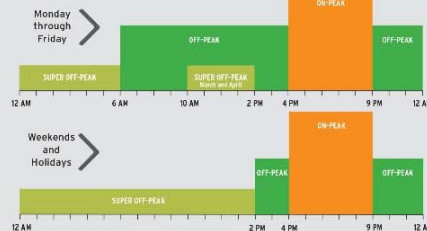
Details as of: 01/04/19 Account number: 999999999 Meter number: 99999999

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

\$1,133

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

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.

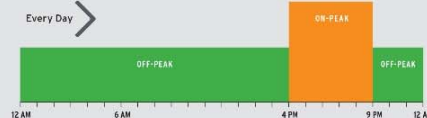


OR YOU CAN CHOOSE TO MOVE TO THIS PLAN
TOU-DR2

\$1,059

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

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



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

\$1,224

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 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. Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at 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.

*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 - 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.



Time to save.

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

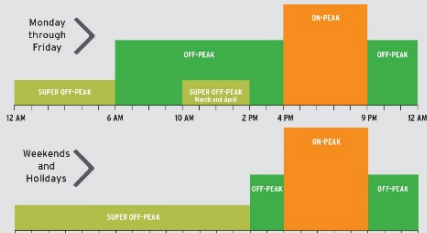

Based on analysis of the energy used in your home last year, if you continue to use energy the same way, **Time-of-Use** plans may not be right for you. To save on these plans (TOU-DR1 or TOU-DR2), you'll need to reduce your overall energy use **and** shift some use to lower-priced hours. Energy costs 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/whenmatters.

YOUR THREE PLANS COMPARED

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

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

See enclosure for additional information, visit sdge.com/whenmatters or call us at 1-877-558-1674.

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ZHMS_P30E_N1_NB_A0_04_000006_P3K

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. Or make your choice now. Call us at 1-877-558-1674 or log in to My Account at 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.

*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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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



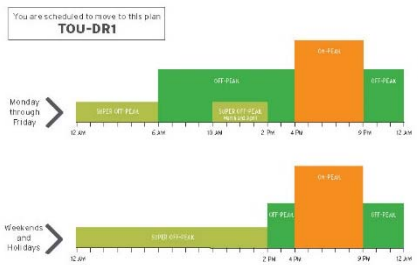
TIME IS MONEY.
WHEN YOU USE ENERGY DETERMINES HOW MUCH YOU CAN SAVE.

SDGE
San Diego Gas & Electric

Time to save.

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

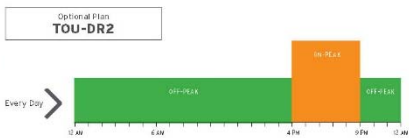
You are scheduled to move to this plan
TOU-DR1



Monday through Friday

Weekends and Holidays

Optional Plan
TOU-DR2



Every Day

SHIFT TO SAVE

NO RISK PRICING 1 YEAR

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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- [Instagram.com/sdge](https://instagram.com/sdge)

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1-800-487-7343

WELCOME TO YOUR NEW PRICING PLAN.



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Semptra Energy

Time to save.

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

Throughout California, new pricing based on when you use energy is being implemented. You are now on a Time-of-Use pricing plan.

With your new plan, your energy costs will be based not only on how much energy you use, but also when you use it. Your energy prices will be lower all day, except between the on-peak hours of 4 p.m. and 9 p.m. when prices are higher.

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.

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*


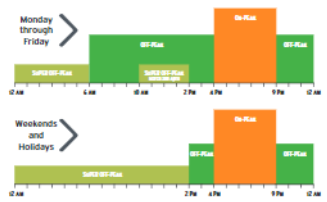
 Your Time-of-Use pricing plan comes with one-year no-risk pricing. If you end up spending more than you would have on the Standard (DR) plan during the first year, you'll receive a bill credit for the difference. In addition, with Time-of-Use pricing, there's no High Usage Charge, and if you prefer to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



*Your year for the pricing is applicable for up to 12 months within the 12th (DR) or 13th (TOU) year after you begin your customer relationship with SDGE. See your account agreement for details.

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

Time-of-Use works in combination with baseline, the amount of energy you can receive at a minimum delivery charge. Your electricity pricing includes a baseline allowance, which covers the amount of power used for some of your basic energy needs. The baseline allowance is determined by your climate zone, season, number of days in your billing cycle, and whether you're an electricity-only customer or natural gas and electricity customer.

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/whenmatters.

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/whenmatters.

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.

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

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. You can subscribe to any or all of these alerts by going to sdge.com/myaccount and "Alerts & Subscriptions."

- Your pre-set spending goal was exceeded
- Notice of move to a higher-priced electric tier
- Pre-set electric use level
- Weekly energy use summary with saving tips



DISCOVER MORE ENERGY-SAVING IDEAS AT
SDGE.COM/WHENMATTERS.

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WELCOME TO YOUR NEW PRICING PLAN.



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

Throughout California, new pricing based on when you use energy is being implemented. You are now on a Time-of-Use pricing plan.

With your new plan, your energy costs will be based not only on how much energy you use, but also when you use it. Your energy prices will be lower all day, except between the on-peak hours of 4 p.m. and 9 p.m. when prices are higher.

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.

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*

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.




*See your rate pricing in applicable rate tariffs for up to 12 months under TOU-DR2 and does not apply to customers with DR12 and available customer other (DR16).


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.



Every Day



BASELINE AND TIME-OF-USE WORK TOGETHER

Time-of-Use works in combination with baseline, the amount of energy you can receive at a minimum delivery charge. Your electricity pricing includes a baseline allowance, which covers the amount of power used for some of your basic energy needs. The baseline allowance is determined by your climate zone, season, number of days in your billing cycle, and whether you're an electricity-only customer or natural gas and electricity customer.

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.

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.

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.

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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Mass Default – Welcome Brochure TOU-DR1 with no Bill Protection

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1-800-487-3343

WELCOME TO
YOUR NEW
PRICING PLAN.

Time to save.

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

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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.

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

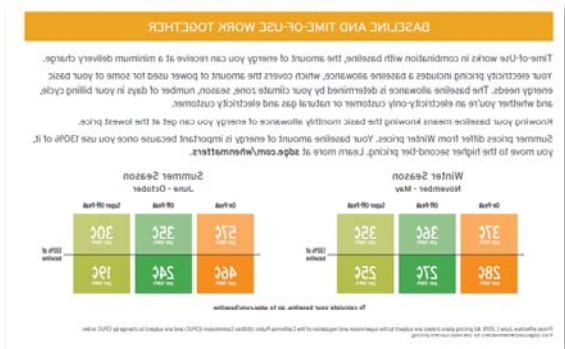
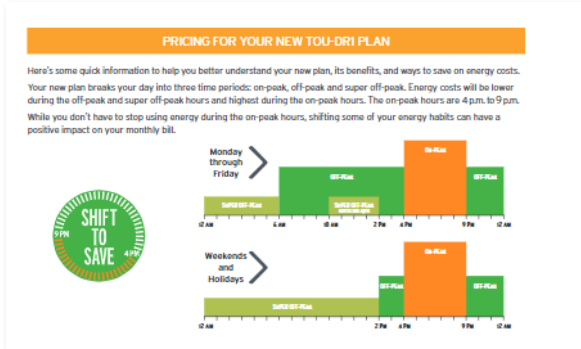
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For many years, the on-peak time for energy use was in the middle of the day. Now, because of an increase in renewable energy, the on-peak time for energy has shifted to later in the day when the sun starts to go down and renewable energy production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

IT'S TIME TO THINK ABOUT ENERGY DIFFERENTLY.



IT'S THE LITTLE THINGS

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

Time to save.

P.O. Box 129831 | San Diego, CA 92112-9831
1-800-481-7343

WELCOME TO
YOUR NEW
PRICING PLAN.

Time to save.

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

Throughout California, new pricing based on when you use energy is being implemented. You are now on a Time-of-Use pricing plan.

With your new plan, your energy costs will be based not only on how much energy you use, but also when you use it. Your energy prices will be lower all day, except between the on-peak hours of 4 p.m. and 9 p.m. when prices are higher.

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.

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.

IT'S TIME TO THINK ABOUT
ENERGY DIFFERENTLY.

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.

Every Day

→

On-Peak

BASELINE AND TIME-OF-USE WORK TOGETHER

Time-of-Use works in combination with baseline, the amount of energy you can receive at a minimum delivery charge. Your electricity pricing includes a baseline allowance, which covers the amount of power used for some of your basic energy needs. The baseline allowance is determined by your climate zone, season, number of days in your billing cycle, and whether you're an electricity-only customer or natural gas and electricity customer.

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.

Winter Season November - May		Summer Season June - October	
On-Peak	Off-Peak	On-Peak	Off-Peak
37¢	36¢	53¢	34¢
28¢	26¢	43¢	23¢
<small>100% of baseline</small>		<small>100% of baseline</small>	

To calculate your baseline, go to sdge.com/baseline

Prices effective June 1, 2018. All pricing tables prices are subject to the input data and inspection of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. ©2018 SDGE. All rights reserved. For the most current 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.

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

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. You can subscribe to any or all of these alerts by going to sdge.com/myaccount and "Alerts & Subscriptions."

- Your pre-set spending goal was exceeded
- Notice of move to a higher-priced electric tier
- Pre-set electric use level
- Weekly energy use summary with saving tips

DISCOVER MORE ENERGY-SAVING IDEAS AT
SDGE.COM/WHENTMATTERS.



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.



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SDGE
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Be social - Join the conversation

PRICING PLANS MY VIDEO MY ACCOUNT

Wonder how you are doing on Time-of-Use?

Account number: XXXXX45013

HI, NINA
CLICK NOW TO WATCH YOUR VIDEO

WATCH YOUR VIDEO

Your Time-of-Use plan is all about *when* you use energy. Shifting your energy use to off-peak hours helps decrease demand on the power grid, which benefits the environment and can save you money.



GET A HEAD START ON SAVING WITH THESE HELPFUL WINTER TIPS:



During the holidays, save money by choosing LEDs, which use up to 90% less electricity to produce the same amount of light as an incandescent holiday light strand.



Set a programmable thermostat to turn off or adjust during the on-peak hours of 4 p.m. and 9 p.m.



Seal and save. Keep your home comfortable and save on energy costs by weather stripping your windows and doors.



When possible, use appliances such as washers, dryers and dishwashers outside the on-peak hours of 4 p.m. and 9 p.m.

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



Time to save.

CHOOSE WHEN YOU USE:
 ENERGY COSTS LESS OUTSIDE
 THE HOURS OF 4PM TO 9PM.



When the seasons change, so does your energy pricing. Demand for electricity in the winter is typically lower than in the summer. That's why winter prices, starting November 1, will be lower than summer pricing.

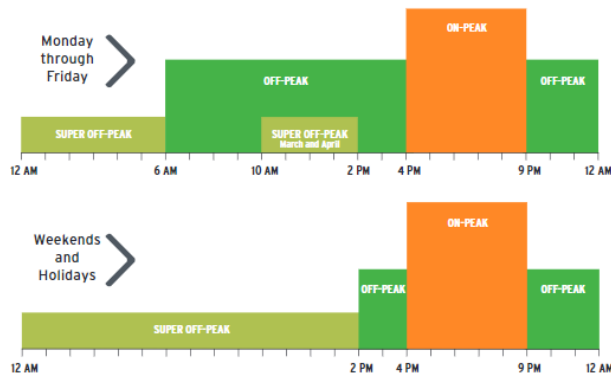
Winter Season
 November - May
 Time-of-Use (TOU-DR1)

On-Peak	Off-Peak	Super Off-Peak
37¢ per kWh	36¢ per kWh	35¢ per kWh
28¢ per kWh	27¢ per kWh	25¢ per kWh

130% of baseline

Prices effective November 1, 2019.

How can you save? Shifting energy use away from the higher-priced on-peak hours of 4 p.m. to 9 p.m. is always a good idea and can help you save on your energy bill. If you want to keep track of your energy costs, try using tools such as alerts to get up-to-date information. Learn more about alerts at sdge.com/alerts.



* 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. Please visit sdge.com/whenmatters for the most current pricing. 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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For more savings tips, visit
[sdge.com/whenmatters](https://www.sdge.com/whenmatters)



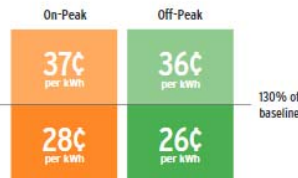
Time to save.

CHOOSE WHEN YOU USE:
 ENERGY COSTS LESS OUTSIDE
 THE HOURS OF 4PM TO 9PM.



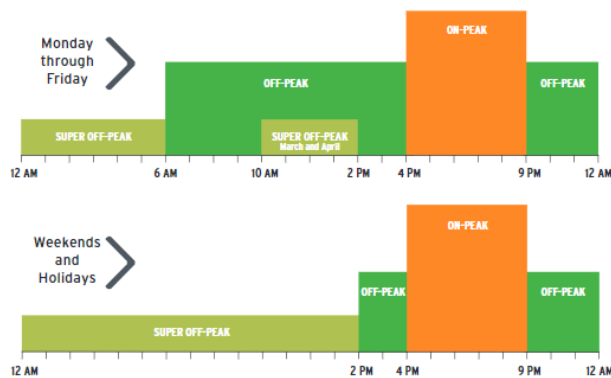
When the seasons change, so does your energy pricing. Demand for electricity in the winter is typically lower than in the summer. That's why winter prices, starting November 1, will be lower than summer pricing.

Winter Season
 November - May
 Time-of-Use (TOU-DR2)



Prices effective November 1, 2019.

How can you save? Shifting energy use away from the higher-priced on-peak hours of 4 p.m. to 9 p.m. is always a good idea and can help you save on your energy bill. If you want to keep track of your energy costs, try using tools such as alerts to get up-to-date information. Learn more about alerts at sdge.com/alerts.



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ONE-YEAR NO-RISK PRICING
FOR YOUR TIME-OF-USE PLAN
WILL SOON END.



NAME
CO
ST2
ST
CITY, STA ZIP10
|||||



Time to save.


Mail Date - English

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.



ACCOUNT NUMBER XXXX XXX XXX X
DATE DUE
Apr 7, 2019

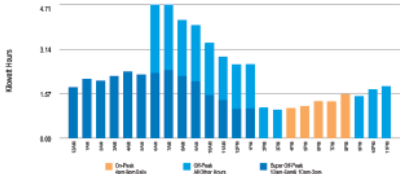
DATE MAILED Mar 19, 2019
sdge.com
Page 5 of 6

Your Electricity Dashboard

*Charts may not display if usage data is unavailable

Period: 02/13 - 03/17

Average Hourly Electric Usage



For each day in the billing cycle, an hourly usage is calculated by peak. At the end of the bill cycle, hourly usage is averaged and displayed on the chart by peak.

Highest Usage Hour

Highest Usage Hour this month:
5.3 kWh on March 10, 2019 from 7am to 8am

This is the highest amount of electricity used at a given point in time.

Time of Use - Electricity

Winter	400 kWh (Apr 1 - Feb 28)
On-Peak	195 kWh-hours
Off-Peak	201 kWh-hours (Super Off + Standard)
Super Off	325 kWh-hours (Standard)
Total	742 kWh-hours
Winter	400 kWh (Apr 1 - Apr 30)
On-Peak	88 kWh-hours
Off-Peak	174 kWh-hours
Super Off	238 kWh-hours (Standard + Super Off)
Total	600 kWh-hours

1 Year No Risk Pricing

Month	Time of Use TOU-DR1	Standard DR
APR - 18	\$116.54	\$117.78
MAY - 18	\$133.42	\$124.11
JUN - 18	\$152.47	\$127.07
JUL - 18	\$168.27	\$164.94
AUG - 18	\$164.48	\$177.07
SEP - 18	\$168.95	\$174.24
OCT - 18	\$172.44	\$118.98
NOV - 18	\$209.82	\$173.37
DEC - 18	\$234.54	\$270.79
JAN - 19	\$234.54	\$261.29
MAR - 19	\$234.54	\$215.79
Total	\$2,211.49	\$2,277.89

Review the monthly comparisons of electricity use to meter XXXXXXXX, your costs against the Time of Use plan. To analyze your energy use, visit sdge.com/MyAccount and click on the "My Energy" tab. Con base en las comparaciones mensuales del consumo de electricidad para el medidor 644278, su gasto fue menor con el plan Time of Use. Para analizar su consumo de energía, visite sdge.com/MyAccount y haga clic en la pestaña "My Energy" (su consumo de energía).

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.

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B-46

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.

Have a question? See our FAQs at 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. 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
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	Time of Use (TOU-DR1)
1234567890	12345678	1234 Any St.	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: Q4 2019 Dashboard

2019 Residential Mass Default to TOU Dashboard

Program Goal: SDGE to transition ~750,000 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: 10/01/2019-12/31/2019
Report Date: 1/15/2020

Mass Default (IDTM)

Key Insights

- ~4,899,000 total mass default communications sent
- ~713,000 total customers have received transition communications
- ~290,000 total transitioned customers active on TOU-DR1
- ~19,900 total customers opted in early to TOU-DR1 or TOU-DR2
- Last of 14 target groups begin receiving transition communications in Jan 2020; transition in Mar 2020

~99% of Transitioned Customers Staying on TOU

Customer Selection Channels

- Reply Card: 53%
- CCC: 11%
- MyAccount: 34%
- IVR: 2.2%

99.86% Billing success rate transition in Mar 2020

~665,900 residential customers now on Time-of-Use plans

Rollout Schedule

Execution Timeline	2019												2020								
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Master Target Group	MDD1	MDD2	MDD3	MDD4	MDD5	MDD6	MDD7	MDD8	MDD9	MDD10	MDD11	MDD12	MDD13	MDD14							
Actual Transition Cumulative Total	100K	207K	327K	377K	427K	444K	449K	454K	459K	463K	467K	471K	475K	479K	483K	487K	491K	495K	499K	503K	507K

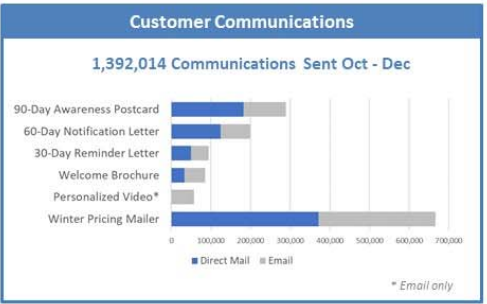
Note: Legend for rollout schedule includes: PO90 execution (190-day notification), PO60 execution (60-day notification), PO30 execution (30-day reminder), Transition to TOU (RED), First Bill, Personalized Video, AC'S (2019), After Care - Summer Pricing Mailer.

Customer Outreach

Q4 Community Based Organization Outreach Results

Customers Reached

- 133 events >16,700
- 45 presentations >2,000
- 182 online activities >441,200



Mass Media

Traditional Media: 124M impressions

- TV+OTT: 29M
- Radio: 24M
- Print: 8M
- Outdoor: 63M

Digital Media: 44M impressions

Includes display, pre-roll, native, YouTube, paid search and paid social. Digital ads in Chinese.



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

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