

ORA DATA REQUEST

ORA-SDGE-DR-06

A.17-12-013

SDG&E 2018 Residential Rate Design Window

Date Received: April 11, 2018

Date Submitted: April 13, 2018

DATA REQUEST: IDTM ME&O

Question 3:

In SDG&E-7, at p. HT-14, SDG&E describes the Phase 2 of SDG&E's ME&O communications, including default notifications. SDG&E states that the materials included in this phase will "direct customers to utilize online, self-service options to either enroll or opt-out of their respective TOU pricing plan to another eligible rate."

- a. Please provide an overview of SDG&E's current plans for IDTM opt-out materials provided to customers in the phase, including channel (e-mail, direct mail, etc.), timing (30, 60, 90-day mailings, etc.), and language availability.

SDG&E Response:

As the first step in the awareness stage of the default TOU pilot, SDG&E sent notification postcards to 154,000 customers in October 2017. These postcards provided a high-level notification that TOU pricing plans were coming in 2018. For more information, customers were directed to SDG&E's website. In January and February 2018, SDG&E sent 60-day notifications and 30-day reminders to the remaining eligible, randomly selected default TOU pilot population.

All pieces were provided in either English or Spanish (based on the customer's preference noted on their SDG&E account). Both direct mail and email channels were used and are being tested to determine effectiveness. At each stage, customers were reminded that they had choices, including the option to stay on their current rate or select another eligible rate, in other words to "opt out" of the default rate. Current plans for IDTM are expected to be similar, pending any significant findings from the default TOU pilot that may require adjustments to strategy, tactics or messaging.

60-Day Notification: In January 2018, SDG&E sent 60-day direct mail and/or email notifications to 141,126 pilot customers. General messaging remained the same on all versions; however, display of pricing plan comparisons to the customers varied. Most versions compared the two new TOU plans (TOU-DR1, TOU-DR2) with a customer's current standard tiered plan. Another version included TOU-DR-P, an event-based plan option, creating a four-plan comparison. The customers were encouraged to go online to learn more and make their choice. Direct mail customers were also provided a Business Reply Card which allowed them to pick a TOU plan or remain with their current plan.

30-Day Reminder: In February 2018, SDG&E sent 30-day reminders by direct mail and/or email to 127,493 pilot customers. The communication method and information display matched that of the 60-day notification sent to each customer to continue testing

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notification channels and messaging, including the option to stay on their current rate or select another eligible rate.

Welcome Materials: SDG&E sent TOU pricing plan welcome information in March 2018 to 108,546 active TOU pilot customers through their preferred communication channels: 76,015 customers received welcome information by direct mail and 32,531 through email. The welcome materials were tailored to each pricing plan option and provided information to help customers be successful on their TOU plan.