

**DOCKETED**

<b>Docket Number:</b>	18-IEPR-06
<b>Project Title:</b>	Integrating Renewable Energy
<b>TN #:</b>	223858
<b>Document Title:</b>	Residential TOU Transition
<b>Description:</b>	Presentation by Sabrina Butler at the June 20, 2018 IEPR Workshop on Renewable Integration and Electric System Flexibility
<b>Filer:</b>	Stephanie Bailey
<b>Organization:</b>	SDGE
<b>Submitter Role:</b>	Public
<b>Submission Date:</b>	6/19/2018 1:16:48 PM
<b>Docketed Date:</b>	6/19/2018



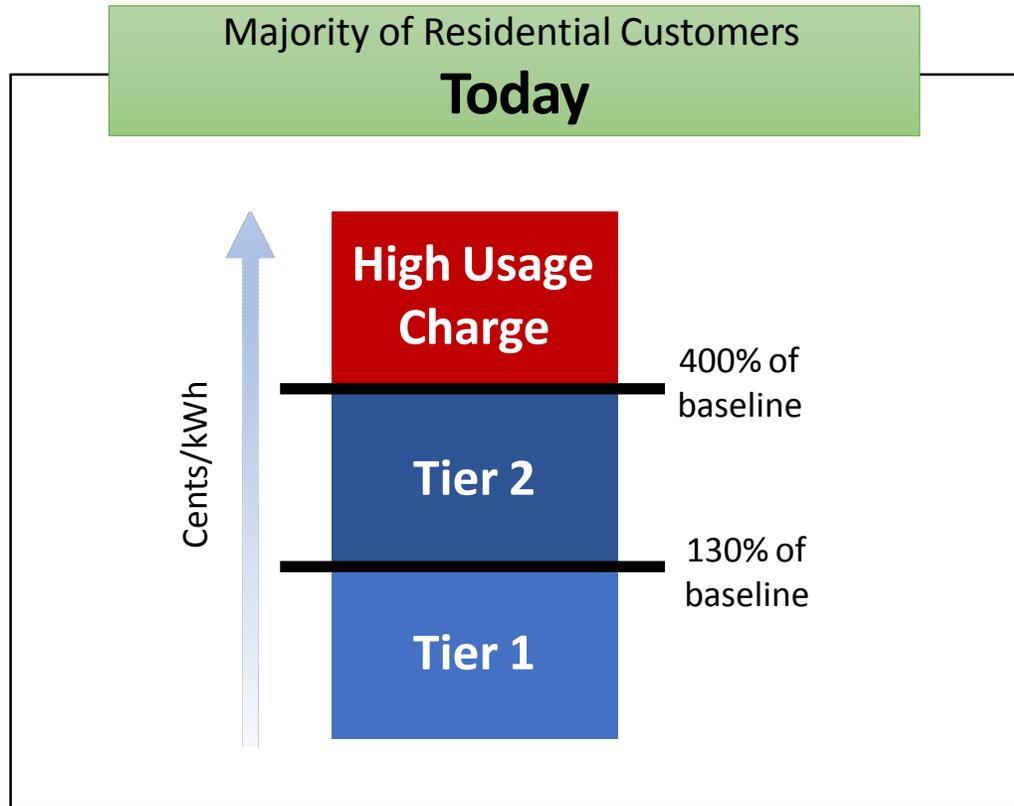
# Residential TOU Transition

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May 24, 2018

# Time of Use (TOU) Pricing Plans

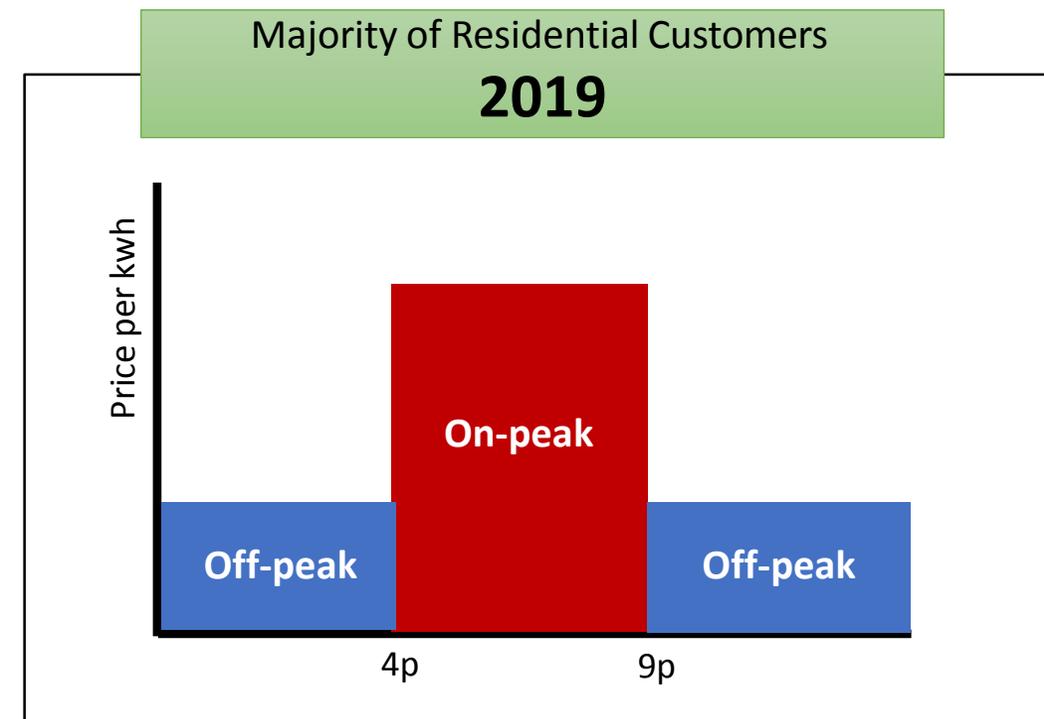
Adding more choice & control for customers



The more energy you use, the more you pay

Charged the same amount for electricity no matter when it is used

Only way to reduce bills is to use less energy or make home more efficient



As of April 2018, approximately 147,000 customers are currently on TOU plans  
By end of 2019, approximately 750,000 to 800,000 customers will transition to TOU plans

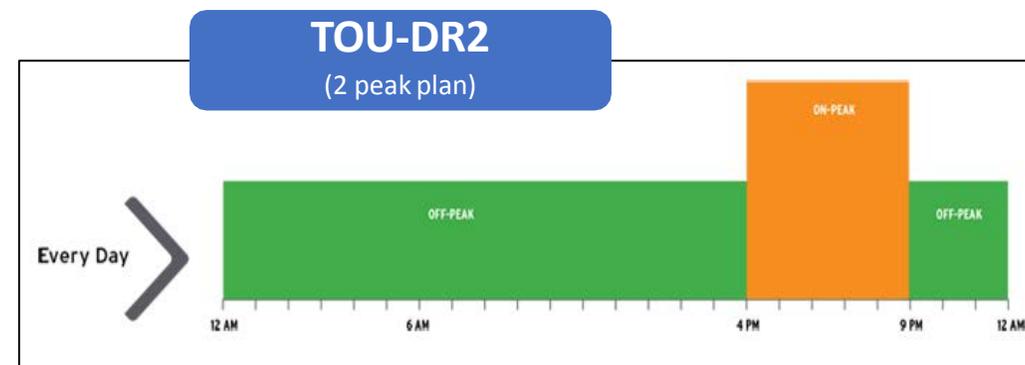
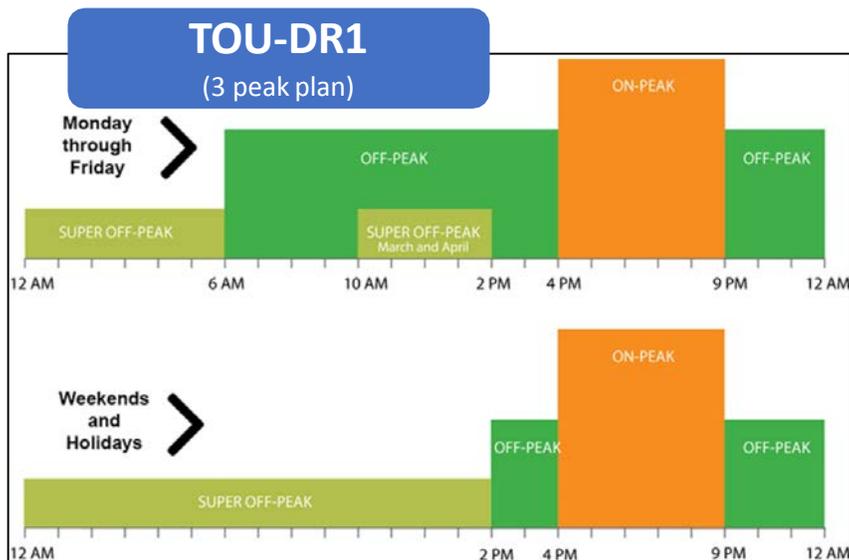
How and **WHEN** you use electricity matters

Lower energy pricing during off-peak times and higher pricing in early evening hours

Lower bills by reducing electricity consumption **and shifting usage**

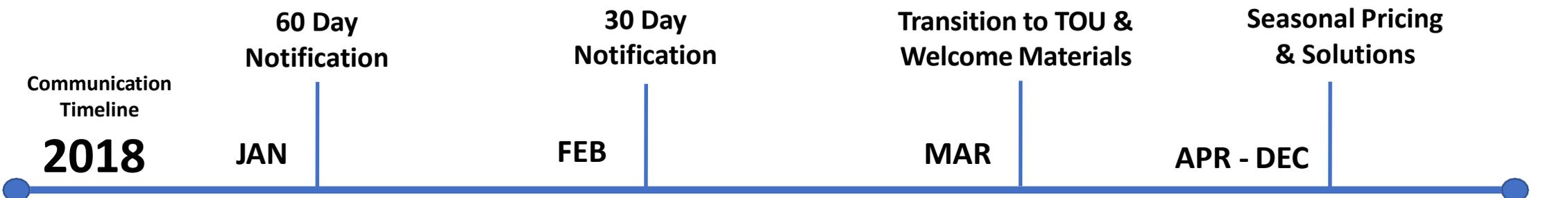
# Residential TOU Plans

2018 Rollout – Default Pilot



*Exclusions from default process: All Medical Baseline and CARE/FERA in Hot Zones*

Eligible customers can choose the TOU plans above as of January 1, 2018  
 Customers can move back to a Standard plan at any time, or select a different TOU option



# Residential TOU Pricing Plans

## Plan Benefits

### What customers feel are the benefits of a TOU plan

#### 1 **RISK-FREE** Opportunity

- Not locked in to these plans for 12 months (try me!) *and ...*
- Up to 1-year of bill protection; bill shadowing comparison to Standard plan



A comparison will show  
on your monthly bill

Track your progress  
during the year

#### 1 Year No Risk Pricing

	Time of Use TOU-DR1	Standard DR
FEB - 18	\$193.86	\$209.14
<b>Total</b>	<b>\$193.86</b>	<b>\$209.14</b>

#### 2 **TWO** Ways to Save!

- You can still continue your conservation efforts (using less electricity) *and*

NOW shifting usage outside of on-peak hours of 4pm to 9pm can help save you money!



NEW!

What to shift that can help  
you save on TOU



**Simple actions:** Laundry, dishwasher, hair dryers



**Larger savings opportunity:** Air conditioning, pool pump

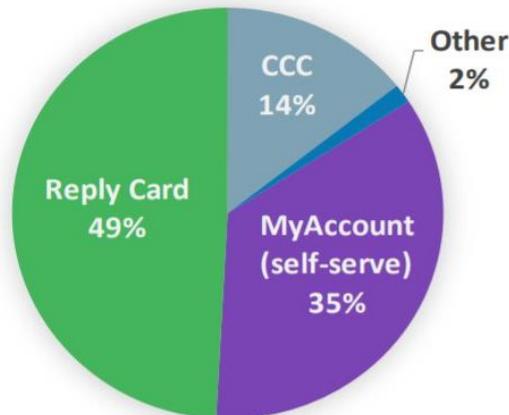
# Results To Date

The “Highlights” Reel

## 1 Results

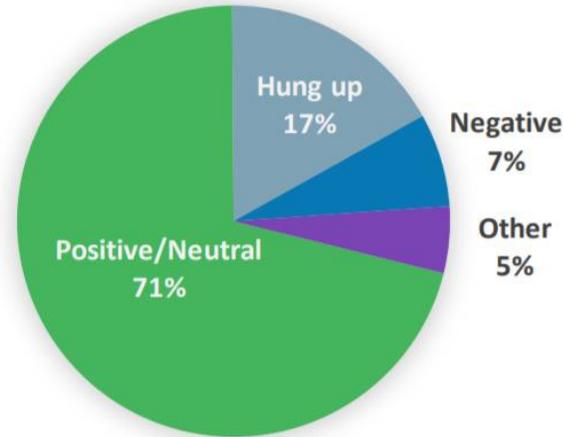
**141,137** Default pilot population  
**6,710** Opted into TOU  
**20,585** Opted out of TOU  
**~114,000** Transitioned to TOU

## 4 How Customers Made Their Plan Choices



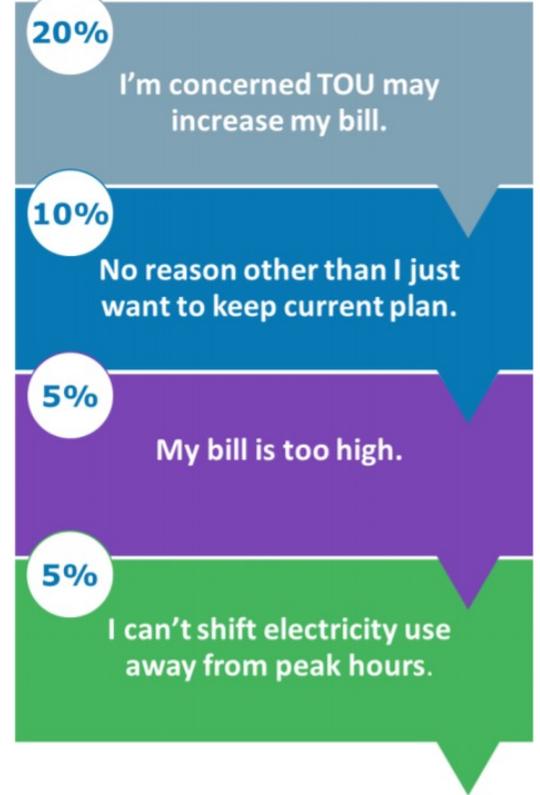
## 2 Extreme Non Benefiter Call Campaign

### Customer Sentiment



<b>5,961</b> Number of outbound calls	<b>11%</b> Calls resulting in decision to try TOU pricing plan	<b>38%</b> Successful phone contact	<b>1.7</b> Average calls needed to make contact with customers
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## 3 Top Reasons for Opt-Outs



# California Utility TOU Transition Schedules



*A larger statewide mass media campaign will also launch prior to the March 2019 transition to help educate customers on the concept of TOU and how to shift & save.*

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# Thank You

**Sabrina Butler**  
[Sabrinabutler@semprautilities.com](mailto:Sabrinabutler@semprautilities.com)