

Commission Emerging Trends Committee Meeting ME&O Presentation

September 25, 2019

Time of Use (TOU) ME&O Goal & Objectives

SCE's primary goal is to get customers on the right rate to ...

1. Increase awareness and understanding of rate options;
2. Educate customers about why and when the TOU transition will occur and the associated benefits;
3. Provide understanding about how TOU impacts them specifically through customized analysis of their energy costs / usage;
4. Educate about electricity usage behavior changes that can help optimize the TOU rate;
5. Help customers to make an informed choice for selecting their lowest rate option; and
6. Provide ongoing education and support for the retention of customers on TOU.

SCE's ME&O Strategic Approach

Deliver the *right message* to the *right person* at the *right time* through the *right channel* to achieve seven key metrics*.

Statewide "air-cover:"

Change attitudes of consumers towards energy

SCE's multi-channel integrated communications approach:

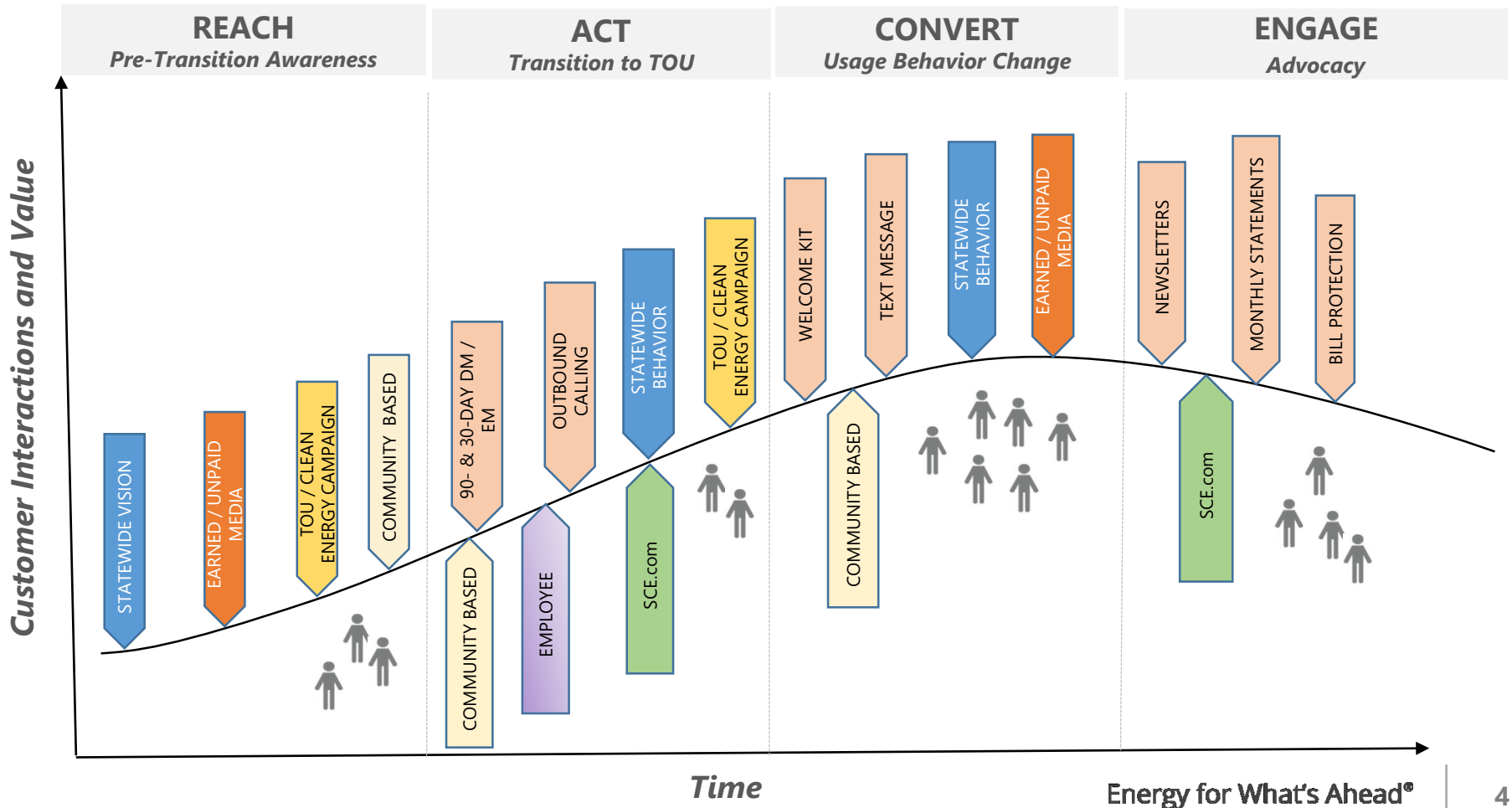
Designed to prepare customers for their transition to time-of-use, while educating them on how to optimize their rate.

| |  |  |  |  |  |  |  |
|------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| | SW ME&O | TOU / CLEAN ENERGY CAMPAIGN | TARGETED COMMUNICATION | EARNED / UNPAID MEDIA | COMMUNITY BASED | EMPLOYEE | SCE.com |
| TARGET CHANNEL | IOU Customers Across the State | All SCE Customers | Residential customers that are at least 90 days away from transition | SCE Residential Customers | SCE Residential Customers Particularly Critical Segments | SCE Employees / Customers | All SCE Customers |
| OBJECTIVE / ROLE | Create emotional attachment to energy & "when" to shift usage | Educate "why" TOU is important by making the connection to clean energy | Awareness / notification of transition & education about rate optimization | Shape perception of TOU rate plans | Leverage credibility to educate constituents & extend reach | Awareness, education and to create advocacy | Education through useful information and interactive tools |
| MEDIA / TOOLS | TV, radio, billboard, digital, earned media, CBO | Radio, billboard, digital, social | Direct mail & email (90, 30-day, outbound call, welcome kit, newsletter, bill protection, monthly statement, text msg) | Press release, proactive outreach including testimonials | In-language toolkits & brochures plus turnkey messages for social media and newsletters | Webinars, brown bag luncheons, "all hands" gatherings, employee portal | Rate Comparison Tool, Appliance Shifter, Video Assets, etc. |
| CALL TO ACTION | ENERGYUPGRADECA.ORG & Power Down 4 - 9 | "Learn more" at www.SCE.com/waystosave | "Make your rate choice" at www.SCE.com/TOUtransition | "Learn more" at www.SCE.com/waystosave | "Learn more" at www.SCE.com/waystosave | "Learn more" at www.SCE.com/waystosave or call the rate transition team | "Choose the rate plan that's right for you" |
| SCOPE / VOLUME | TBD | 865MM Impressions** | 2.6MM Residential Customers | Unable to Project | Tier 1: 431K Customers Tier 2: 1,400 CBOs (Approx. 10MM***) | 13K Employees / Advocates | 120-150K Site Visits Daily |

* Metrics details included in the appendix. | ** Estimate based on media campaigns at similar spending levels. | *** Estimate based on reaching 2/3 of population within service territory.

Time-of-Use Customer Journey

SCE's touchpoints are more than transactional moments. They're critical interactions within the customer journey that help define key moments in the process.



Thank You!

Energy for What's Ahead®



Appendix

SCE's 2019 Performance against 2022 ME&O Targets

Among DE's only, six of the seven metrics are statistically unchanged. Metric #2 dropped, in part due to an increase in "not sure" responses with mixed-mode methodology.

| # | ME&O Survey Metrics | Baseline Spring 2016 Total Residential | Wave 4 Fall 2017 Default Eligible | Wave 5 Spring 2018 Default Eligible | Wave 6 Fall 2018 Default Eligible | Wave 7 Spring 2019 Default Eligible ¹ | Target Performance in 2022 * | Target Improvement * |
|---|--------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------------------------------------|-------------------------------------------|-----------------------------------------|--------------------------------------------------------|------------------------------------|-------------------------|
| 1 | Awareness of rate plans to mitigate electricity expenditures - "Could help you save money" | 50% | 45% | 49% | 48% | 46% | 60% | +33% |
| 2 | Awareness of where to go to get information about managing electricity use | 58% | 57% | 60% | 59% | 46% ↓ | 62% | +9% |
| 3 | Understanding how electricity use can impact bills ** | 5.72 | 5.75 | 6.10 | 5.99 | 5.89 | 6.5 | +13% |
| 4 | Understanding benefits of lowering electricity use or shifting use to non-peak hours ** | 6.85 | 6.93 | 7.25 | 7.23 | 7.31 | 7.5 | +8% |
| 5 | Awareness of rebates, EE programs, DR programs, energy management technologies, and tips to help manage bill | 65% | 64% | 65% | 66% | 66% | 67% | +5% |
| 6 | Provided useful information explaining bills ** | 7.11 | 7.52 | 7.56 | 7.67 | 7.42 | 8.0 | +6% |
| 8 | Provided with info / services to help reduce bill | 30% | 31% | 35% | 34% | 35% | 40% | +29% |

* Increases calculated in relation to Wave 4 (Fall 2017) Survey Default Eligible results

** Scores are based on mean ratings to 10-point scale questions

¹ Change to mixed-mode survey methodology in W7; Significance testing between W6 and W7 only