ATTACHMENT 2

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Customer Outreach and Education Metrics

1. Customers are aware of time-varying and critical peak pricing rates.

2. Customers are aware of receiving information about new technologies that can help them manage energy use on time-varying or critical peak pricing tariffs (ex. programmable thermostats).

3. Percent of small commercial customers (whose bills are likely to be increased by the largest percentage based on the previous year's usage) that SDG&E customer service representatives have directly contacted.

4. Customers were provided with information to make an informed decision regarding their participation in a time-varying rate.

5. Customers understood how their monthly bill was affected by their participation in a time-varying and critical peak pricing rate.

6. Customers knew they may need to manage their electricity use differently on ReduceYourUse (Critical Peak Pricing) event days or on time-varying rates.

7. SDG&E information and tools were informative in helping customers participate in time-varying and critical peak pricing rates.

8. Customers (they or someone in their company) knew that a ReduceYourUse event was coming.

9. Percent increase in frequency of visits to customers' online accounts by all eligible Business Service Agreements.

10. Percent of escalated customer complaints received of all Business Service Agreements.

11. Customers understand what bill protection means.

12. Customers understand that there is bill protection for the first year they are on a critical peak pricing rate.

13. Customers on time-of-day rates understand that their rate increases during certain hours of the day.

14. Small commercial and agricultural customers understand that time of day rates are their new applicable rate and they cannot opt out to return to their previous rate.

15. Small commercial customers understand that if they opt out of a critical peak pricing tariff, they will be on a time-of-day rate.

16. Small commercial customers agree or disagree that SDG&E tools and information enabled them to understand how their bill was impacted by the TOU rate.

17. Customers understand that there are peak hours during the day when demand for electricity is the greatest and the cost of providing electricity is more expensive.

18. Customers understand that the reduction of the peak is dependant on customer actions on very few specific days and times.

19. Customers understand that by taking action during these few specific days they can help reduce overall system costs and constraints in supplying energy (e.g. reduce the need to build or maintain rarely used power plants, reduce the risk of power interruptions, etc.)

(END OF ATTACHMENT 2)