

**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 (PRRR)**

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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” (the Decision), that the California Public Utilities Commission (Commission or CPUC) issued on July 13, 2015, San Diego Gas & Electric Company (SDG&E) files this quarterly report.

This 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 report is the sixteenth 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

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 some slight revisions to its ME&O Plan after learning more about the developing Statewide campaign. SDG&E's local mass media strategy will integrate statewide messaging where possible.

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 include 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 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)

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

In collaboration with its partners, SDG&E conducted various activities highlighting Rate Reform, TOU plans, and energy management solutions from April through June 2019. These activities included:

- **147 events** reaching more than 14,000 people,
- **60 presentations** reaching more than 1,500 people, and
- **156 online activities** (social media posts, e-blasts, website posts) reaching more than 300,000 people.

The team participated in 147 community events in Q2 2019 where 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. During the quarter,

the team began using its new Whendell-themed outreach booth and materials at events where TOU is being promoted.

Chula Vista Community Collaborative

On April 4, 2019, the Outreach team attended and spoke at the Chula Vista Community Collaborative. The Collaborative’s mission is to enhance community partnerships to develop and implement coordinated strategies and systems for future generations. Over 60 agencies attended this informative meeting on TOU impacts and information regarding programs and services offered by SDG&E.



Chula Vista Community Collaborative April 4, 2019

Allied Gardens Community Town Council



Allied Gardens Town Council May 28, 2019

On May 28, 2019, an audience of nearly 70 individuals of the Allied Gardens Community Town Council met at the local branch of the San Diego Public Library. SDG&E presented on residential TOU and what it means to them. Attendees received not

only an understanding of how the new energy plans work but also solutions regarding energy efficiency, upcoming classes/workshops on how to go solar at the EIC and customer assistance programs.

ii. Critical Customer Groups Outreach

San Diego Oasis Senior Center

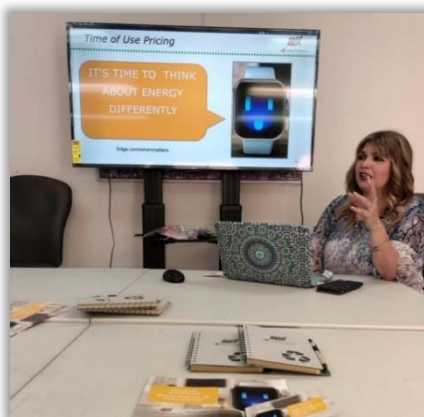
On May 16, 2019, information on TOU, low income and energy programs was presented to San Diego Oasis Senior Center. Oasis provides older adults with opportunities to stay relevant, healthy and connected to the world. More than 25 people attended the presentation and were very engaged with pricing plans. Several attendees were there because they had received their TOU package and wanted more information to select a pricing plan. Although initially skeptical about TOU, after hearing the details as to how they can benefit, this group let us know that they are glad to see us in the community explaining this information.



San Diego Oasis Senior Center May 16, 2019

National Federation of Filipino American Associates

On June 15, 2019, outreach members presented TOU and other program information was presented to the Board of Directors of one of our newest partners, the National Federation of Filipino American Associates (NaFFAA). NaFFAA promotes the welfare and well-being of the four million Filipino Americans throughout the United States. SDG&E will continue TOU education to this community by scheduling additional presentations and events in the SDG&E territory.



NaFFAA June 15, 2019

C. Combining IDSM with TOU: CARE PCT TOU Pilot

On May 3, 2018, SDG&E received approval of Advice Letter 3197-E/2655-G (AL) for the Programmable Communicating Thermostat (PCT or smart thermostat) TOU Pilot, ordered in D.17-12-009. The goal of the 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 will have a treatment group, which will receive a smart thermostat and transition to TOU, and a control group, which will transition to TOU but will not receive the thermostat. All customers will receive three surveys and will be compensated for their participation in the pilot.

SDG&E has completed recruitment efforts, which included email campaigns and direct mail to CARE and FERA customers with higher energy use. Customers responding to the campaigns received a follow-up call to confirm their interest and to enroll them in the Pilot. Recruitment efforts did not yield the results SDG&E anticipated. SDG&E's final recruitment efforts resulted in 49 customers in the treatment group and 84 customers in the control group. Since then, a total of 5 customers have requested the removal of the PCT and have been moved to the control group. The current control group contains 89 customers, and 48 customers are in the treatment group.

D. Elected Official Briefings

On May 3, 2019, SDG&E's Regional Public Affairs team presented at the Oceanside Chamber of Commerce, Government Affairs Emerging Issues meeting. Staff members from the following four offices were in attendance: County Supervisor Jim Desmond, Congressman Mike Levin, Senator Pat Bates, and Assembly member Tasha Boerner Horvath. The presentations

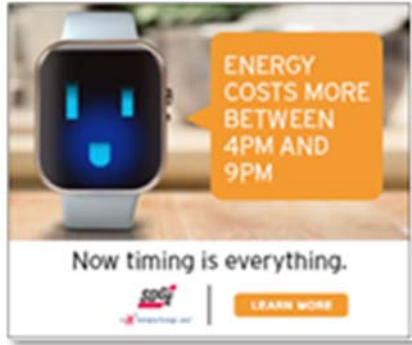
included an overview of past legislation identifying some of the Rate Reform program’s goals, an overview of customer communications, community outreach plans, and local mass media campaign efforts as part of the TOU transition.

E. Earned Media

SDG&E issued a press release and held a media availability event on June 14, 2019 to increase awareness of summer bills saving opportunities. The information included TOU plans as a solution to avoid the High Use Charge. The press release was picked up by various broadcast stations in San Diego County. SDG&E is coordinating with the statewide TOU education campaign and will continue to conduct earned media to further educate customers about TOU.

F. Advertising and Paid Media

Q1 focused predominantly on introducing Whendell, providing general awareness and understanding of TOU, explaining why TOU is being introduced, informing where to go for more information, and providing support for the targeted communications customers were starting to receive. Focus in Q2 shifted to emphasize customer choice and control and to reinforce understanding of TOU time periods, especially between 4pm and 9pm: “when you use energy matters.”



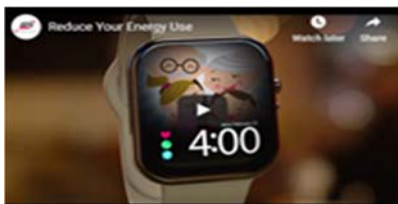
Q2 display ad



Q2 display ad, Chinese

During Q2, all mass media tactics that started in the prior quarter were fully deployed and included TV spots, radio spots and DJ endorsements, print ads, out of home advertising, and digital advertising (paid search, paid social, display). Allocation of tactics for critical customer groups became fully operational and included e.g. Asian-language digital and print advertising, as well as Spanish-language Radio spots and DJ endorsements, print advertising, digital advertising, and out of home.

As of the end of June, the campaign achieved 52M impressions with digital advertising and 142M impressions with traditional mass media tactics.



30-second TV spot, "Faces"



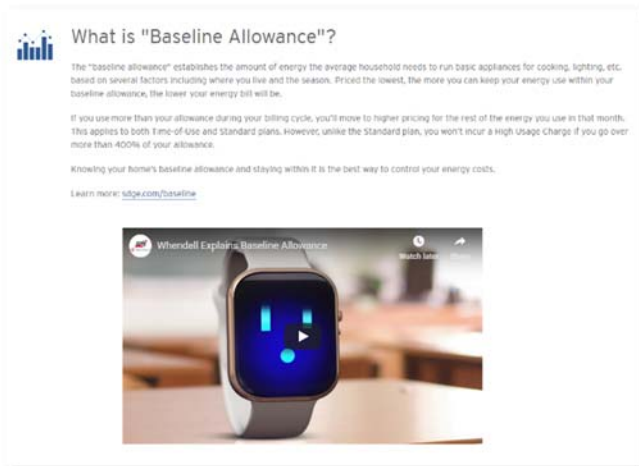
Print Ad



Sprinter train wrap

G. Updated TOU Landing Page

The dedicated campaign landing page, sdge.com/whenmatters, received continual updates in Q2 which included: simplifying language on the Spanish version, adding a "What is Baseline Allowance?" video, new summer pricing, additional FAQs, elimination of the "Videos" section and instead embedded videos within relevant sections of the page, and incorporated the latest TV spot with closed captioning. All changes were consistent throughout the English and in-language versions of sdge.com/whenmatters (Spanish, Chinese, Vietnamese).



Updated TOU Landing Page –
Baseline Allowance Section

Views of sdge.com/whenmatters continued to rise and the page received 255,718 total views with 214,433 unique visitors. Average time spent on page was 3 minutes and 18 seconds.

H. Summer Preparedness Campaign

Beginning in June, SDG&E started a summer preparedness campaign including direct mail and email notifications sent to residential customers. Customers were first segmented based on whether they made a high bill inquiry in 2018. Then, these customers were further segmented based on their NEM or non-NEM status, whether they incurred a High Usage Charge in the past, or were currently on a TOU pricing plan. To avoid any potential confusion in messaging, this campaign excluded any customer actively on the path towards transitioning to a TOU pricing plan within the Initial Default TOU Migration (IDTM).

Among other summer preparedness saving tips and solutions, TOU pricing plans were suggested to customers (if they were not already on them) as a potential solution to avoid a High Usage Charge and help manage summer bills. Samples of the Summer Preparedness Campaign communications are available for reference in Appendix B.

I. TOU Acquisition Campaign

In May, SDG&E executed a marketing automation campaign to connect with customers who were identified as beneficiaries on a TOU plan. The messaging promoted TOU as a solution for these customers ahead of summer, directed them to learn more about TOU online, and offered other savings tips and solutions.

This campaign segmented customers into two groups: TOU early-opt customers (from the Mass Transition) and CARE/FERA in the hot zone customers. TOU early opt-out customers were identified as those who could have opted out anytime between receiving an IDTM communication and before becoming active on a transition pricing plan. CARE/FERA customers in the hot zone were excluded from the mass transition population, but were given the opportunity to opt-into a TOU plan and still receive associated benefits.

Using marketing automation, customers in both segments could have received up to three emails each. The TOU early opt-out segment received an email communication encouraging them to reconsider TOU before the summer months. If they took no action, these customers then received a reminder email 3 days later. If at any point during this campaign a customer elected to opt-into a TOU pricing plan, they were sent an email welcoming them to TOU. CARE/FERA customers followed a similar cadence, but their emails included a more

detailed introduction of TOU. They also received a welcome email upon enrolling in a TOU pricing plan. Samples of the TOU Acquisition Campaign emails are available for reference in Appendix B.

There were 827 TOU early-opt customers and 138 CARE/FERA in the hot zone customers in this campaign. By the end of June, 48 total customers enrolled in a TOU pricing plan after receiving these communications.

III. High Usage Charge

On November 1, 2017, SDG&E implemented the High Usage Charge applied to customers who use more than four times their baseline allowance. The table represents the number of customers that incurred this charge by month in the second quarter of 2019.

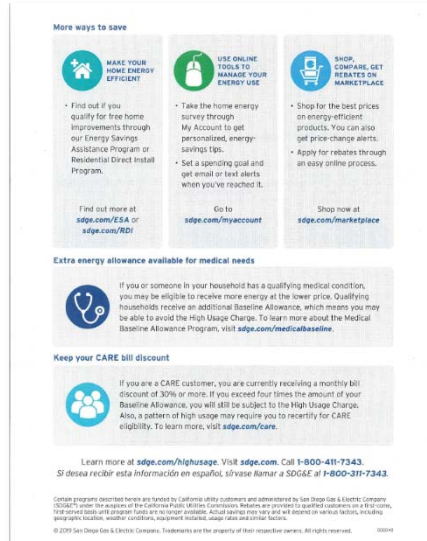
High Usage Charge Impacted Customers Q2 2019	
April	7,088
May	6,603
June	7,287

SDG&E notifies customers who approach (350% of baseline allowance) and exceed (400% of baseline allowance) the High Usage Charge threshold. Customers not enrolled in SDG&E's High Usage Charge alert in My Account receive direct mail notification the first time they exceed 350% and 400% of their baseline. CARE customers within this population also receive additional information letting them know about the CARE high usage thresholds (400% threshold for post-enrollment verification; 600% disallowance) including tips and resources to help them lower their use and continue receiving the discount.

Customers who would like to receive ongoing High Usage Charge notifications can enroll in the High Usage Charge SMS (text) and/or email alerts available in My Account. By the end of Q2, approximately 145,000 accounts were enrolled to receive High Usage Charge notifications. High Usage notifications include tips and resources to customers who approach and reach the High Usage Charge thresholds. The following table outlines SDG&E’s current High Usage Charge alert notification distribution.

High Usage Charge Notifications Distributed between April– June 2019			
	350% of Baseline Allowance	400%+ of Baseline Allowance	Total Notifications
Direct Mail	2,046	1,400	3,446
Email	1,453	725	2,178
Text (SMS)	447	272	719

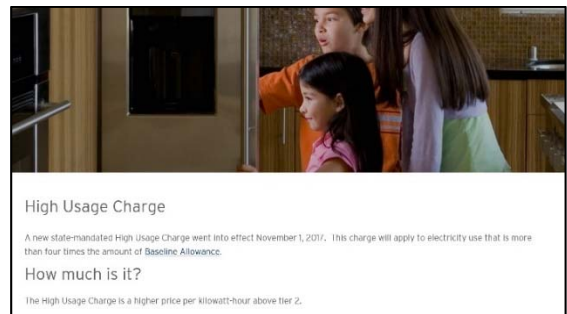
Additionally, SDG&E sent an educational communication to 288 new customers who moved during Q2 into a home/apartment that has a history of exceeding 350% of baseline allowance. The objective of the piece is to educate these customers on the High Usage Charge and how it may apply to them at their new home. The communication provides tools and resources to help customers avoid the High Usage Charge, and suggests TOU pricing plans as a solution to avoid the High Usage Charge. The Q2 communication included tips for energy savings, some of which were specific to summer.



**General High Usage Education
Direct Mail**

Samples of all the High Usage Charge communications sent to customers this quarter can be found in Appendix B.

The High Usage Charge landing page at sdge.com/highusage also provides education about baseline allowance and solutions to avoid the charge. The page was updated to provide additional clarifying information and frequently asked questions. In Q2, the page received 10,375 views with 8,427 unique page views. Viewers spent an average of two minutes and seven seconds on the page.



IV. 2018 Residential TOU Default Pilot

A. Peek™ Device

In conjunction with the end of their first year on TOU, in April, SDG&E sent randomly-selected 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

Color-coded lights on the Peek device inform customers whether they are currently in on-, off-, or super off-peak

TOU time periods with a 12-hour view of upcoming time periods. The mobile app provides pricing information for each period in the TOU-DR1 pricing plan and also allows for SDG&E to send notifications and messaging to Peek app users.

The Peek study focuses on both communication channel effectiveness as well as device uptake and effectiveness. Approximately 1,350 customers received unsolicited direct mail packages including a Peek device, letter, and activation insert (English and Spanish versions). In addition, approximately, 1,300 customers received an email offer which included a link to a redemption website (English and Spanish email



Peek Direct Mail Letter and Activation Instructions

and microsite versions). Successful completion of the redemption form triggered the process for customers to receive the direct mail package. The email had a 56% open rate and 16% click

through rate. Of the customers receiving the email, 150 redeemed the offer and received the mailing; therefore, a total of approximately 1,500 customers were sent a Peek device.

At the end of the second quarter, 287 customers had activated their Peek devices and downloaded the mobile app. 221 of those customers were in the direct mail target group and 66 were in the email target group. SDG&E plans to send a follow-up postcard in Q3 to customers who received but not yet activated their Peek devices, and will continue to monitor device effectiveness with regard to load shifting.

V. 2019 Residential Mass Default to TOU (IDTM)

A. Mass Default Rollout Update

Throughout 2019, SDG&E is transitioning approximately 750,000 residential customers on a rolling monthly cadence to the TOU (TOU-DR1) pricing plan. Up to 3.7 million communications are expected to be sent to approximately 14 different target groups. Pre-transition communication for the first target group began in December 2018.

Execution Timeline			2018												2019											
Master Target Group	Original Meter Count	Revised/Actual Count	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
Dec MD01	115K	100K	90	60	30	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Jan MD02	115K	115K		90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Feb MD03	120K	119K			90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Mar MD04	50K	50K				90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Apr MD05	50K	50K					90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
May MD06	50K	17K	Customers with multiple meters							90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Jun MD07	50K	5K							90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Jul MD08	50K	5K								90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Aug MD09	75K	5K									90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Sep MD10	75K	25K										90	60	30	X	✓	✓	✓	✓	✓	✓	✓	✓			
Oct MD11	9K	67K	Customers in Orange County												90	60	30	X	✓	✓	✓	✓	✓	✓	✓	
Nov MD12	9K	75K											90	60	30	X	✓	✓	✓	✓	✓	✓	✓			
Dec MD13	9K	40K												90	60	30	X	✓	✓	✓	✓	✓	✓			
Jan MD14	9K	30K													90	60	30	X	✓	✓	✓	✓	✓			
Transition Cumulative Total						100K	215K	334K	384K	434K	451K	456K														

Default TOU Complete Business as Usual

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

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

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

Transition to TOU (RED)

First Bill

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

ACS (2019)

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 communication begins with an awareness postcard sent approximately 90 days prior to the scheduled transition date. The 90-day awareness

postcard is followed first by a 60-day notification letter, which includes personalized plan comparison information and a reply card, and then a reminder letter with a TOU quick reference card approximately 30 days prior to the scheduled transition date. During their transition month, customers receive Welcome information and will receive continued support through After Care communications, including a Personalized Video email as well as Summer and Winter Pricing mailers. The communications series concludes with notification after 10 months on the TOU plan of customers' bill protection ending.

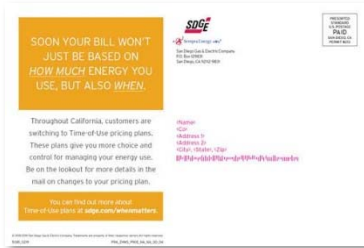


Mass Default (IDTM) Rollout Communications Overview

SDG&E personalized the 60-day notification letter and 30-day reminder letter into non-NEM and NEM versions, and further personalized the communications with three versions based on the estimated benefiter status category: 1) Benefiter, 2) Neutral Benefiters and Neutral Non-Benefiters, and 3) Non-Benefiters. Benefiter categories are estimated based on the last 12 months of energy consumption.

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

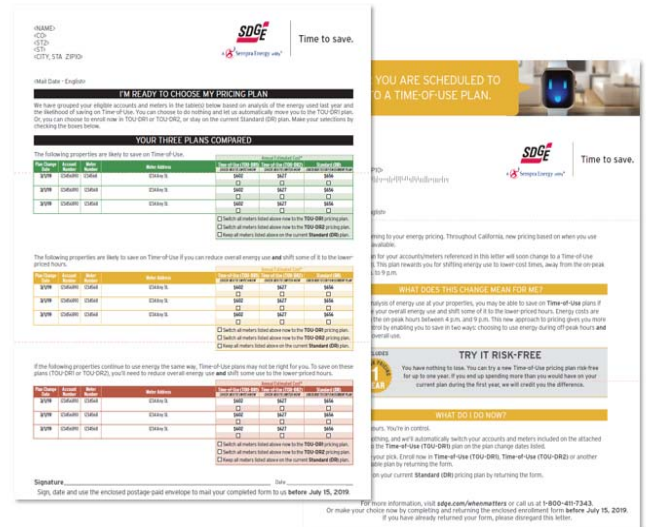


60-day Notification Letter



30-day Reminder Letter

A 60- and 30-day notification version was also created for the multi-meter target audience – specifically, residential customers who had multiple meters associated with their accounts (i.e. property management companies, HOAs). Rather than sending a letter for each of their meters (ranging from 2-200+), SDG&E created a special form that grouped the customer’s accounts and meters by benefiter, neutral and non-benefiter tables and provided them the ability to make choices individually or in groups. Corresponding awareness emails were also sent to this specific customer base encouraging them to check their mail for the packet. The 60-day letter and email began sending June 4, and the 30-day on July 1.



60-Day Personalized Notification for Multiple Meter Customers

In April, SDG&E launched the Welcome direct mail communication to customers who transitioned to TOU. The two-fold mailer was customized into eight versions based on:

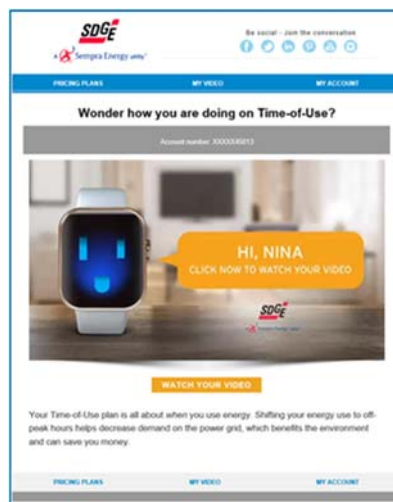
- Pricing plan (TOU-DR1 or TOU-DR2),
- English or Spanish, and
- Bill protection or no bill protection (for new customers not part of IDTM).



Welcome Brochure

The communication welcomed the customer to their new plan and provided current pricing, energy-saving tips and general information about TOU, as well as a refrigerator magnet for quick reference to general energy-saving tips and resources. Starting in mid-June, the Welcome mailer was updated to reflect summer season pricing and will be revised accordingly when winter pricing becomes effective. Emails for all eight versions began sending in early June.

After three months on TOU-DR1, customers with email accounts receive a Personalized Video that provides information about their on-peak usage to provide a sense of how they are doing on TOU. The Personalized Video was developed to be less than two minutes based on drop-off metrics from the Video Bill deployed during Default Pilot. The seven video versions include personalized on-peak use data and customized messaging



Personalized Video

based on customers' percentage of electricity use during the on-peak time period. Both non-NEM and NEM customers received "great," "good," or "opportunities to save" messaging if their on-peak usage percentage of total use was less than 15%, less than 25%, or greater than 25%, respectively. A generic version for web use recommends that customers check their bills or online in MyAccount to view on-peak use. The email and video both direct customers to the "How to be successful on Time-of-Use" section of sdge.com/whenmatters. Approximately 60% of the ~700,000 customers eligible for mass transition have email. The first groups of customers began receiving their videos in June.

Beginning in May, customers who opted into a TOU plan (TOU-DR1 or TOU-DR2) 10 months prior received a Bill Protection Ending letter. This group could have included any opt-in customers outside of the Default Pilot and Mass Transition populations. The letter tells these customers their bill protection will soon be ending and notifies them about the fact they have pricing plan options moving forward. This letter will continue to be sent to all TOU-DR1 and TOU-DR2 customers, including the Mass Default segment, as they reach the tenth month on their pricing plan.



Bill Protection Ending Letter

Summer Pricing communications were also sent to all DR1 and DR2 customers in June. The direct mailer and email informed customers that the higher summer pricing took effect on June 1 and provided summer solutions tips to help manage energy costs. The two-fold mailer was customized into four versions based on:

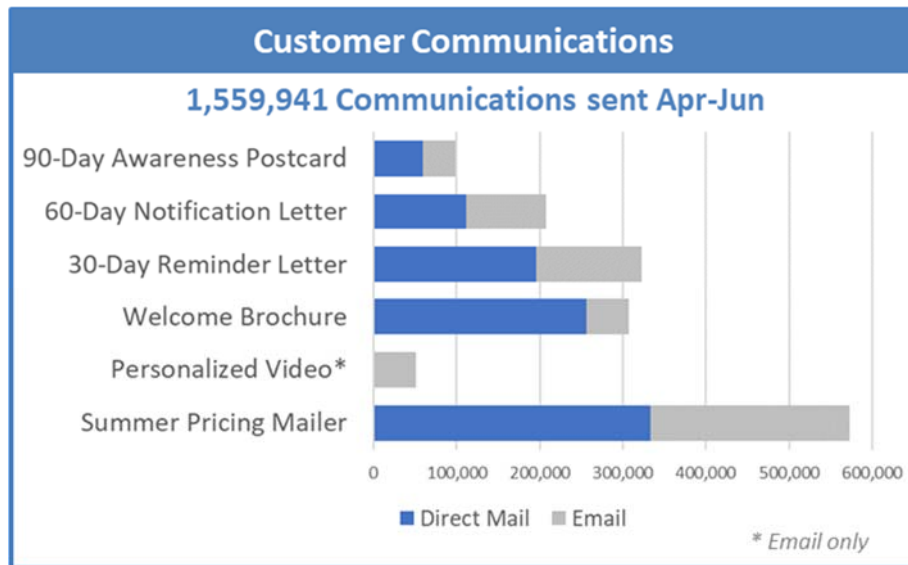
- Pricing plan (TOU-DR1 or TOU-DR2) and
- English or Spanish.



Summer Pricing Mailer

Included in each mailer was a window cling that provided summer specific tips. Four coinciding email versions were also sent.

During the quarter, SDG&E sent approximately 98,000 90-day awareness direct mail postcards and emails; 208,000 60-day notification direct mail letters and emails; 322,000 30-day reminder letters and emails; 307,000 welcome letters and emails; 51,000 personalized videos via email; and 573,000 summer pricing mailer and emails.



Email open and click through rates continue to be notably strong to date for the Mass Default pre-transition communications, decreasing slightly for post-transition communication pieces. At the end of Q2, the overall open rate was 40% with a click through rate of 9%. As shown in the following table, engagement rates for the 60-day notification remained the highest compared to other pre- and post-transition emails

Pre- and Post-Communications Email Engagement			
Communication	Open Rate	Click Through Rate	View Rate
PD30	58.85%	10.67%	n/a
PD60	63.3%	12.65%	n/a
PD90	47.98%	10.07%	n/a
Summer Pricing	56.17%	8.01%	n/a
Welcome to new plan	60.3%	9.95%	n/a
Personalized Video	34.42%	2.81%	7.5%

By the end of Q2, approximately 2,954,000 total mass default communications had been sent to a total of 461,000 customers, 257,000 of whom had been transitioned to TOU-DR1. The table below shows the status of all customers who have received the 60-day notification letter.

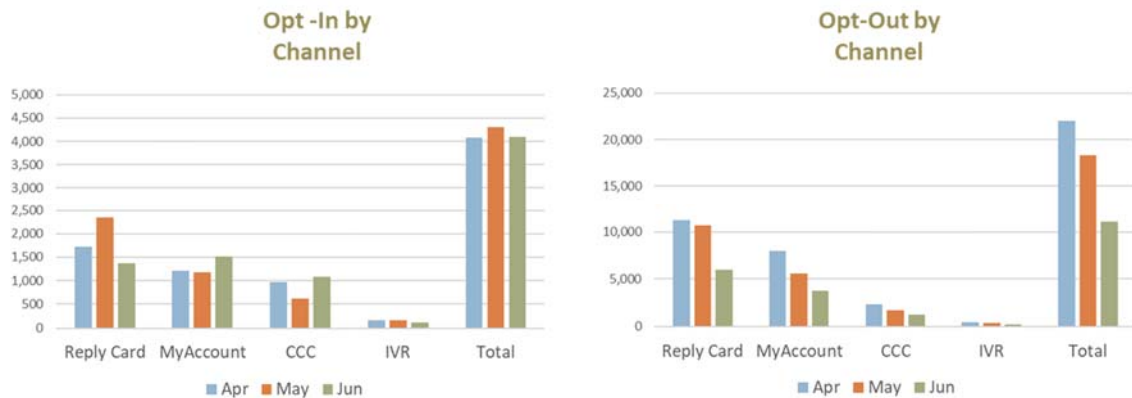
Status of Mass Default Customers
after Receiving 60-Day Notification

	Active			Pending			Opt-out to non-TOU Standard (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	257,415	11,663	4,378	47,035	267	166	61,632	2,605	30,190	415,351
% of Customers	62.0%	2.8%	1.1%	11.3%	0.1%	0.0%	14.8%	0.6%	7.3%	100%

Approximately 62% of customers opting in to TOU-DR1 during Q2 were customers categorized as Neutral Non-Benefitters. Neutral Non-Benefitters were also the most active group to opt out.



During Q2, the reply card remained the most used channel by customers whether opting in or opting out. Approximately 54% of mass default customers opting in or opting out used the reply card. Approximately 31% of opt-in customers and 34% of opt-out customers used MyAccount. Approximately 21% of customers opting-in called the customer care center with 10% of opt-outs using the same channel. Only 4% of opt-ins and 2% of opt-outs utilized the IVR to communicate their plan selections.



Feedback from customers who have chosen to opt out remains consistent with Q1: 45% of customers opting out simply prefer to keep their current plan. Approximately 17% of customers have shared that they cannot shift energy use away from 4 p.m. – 9 p.m., and

another 17% indicated that they don't see enough savings to make a change. Almost 5% of customers have chosen to enroll in a TOU plan other than the TOU-DR1 default plan.

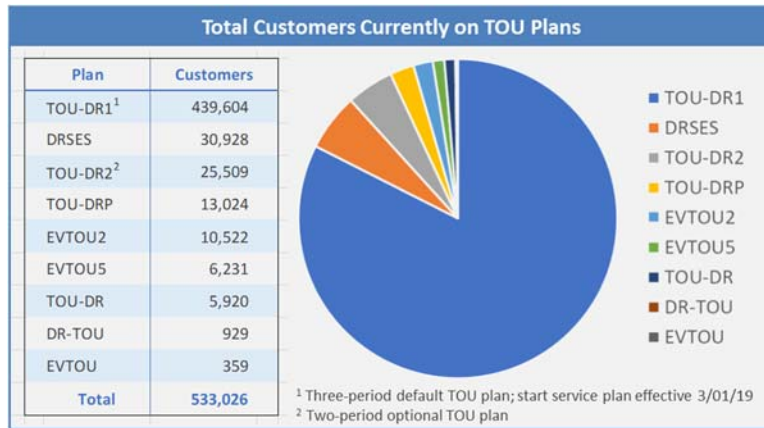
B. Customer Engagement

During Q2, of the approximately 6,700 calls to the customer care center, approximately 52% were for clarification and 23% were to opt out. Online visits to the dedicated TOU webpage continued to increase through the quarter and totaled approximately 255,700 visits with 214,000 unique visitors. Overall use of the online bill comparison tool increased in Q2, totaling approximately 3,300 visits with 2,700 unique visitors.



C. Residential Customers on TOU Pricing Plans

Beginning March 1, 2019, new accounts begin service on TOU-DR1 if the customer does not choose another plan. During Q2, IVR and live scripting was enhanced to encourage customers to review plan options online or ask a representative. By the end of Q2 SDG&E had more than 533,000 residential customers on one of nine TOU pricing plans.



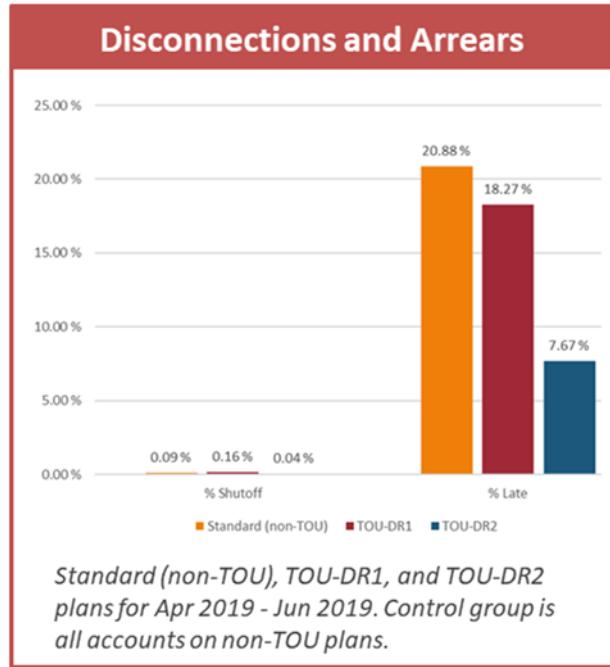
As it did with Default Pilot, SDG&E compares forecasted bills to actual bills for IDTM customers. The table below shows that as of Q2, estimates of benefiter status are very similar to actual results.

Estimated vs. Actual Benefiter Categories

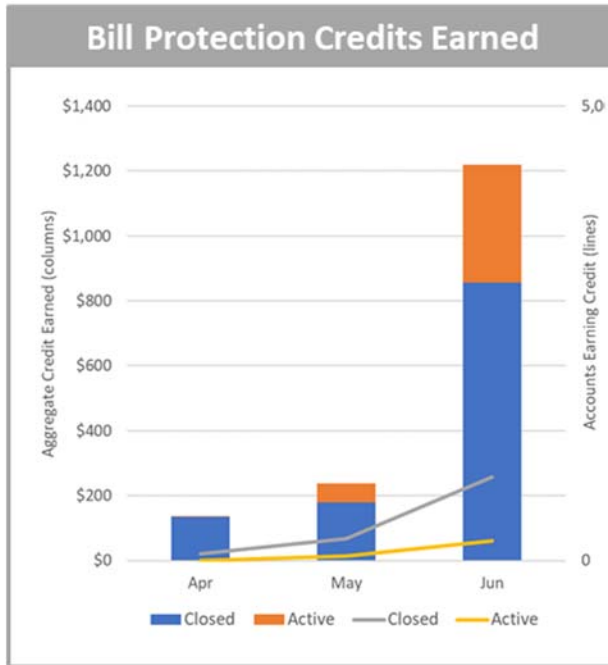
Based on bills from Apr 2019 to Jun 2019

Benefiter Category	Estimated	Actual	Estimated	Actual
Benefiter	3,422	2,723	1.5 %	1.2 %
Neutral Benefiter	181,460	181,533	77.6 %	77.7 %
Neutral Non-Benefiter	48,445	49,270	20.7 %	21.1 %
Non-Benefiter	440	241	0.2 %	0.1 %
Total	233,767	233,767	100%	100%

SDG&E also continues to monitor whether TOU impacts the number of customers in arrears or 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 Q2, customers on TOU-DR1 and TOU-DR2 have a similar rate of shut offs due to non-payment and a lower percentage of in arrears.



In the second quarter, \$1,221 in bill protection credit was issued to 1,140 customers. 1,240 customers closed accounts and received an average bill protection credit of \$0.94. In addition, 275 customers switched back to the Standard plan (DR/DRLI) and received an average credit of \$1.54.



VI. Customer Research and Insights

A. TOU Default Customer Experience Survey

In May, SDG&E began surveying customers who recently transitioned to a TOU pricing plan. A total of 309 customers who transitioned in March or April completed a survey. Of this first group: 76% were aware that their household transitioned to TOU, 86% were aware that they had the option to choose another plan, 77% recalled receiving the 60-day notification letter/e-mail, and 70% recalled receiving the welcome materials.

The survey will be conducted every two months until default is completed in 2020. Like the Default TOU Pilot research, the survey will be conducted by Hiner & Partners using a mixed-mode methodology (100 phone, ~200 online). Each survey group (two-month groupings) will be surveyed twice; the first survey will be shortly after transition, and the second will be six to seven months afterward. The first survey will measure awareness of the transition, understanding of 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 will address satisfaction on TOU, engagement in shifting energy usage, and impressions of their bill.

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. No action required from SDG&E. PG&E and SCE will begin defaulting applicable residential customers to TOU rates in October 2020.

Testimony for Phase III was submitted in March 2019 and addressed future options including fixed charge and minimum bill options. Hearings for this phase of the case are scheduled for August 5 – 16, 2019.

B. 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 – SDG&E filed its 2018 Glidepath Advice Letter (AL 3183-E) pursuant to D.15-07-001 on February 15, 2018 seeking approval to increase the tier 1 cap to RAR +8% which will keep the tier 1 and 2 differential basically flat. On March 28, 2019, the Commission adopted Resolution E-4988 approving SDG&E’s 2018 Glidepath rate design changes effective May 1, 2019. SDG&E will file for approval of its final glidepath adjustment on or before August 1, 2019 seeking approval to increase the tier 1 cap to RAR +5% with an effective date of November 1, 2019.
- 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. As needed, SDG&E and DDB share the latest earned and paid media tactics and results in the San Diego market. This includes a recap on San Diego Micro-influencers, paid media and the Food Truck experience in San Diego.
- 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 have been taken in this phase this quarter.

VIII. Expenditures

Pursuant to Ordering Paragraph 12 of D.15-07-001, SDG&E filed a Tier 1 Advice Letter (AL 2769-E) on July 31, 2015 to establish the Rate Reform Memorandum Account (RRMA). The RRMA will be 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) MEO costs associated with the rate changes approved in this decision, and (iv) other reasonable expenditures as required to implement this decision.

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

The following table summarizes costs incurred from August 2015 through June 2019. See Appendix A for expenditure details.

Rate Reform Expenditures Summary

Rate Reform Costs Aug 2015 - June 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	Total PTD		% PTD Spent of Budget
																Spend	Total Budget	
TOU Mass Default Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ 208	\$ 208	\$ 401	\$ 1,101	\$ 2,708	\$ 5,596	\$ 10,263	\$ 19,374	53.0%
TOU Default Pilot Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225	\$ 372	\$ 324	\$ 868	\$ 2,782	\$ 1,193	\$ 1,579	\$ 1,422	\$ 1,105	\$ 76	\$ 9,947	\$ 11,864	83.8%
TOU Opt-In Pilot Total	\$ -	\$ -	\$ 452	\$ 2,092	\$ 617	\$ 697	\$ 503	\$ 1,606	\$ 500	\$ 377	\$ 9	\$ 22	\$ 14	\$ -	\$ (2)	\$ 6,888	\$ 9,020	76.4%
Statewide Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 11,011	\$ 11,900	92.5%
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 2	\$ 22	\$ 36	\$ 894	\$ -	\$ 954	\$ 7,665	12.4%
TOU Total	\$ -	\$ -	\$ 452	\$ 2,092	\$ 617	\$ 923	\$ 875	\$ 1,931	\$ 1,410	\$ 3,391	\$ 1,495	\$ 2,104	\$ 2,621	\$ 9,943	\$ 11,208	\$ 39,062	\$ 59,823	65.3%
Rate Reform Costs Aug 2015 - June 2019*																		
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	Total PTD		% PTD Spent of Budget
																Spend	Total 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	\$ 2,507	\$ (27)	\$ 929	\$ 899	\$ 1,951	\$ 1,607	\$ 3,392	\$ 1,496	\$ 2,105	\$ 2,494	\$ 9,943	\$ 11,208	\$ 39,637		
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	Total PTD		% PTD Spent of Budget
																Spend	Total Budget	
Marketing, Education, & Outreach	\$ 251	\$ -	\$ -	\$ -	\$ 148	\$ 193	\$ 97	\$ 698	\$ 210	\$ 203	\$ 177	\$ 951	\$ 1,140	\$ 352	\$ 457	\$ 4,877		
Information Technology	\$ 437	\$ 536	\$ 755	\$ 662	\$ 1,137	\$ 1,190	\$ 3,574	\$ 2,834	\$ 4,838	\$ 1,813	\$ 2,273	\$ 5,683	\$ 4,435	\$ 3,077	\$ 1,754	\$ 34,998		
Non-RRMA Total	\$ 688	\$ 536	\$ 755	\$ 662	\$ 1,285	\$ 1,382	\$ 3,672	\$ 3,532	\$ 5,048	\$ 2,016	\$ 2,450	\$ 6,634	\$ 5,575	\$ 3,429	\$ 2,211	\$ 39,875		
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	\$ 13,372	\$ 13,419	\$ 79,512		
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.																		
* Any required corrections/adjustments are reported herein and supersede information provided in prior reports and may reflect year-to-date adjustments																		

IX. Conclusion

SDG&E is pleased to report its second quarter (April - June) 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 contribute to a successful implementation of Residential Rate Reform and transition to TOU pricing plans for residential customers.

Respectfully submitted,

/s/ Steven C. Nelson

Steven C. Nelson

Attorney for

SAN DIEGO GAS & ELECTRIC COMPANY

August 1, 2019

Appendix A: Rate Reform Costs August 2015 - June 2019

A. Mass Default

Rate Reform Costs Aug 2015 - June 2019*																			% PTD
	Aug - Dec																Total	Total Budget	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				
RRMA: Time-Of-Use Mass Default (in 000's)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ (16)	\$ 7	\$ -	\$ 836	\$ 1,732	\$ 2,840	\$ 5,439	\$ 10,957	49.6%	
Overall Plan - TOU Awareness	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 340	\$ 622	\$ 963	\$ 1,050	91.7%	
Communications Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ (16)	\$ 7	\$ -	\$ 731	\$ 906	\$ 1,310	\$ 2,979	\$ 6,790	43.9%	
General (Bill Inserts, Media, Radio, TV, Social Media)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 420	0.0%	
Digital Media	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 103	\$ 486	\$ 908	\$ 1,497	\$ 2,397	62.5%	
Direct (Email & SMS)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300	0.0%	
Web Development (Inclusive of all activities)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ 49	\$ -	\$ -	\$ 199	\$ 873	22.7%	
Customer Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ 225	66.7%	
Overall	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200	0.0%	
Qualitative	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49	\$ -	\$ -	\$ 49	\$ 448	10.8%	
Quantitative	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200	13.3%	
Community Based Organizations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 159	\$ 1,200	13.3%	
Energy Solutions Partner Activities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 51	\$ 23	\$ 74	\$ 225	32.8%	
Event Sponsorships - Targeted Zip Codes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6	\$ 12	\$ 18	\$ 750	2.4%	
Engagement Materials (brochures, etc.)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5	\$ 63	\$ 68	\$ 225	30.2%	
Marketing Automation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4	\$ -	\$ -	\$ 4	\$ 450	0.8%	
High Usage Charge (HUC)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600	0.0%	
Labor (FTE & Contract)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 74	\$ 201	\$ 401	\$ 213	\$ 915	\$ 2,658	\$ 4,462	\$ 5,294	84.3%	
TOU Mass Default Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41	\$ 208	\$ 208	\$ 401	\$ 1,101	\$ 2,708	\$ 5,596	\$ 10,263	\$ 19,374	53.0%	
	Aug - Dec																		% PTD
RRMA: Statewide Campaign & Bill Protection	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	Total	Total Budget	Spent of Budget	
Statewide Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 84	\$ 79	\$ 48	\$ 5,237	\$ 5,538	\$ 11,011	\$ 11,900	92.5%	
Bill Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0	\$ 2	\$ 22	\$ 36	\$ 894	\$ -	\$ 954	\$ 7,665	12.4%	
TOU Statewide Campaign & Bill Protection Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 23	\$ 86	\$ 102	\$ 84	\$ 6,131	\$ 5,538	\$ 11,965	\$ 19,565	61.2%	
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.																			
* 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 - June 2019*

RRMA: Time-Of-Use Default Pilot (in 000's)	Aug - Dec 2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Q1 - 2017	Q2 - 2017	Q3 - 2017	Q4-2017	Q1-2018	Q2-2018	Q3-2018	Q4-2018	Q1-2019	Q2-2019	Total	Total Budget	% PTD Spent of Budget	
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	\$ 277	\$ 400	69.3%	
Load Impacts	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 41	\$ 32	\$ 51	\$ -	\$ 138	\$ 200	69.2%	
Staff Augmentation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 18	\$ 36	\$ 25	\$ 7	\$ 21	\$ 139	\$ 200	69.3%	
Electric Load Analysis	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14	\$ 18	\$ 18	\$ 36	\$ 25	\$ 7	\$ 21	\$ 139	\$ 200	69.3%	
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	\$ 2,356	\$ 4,477	52.6%	
Material Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 357	\$ (55)	\$ 95	\$ 6	\$ 230	\$ 1	\$ 6	\$ 640	\$ 800	80.1%	
Energy Efficiency Component for Welcome Package	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6	\$ 76	\$ 1	\$ 6	\$ 89	\$ 30	296.0%	
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	\$ 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	\$ 9,947	\$ 11,864	83.8%	

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.

* 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 - June 2019*

RRMA: Time-Of-Use Opt-In 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				
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)	\$ 323			
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	\$ -	\$ -	\$ -	\$ -	\$ 78	\$ 83	\$ 36	\$ 32	\$ 34	\$ (1)	\$ -	\$ (6)	\$ -	\$ -	\$ (0)	\$ 254			
Technology Operations Support	\$ -	\$ -	\$ -	\$ -	\$ 1	\$ 319	\$ 158	\$ 250	\$ 96	\$ 11	\$ -	\$ 3	\$ -	\$ -	\$ 0	\$ 838			
TOU Opt-In Pilot Total	\$ -	\$ -	\$ 452	\$ 2,092	\$ 617	\$ 697	\$ 503	\$ 1,606	\$ 500	\$ 377	\$ 9	\$ 22	\$ 14	\$ -	\$ (2)	\$ 6,888	\$ 9,020	76.4%	
RRMA: General Rate Reform (in 000's)																			
	Aug - Dec																		% PTD Spent
	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	Total	Total Budget	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	\$ 2,507	\$ (27)	\$ 929	\$ 899	\$ 1,951	\$ 1,607	\$ 3,392	\$ 1,496	\$ 2,105	\$ 2,494	\$ 9,943	\$ 11,208	\$ 39,637			
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	Total			
Marketing, Education, & Outreach	\$ 251	\$ -	\$ -	\$ -	\$ 148	\$ 193	\$ 97	\$ 698	\$ 210	\$ 203	\$ 177	\$ 951	\$ 1,140	\$ 352	\$ 457	\$ 4,877			
Information Technology	\$ 437	\$ 536	\$ 755	\$ 662	\$ 1,137	\$ 1,190	\$ 3,574	\$ 2,834	\$ 4,838	\$ 1,813	\$ 2,273	\$ 5,683	\$ 4,435	\$ 3,077	\$ 1,754	\$ 34,998			
Non-RRMA Total	\$ 688	\$ 536	\$ 755	\$ 662	\$ 1,285	\$ 1,382	\$ 3,672	\$ 3,532	\$ 5,048	\$ 2,016	\$ 2,450	\$ 6,634	\$ 5,575	\$ 3,429	\$ 2,211	\$ 39,875			
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	\$ 13,372	\$ 13,419	\$ 79,512			
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.																			
* 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 April – June 2019

Communications	Description	Spanish	Direct Mail	Email
Summer Preparedness	Consists of general summer preparedness messaging designed for customers outside of Mass Default efforts		X	X
Summer is Coming – High Bill Caller in 2018, Customer on TOU				X
Summer is Coming – High Bill Caller in 2018, Customer not on TOU				X
Summer is Coming – High Bill Caller in 2018, Customer not on TOU, TOU non-benefiter				X
Summer is Coming – High Bill Caller in 2018, Customer not on TOU, past High Usage Charge customer				X
Summer is Coming – NEM, High Bill Caller in 2018, Customer on TOU				X
Summer is Coming – NEM, High Bill Caller in 2018, Customer not on TOU				X
Summer is Coming – NEM, High Bill Caller in 2018, Customer not on TOU, past High Usage Customer				X
Summer is Here– High Bill Caller in 2018, Customer on TOU			X	X
Summer is Here – High Bill Caller in 2018, Customer not on TOU			X	X
Summer is Here – High Bill Caller in 2018, Customer not on TOU, TOU non-benefiter			X	X
Summer is Here – High Bill Caller in 2018, Customer not on TOU, past High Usage Charge customer			X	X


Communications	Description	Spanish	Direct Mail	Email
Summer is Here – NEM, High Bill Caller in 2018, Customer on TOU			X	X
Summer is Here – NEM, High Bill Caller in 2018, Customer not on TOU			X	X
Summer is Here – NEM, High Bill Caller in 2018, Customer not on TOU, past High Usage Customer			X	X
TOU Acquisition	Email campaign designed to educate a select group of Mass Default early-opt out beneficiaries and CARE/FERA in the hot zone beneficiaries.			
TOU Opt-Out Customer – Email 1 (Awareness)				X
TOU Opt-Out Customer – Email 2 (Reminder)				X
CARE/FERA in the hot zonecustomer – Email 1 (Awareness)				X
CARE/FERA in the hot zonecustomer – Email 2 (Reminder)				X
TOU Acquisition Welcome to your new plan				X
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
High Usage Charge 400% of Baseline	High Usage Charge Incurred		X	X
Peek – Default Pilot	Plug-in Device sent to or promoted to Default Pilot customers to build awareness of on-peak pricing periods.			
Peek Direct Mail		X	X	
Peek Email		X		X

Communications	Description	Spanish	Direct Mail	Email
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			X	
Multiple Meter Email	Alerts customers to watch for a Multiple Meter PD-60 mailer			X
Multiple Meter with Reply Form			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				

Communications	Description	Spanish	Direct Mail	Email
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. Mailers included a magnet (Beginning in May) Emails were sent beginning in June	X	X	X
TOU-DR1 Mass Default with Bill Protection	Sent with winter pricing during April and May			
TOU-DR2 Mass Default with Bill Protection	Sent with winter pricing during April and May			
TOU-DR1 Turn On with No Bill Protection	Sent with winter pricing during April and May			
TOU-DR2 Turn on with No Bill Protection	Sent with winter pricing during April and May			
TOU-DR1 Mass Default with Bill Protection	Sent with summer pricing during June			
TOU-DR2 Mass Default with Bill Protection	Sent with summer pricing during June			
TOU-DR1 Turn On with No Bill Protection	Sent with summer pricing during June			
TOU-DR2 Turn on with No Bill Protection	Sent with summer pricing during June			
Mass Default Personalized Video	Emails including a personalized video were sent to customers in the Mass Transition target groups			X
Bill Protection Ending	Notification that bill protection is coming to an end. Sent to Mass Default and opt-in customers beginning in May.		X	
Mass Default Summer Pricing	Notification for TOU-DR1 and TOU-DR2 customers of the most up to date pricing. Mailer included a window cling.			

Communications	Description	Spanish	Direct Mail	Email
TOU-DR1		X	X	X
TOU-DR2		X	X	X
Summer Window Cling	Mass Default Summer Pricing mailer included a window cling	X	X	

Summer Preparedness Email
Summer is Coming – High Bill Caller in 2018, Customer on TOU



Be social - Join the conversation

PRICING PLANS TIPS MY ACCOUNT

SUMMER IS COMING

Rising temperatures could mean rising energy bills

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

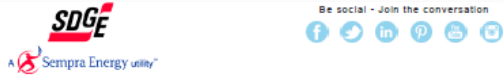
THREE SUMMER SOLUTIONS AND TIPS

- Sign up for Level Pay**
Get the convenience of predictable billing throughout the year, especially in summer when the amount you spend on energy can spike. Level Pay averages out your bill from month to month.
[LEARN ABOUT LEVEL PAY](#)
- Energy Savings Solutions**
Weather can be a driver of high energy bills, but there are simple ways to save.
Power down. Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.
Check A/C filters. Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.
Take advantage of rebates. Our online marketplace can help you find rebates and energy-saving deals — like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify.
[LEARN MORE](#)
- Sign up for alerts**
Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit My Account, "alerts and subscriptions."
[SIGN UP FOR ALERTS](#)

Remember, you're on the Time-of-Use plan, so no matter the size of your household, small changes in the way you use energy can help reduce your energy bill.

There are many ways to save throughout your entire home, particularly if you can shift some of your energy use outside of the hours of 4 p.m. to 9 p.m.

Summer Preparedness Email
Summer is Coming – High Bill Caller in 2018, Customer not on TOU



PRICING PLANS TIPS MY ACCOUNT

SUMMER IS COMING

Rising temperatures mean rising energy bills


Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

FOUR SUMMER SOLUTIONS AND TIPS


- Sign up for Level Pay**
Get the convenience of predictable billing throughout the year, especially in summer when the amount you spend on energy can spike. Level Pay averages out your bill from month to month.
[LEARN ABOUT LEVEL PAY](#)
- Enroll in Time-of-Use**
We want to make sure your household is on the right pricing plan, especially ahead of summer when energy usage and bills can increase. By enrolling in a Time-of-Use plan and shifting some of your energy use outside the on-peak hours of 4 p.m. to 9 p.m., when demand for power is highest and the cost of energy is greatest, you can reduce your monthly bill and avoid the High Usage Charge.
[VISIT MY ACCOUNT](#)
- Energy Savings Solutions**
Weather can be a driver of high energy bills, but there are simple ways to save.
Power down. Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.
Check A/C filters. Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.
Take advantage of rebates. Our online marketplace can help you find rebates and energy-saving deals — like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify.
[LEARN MORE](#)
- Sign up for alerts**
Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit My Account, "alerts and subscriptions."
[SIGN UP FOR ALERTS](#)

Summer Preparedness Email


Summer is Coming – High Bill Caller in 2018, Customer not on TOU, TOU non-benefiter



Be social - Join the conversation




PRICING PLANS TIPS MY ACCOUNT



Rising temperatures mean rising energy bills

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you get ready to win the battle against high bills.


THREE WAYS TO GET AHEAD OF SUMMER ENERGY COSTS



Sign up for Level Pay

Level Pay offers you the convenience of predictable billing throughout the year and especially in summer when the amount you spend on energy can spike. Level Pay averages out your bill from month to month so you can budget more easily.

[LEARN ABOUT LEVEL PAY](#)



Energy Savings Solutions


Weather can be a driver of high energy bills, but there are simple ways to save.

Power down. Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.

Check A/C filters. Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.

Take advantage of rebates. Our online marketplace can help you find rebates and energy-saving deals — like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify.

[LEARN MORE](#)



Sign up for alerts

Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit My Account, "alerts and subscriptions."

[SIGN UP FOR ALERTS](#)


Summer Preparedness Email

Summer is Coming – High Bill Caller in 2018, Customer not on TOU, past High Usage Charge customer

The image is a screenshot of an email from SDGE (San Diego Gas & Electric), a Sempra Energy utility. The email header includes the SDGE logo, the Sempra Energy logo, and social media icons for Facebook, Twitter, LinkedIn, Pinterest, YouTube, and Instagram, with the text "Be social - Join the conversation". Below the header is a navigation bar with "PRICING PLANS", "TIPS", and "MY ACCOUNT". The main content area features a large image of a sandcastle with the text "SUMMER IS COMING" overlaid in yellow. Below the image is the heading "Rising temperatures mean rising energy bills" and a paragraph explaining that higher temperatures and energy prices are expected, and the utility is providing tips to help customers manage their bills. The email then lists "FOUR SUMMER SOLUTIONS AND TIPS":


- Sign up for Level Pay:** Offers predictable billing throughout the year, especially in summer. Includes a "LEARN ABOUT LEVEL PAY" button.
- Ensure you are on the right plan:** Encourages shifting usage to off-peak hours (4 pm to 9 p.m.) to avoid High Usage Charges. Includes a "VISIT MY ACCOUNT" button.
- Energy Savings Solutions:** Lists three ways to save: "Power down" (turning off electronics), "Check A/C filters" (cleaning/replacing them), and "Take advantage of rebates" (using the online marketplace). Includes a "LEARN MORE" button.
- Sign up for alerts:** Encourages signing up for email or text alerts to stay on top of bills and costs. Includes a "SIGN UP FOR ALERTS" button.

Summer Preparedness Email
Summer is Coming – NEM, High Bill Caller in 2018, Customer on TOU



Be social - Join the conversation

PRICING PLANS TIPS MY ACCOUNT





SUMMER IS COMING

Is your solar system ready?

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

THREE SUMMER SOLUTIONS AND TIPS


- **Shift to save**

Even with a solar system, small changes in the when you use energy can have a big impact on your energy bill. When doing laundry, switch from hot to cold water. Save even more on a Time-of-Use plan by doing laundry outside the hours of 4 p.m. to 9 p.m. (or 11 a.m. to 8 p.m. for grandfathered plans).
- **Ensure your system is operating efficiently.** Check with your solar installer to ensure your System is the correct size for your household and energy use; look for trees or shrubs that may be casting a shadow on your system; and make sure your panels are clean for maximum output.

Power down. Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.

Check A/C filters. Check and clean you're A/C filters once a month or replace as necessary for maximum performance and savings.

Take advantage of rebates. Our online marketplace can help you find rebates and energy-saving deals — like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify.

LEARN MORE
- **Sign up for alerts**

Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit My Account, "alerts and subscriptions."


SIGN UP FOR ALERTS

Summer Preparedness Email
Summer is Coming – NEM, High Bill Caller in 2018, Customer not on TOU



Be social - Join the conversation

PRICING PLANS TIPS MY ACCOUNT



Is your solar system ready?

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

THREE SUMMER SOLUTIONS AND TIPS

- **Ensure your system is operating efficiently**


Check with your solar installer to ensure your system is the correct size for your household and energy use. Look for trees or shrubs that may be casting a shadow on your system and make sure your panels are clean for maximum output.
- **Energy Savings Solutions**

Weather can be a driver of high energy bills, but there are simple ways to save.

Power down. Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.

Check A/C filters. Check and clean you're A/C filters once a month or replace as necessary for maximum performance and savings.

Take advantage of rebates. Our online marketplace can help you find rebates and energy-saving deals — like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify.


LEARN MORE
- **Sign up for alerts**

Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit sdge.com/myaccount "alerts and subscriptions."

SIGN UP FOR ALERTS

Summer Preparedness Email

Summer is Coming – NEM, High Bill Caller in 2018, Customer not on TOU, past High Usage Customer



Be social - Join the conversation


PRICING PLANS TIPS MY ACCOUNT


SUMMER IS COMING

Is your solar system ready?

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

FOUR SUMMER SOLUTIONS AND TIPS

- **Ensure your system is operating efficiently.**


Check with your solar installer to ensure your system is the correct size for your household and energy use. Look for trees or shrubs that may be casting a shadow on your system and make sure your panels are clean for maximum output.
- **Energy Savings Solutions**

Weather can be a driver of high energy bills, but there are simple ways to save.


Power down. Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.

Check A/C filters. Check and clean you're A/C filters once a month or replace as necessary for maximum performance and savings.

Take advantage of rebates. Our online marketplace can help you find rebates and energy-saving deals — like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify.

[LEARN MORE](#)
- **Sign up for alerts**

Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit sdge.com/myaccount, "alerts and subscriptions."

[SIGN UP FOR ALERTS](#)
- **Ensure you are on the right plan**

We want to make sure your household is on the right pricing plan. Can you shift your use outside the hours of 4 p.m. to 9 p.m.? As a previous recipient of the High Usage Charge, a Time-of-Use plan may be an option for you to avoid the High Usage Charge in the future.

[VISIT MY ACCOUNT](#)

Summer Preparedness Direct Mail
Summer is Here– High Bill Caller in 2018, Customer on TOU



The flyer features a header with a blue sky and stone wall background on the left, containing the text "SUMMER IS HERE". To the right, an orange banner reads "Rising temperatures mean rising energy bills". The main body is white with a blue header "GET READY FOR SUMMER". It includes a customer address, the SDGE logo, and three numbered sections: "1. Sign up for Level Pay", "2. Energy Savings Solutions", and "3. Sign up for alerts". Each section provides tips and links to SDGE resources. A footer contains fine print and a reference code.

SUMMER IS HERE

Rising temperatures mean rising energy bills

John Q. Sample - KK.M.2019.SI.SUMMER.1HB_6/27/2019
1234 Anywhere Street
San Diego, CA 92123

SDGE
A Sempra Energy utility

GET READY FOR SUMMER

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

THREE SUMMER SOLUTIONS AND TIPS

1. Sign up for Level Pay
Get the convenience of predictable billing throughout the year, especially in summer, when the amount you spend on energy can spike. Level Pay averages out your bill from month to month. Visit sdge.com/levelpay to learn more.

2. Energy Savings Solutions
Weather can be a driver of high energy bills, but there are simple ways to save.

- **Power down.** Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.
- **Check A/C filters.** Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.
- **Take advantage of rebates.** Our online marketplace can help you find rebates and energy-saving deals—like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify. Learn more at sdge.com/summer.

3. Sign up for alerts
Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit sdge.com/myaccount, "alerts and subscriptions."

Remember, you're on a Time-of-Use plan, so no matter the size of your household, small changes in the way you use energy can help reduce your energy bill. There are many ways to save throughout your entire home, particularly if you can shift some of your energy use outside of the hours of 4 p.m. to 9 p.m.

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. Some of the data, analysis and recommendations presented within messages are based on estimates and projections, and are for informational purposes only. Please refer to your monthly bill for actual usage information. SDG&E does not guarantee the delivery of alert messages, as they may be delayed or undeliverable for reasons beyond our control. Rebates are provided to qualified customers on a first come, first served basis until program funds are no longer available.
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448 TOU 04/17/2018 0486 620
KK.M.2019.SI.SUMMER.1HB_600000

Summer Preparedness Direct Mail
Summer is Here – High Bill Caller in 2018, Customer not on TOU



SUMMER IS HERE

Rising temperatures mean rising energy bills

John Q. Sample - KK.M.2019.SI.SUMMER.2HB_6/27/2019
1234 Anywhere Street
San Diego, CA 92123



SDGE
A Sempira Energy utility*

GET READY FOR SUMMER

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you get ready to win the battle against high bills.

FOUR SUMMER SOLUTIONS AND TIPS

- 1. Sign up for Level Pay**
Level Pay offers you the convenience of predictable billing throughout the year, and especially in summer, when the amount you spend on energy can spike. Level Pay averages out your bill from month to month so you can budget more easily. Visit sdge.com/levelpay to learn more.
- 2. Enroll in Time-of-Use**
We want to make sure your household is on the right pricing plan, especially ahead of summer when energy usage and bills can increase. By enrolling in a Time-of-Use plan and shifting some of your energy use outside the on-peak hours of 4 p.m. to 9 p.m., when demand for power is highest and the cost of energy is greatest, you can reduce your monthly bill and avoid the High Usage Charge. Visit sdge.com/myaccount to learn more.
- 3. Energy Savings Solutions**
Weather can be a driver of high energy bills, but there are simple ways to save.
 - **Power down.** Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.
 - **Check A/C filters.** Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.
 - **Take advantage of rebates.** Our online marketplace can help you find rebates and energy-saving deals—like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify. Learn more at sdge.com/summer.
- 4. Sign up for alerts**
Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit sdge.com/myaccount, "alerts and subscriptions."

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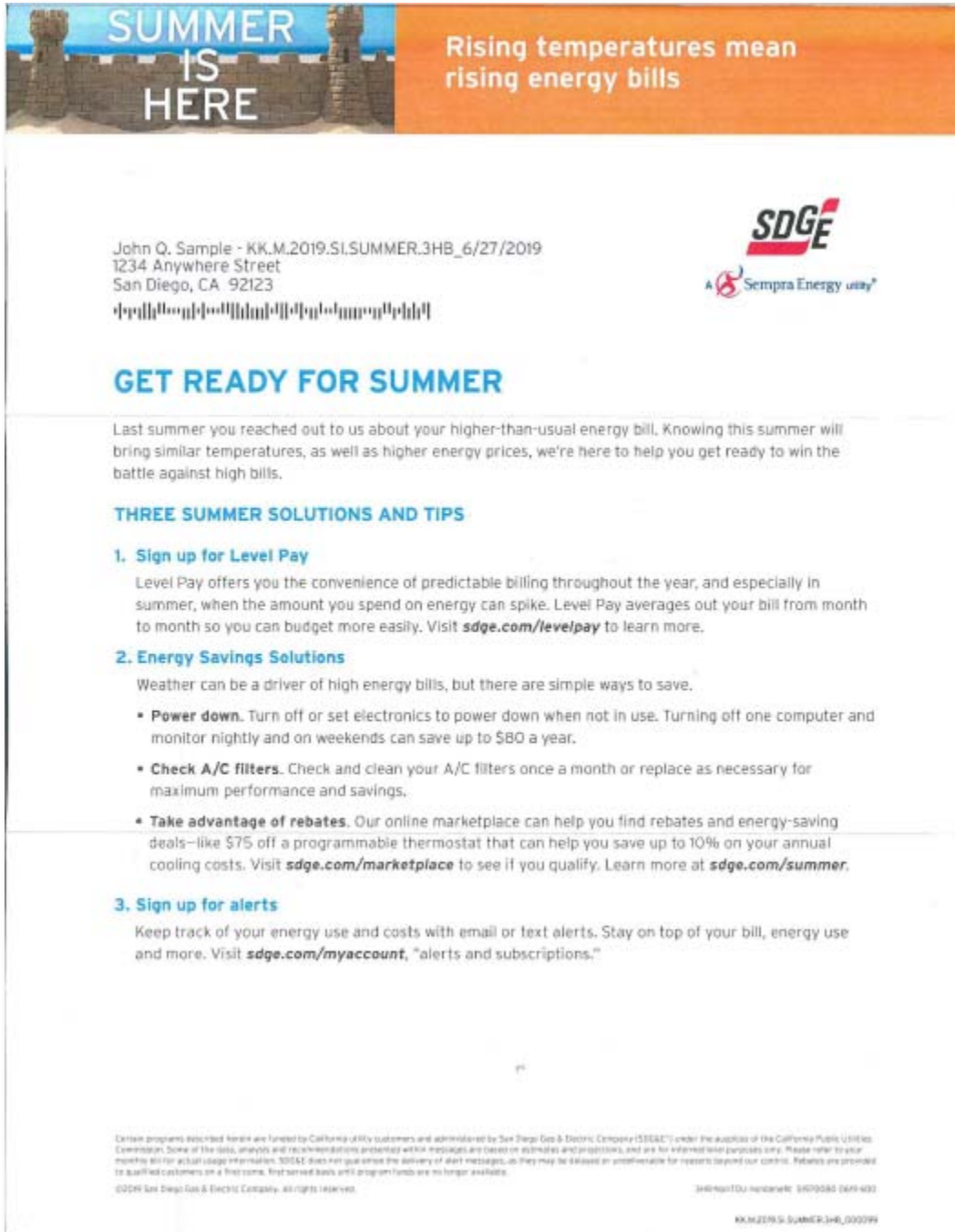
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31610240 009 400

KK.M.2019.SI.SUMMER.2HB_000016

Summer Preparedness Direct Mail


Summer is Here – High Bill Caller in 2018, Customer not on TOU, TOU non-benefiter



SUMMER IS HERE

Rising temperatures mean rising energy bills

John Q. Sample - KK.M.2019.SI.SUMMER.3HB_6/27/2019
1234 Anywhere Street
San Diego, CA 92123



SDGE
A Sempra Energy utility

GET READY FOR SUMMER

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you get ready to win the battle against high bills.

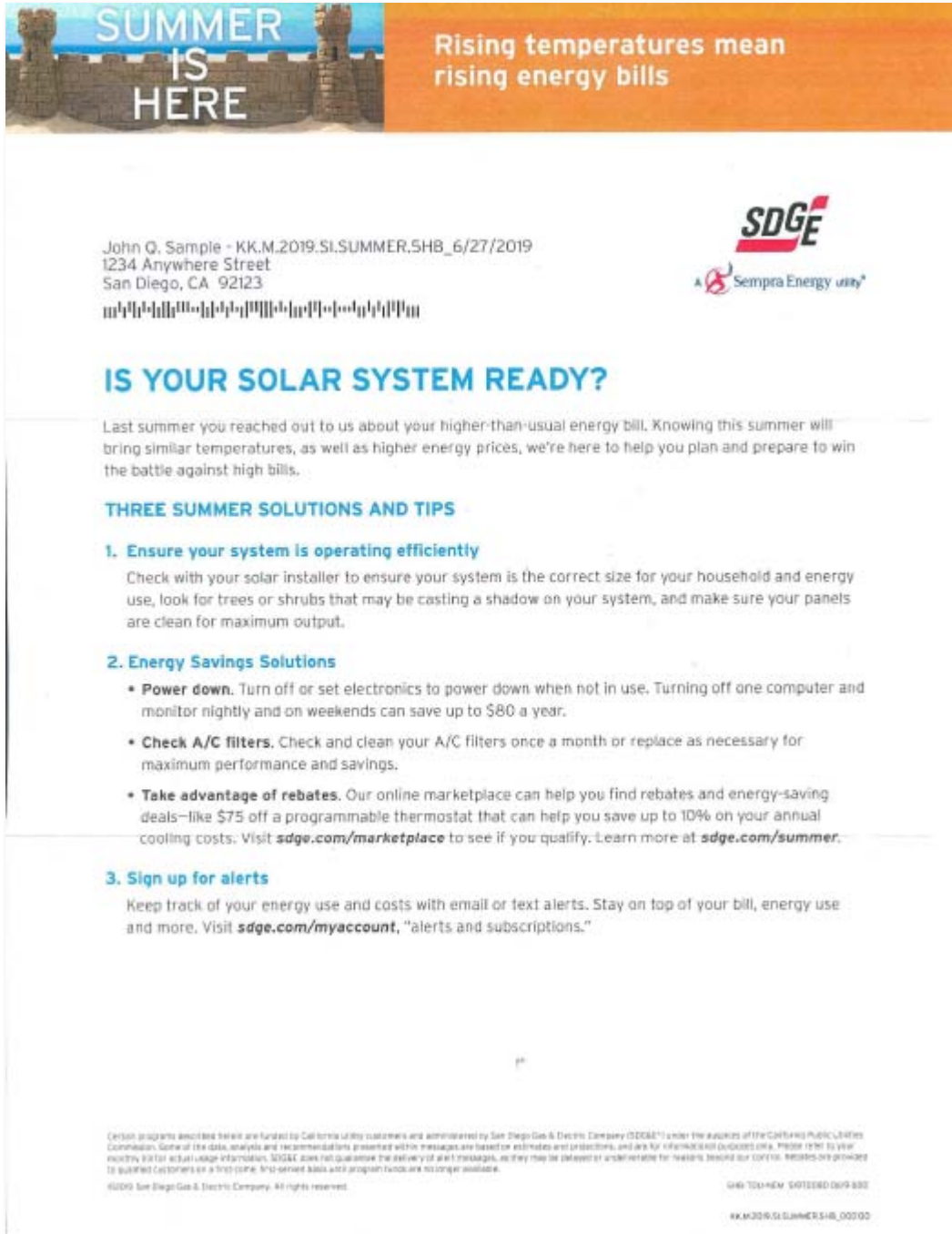
THREE SUMMER SOLUTIONS AND TIPS

- 1. Sign up for Level Pay**
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- 2. Energy Savings Solutions**
Weather can be a driver of high energy bills, but there are simple ways to save.
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 - **Check A/C filters.** Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.
 - **Take advantage of rebates.** Our online marketplace can help you find rebates and energy-saving deals—like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify. Learn more at sdge.com/summer.
- 3. Sign up for alerts**
Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit sdge.com/myaccount, "alerts and subscriptions."

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KK.M.2019.SI.SUMMER.3HB_000099

Summer Preparedness Direct Mail


Summer is Here – NEM, High Bill Caller in 2018, Customer on TOU



SUMMER IS HERE

Rising temperatures mean rising energy bills

John Q. Sample - KK.M.2019.SI.SUMMER.5HB_6/27/2019
1234 Anywhere Street
San Diego, CA 92123



SDGE
A Sempra Energy utility

IS YOUR SOLAR SYSTEM READY?

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

THREE SUMMER SOLUTIONS AND TIPS

- 1. Ensure your system is operating efficiently**

Check with your solar installer to ensure your system is the correct size for your household and energy use, look for trees or shrubs that may be casting a shadow on your system, and make sure your panels are clean for maximum output.
- 2. Energy Savings Solutions**
 - **Power down.** Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.
 - **Check A/C filters.** Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.
 - **Take advantage of rebates.** Our online marketplace can help you find rebates and energy-saving deals—like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify. Learn more at sdge.com/summer.
- 3. Sign up for alerts**

Keep track of your energy use and costs with email or text alerts. Stay on top of your bill, energy use and more. Visit sdge.com/myaccount, "alerts and subscriptions."

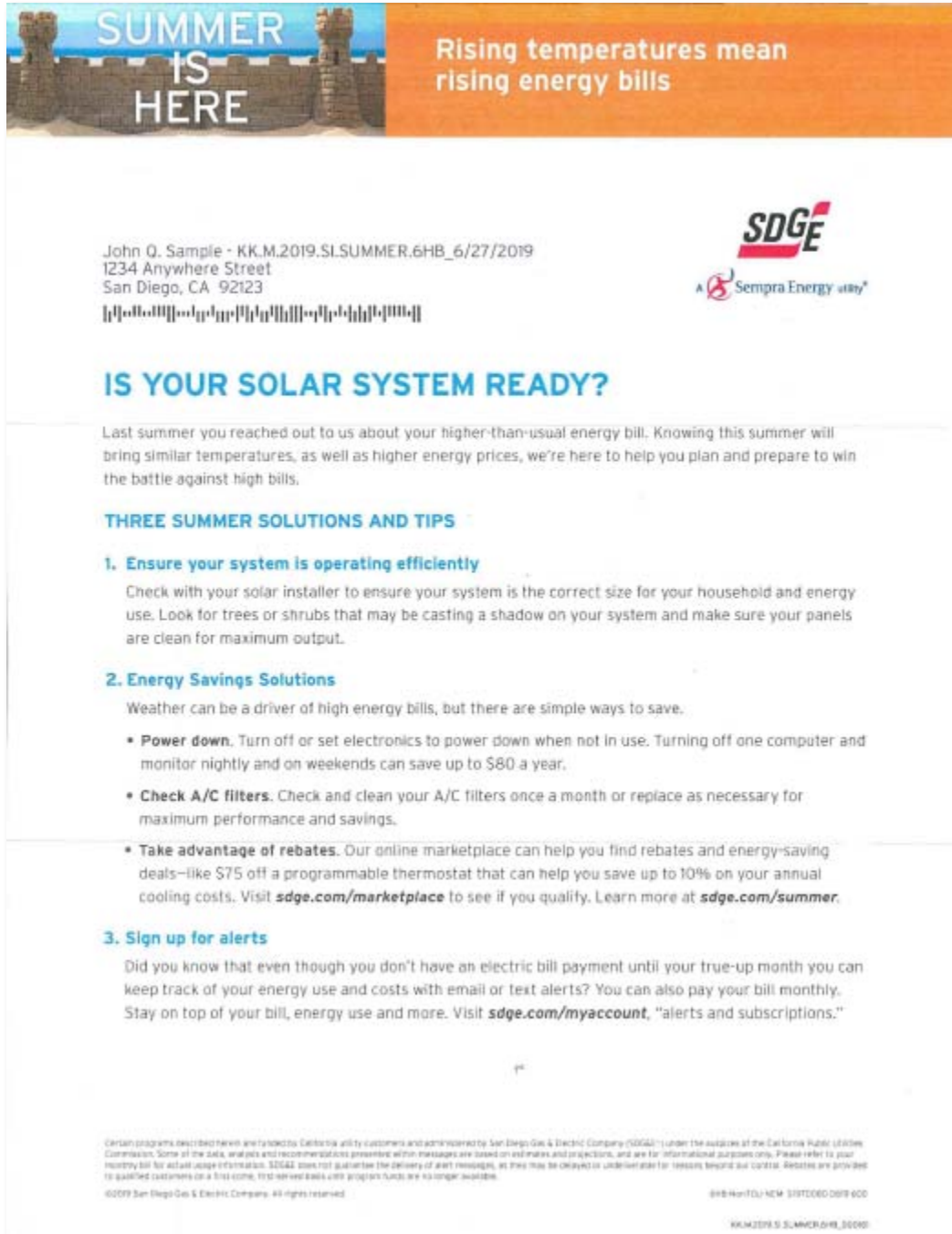
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QW-TDU-NEM-S47EEDD-0619-002

KK.M.2019.SI.SUMMER.5HB_00200


Summer Preparedness Direct Mail
Summer is Here – NEM, High Bill Caller in 2018, Customer not on TOU




SUMMER IS HERE

Rising temperatures mean rising energy bills

John Q. Sample - KK.M.2019.SL.SUMMER.6HB_6/27/2019
1234 Anywhere Street
San Diego, CA 92123



SDGE
A Sempra Energy utility



IS YOUR SOLAR SYSTEM READY?

Last summer you reached out to us about your higher-than-usual energy bill. Knowing this summer will bring similar temperatures, as well as higher energy prices, we're here to help you plan and prepare to win the battle against high bills.

THREE SUMMER SOLUTIONS AND TIPS

- 1. Ensure your system is operating efficiently**

Check with your solar installer to ensure your system is the correct size for your household and energy use. Look for trees or shrubs that may be casting a shadow on your system and make sure your panels are clean for maximum output.
- 2. Energy Savings Solutions**

Weather can be a driver of high energy bills, but there are simple ways to save.


 - **Power down.** Turn off or set electronics to power down when not in use. Turning off one computer and monitor nightly and on weekends can save up to \$80 a year.
 - **Check A/C filters.** Check and clean your A/C filters once a month or replace as necessary for maximum performance and savings.
 - **Take advantage of rebates.** Our online marketplace can help you find rebates and energy-saving deals—like \$75 off a programmable thermostat that can help you save up to 10% on your annual cooling costs. Visit sdge.com/marketplace to see if you qualify. Learn more at sdge.com/summer.
- 3. Sign up for alerts**

Did you know that even though you don't have an electric bill payment until your true-up month you can keep track of your energy use and costs with email or text alerts? You can also pay your bill monthly. Stay on top of your bill, energy use and more. Visit sdge.com/myaccount, "alerts and subscriptions."

Certain programs described herein are for select California utility customers and administered by San Diego Gas & Electric Company (SDG&E) under the authority of the California Public Utilities Commission. Some of the data, analysis and recommendations presented within messages are based on estimates and projections, and are for informational purposes only. Please refer to your monthly bill for actual usage information. SDG&E does not guarantee the delivery of alert messages, as they may be delayed or undelivered for reasons beyond our control. Rebates are provided to qualified customers on a first come, first served basis until program funds are no longer available.


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KK.M.2019.SL.SUMMER.6HB_00000




Be social - Join the conversation

PRICING PLANS TIPS MY ACCOUNT



GOT A SECOND TO RECONSIDER TIME-OF-USE?



Avoid the High Use Charge with new pricing plan

Time-of-Use (TOU) pricing plans are now available, and it looks like you could really benefit. We want to make sure you and your household are on the right pricing plan, especially ahead of summer when energy usage and bills typically increase.


MAKE THE SWITCH

Savings and Benefits:

Based on an analysis of the energy used in your home last year, you are likely to save on a Time-of-Use pricing plan:

- Shifting your energy consumption outside the hours of 4 p.m. to 9 p.m., when energy and power demand is the highest and cost of energy is the greatest, can reduce your monthly bill.
- Avoid the High Use Charge with the Time-of-Use plan ahead of summer. Unlike your current plan, TOU plans are not subject to the High Use Charge.


Not convinced that you can save?



Try a Time-of-Use pricing plan with one-year no-risk pricing. If you end up spending more than you would have on your current plan during the first year, you will automatically receive a one-time bill credit for the difference.


TOU Acquisition
TOU Opt-Out Customer – Email 1
Page 2 of 2

Got a Minute? Learn How to Save Even More




To learn more about Time-of-Use visit sdge.com/whenmatters for more details. Enroll today. It's never too soon to start saving.

LEARN MORE




Be social - Join the conversation

PRICING PLANS TIPS MY ACCOUNT



IT'S TIME TO THINK ABOUT ENERGY DIFFERENTLY



You could save on Time-of-Use pricing plan

Based on an analysis of the energy used in your home last year, you are likely to save on a Time-of-Use pricing plan. That's good news, especially as we head into summer when energy usage and bills typically increase.

MAKE THE SWITCH

Avoid the High Use Charge


On a Time-of-Use pricing plan the more you shift your energy outside of 4 p.m. to 9 p.m., the more you can save. You will avoid the High Use Charge - it doesn't apply to Time-of-Use plans.

- Shifting your energy consumption outside the peak hours, when energy and power demand is the highest, you'll help decrease demand on the power grid, which benefits the environment.
- Try a Time-of-Use pricing plan with **one-year no-risk pricing**. If you spend more than you would have on your current plan during the first year, you will automatically receive a one-time bill credit.

If a Time-of-Use pricing plan isn't for you, there are still ways to get a jump start on your summer bill:


- Sign up for [Level Pay](#) making your energy bills more consistent.
- Sign-up for usage alerts so you are aware of your energy use during the month.
- Follow [no-cost savings tips](#) and [low cost savings tips](#) to save money.

Got a Minute? Learn How to Save Even More




To learn more about Time-of-Use visit sdge.com/whenmatters for more details. Enroll today. It's never too soon to start saving.

LEARN MORE




Be social - Join the conversation

PRICING PLANS TIPS MY ACCOUNT



IT'S TIME TO THINK ABOUT ENERGY DIFFERENTLY



Save on your energy bill with a Time-of-Use pricing plan

Based on an analysis of the energy used in your home last year, you are likely to save on a Time-of-Use pricing plan.

MAKE THE SWITCH

What is Time-of-Use?

On Time-of-Use plans, when you use energy matters. The more you shift your energy use outside the on-peak hours of 4 p.m. to 9 p.m., the more you'll save on your bill. This new approach to pricing gives your more choice and control by allowing you to save two ways:

- Choosing to use energy outside the hours of 4 p.m. and 9 p.m.
- Reducing your overall use.

We also wanted to make you aware:


Ahead of summer, your current plan is subject to the High Use Charge, which you incurred at least once in the last 12 months. The High Use Charge, doesn't apply to the Time-of-Use plans.

Not convinced that you can save?

Ahead of summer, your current plan is subject to the High Use Charge, which you incurred at least once in the last 12 months. **The High Use Charge, doesn't apply to the Time-of-Use plans.**

Monthly discount doesn't change Regardless of which pricing plan you are on, you will continue to receive your monthly bill discount as a qualified CARE or FERA recipient.

TOU Acquisition
CARE/FERA in the hot zona customer – Email 1
Page 2 of 2



Got a Minute? You have choices


Super Off-Peak Off-Peak On-Peak

12am 6am 4pm 9pm 12am

To learn more about Time-of-Use visit sdge.com/whentmatters for more details. Enroll today. It's never too soon to start saving.

LEARN MORE


The advertisement features a video player interface. The video content shows a bar chart with three segments: 'Super Off-Peak' (green bar, 12am to 6am), 'Off-Peak' (blue bar, 6am to 4pm), and 'On-Peak' (orange bar, 4pm to 9pm). A red play button is overlaid on the chart. The x-axis is labeled with times: 12am, 6am, 4pm, 9pm, and 12am. Below the video player, there is a text block and a yellow 'LEARN MORE' button.




SDGE
A Sempra Energy utility

Be social - Join the conversation

PRICING PLANS TIPS MY ACCOUNT



IT'S TIME TO
SAVE EVEN MORE ON
YOUR ENERGY BILL



Start saving on your energy-bill with a new pricing plan

Based on an analysis of the energy used in your home last year, you are likely to save on a Time-of-Use pricing plan.

As we head into summer when energy usage and bills can increase, we want to make you aware of some pricing plans that can help you reduce your electric bill.

MAKE THE SWITCH

What is Time-of-Use?

Based on an analysis of the energy used in your home last year, you are likely to save on a Time-of-Use pricing plan. On Time-of-Use, **when** you use energy matters. The more you shift your energy use outside the on-peak hours of 4 p.m. to 9 p.m., the more you can save.

Time-of-Use gives you more choice and control by allowing you to save in two ways:

- Choosing to use energy outside the hours of 4 p.m. and 9 p.m.
- Reducing your overall use.

Does not impact discount:

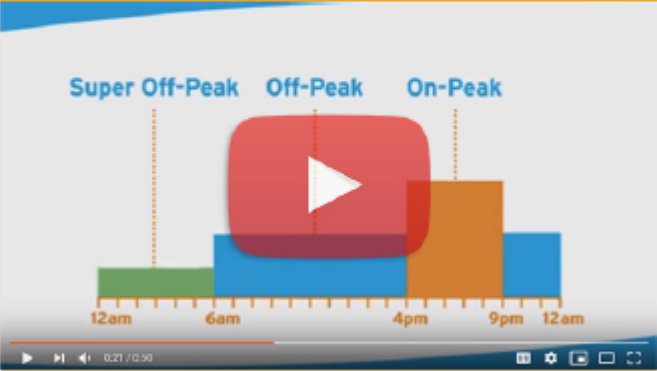
Regardless of which pricing plan you are on, you will continue to receive your monthly bill discount as a qualified CARE or FERA recipient.

Not convinced that you can save?

If a Time-of-Use pricing plan isn't for you, there are still ways to get a jump-start on your summer bill:

- Sign up for usage alerts so you are aware of your energy use during the month.
- Follow [no-cost savings tips](#) and [low cost savings tips](#) to save money.
- Sign-up for [Level Pay](#) making your energy bills more consistent.

Got a Minute? You have choices



Super Off-Peak Off-Peak On-Peak

12am 6am 4pm 9pm 12am


0:21 / 0:30

To learn more about Time-of-Use visit sdge.com/whenmatters for more details. Enroll today. It's never too soon to start saving.

[LEARN MORE](#)

TOU Acquisition

Email automation series - Welcome to your new plan (Opt-Outs and CARE/FERA segments)



The image shows a smartwatch with a glowing blue smiley face on its screen. In the background, there is a blurred indoor setting with a TV displaying the SDGE logo and the text 'A Sempra Energy utility'. A yellow speech bubble next to the watch contains the text 'WELCOME TO YOUR NEW PRICING PLAN'.





Your new Time-of-Use plan puts you in control.

With your new plan, your energy costs will be based not only on how much energy you use, but also **when** you use it. 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.

Every lit bit helps and can add up to real savings

Shifting some of your energy use to lower-priced hours, before 4 p.m. or after 9 p.m., and reducing your overall energy use can save you money.

-  Run your washer/dryer during off-peak hours and do multiple loads.
-  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 electricity-consuming appliances, such as air conditioners and pool pumps, during off-peak periods.

Find additional information at sdge.com/whenmatters

TIME TO SAVE



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. 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 total amount of electricity allotted per month.
- It varies by season, location, and whether your home also has natural gas.



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.



SUMMER SOLUTIONS AND TIPS

- Level Pay offers you the convenience of predictable billing throughout the year, and especially in summer, when the amount you spend on energy can spike. Visit sdge.com/levelpay to learn more.
- Our online marketplace can help you find rebates and energy-saving deals. Visit sdge.com/marketplace to see if you qualify.
- Turn off or set electronics to power down when not in use to reduce energy costs. Explore other summer savings tips and solutions at sdge.com/summer.



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:

- Your preset spending goal was exceeded.
- Your preset electric or gas use level was exceeded.
- Your usage has increased and moved into a higher-priced electric tier (residential customers only).
- A weekly energy use summary with all this information plus energy saving tips.

Go to sdge.com/myaccount.

Look for "Alerts & Subscriptions" at the top.

More ways to save



MAKE YOUR HOME ENERGY EFFICIENT

- Find out if you qualify for free 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



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

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.

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000040

High Usage Charge 350% of Baseline Alert



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.

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ALRT-350 5/17/2017 1117 XM

High Usage Charge 400% of Baseline Alert



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		
SUMMARY USAGE	2017-11-01 at Baseline	111-883 at Baseline	
kWh used	512	1,064	
Rate/wh	\$0.7583	\$0.6841	
Charge	\$37.29	\$728.67	* 320.76
Summer High Usage Charge	2,286 kWh x \$0.21200		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:

- 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.

SDGE does not guarantee the delivery of alert messages as they may be delayed or undeliverable for reasons beyond our control. Some of the data, analysis and recommendations presented within messages are based on estimates and projections, and are for informational purposes only. Please refer to your monthly bill for actual use information.

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517007D 1117 XM

Activate your Peek™
to help you save.



John Q. Sample - Peek 04/05/19
1234 Anywhere Street
San Diego, CA 92123



April 5, 2019

Knowing when to use energy is key to saving on your Time-of-Use pricing plan. You're part of a randomly selected group of Time-of-Use customers chosen to participate in our exclusive pilot and receive a Peek. And, now that you've completed your first year on Time-of-Use pricing, you'll be able to think of more ways than ever to use this helpful device. With one glance at the Peek, its color-coded display will inform you how energy use within the next 12 hours will affect your budget. Green means energy is at its lowest cost. Yellow reminds you to use energy wisely because the cost is higher. Red alerts you when energy costs you most. With the Peek mobile app, Peek will pair with any mobile device, which makes knowing when to save even easier.


See enclosure for additional information on how to connect to the Peek device.

ACTIONS TO SAVE MORE ON YOUR BILL


During the on-peak hours from 4 p.m. to 9 p.m., the cost of producing electricity increases because of demand. By shifting some of your energy use away from the on-peak hours, you'll be able to save on your monthly energy bill.



 Run your washer and dryer during off-peak hours.

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

 Let your dishwasher run during off-peak hours and air-dry your dishes.

 Set a timer to charge your EV at night during super off-peak hours.

Visit sdge.com/whenmatters for more information on Time-of-Use plans.


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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This program is funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements may apply.

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Use Peek to know when to save energy.

Congratulations! You've been selected to receive a Peek™.

Now that you've completed your first year on Time-of-Use pricing, you'll be able to think of even more ways to use this helpful device. With one glance at the Peek, its color-coded display will inform you how energy use within the next 12 hours will affect your budget. Green means energy is at its lowest cost. Yellow reminds you to use energy wisely, the cost is higher. Red alerts you when energy costs you most. With the Peek mobile app, Peek pairs with any mobile device which makes knowing when to save even easier.



You're part of a randomly selected group of Time-of-Use customers chosen to participate in our exclusive Peek pilot to try out this product. To get your Peek, visit sdge.com/peek and enter in your priority code with the 9-digit Zip Code of your billing address. Better hurry, though! Supply is limited.

Priority Code: **%%CLAIM CODE%%**
This offer ends on April 12, 2019.

REDEEM

Redeem this offer with your priority code at sdge.com/peek.

[f](#) [t](#) [in](#) [p](#) [v](#) [o](#)

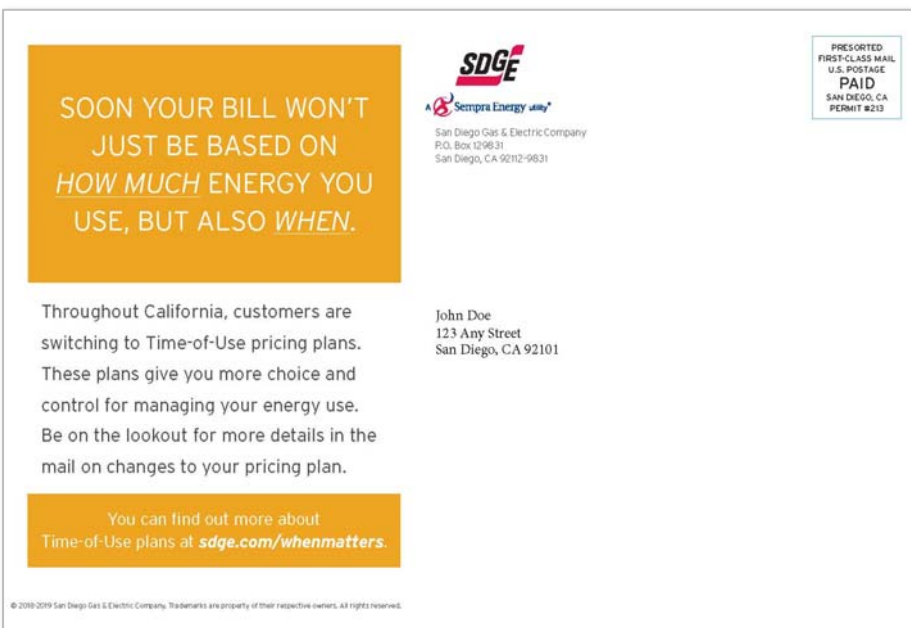
This program is funded by California utility customers and administered by SDG&E® under the auspices of the California Public Utilities Commission. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first-served basis until program funds are no longer available. Eligibility requirements may apply. Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors.

This email has been sent to lporter@semprautilities.com as a promotional communication. To unsubscribe from emails like this, please [click here](#). SDG&E® values your privacy, view our [privacy policy](#) and [privacy notice](#).

Having trouble seeing images, [click here](#) to view the web-version.

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8330 Century Park Court, San Diego, CA 92123

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





SDGE
A Sempra Energy company

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

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*



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*



OR YOU CAN STAY ON YOUR CURRENT PLAN

STANDARD (DR)

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

\$4,781

Annual estimated cost*

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: 999999999

Meter number: 99999999

<p>IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN</p> <h3>TOU-DR1</h3> <p>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 black; border-radius: 50%; padding: 5px; display: inline-block; text-align: center;"> <p>NO RISK PRICING 1 YEAR</p> </div>	<p>\$1,133 Annual estimated cost*</p> <p>Monday through Friday</p> <p>Weekends and Holidays</p>
<p>OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</p> <h3>TOU-DR2</h3> <p>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 black; border-radius: 50%; padding: 5px; display: inline-block; text-align: center;"> <p>NO RISK PRICING 1 YEAR</p> </div>	<p>\$1,059 Annual estimated cost*</p> <p>Every Day</p>
<p>OR YOU CAN STAY ON YOUR CURRENT PLAN</p> <h3>STANDARD (DR)</h3> <p>INCLUDES Two pricing tiers based on monthly usage. Price does not vary by hour of the day. MAY INCLUDE HIGH USAGE CHARGE.</p>	<p>\$1,224 Annual estimated cost*</p>

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

P6C_019

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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, 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.

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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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



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.



Time to save.

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: 9999999999 Meter number: 99999999

	Annual estimated cost*
<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="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>\$1,077</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="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>\$1,087</p>
<p>OR YOU CAN STAY ON YOUR CURRENT PLAN STANDARD (DR)</p> <p>INCLUDES <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>\$659</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.

*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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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

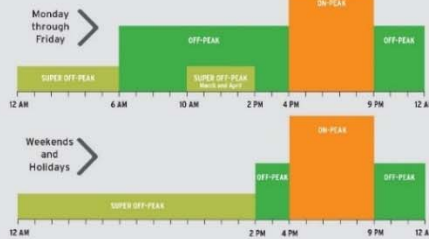
**IF NO ACTION IS TAKEN
YOU WILL AUTOMATICALLY
MOVE TO THIS PLAN
TOU-DR1**

\$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.

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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?

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 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/whentmatters, or return the enclosed response card.

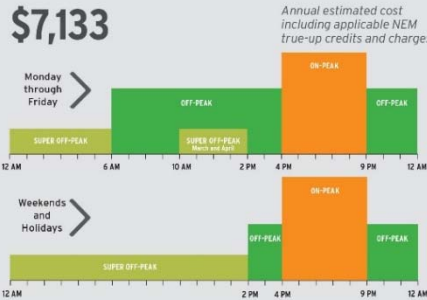
YOUR THREE PLANS COMPARED

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

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/whentmatters 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/whentomatters. 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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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



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). You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.

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

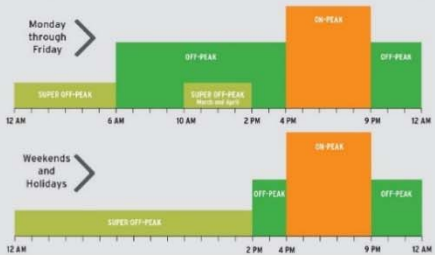
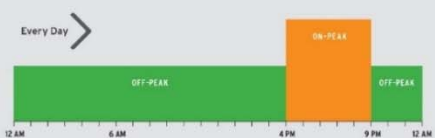
Based on analysis of the energy used in your home last year, if you continue to use energy the same way, **Time-of-Use** plans may not be right for you. To save on these plans (TOU-DR1 or TOU-DR2), you'll need to reduce your overall energy use **and** shift some use to lower-priced hours. Energy costs are highest during the on-peak hours between 4 p.m. and 9 p.m. 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 turn the enclosed response card.

YOUR THREE PLANS COMPARED

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

	\$1,077	Annual estimated cost including applicable NEM true-up credits and charges.*
<p>IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN</p> <h3 style="margin: 0;">TOU-DR1</h3> <p>INCLUDES NO RISK PRICING 1 YEAR This plan has three pricing periods that differ between weekdays and weekends/holidays. Time-of-Use pricing has two tiers based on overall energy use.</p>		
<p>OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</p> <h3 style="margin: 0;">TOU-DR2</h3> <p>INCLUDES NO RISK PRICING 1 YEAR This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.</p>		
<p>OR YOU CAN STAY ON YOUR CURRENT PLAN</p> <h3 style="margin: 0;">STANDARD (DR)</h3> <p>INCLUDES NO RISK PRICING 1 YEAR 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;">\$659</p>	



Time to save.

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>

Mass Default PD-60 Multiple Meter
Email


Choices are coming to your energy pricing - [learn more](#)



Be social - Join the conversation



PRICING PLANS | UPS | MY ACCOUNT



WHAT'S IN YOUR MAILBOX?

The pricing plans for some of your meters may soon change to a Time-of-Use plan.


An information packet is on its way, complete with pricing plan comparisons, as well as options for your accounts/meters that are changing to Time-of-Use.

With Time-of-Use, you can save money two ways: by reducing overall energy usage and shifting some use to the lower-cost off-peak hours, before 4 p.m. and after 9 p.m. Also, Time-of-Use pricing plans come with [one-year no-risk pricing](#).

Find additional information at sdge.com/whenmatters.

[LEARN MORE](#)

PRICING PLANS | UPS | MY ACCOUNT

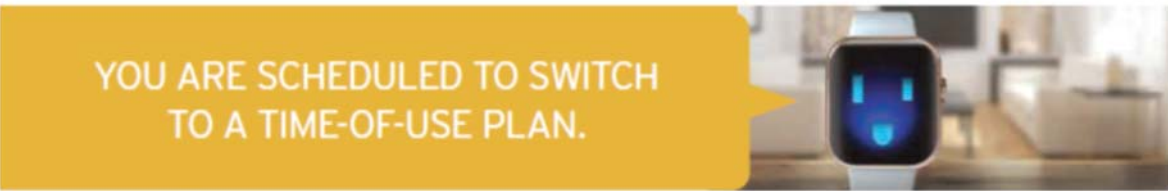


If you're already enrolled in the CARE or FERA program, it will be carried over to your newly selected plan. All pricing plans (rates) are subject to the supervision and regulation of the California Public Utilities Commission (CPUC) and are subject to change by CPUC order. Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and similar factors. 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 rate plan and does not apply to customers on the NEM-ST rate plan or accounts opened after 2/28/2019.

This email has been sent to ok.fborough@semprautilities.com as a notification. SDG&E® values your privacy; view our [privacy policy](#) and [privacy notice](#).

Having trouble seeing images? [Click here](#) to view the web version.

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8330 Century Park Court, San Diego, CA 92123



John Q Sample
1234 Anywhere Street
San Diego, CA 92123



Time to save.



June 4, 2019

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

The pricing plan for your accounts/meters referenced in this letter will soon change to a Time-of-Use plan (TOU-DR1). This plan 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 an analysis of energy use at your properties, 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 enabling you to save in two ways: choosing to use energy during off-peak hours **and** reducing your overall use.

<p>INCLUDES</p> 	<p>TRY IT RISK-FREE</p> <p>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.</p>
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WHAT DO I DO NOW?

The choice is yours. You're in control.

1. Do nothing, and we'll automatically move your accounts and meters included on the attached list to the **Time-of-Use (TOU-DR1)** plan on the plan change dates listed.
2. Enroll now in **Time-of-Use (TOU-DR1)**, **Time-of-Use (TOU-DR2)** or another available plan by returning the form.
3. Stay on your current **Standard (DR)** pricing plan by returning the form.

For more information, visit sdge.com/whentmatters or call us at **1-800-411-7343**.
Or make your choice now. Complete and return the enclosed enrollment form before the listed dates.

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 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.

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

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

-  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.

DISCOVER MORE ENERGY-SAVING IDEAS AT
[sdge.com/whenmatters](https://www.sdge.com/whenmatters)

*Estimates are based on an analysis of electricity use for your properties last year. Some costs may be estimated or rounded. If applicable, NEM true-up credits and charges are included in annual estimated costs. If you're already enrolled in the CARE or FERA program, 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 and requires continuous service at your current location while on TOU-DR1 or TOU-DR2, and does not apply to customers with NEM-ST 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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John Q Sample
1234 Anywhere Street
San Diego, CA 92123



Time to save.

June 4, 2019

I'M READY TO CHOOSE MY PRICING PLAN

We have grouped your eligible accounts and meters in the table(s) below based on analysis of the energy used last year and the likelihood of saving on Time-of-Use. You can choose to do nothing and let us automatically move you to the TOU-DR1 plan. Or, you can choose to enroll now in TOU-DR1 or TOU-DR2, or stay on the current Standard (DR) plan. Make your selections by checking the boxes below.

YOUR THREE PLANS COMPARED

The following properties are likely to save on Time-of-Use.

Plan Change Date	Account Number	Meter Number	Meter Address	Annual Estimated Cost*		
				Time-of-Use (TOU-DR1) On Ex Rate 15 Sw Ex Rate 2w	Time-of-Use (TOU-DR2) On Ex Rate 22 Sw Ex Rate 1w	Standard (DR) On Ex Rate 15 Sw Ex Rate 1w
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Switch all meters listed above now to the **TOU-DR1** pricing plan.
 Switch all meters listed above now to the **TOU-DR2** pricing plan.
 Keep all meters listed above on the current **Standard (DR)** plan.

The following properties are likely to save on Time-of-Use if you can reduce overall energy use and shift some of it to the lower-priced hours.

Plan Change Date	Account Number	Meter Number	Meter Address	Annual Estimated Cost*		
				Time-of-Use (TOU-DR1) On Ex Rate 15 Sw Ex Rate 2w	Time-of-Use (TOU-DR2) On Ex Rate 22 Sw Ex Rate 1w	Standard (DR) On Ex Rate 15 Sw Ex Rate 1w
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Switch all meters listed above now to the **TOU-DR1** pricing plan.
 Switch all meters listed above now to the **TOU-DR2** pricing plan.
 Keep all meters listed above on the current **Standard (DR)** plan.

If the following properties 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 overall energy use and shift some use to the lower-priced hours.

Plan Change Date	Account Number	Meter Number	Meter Address	Annual Estimated Cost*		
				Time-of-Use (TOU-DR1) On Ex Rate 15 Sw Ex Rate 2w	Time-of-Use (TOU-DR2) On Ex Rate 22 Sw Ex Rate 1w	Standard (DR) On Ex Rate 15 Sw Ex Rate 1w
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3/1/19	123456	789	1234 Any St.	\$602	\$627	\$656
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Switch all meters listed above now to the **TOU-DR1** pricing plan.
 Switch all meters listed above now to the **TOU-DR2** pricing plan.
 Keep all meters listed above on the current **Standard (DR)** plan.

Signature _____ Date _____

Sign, date and use the enclosed postage-paid envelope to mail your completed form to mail your completed form to us before **July 15, 2019**.

PeS_0419

ZIMS_PeE_CM_NA_Ao_04_000011_Page 3 of 4

*Estimates are based on an analysis of electricity use for your properties last year. Some costs may be estimated or rounded. If applicable, NEM true-up credits and charges are included in annual estimated costs. If you're already enrolled in the CARE or FEA program, 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 and requires continuous service at your current location while on TOU-DR1 or TOU-DR2, and does not apply to customers with NEM-ST 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.

Pricing Plan Enrollment

By selecting to enroll in a new pricing plan, you certify that you are the primary account holder who understands and agrees that SDG&E will switch the selected meter to the indicated new pricing plan. Your new pricing plan may have different costs based on the time of day and time of year. For specific details, please review the tariff. Details on each pricing plan component may be found at sdge.com/whenmatters.

One-year no-risk pricing is available on the TOU-DR1 and TOU-DR2 plans for up to one year, starting on your plan effective date. One-year no-risk pricing means that SDG&E will compare the amounts you paid on the new pricing plan with the amounts you would have paid on your previously effective rate. If the amount you would have paid on your previously effective pricing plan is lower than the amount you paid on the new pricing plan, you will receive a bill credit for the difference. One-year no-risk pricing is applicable for up to 12 months and requires continuous service at your current location while on TOU-DR1 or TOU-DR2, and does not apply to customers with NEM-ST or accounts opened after 2/28/19.

In signing up for a new pricing plan, you acknowledge that the price comparisons provided to you with this letter or on our website's online pricing tools and/or a Personalized Plan Comparison are projections based on historical usage and that actual benefits may change due to unknown circumstances, such as changes in future usage, equipment, or local weather conditions. If you want to cancel enrollment from either TOU-DR1 or TOU-DR2 plans, you may notify us at any time by calling our Customer Contact Center at 1-800-411-7343. You may also change to any other eligible plan by logging in to My Account. Your plan effective date is based on your next scheduled meter read date and verification that you are eligible for the plan change.

If your pricing plan becomes unavailable in the future for any reason, you will be notified of your options in advance of any changes.

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ZIMS_PeE_CM_NA_Ao_04_000011_Page 3 of 4

PeS_0419

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)



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?

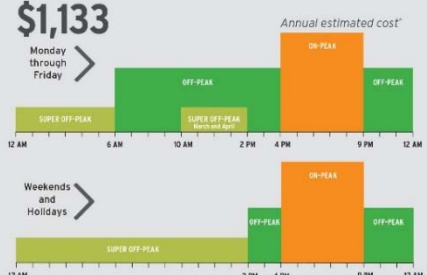

Based on analysis of the energy used in your home last year, you may be able to save on **Time-of-Use** plans if you can reduce your overall energy use **and** shift some of it to the lower-priced hours. Energy costs are highest during the on-peak hours between 4 p.m. and 9 p.m. This new approach to 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: 24px; 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;"> <p style="font-size: 8px; margin: 0;">NO RISK PRICING</p> <p style="font-size: 24px; margin: 0;">1</p> <p style="font-size: 8px; margin: 0;">YEAR</p> </div> <div style="font-size: 8px; margin: 0;"> <p>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> </div>	<p style="font-size: 24px; font-weight: bold; text-align: center;">\$1,133</p> <p style="text-align: right; font-size: 8px;">Annual estimated cost*</p> 
<p style="font-weight: bold; text-align: center;">OR YOU CAN CHOOSE TO MOVE TO THIS PLAN</p> <p style="font-size: 24px; 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;"> <p style="font-size: 8px; margin: 0;">NO RISK PRICING</p> <p style="font-size: 24px; margin: 0;">1</p> <p style="font-size: 8px; margin: 0;">YEAR</p> </div> <div style="font-size: 8px; margin: 0;"> <p>INCLUDES This plan has two pricing periods each day. Time-of-Use pricing has two tiers based on overall energy use.</p> </div> </div>	<p style="font-size: 24px; font-weight: bold; text-align: center;">\$1,059</p> <p style="text-align: right; font-size: 8px;">Annual estimated cost*</p> 
<p style="font-weight: bold; text-align: center;">OR YOU CAN STAY ON YOUR CURRENT PLAN</p> <p style="font-size: 24px; font-weight: bold; text-align: center;">STANDARD (DR)</p> <p style="font-size: 8px; margin-top: 5px;">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;">\$1,224</p> <p style="text-align: right; font-size: 8px;">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.

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

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



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




Time to save.

April 15, 2019

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

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

WHAT DOES THIS CHANGE MEAN FOR ME?

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

WHAT ARE MY CHOICES?

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

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.

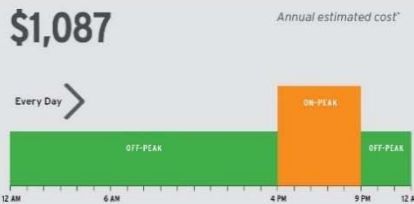
NO RISK PRICING 1 YEAR



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.

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

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

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



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



Time to save.

April 15, 2019

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

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

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

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

YOU HAVE CHOICES

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

YOUR THREE PLANS COMPARED

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

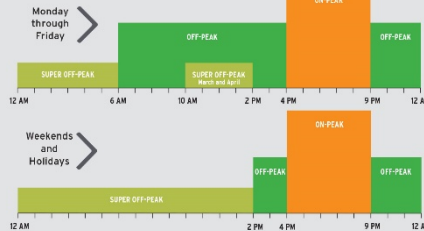
IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN
TOU-DR1

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.*



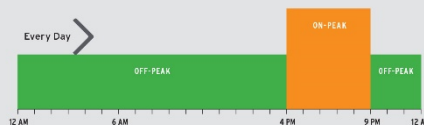
OR YOU CAN CHOOSE TO MOVE TO THIS PLAN
TOU-DR2

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.

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

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



John Q. Sample - P3I 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

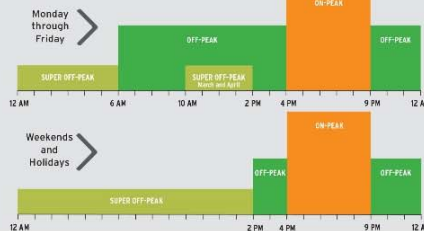
Details as of: 01/04/19 Account number: 999999999 Meter number: 99999999

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.

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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



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). You can **automatically move** to this new plan, **choose** another plan, or **stay** on your current plan.

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

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

YOU HAVE CHOICES

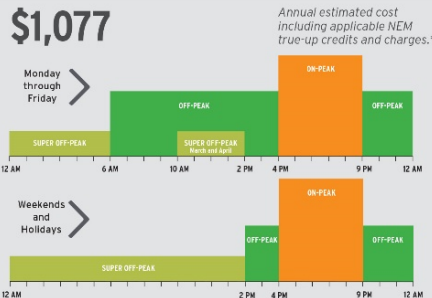
Consider your energy use and whether you're able to use less energy and shift some away from 4 p.m. to 9 p.m. If you can, let us **automatically move** you to the Time-of-Use (TOU-DR1) plan. You also have other options: **choose** the Time-of-Use (TOU-DR2) plan, **choose** another available plan, or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

YOUR THREE PLANS COMPARED

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

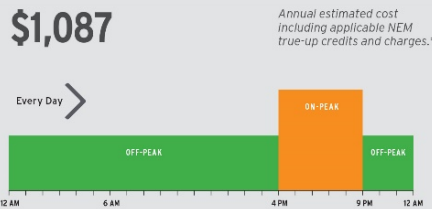
IF NO ACTION IS TAKEN YOU WILL AUTOMATICALLY MOVE TO THIS PLAN
TOU-DR1

INCLUDES **NO RISK PRICING 1 YEAR**
 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.

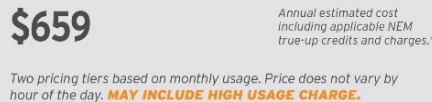


OR YOU CAN CHOOSE TO MOVE TO THIS PLAN
TOU-DR2

INCLUDES **NO RISK PRICING 1 YEAR**
 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 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.

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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.

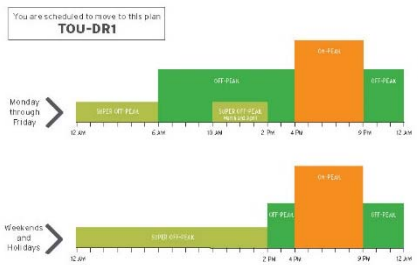


Time to save.

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

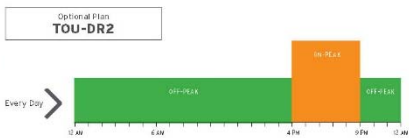
You are scheduled to move to this plan

TOU-DR1



Optional Plan

TOU-DR2



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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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.

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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.

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

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ONE-YEAR NO-RISK PRICING*

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



*Your year of no-risk pricing is applicable for all new TOU-DR1 and TOU-DR2 plan customers with all SDGE TOU accounts opened after 1/1/2018.

PRICING FOR YOUR NEW TOU-DR1 PLAN

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Winter Season November - May			Summer Season June - October		
Super Off-Peak	Off-Peak	On-Peak	Super Off-Peak	Off-Peak	On-Peak
40¢	41¢	42¢	35¢	40¢	62¢
22¢	24¢	25¢	16¢	21¢	43¢

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Prices effective March 1, 2018. All prices are subject to the regulations and regulations of the California Public Utilities Commission (CPUC) and are subject to change by CPUC action.

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*This year the no-risk pricing applies to the April 1st through the 31st of 2019. This offer does not apply to customers with the 27 and 30 kilowatt options until 2020.

PRICING FOR YOUR NEW TOU-DR2 PLAN

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SHIFT TO SAVE



Winter Season November - May		Summer Season June - October	
Off Peak	On Peak	Off Peak	On Peak
41¢	42¢	39¢	59¢
23¢	25¢	20¢	40¢

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

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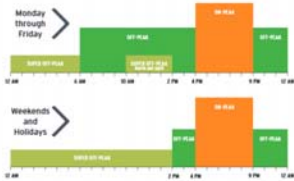
The less energy everyone uses during those on-peak hours, the less non-renewable energy will be used overall. It's great for the environment and good for your budget.

IT'S TIME TO THINK ABOUT ENERGY DIFFERENTLY.



PRICING FOR YOUR NEW TDU-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.

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Winter Season November - May			Summer Season June - October		
Super Off-Peak	Off-Peak	On-Peak	Super Off-Peak	Off-Peak	On-Peak
40¢	41¢	42¢	35¢	40¢	62¢
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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.

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Winter Season November - May		Summer Season June - October	
Off-Peak	On-Peak	Off-Peak	On-Peak
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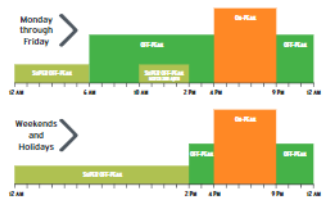
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*Your year for the pricing is applicable for the first 12 months after you switch to the TOU-DR1 plan. See our website for details on the TOU-DR1 plan. ©2018 SDGE. All rights reserved.

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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

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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.

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

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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.




*The one-year no-risk pricing is applicable for up to 12 months under the TOU-DR2 plan and does not apply to customers with an EV and associated related other (EVRES).


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

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

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.

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WHEN YOU USE ENERGY MATTERS

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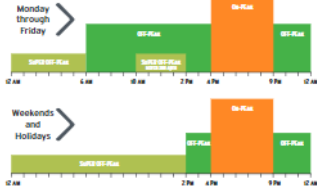
IT'S TIME TO THINK ABOUT ENERGY DIFFERENTLY.



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PRICING FOR YOUR NEW TOU-DR1 PLAN

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On Peak	Off Peak	Super Off Peak	On Peak	Off Peak	Super Off Peak
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TIPS TO HELP YOU SAVE.

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

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

For more tips visit
sdge.com/whenmatters.

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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.

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	kWh	Nov 2 - Feb 28
On-Peak	116	116
Off-Peak	301	301
Super Off	325	325
Total	742	
Summer	kWh	Mar 1 - Oct 31
On-Peak	88	88
Off-Peak	174	174
Super Off	289	289
Total	551	

1 Year No Risk Pricing

Time of Use	TOU-DRY	Standard DR
APR - 18	\$116.84	\$117.95
MAY - 18	\$133.49	\$124.11
JUN - 18	\$132.42	\$127.87
JUL - 18	\$165.47	\$164.84
AUG - 18	\$168.27	\$177.07
SEP - 18	\$164.48	\$174.24
OCT - 18	\$169.95	\$176.08
NOV - 18	\$173.88	\$176.86
DEC - 18	\$172.44	\$173.37
JAN - 19	\$265.38	\$270.73
FEB - 19	\$259.82	\$261.29
MAR - 19	\$234.54	\$218.73
Total	\$2,211.49	\$2,271.99

Based on the monthly comparisons of electricity use for meter XXXXXXXX, your costs were less on the Time of Use plan. To get your energy rate, visit sdge.com/MyAccount and click on the "My Energy" tab.

Con base en las comparaciones mensuales del consumo de electricidad para el medidor 5544275, su gasto fue menor con el plan Time of Use. Para analizar su consumo de energía, visite sdge.com/cuenta y haga clic en la pestaña "My Energy" (Mi 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-76

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

-  Keep blinds, curtains and other window coverings closed during summer days to help block unwanted heat and reduce cooling costs.
-  Program your thermostat to precool your home to a lower temperature up to three hours before 4 p.m.
-  When possible, use heat-generating appliances such as washers, dryers and dishwashers later in the evening during off-peak hours.
-  Set your timer to run your pool pump during off-peak hours when energy prices are lower.

For more savings tips, visit
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Time to save.

**DON'T LET SUMMER
TAKE YOU BY SURPRISE.**



When the seasons change, so does your energy pricing. Demand for electricity in the summer is typically higher than in the winter. That's why summer prices, starting June 1, will be significantly higher than winter pricing. The more you can stay below your baseline while trying to beat the heat, the less you'll spend on your energy bill. Want to learn more about baseline from me? Visit me at sdge.com/whenmatters.


Summer Season
June - October

Time-of-Use (TOU-DR1)


On-Peak	Off-Peak	Super Off-Peak	
57¢ <small>per kWh</small>	35¢ <small>per kWh</small>	30¢ <small>per kWh</small>	100% of baseline
46¢ <small>per kWh</small>	24¢ <small>per kWh</small>	19¢ <small>per kWh</small>	

Prices effective June 1, 2019.

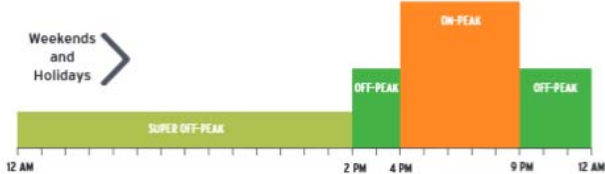
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Monday through Friday



Weekends and Holidays







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	On-Peak	Off-Peak	
<p>Summer Season June - October Time-of-Use (TOU-DR2)</p>	53¢ <small>per kWh</small>	34¢ <small>per kWh</small>	130% of baseline
	43¢ <small>per kWh</small>	23¢ <small>per kWh</small>	

Prices effective June 1, 2019.

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Keep blinds and curtains closed during summer days to block out direct sunlight and reduce cooling costs.

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2019 Residential Mass Default to TOU Dashboard

Program Goal: SDGE to transition ~750,000 customers in 2019 to three-period TOU plan (TOU-DR1) leveraging lessons learned from 2018 default pilot transition of ~141,000 customers.

Cumulative Reporting Period: 4/01/2019-06/30/2019
Report Date: 7/15/2019

Customer Status

Status of Mass Default Customers after Receiving 60-Day Notification

	Active			Pending			Opt-out to non-TOU Standard (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	257,415	11,663	4,378	47,035	267	166	61,632	2,605	30,190	415,351
% of Customers	62.0%	2.8%	1.1%	11.3%	0.1%	0.0%	14.8%	0.6%	7.3%	100%

Estimated vs. Actual Benefiter Categories

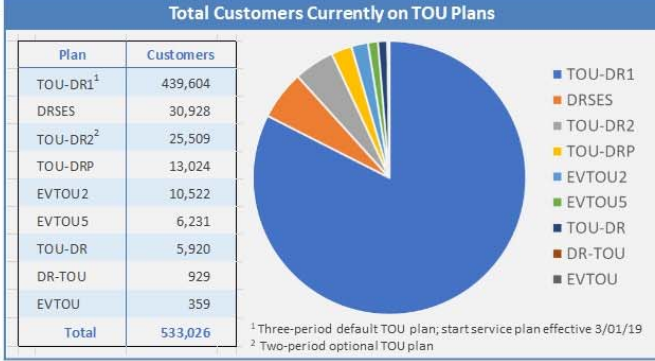
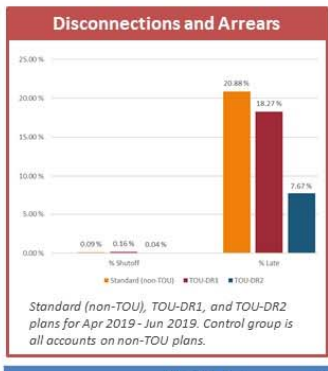
Based on bills from Apr 2019 to Jun 2019

Benefiter Category	Estimated	Actual	Estimated	Actual
Benefiter	3,422	2,723	1.5 %	1.2 %
Neutral Benefiter	181,460	181,533	77.6 %	77.7 %
Neutral Non-Benefiter	48,445	49,270	20.7 %	21.1 %
Non-Benefiter	440	241	0.2 %	0.1 %
Total	233,767	233,767	100%	100%

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 mo. energy consumption



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