

Residential Rate Reform


Q4 2016 Progress Report Presentation
CPUC – San Francisco





*Presented by Kelly Prasser
March 7, 2017*


Rate Reform Customer Journey




 **Consolidation of Tiers**
Electric rates will be consolidated from four tiers to two tiers, and the differences between the tiers will be reduced -- ultimately with a 25 percent differential between the two tiers.

 **CARE Adjustments**
The effective CARE discount will transition from today's 41 percent to 35 percent by 2020.

 **Time-of-use Rates**
Residential customers will be automatically enrolled into "time-of-use" (TOU) rates. This means the price of electricity will depend on the time of day people use energy. TOU pilots will be conducted with customers in 2017-2018.

 **Minimum Bill**
Customers will have a minimum monthly bill of \$10, and \$5 for customers enrolled in the CARE program.

 **High Usage Charge**
The High Usage Charge (HUC) is intended to encourage energy conservation for customers whose usage is above 400 percent of baseline - meaning double the average customer's usage in their climate zone.

Marketing, Education & Outreach Tier Collapse



SDG&E was approved to collapse from three tiers to two tiers on July 1, 2016

Customers received information in July/Aug 2016 through bill inserts, radio traffic IDs, social media, video bill emails, letters, website and more

Puesta al día sobre la reforma de tarifas eléctricas en California

Update on California electric rate reform

El verano pasado, la Comisión de Servicios Públicos estructura de tarifas de electricidad que se está en los finales de 2020. Esto es un vistazo rápido de lo que...

2015	2016	2017	2018
Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE

Consolidación de niveles y cambios en el nivel básico

Ajustes en CARE

Para más información, visite sdge.com

Update on California Electric Rate Reform

Last summer, the California Public Utilities Commission approved a new electric rate structure that's being phased in through 2020. Here's a quick look at what to expect.

2015	2016	2017	2018	2019	2020
Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE	Consolidación de... Ajuste en CARE Ajuste en CARE

Consolidation of tiers and baseline changes

Super User Electric surcharge

CARE adjustments

Time-of-use rates

SDGE

Dear Customer Name

Keeping you informed about changes to your bill and offering ways to help you manage your energy use are top priorities for us, particularly now as hot summer weather can mean higher monthly bills for many of our customers.

Rate changes

As you've been hearing from us, California has changed the electric rate structure which means rates are now different for residential customers. The change to your bill varies depending on how much energy you use. In addition, to meet our customers' higher expectations of us - from using online tools to access energy information on-the-go, to requiring more personal assistance or simply wanting other ways to read energy bills - we've been making investments to keep up with these needs. Combined, these changes may mean an increase of between \$3 and \$6 on your monthly bill.

Rate reform

The changes to the electric rate structure that began last September as part of statewide rate reform are continuing. Recent changes as of July 1 include:

- FEWER TIERS**: A simpler tier electric rate structure replaced the three tier structure.
- CARE DISCOUNT ADJUSTMENT**: The discount will go from 40% to 39% this year. By 2020, the discount will be 35%.
- LESS BASELINE ALLOWANCE**: Baseline allowances - the set amount of electricity provided for basic needs - were reduced to meet state requirements.

For more information about rate reform, visit sdge.com/raterform.

Mail & email
~ 540K

Personalized Bill Video

Sandra
Bill Account
XXXX XXXX

Personalized Bill Video

The three tier pricing...

40%

1 2 3

Personalized Bill Video

...It's changing to two tiers

39%

1 2

Personalized Bill Video

Electric Delivery Charges \$9.94

\$1.00
Electric Delivery Charges

\$3.44
Electric Delivery Charges

Bill Insert ~600K

E-Bill ~500K

Video Bill email ~700K

Marketing, Education & Outreach

Community Engagement



- Energy Solutions Partner (ESP) Network activities totaled **177**

ESP Partner Results At-A-Glance – Q4 2016
• 118 events reaching 100,000+ people
• 18 presentations reaching 450+ people
• 33 social media postings with nearly 37,000 impressions
• 8 web-based activities reaching 12,500 people

- Engaging customers in My Account and tools to use for energy usage, goals and alerts, and mobile applications. Theme is "*what uses energy does matter*"
- Focused on low-income, families and seniors through Safety Partner initiative
 - Fire Department Safety & Emergency Prep events
 - Food Bank food distribution events
 - Health Clinic Immunization events



Marketing, Education & Outreach

CBO Partner Activities



Energy Solutions Partner Network Highlights

 **San Diego State University WIC** 4 hrs · 🌐 Like Page

Count your blessings this holiday season! California's energy rates are changing! How? Find out how you could potentially save on a Whenergy plan today. <http://www.sdge.com/whenergy> #espsdgc



Whenergy
California utilities are switching to new energy pricing based on when you use energy. Use less electricity during peak hours and you can save.
SDGE.COM

 **The Ecology Center** October 28 at 4:55pm · 🌐 Like Page

As the season change, so does your energy consumption. Make a plan to reduce your footprint with our partner, [San Diego Gas & Electric](#). Schedule your free in-home gas safety check before the cold weather arrives. <http://bit.ly/2cWRFvA> #espsdgc

Gas Appliance Check | San Diego Gas & Electric
Keep your natural gas appliances in safe working condition. Sign up for an appliance check-up online. It's a convenient way to schedule and manage your request. This service is free of charge.
SDGE.COM

 **Kalusugan + Kalakasan Center for Health & Wellness** October 17 at 2:51pm · 🌐 Like Page

Trick out your smart phone with SDG&E's free mobile app! It gives you 24/7 access to bill payment, payment locations, outage maps and even a calculator for what appliances cost to use. <http://bit.ly/2ciuY0D> #espsdgc

SDG&E Mobile Applications | San Diego Gas & Electric
Our free app gives you more ways to connect with us. You'll get anytime, anywhere access to bill payment, payment locations, outage maps and even a calculator for what appliances cost to use. Download the app for your iOS or Android device.
SDGE.COM



 **Ramona Senior Center** @RamonaSeniors · Nov 16
California's energy rates are changing! Find out how you could potentially save on a Whenergy plan today. sdge.com/whenergy #espsdgc

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High Usage Charge (HUC)

MEO Overview



- HUC rate pending Glidepath PFM/Tier 3 AL
- Planning pre-HUC communications to launch - April 2017
- Possible HUC implementation – June 1, 2017
- Customer outreach to include:
 - General awareness: bill insert, bill onsert, website and social media
 - Targeted communications: direct mail & email, notation on Weekly Alert Email (WAE) & Bill Ready Notification Email (BRNE), bill presentment
 - Alerts: customer will be able to sign up for HUC alerts
 - Specialized, targeted campaigns: My Account for paper customers, Energy Savings Assistance (ESA) offer for CARE customers
 - Employee engagement: training to customer-facing teams, employee ambassadors

High Usage Charge (HUC) Potential Customer Impacts



HUC Overview

- At-risk customers = ~134,000
(350% to 399% of baseline - 2016)
- High-risk customers = ~91,000
(400% of baseline potential reachers - 2016)
- Top three months for highest opportunity of customer reach to HUC

Month	350% of Baseline	400% of Baseline
July 2016	58,430	38,447
August 2016	104,944	71,797
September 2016	65,312	43,757

- Roughly 50% of High-risk customers could be 2 month reachers

CARE Customers

9,107 customers
in the 350% HUC population

3,468 customers
in the 400% HUC population

About 50% are 1 month reachers (1,651)

Medical Baseline Customers

2,264 customers
in the 350% HUC Population

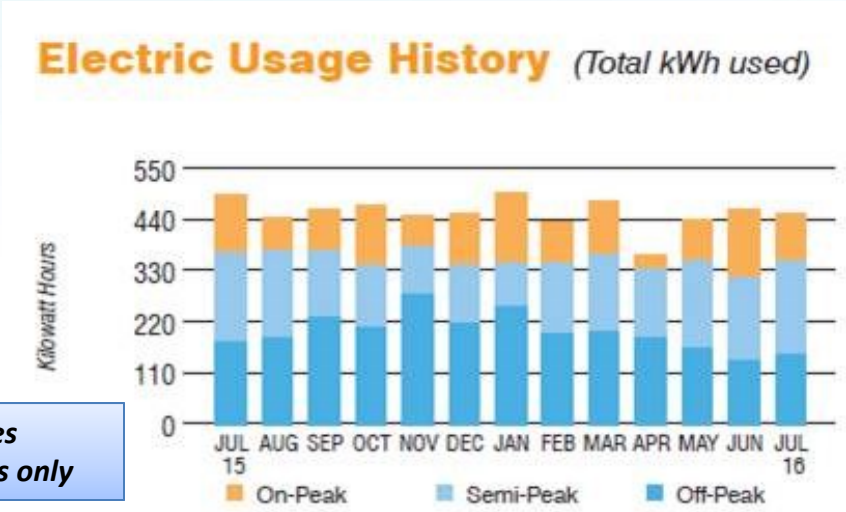
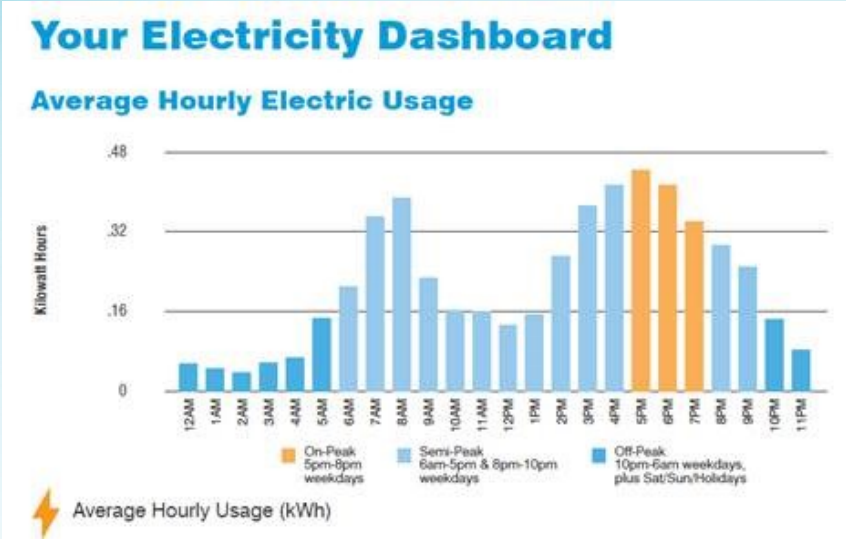
1,512 customers
in the 400% HUC Population

Roughly 65% are 1 month reachers (973)

Bill Presentment

- Updated bill presentment requested as part of the Residential Rate Reform proceeding
- SDG&E proposed a “Refresh” of the bill specifically focused on creating better graphs, charts & tools for TOU customers
- Approval to move forward was received from the Commission in mid-February
- The new bill is scheduled to launch in Q1 of 2018

**Bill Refresh features
for illustrative purposes only**



Bill Comparison

My Pricing Plan – Compare Plans



Featured Services



Compare Pricing Plans
See if you can save on a new Whenergy™ pricing plan.



Energy Charts and Tools
Get a quick overview of your energy use and analyze your bill to find ways to save.



Drive a plug-in vehicle?

You may qualify for a credit of \$50 or more on your SDG&E bill.
➤ [Apply today at sdge.com/evcc](https://www.sdge.com/evcc)

Are You On A Limited Income?

Find out if you qualify for an energy bill discount and home improvements.
[Payment and bill assistance](#)

SDG&E's My Account My Pricing Plan

1

1
Bill AI
Subscribe help you use and

Your Current Pricing Plan

Standard (DR)

\$4,066
estimated cost per year

➤ [View Plan Details](#)

The cost and savings estimates displayed are based on currently approved prices (rates) and your past 12 months of electricity use. If currently approved prices (rates) change, or if your electricity use changes, actual costs will be different. Dollar values are based on individual electric meters. See [additional pricing descriptions](#) for more information.

For the Standard plan, estimates include Reduce Your Use Reward calculations.

2

Available Pricing Plans

➤ [Compare Plans](#)

Time of Use Plus (TOU-DR-P)

Lower prices year-round except on Reduce Your Use days.

\$3,895
Estimated cost per year



Electricity costs are less year-round except on Reduce Your Use days when a higher price is charged. By lowering your use during these times, you may save even more.

\$171
Estimated savings per year

[Enroll in This Plan](#)

➤ [View Plan Details](#)

3

By lowering your use during these times, you may save even more.

[Enroll in This Plan](#)

➤ [Close Plan Details](#)

Rate Information

Plan Features

Who this plan is for

- Summer: The price of electricity varies throughout the day; lower at night, before 11am and after 6 pm.
- Winter: the price of electricity varies throughout the day; lower before 5pm and after 8pm.
- Reduce Your Use™ days: A higher price is charged on these days from 11am-6pm. Up to 18 Reduce Your Use days can be called each year.
- 1 Year No Risk Pricing: If you didn't save on Time of Use Plus at the end of the first year, you'll get a bill credit for the difference.



➤ [See My Energy Use](#)
➤ [Compare Plans](#)

[Enroll in This Plan](#)

Current & available plans with details

Bill Comparison

My Pricing Plan – Plan Features



4

Compare Plans

[Download Pricing Plan Report \(PDF\)](#)

Choose Plans

Standard (DR) (Current Plan)

Time of Use Plus (TOU-DR-P)

Time of Use (TOU-DR)

Compare Plan Features		Compare Cost Estimates by Month	
Standard (DR)	Time of Use Plus (TOU-DR-P)	Time of Use (TOU-DR)	
Your Current Plan	Enroll in This Plan	Enroll in This Plan	
\$4,066 Estimated cost per year	\$3,895 Estimated cost per year	\$4,129 Estimated cost per year	
N/A Estimated savings per year	\$171 Estimated savings per year	No Savings	
1 Year Commitment ?	1 Year Commitment ?	1 Year Commitment ?	
1 Year No Risk Pricing N/A	1 Year No Risk Pricing ?	1 Year No Risk Pricing N/A	
Reduce Your Use Rewards Days ?	Reduce Your Use Days ?	Reduce Your Use Rewards Days ?	

Standard (DR)	Time of Use Plus (TOU-DR-P)	Time of Use (TOU-DR)
Your Current Plan	Enroll in This Plan	Enroll in This Plan
\$4,066 Estimated cost per year	\$3,895 Estimated cost per year	\$4,129 Estimated cost per year
N/A Estimated savings per year	\$171 Estimated savings per year	No Savings
1 Year Commitment ?	1 Year Commitment ?	1 Year Commitment ?
1 Year No Risk Pricing N/A	1 Year No Risk Pricing ?	1 Year No Risk Pricing N/A
Reduce Your Use Rewards Days ?	Reduce Your Use Days ?	Reduce Your Use Rewards Days ?
Details The cost per kWh is based on electricity use levels or tiers. As you use more electricity, you will cross into the higher cost tiers.	Details Electricity prices change based on the time of day. If you can lower your use during Reduce Your Use days, you could save even more.	Details Electricity prices change based on the time of day. Summer: Electricity costs less before 11am and after 6pm. Winter: Electricity costs less before 5pm and after 8pm.
Who This Plan Is For You use electricity throughout the day. Your electricity use changes from day to day. Save enough energy on a Reduce Your Use Rewards day and earn a credit on your bill.	Who This Plan Is For With 1 Year No Risk Pricing, if you didn't save on Time of Use Plus at the end of the first year, you'll get a bill credit for the difference. Who This Plan Is For You use the most electricity before 11am and after 6pm during the summer. You use the most electricity before 5pm and after 8pm during the winter. You can take big electricity-saving actions on Reduce Your Use days.	Who This Plan Is For You use the most electricity before 11am and after 6pm during the summer. You use the most electricity before 5pm and after 8pm during the winter. Save enough energy on a Reduce Your Use Rewards day and earn a credit on your bill.

Compare Pricing Plans
Side-by-side comparison with option to enroll

Rate Design Qualitative Research



Research Objective

- To better understand the customer experience around energy rate plans and bring out the **customer's voice** in the rate plan design process

Background & Methodology

- Partnered with Daylight Design
- Research conducted December 2016 – February 2017
 - Representation from across SDG&E service area
 - 15 in-home customer interviews, 90-minutes in length
 - Four focus groups

Segments of interest *(but not limited to)*

- Solar
- Environmentally-minded
- Low-income
- Home owners & renters
- Warmer climate zones

Results webinar with IOU's

- To be scheduled

[TOU] would give me more control. I know that if I waited until after 5pm to do a certain thing the consequence would be good. On the other hand, the tier is this invisible barrier that I never know if I've even crossed.



Terri, 58, Home owner

Opt-In Time of Use Pilot Participants (Q4 2016)



Pilot Group #	Pilot Group Name	# of Customers Enrolled	Drop Offs (Ineligibility / Opt Outs)			# of Active Participants
			Rate 1	Rate 2	Control	
1	Hot	432	---	25 / 14	---	393
2	Cool, Non CARE	4,008	105 / 19	190 / 30	112 / 0	3,552
3	Cool, CARE	3,808	76 / 13	125 / 19	137 / 2	3,436
4	Moderate, Non CARE	3,946	87 / 37	192 / 52	111 / 1	3,466
5	Moderate, CARE	3,610	84 / 30	150 / 30	111 / 3	3,202
Totals		15,804	352 / 99	682 / 145	471 / 6	14,049

1,755 drop-offs: 1,321 final, 184 ineligible, 250 opt-out

Opt-out reasons: concern of high-bill (48%), other (38%), can't shift (6%), confusing (4%), going ineligible (2%), not interested (2%)

Experimental Rate E1

- 3,703 customers assigned
- Jun 2016 - Dec 2017
- 3 TOU Periods
 - On Peak (4pm-9pm)
 - Off Peak
 - Super Off Peak

Experimental Rate E2

- 6,674 customers assigned
- Jun 2016 - Dec 2017
- 2 TOU Periods
 - On Peak (4pm-9pm)
 - Off Peak

Control Group

- 3,672 customers assigned
- Jun 2016 - Dec 2017
- Remain on DR or DR-LI

Experimental Rate E3

- 66 customers assigned
- Hourly dynamic rate
 - Prices can vary hourly
 - Dynamic rate components
 - Net surplus energy credits
 - Monthly service fee (\$10)

Opt-In Time of Use Pilot Customer Engagement



Oct 4: TOU Peak Message (Rates 1 & 2)

Shifting to off-peak times can save you the most.

When the temperature changes, so do energy costs—dramatically. Keeping your home comfortable is a high expense and managing your A/C use can help. Sign up for free Whenergy Alerts to see where your energy use stands. And to know if you've exceeded your usage and cost goals.



TOP 5 A/C SAVING TIPS

- Avoid peak hour use between 4 p.m. and 9 p.m.
- Set thermostat to 78°+
- Use fans instead of A/C
- Replace A/C filters
- Pre-cool before 11 a.m.

More Whenergy saving ideas.

- Block direct sunlight by closing window coverings and using solar shades
- Pre-cool your home by running A/C before the afternoon peak period
- Unplug appliances and other items not in constant use
- Save water and energy with our no-cost Water and Energy Savings Kit
- Use a swimming pool or spa cover and use a variable speed pool pump
- Get out of the house during peak times. Visit a park, see a movie . . .
- Grill dinner outside to avoid heating up your home and using more A/C
- Use the online energy management tools you'll find at sdge.com/MyEnergyTool

Questions? sdge.com/MyWhenergy1 or (800) 411-7343

Oct 4-6: Welcome Emails (Hour X -Rate 3)

Welcome Email - Customer

Sent: Tuesday, September 06, 2016 6:00 PM
Subject: Your Pricing Details for Whenergy HourX

Your Whenergy HourX details - [Get your hourly pricing forecast](#)

We're happy to have you along on our journey to California's new future. Be sure to look for emails about exciting new tools and updates. Through surveys and other feedback you may provide, you'll help us improve Whenergy® HourX for everyone.

Getting Your Daily Forecasted Pricing

The hourly pricing on Whenergy HourX varies based on the forecasted energy demand. Each day, around 6 p.m., your day-ahead forecasted pricing will be posted at [sdge.com/hourx](#). Based on the forecasted pricing, you can change the settings of your thermostat and other devices to use less energy during the higher priced hours.

You'll also receive an email that will alert you if the next day's demand for energy is forecasted to be high. During those high-demand hours, the price per kWh may increase significantly. The surcharge will be highlighted in the day-ahead forecasted pricing chart.

Your hourly pricing is specific to your account. You'll need to enter your personal code to see the prices on the Whenergy HourX page. For your convenience, the SDG&E

app allows you to enter in your personal code the first time and remembers it for you.

Your personal code: [SEE YOUR PRICING](#)

Your Whenergy HourX pricing begins on MM/DD/YYYY

[SEE SAMPLE PRICING](#)

Study Timing

October 2016 through December 2017

Compensation

- You'll complete two surveys (Spring 2017 and end of 2017).
- Your \$200 bill credit will be divided into three payments - late Fall 2016, Spring 2017 and end of 2017. This is based on your completion of the surveys over the course of the study. After you complete each survey, a credit will be applied to your bill.
- If you leave the study early, or do not complete the surveys, you won't receive any further compensation/bill credits.

Pilot Bill Protection

Regardless of any fluctuation on your bill, you'll be covered by Pilot Bill Protection which will go into effect for the first 12 months of the study. We'll compare the charges you would have incurred on the current or standard residential rate to Whenergy HourX and if the current or standard rate has lower costs, you'll get a credit back on your bill.

Rebates on Energy-Efficiency Products

Get energy-saving deals and rebates on products that can help you control your energy use. Take advantage of rebates, from \$200-\$500 in value, that are available only to Whenergy HourX participants.

Oct 17-20: Welcome to Weekly Alert Emails

WAE 3.0

From: SDG&E Energy Notification
Sent: Thursday, October 20, 2016 4:06 PM
To: [EXTERNAL] Energy Use At Home For Week of 10/12/2016
Subject:

If you're having trouble viewing the images in this email, please log into My Account for your energy use details.

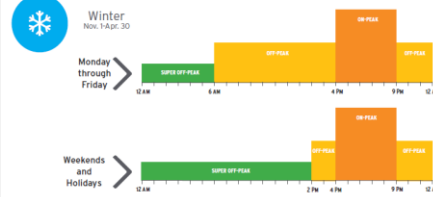
Your Home's Weekly Energy Use Summary
Week of 10/12/2016

Bill to Date: \$26.88
Projected Bill: \$28 - \$31
Account Number: XXXXX2806
End of Billing Period: 10/20/2016
Days into Billing Period: 27

Oct 28-Nov 1: Winter Rates Message

Your winter Whenergy rates: Control Your Use E1

As winter approaches, your Whenergy rate will change to meet the energy demands of a different season. Your rate still has the same three time periods: On-Peak, Off-Peak, and Super Off-Peak. Use Whenergy tools like alerts and the SDG&E® app to help you avoid the peak.



Ways to Reduce Your Use

- During the holidays, save money with LEDs by using up to 90% less electricity to produce the same amount of light as an incandescent holiday light strand.
- Wash full loads in the dishwasher - this actually uses less water and energy than washing dishes in the sink, especially if you let the dishes air dry.
- Reduce pool filtering and automatic pool sweep time to a minimum, and schedule them for Off-Peak hours (before 4 p.m. and after 9 p.m.).

Your Price Per Kilowatt Hour

Super Off-Peak	Off-Peak	On-Peak
35¢ per kWh	36¢ per kWh	37¢ per kWh
17¢ per kWh	18¢ per kWh	19¢ per kWh

Baseline \$30/kWh

To calculate your savings, go to sdge.com/MyWhenergy1. Winter rates are effective as of November 1, 2016.

For tips and tools to reduce your use and save on Whenergy, visit sdge.com/MyWhenergy1 or call (800) 411-7343

Dec 1: Rebates Message

Save \$200 with a smart thermostat rebate - [Learn more](#)



Be social - Join the conversation



Whenergy Rebate for \$200 on a Smart Thermostat

Buying a new thermostat right now could be a smart move. Not only will it automatically make your house comfortable, it can save you energy and money by helping you avoid the peak hours of 4 p.m. - 9 p.m.

Check out the smart thermostats and rebates today, just in time for winter. This rebate is available from Nov. 1 - Dec. 31, 2016 to Whenergy study participants.

[GET MORE INFORMATION](#)

Opt-In Time of Use Pilot Participant Survey



Survey Objective

- Measure degree of economic hardship caused by TOU rates relative to tiered rates
- Gauge level of customer understanding of and satisfaction with TOU rates
- Understand effectiveness of messaging & outreach used during the pilot

Survey Background & Methodology

- Conducted by Research Into Action (in partnership with Washington State University)
- Fielded October – December 2016
- Participants could take survey online, in written booklet form, or over the phone
- SDG&E response of 85% or **12,484 pilot participants** completing the survey

Preliminary Results (Presented at CPUC workshop on February 22, 2017)

- After calculating an Economic Index Score, designed to measure degree of financial hardship, it was found that **neither pilot TOU rate resulted in increased economic index scores for any of the segments**
- The hotter the climate, the higher the average economic index score for the segment
- Most reviewed the welcome packet and found the information easy to understand
- Customers said they turned off lights and avoided doing laundry, cooking or running the dishwasher most often



Default TOU Pilot

Time of Use Rates



- Filed Default TOU Pilot Plan on December 16, 2016
- SDG&E will test two default tariffs; structurally the same as rates being tested in its TOU opt-in pilot

TOU-DR1

- Higher peak-to-off-peak price differentials
- Two seasons: summer & winter
- Three TOU periods: on-peak, off-peak & super off-peak
- On-peak for summer & winter occurs daily between 4 pm to 9 pm

TOU-DR2

- Milder peak-to-off-peak price differentials
- Two seasons: summer & winter
- Two TOU periods: on-peak & off-peak
- On-peak for summer & winter occurs daily between 4 pm to 9 pm

Default TOU Pilot

Customer Outreach & Engagement



Awareness

October 2017 Notifications to ~ 125K to ~ 150K customers

Acknowledgment

January 2018 Rate Comparisons distributed
February 2018 Reminder of Default coming in 30 days

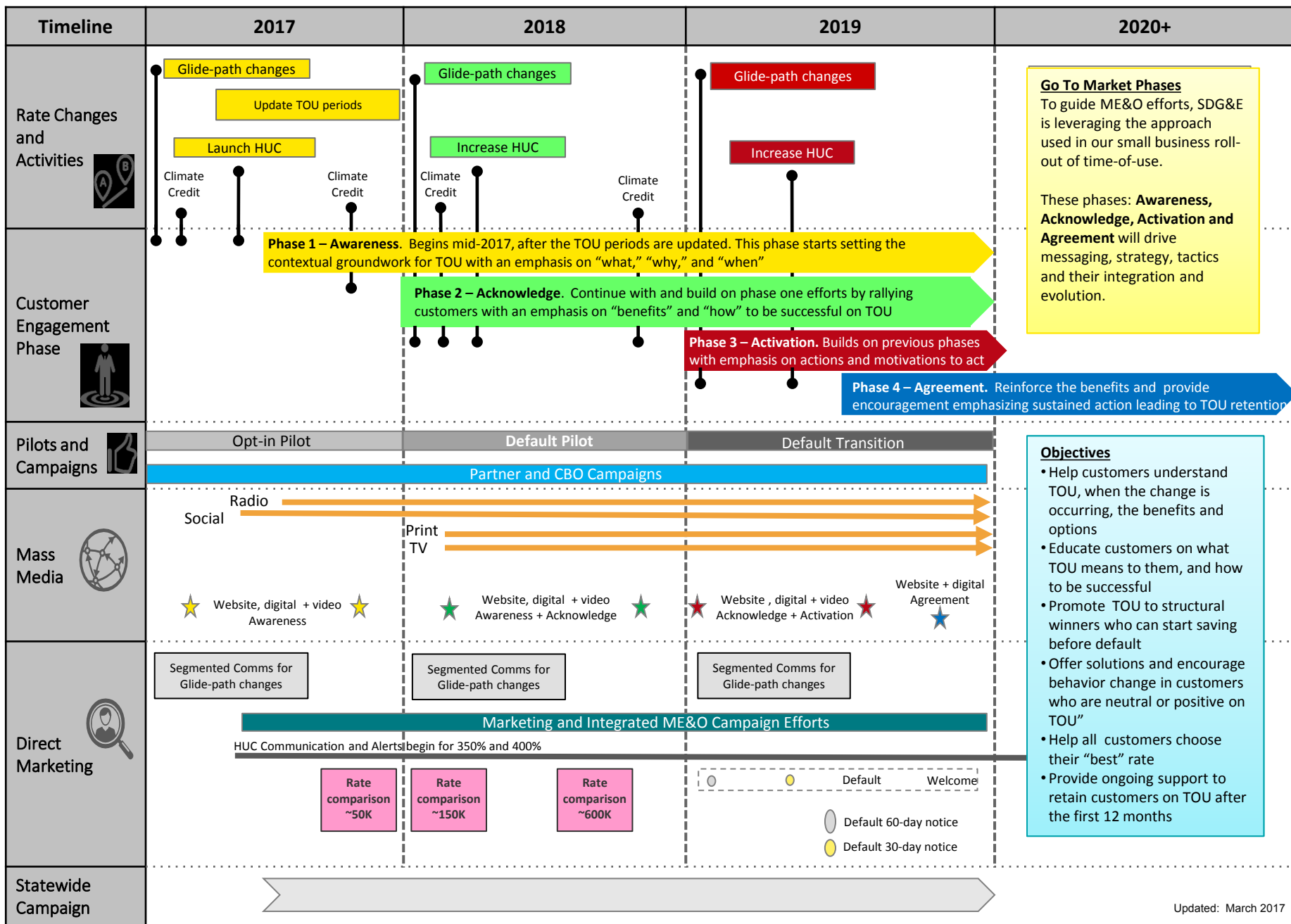
Activation

March 2018 Transition of ~100K customers to TOU pricing plans

Agreement

Ongoing After care communications: welcome kit, bill presentment, solutions & seasonal

Residential Rate Reform Preliminary Go-to-Market Tactical Timeline



Next Steps & Other Key Proceedings



- Next steps:
 - **Rate Reform Glidepath:** Tier/HUC pricing reform
 - **Customer Research on Rate Design Thinking:** Results sharing
 - **TOU Default of Residential Customers:** Customer exclusions & MEO plans
- Other proceedings impacting Residential Rate Reform:
 - **Time of Use OIR Decision:** established guiding principals for designing, implementing and modifying TOU time periods
 - **SDG&E General Rate Case (GRC) Phase 2:** new TOU periods & rates
 - **Fixed Cost Methodology/PG&E GRC Phase 2:** joint fixed charged methodology
 - **Upcoming: 2018 Rate Design Window:** Finalize residential TOU default plans

Budget Expenditures



Rate Reform Costs: Aug 2015 – December 2016*

	Aug - Dec					
RRMA: General Rate Reform (in 000's)	2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Total
Marketing, Education & Outreach	\$ -	\$ 71	\$ 417	\$ 322	\$ (443)	\$ 367
Information Technology	\$ -	\$ 51	\$ 130	\$ 81	\$ (215)	\$ 47
Other	\$ -	\$ -	\$ 5	\$ 9	\$ 19	\$ 33
<i>General Rate Reform Total</i>	\$ -	\$ 122	\$ 552	\$ 412	\$ (639)	\$ 447
	Aug - Dec					
RRMA: Time-Of-Use Pilots (in 000's)	2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Total
Planning & Design	\$ -	\$ -	\$ -	\$ 550	\$ (483)	\$ 67
Measurement & Evaluation	\$ -	\$ -	\$ 11	\$ -		\$ 11
Customer Insight	\$ -	\$ -	\$ 46	\$ -	\$ 66	\$ 112
Recruitment	\$ -	\$ -	\$ 395	\$ 64	\$ 4	\$ 463
Customer Support	\$ -	\$ -	\$ -	\$ 314	\$ 44	\$ 358
Outreach and Education	\$ -	\$ -	\$ -	\$ -	\$ 271	\$ 271
Technology	\$ -	\$ -	\$ -	\$ -	\$ 78	\$ 78
<i>TOU Pilot Total</i>	\$ -	\$ -	\$ 452	\$ 928	\$ (20)	\$ 1,360
Total to RRMA	\$ -	\$ 122	\$ 1,004	\$ 1,340	\$ (659)	\$ 1,807
	Aug - Dec					
Non-RRMA (in 000's)	2015	Q1 - 2016	Q2 - 2016	Q3 - 2016	Q4 - 2016	Total
Marketing, Education & Outreach	\$ 251	\$ -	\$ -	\$ -	\$ 148	\$ 399
Information Technology	\$ 436	\$ 526	\$ 731	\$ 648	\$ 1,105	\$ 3,446
<i>Non-RRMA Total</i>	\$ 687	\$ 526	\$ 731	\$ 648	\$ 1,253	\$ 3,845
Grand Total (RRMA + Non-RRMA)	\$ 687	\$ 648	\$ 1,735	\$ 1,988	\$ 594	\$ 5,652

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. 19

Questions?



Kelly Prasser

Customer & Employee Engagement

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WHENERGY



WHEN you use energy
really does matter.

Learn more at
SDGE.com/Whenergy