

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE

STATE OF CALIFORNIA

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Order Instituting Rulemaking on the Commission's Own Motion to Conduct a Comprehensive Examination of Investor Owned Electric Utilities' Residential Rate Structures, the Transition to Time Varying and Dynamic Rates, and Other Statutory Obligations.

R.12-06-013

SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) FIFTEENTH QUARTERLY REPORT ON PROGRESS OF RESIDENTIAL RATE REFORM

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Dated: May 1, 2019

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Pursuant to Ordering Paragraph 16 of Decision No. 15-07-001, Southern California

Edison Company hereby timely provides its Fifteenth Quarterly Report on the Progress of

Residential Rate Reform, attached hereto as Attachment A.

Respectfully submitted,

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Attachment A

Fifteenth Quarterly Report on the Progress of Residential Rate Reform

SOUTHERN CALIFORNIA EDISON COMPANY'S FIFTEENTH QUARTERLY REPORT ON PROGRESS OF RESIDENTIAL RATE REFORM MAY 1, 2019

Southern California Edison Company's Fifteenth Quarterly Report on Progress of Residential Rate Reform May 1, 2019

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I. INTRODUCTION

Pursuant to California Public Utilities Commission (Commission) Decision (D.) 15-07-001 (the Decision), the Investor-Owned Utilities (the IOUs), Pacific Gas and Electric Company (PG&E), San Diego Gas & Electric Company (SDG&E), and Southern California Edison Company (SCE) must provide quarterly updates on the progress of residential rate reform efforts and the transition to default time-of-use (TOU) rates. This update is the fifteenth quarterly report on the progress of residential rate reform (PRRR).

As directed by various decisions, resolutions and Assigned Commissioner and Assigned Administrative Law Judges' (ALJ) Rulings, SCE's PRRR includes updates on its Marketing, Education and Outreach (ME&O) plan, metrics, goals and strategies for residential rate reform; statistics on the number of customers currently enrolled in TOU rates; statistics on the number of customers enrolled in medical baseline, as well as outreach activities; a status update on rate comparison and online bill tools; progress on Default TOU plans; information on ME&O expenditures and a summary of the status of the Residential Rate Implementation Memorandum Account (RRIMA) as required by the Decision.

II. MARKETING, EDUCATION AND OUTREACH (ME&O) CAMPAIGN

A. Community Outreach

Community-Based Organization (CBO) Outreach Strategy and Engagement

SCE completed the on-boarding of the 30 CBOs that were selected through the Request for Proposal (RFP) process. Using the information provided in each RFP, a letter of agreement was created for each CBO. These agreements not only outline the reporting metrics required, but also include an outline of the activities led by the CBO on how they plan to engage their constituents. For example:

- Inviting SCE representatives to speak at monthly/quarterly workshops
- Frequency of SCE messages made available via various platforms (Website, newsletters, social media, blogs, and email blast)
- Outreach events and the potential number of constituents in attendance
- Master calendar of all CBO outreach events, updated the 10th of every month

SCE also hosted a kick-off webinar, with all CBOs, and discussed in detail the objectives of the CBO outreach efforts and the role CBOs will play in educating SCE customers about their rate options and cost-savings programs.

As part of SCE's energy education efforts throughout its service territories, customers who participated in a home inspection received a resource guide, containing relevant and targeted information on ways to save. A total of 19,000 customers residing in low-income communities, received information on SCE's Energy Savings Assistance Program (ESA) and educational information on TOU rates. Additionally, SCE attended seven community-based events from January to March, resulting in nearly 1,400 direct customer interactions. SCE

leveraged these events to promote residential rate education, to highlight electrical safety, and to provide information on energy savings tips, SCE's income qualified programs, medical baseline, electric vehicle (EV) rebates and Energy Efficiency upgrades. See event list in **Appendix A**.

One CBO SCE partnered with is the Village Solutions Foundation, a church representing a low-income, multi-cultural community. The Village Solutions Foundation hosted its quarterly outreach event to help educate customers on rates. This CBO featured SCE's YouTube videos and activated a live demonstration of the rate plan comparison tool in order to help over 100 constituents in the South Bay region of Los Angeles contextualize the information provided. Many constituents had their SCE bills on-hand, which allowed for an opportunity to educate them on their bill, view their energy costs from the year prior, and identify rate options that will help save money. This highly immersive and hands-on approach generated positive feedback, where the constituents did not realize how easy it was to navigate through the different tools and take advantage of various offerings.

This example illustrates SCE's expectation on the level of interaction needed in order to effectively educate customers as other CBOs begin to execute their programs in Q2. Documentation of these engagement efforts will be captured on a monthly basis for CBOs to receive their awarded incentive.

B. Outreach for High Usage Charge (HUC)

In the first quarter of 2019, SCE mailed 82,000 HUC letters to customers who were at 349% to 400% of the baseline and 77,000 HUC letters to customers exceeding 400% of baseline. This represents an overall increase of 10% from Q1 2018. The increase was due to a jump in the number of customers receiving pre-breach letters. Total letters sent in 2019 were 159,729 (82,304 Pre-breach and 77,425 Breach), vs. 144,346 (59,259 Pre-breach and 85,087 Breach) in 2018.

The HUC dedicated webpage received 3,400 visits from January 1 through March 31. This shows a 32% increase compared to Q1 2018, primarily due to a general increase in traffic to the tiered rate pages. There were 5,842 phone calls to the call center in Q1, which represents an increase of 20% compared to Q1 2018.

Data tracking shows that the High Usage Charge lettes are encouraging customers to enroll in new rates and programs. Of those who received pre-breach letters from January through March, there was an incremental take rate of 0.1% for Budget Assistant, 0.05% for Medical Baseline, and 0.9% for TOU rates. Of those who received the breach letters from January through March, there was an incremental take rate of 0.1% for Budget Assistant, 0.02% for Medical Baseline, and 1.1% for TOU rates. Response to breach letters was higher than the pre-breach for those who made a switch to TOU rate plans and signed up for Budget assistant.

On November 30, 2018, SDG&E filed a Petition for Modification to D.15-07-001 and D.17-07-006, citing several changed facts that call for the re-examination and ultimate removal of the HUC charge. SCE believes the HUC should be reduced or removed due to changed circumstances which include the impact the HUC will have on economically vulnerable customers due to the transition to default TOU rates. A Proposed Decision, issued on March 26, 2019 proposes to deny SDG&E's Petition.

C. TOU Default Pilot End of Bill Protection

The bill protection communications were designed to inform TOU Default Pilot customers on one of the two default TOU rates that their bill protection period has ended. These letters were customized based on the individual performance over the bill protection period and provided calls-to-action based on that performance. The bill protection communication is provided in direct mail and email format. The direct mail is dual English/Spanish and the email is English only. Sample Letters attached as **Appendix B**.

Benefiters were directed to a landing page providing tips and tools to maximize savings on a TOU rate plan. Non and Extreme Non-Benefiters were directed to the online rate comparison tool to help them find a better rate plan option.

These communications were adapted for the Community Choice Aggregation (CCA) customers. The differences in the CCA letters included an explanation on how bill protection was calculated after they became a CCA customer and a different call-to-action for the Non and Extreme Non-Benefiter segments. These customers were directed to the general residential rates page that provides an overview of various rate plans.

III. METRICS

A. ME&O Tracking Survey

SCE began conducting semi-annual (Spring/Fall) ME&O tracking surveys in 2016 to assess customer awareness, understanding, and engagement with regard to residential rate reform and the anticipated full roll-out transition to Default TOU.

Results from the latest (sixth) wave of the ME&O tracking survey conducted in November 2018 were reported in the 14th Quarterly PRRR report – and responses from the "Default Eligible" customers were compared to the general residential population and used to determine SCE's performance against the seven ME&O targets established earlier in 2018.

The seventh wave of the ME&O tracking survey will be conducted in May 2019 with results in June to be reported in the next PRRR report.

B. ME&O Goal Targets

SCE established targets for its seven primary goal metrics in Q1 2018 based on the Wave 4 (Fall 2017) ME&O Tracking survey results for respondents who qualified as eligible for default TOU ("Default Eligible").

Results from the Wave 6 (Fall 2018) survey for Default Eligible customers indicated that all seven metrics held steady compared to Wave 5.

Goal targets will be updated with the Wave 7 ME&O tracking results in June.

C. Default TOU Pilot – Status of Customer Surveys

Three primary surveys – Survey 1a, 1b, and 2 – were conducted by SCE in 2018 to measure customers' experiences with and attitudes / opinions about the TOU Default Pilot at various points in time.

Survey 1a (April-May 2018) evaluated the pre-Default experience and particularly the effectiveness of the 90/60/30-day communications sent to customers. Results were summarized in the 12th Quarterly PRRR report.

Survey 1b (June 2018) assessed customers' initial experiences with the Default Pilot, and particularly their response to the two test TOU rates, the enhanced vs. basic Welcome letters, and the first months' bills. Results were included in the 13th Quarterly PRRR report.

Survey 2 (October-November 2018) evaluated customers' longer-term, post-summer attitudes and experiences with their Default TOU rate and SCE's newsletter communications. Highlights were included in the 14th Quarterly PRRR report.

A fourth **End-of Pilot** survey is planned for June 2019 which will evaluate Pilot customers' overall experiences after 12 months on the new TOU rates, and particularly their reactions to the Bill Protection letters provided post-Pilot. Results will be available in early July and will be summarized in a future PRRR report.

D. Statewide TOU ME&O Evaluation – Baseline (2018 Year 1) Survey

In fall 2018, Ipsos (the selected evaluator for the statewide TOU ME&O efforts, in particular the DDB campaign) conducted the Year 1 baseline survey prior to the launch of any "air cover" communications. The purpose of the annual surveys is to measure specific aspects of the statewide via customer research, and assess the achievement of Vision metrics related to engagement, rate choice, and action. The research is aimed to identify for SCE whether changes in the Vision metrics can be attributed to the statewide campaign, IOU communications, or both.

Preliminary results were presented at TOU Working Group meetings at the end of 2018 and in early 2019. Ipsos has been finalizing the report and preparing an updated proposal for the Vision metrics in Q1 2019 which will be reviewed in Q2 and reported in the next PRRR report. The second (Year 2 - 2019) wave of this statewide study will be conducted between August and September.

IV. UPDATE ON RATE PLAN COMPARISON TOOL

A. Rate Plan Comparison Tool

The period between January and March 2019 saw 73,000 visits to the landing page of the online tool, with 32,000 customers who logged in. This can be compared to Q1 2018 (Jan 1-Mar 31), where there were 45,000 web visits to the online tool and 7,700 logins. The Rate Plan Comparison Tool continues to see an increase in visitors. SCE believes part of the growth this quarter was as a result of customers enrolling in the the Legacy TOU rates (TOU-D-A, TOU-D-B, TOU-D-T, and TOU-EV1) before the rates were closed to new customers on March 1, 2019.

SCE continues to make enhancements to the Rate Plan Comparison Tool (RPCT). In January, the RPCT allowed access for customers with a minimum of 8 months of interval data usage as opposed to the prior minimum of 12 months. Customers must be non-NEM and must have had at least 2 months of summer usage recorded in order to view their rate analysis. In February, the RPCT shortened the lag time of prior historical usage by using the prior month's interval usage data, as opposed to using usage data that was several months old. SCE also began working with GridX, SCE's third party vendor, to prepare for changes needed in response to the launch of the new billing system in spring 2020.

V. TOU PILOTS

A. TOU Default Pilot

SCE started with an initial targeted pilot population of approximately 400,000 customers in December 2017. Of the 400,000 customers, 309,199 (77.3%) customers were defaulted to either TOU-D-4-9PM or TOU-D-5-8PM in April 2018. As of March 30, 2019, 271,943 customers still remain on the pilot. These customers have continued to receive post-default communications that focus on tips and solutions to help lower their electricity costs on a TOU rate. Ongoing reporting and tracking of the TOU Default Pilot customers focuses on the number of customers who remain on either of the pilot rates (i.e. TOU-D-4-9PM or TOU-D-5-8PM) or who have requested to opt back to the tiered rate, as well as the number of customers receiving bill protection credit, call center call volumes and dispositions and survey tracking.

1. Bill Protection

As of March 28, the first two batches of bill protection letters and emails were sent to customers. These letters and emails informed customers that their bill protection period had ended and informed the customers of their results with either the amount saved or the amount of credit received. For non-benefiters and extreme non benefiters, letters encouraged the customer to explore their rate options with a link to the Rate Plan Comparison Tool on SCE.com for bundled customers and a link to the rates page on SCE.com for CCA customers.

On April 3, SCE discovered a defect that affected the bill protection calculations for all pilot customers whose bill protection end date was on or after March 2, 2019. As a result, bill protection calculations between March 2 and April 8 resulted in an incorrectly low payment to approximately 120,000 customers who were entitled to bill protection. Subsequently, a fix for this error was identified and implemented on April 8. As most customers in the pilot were transitioned in March or early April of 2018, and received 12 months of bill protection, most pilot customers received their final credit or savings statements during this time period. Due to the error, the final savings on TOU presented to a customer would have been artificially high, and the amount of credit paid to a customer was artificially low.

After discovering this error, SCE suspended all outgoing bill protection letters and emails. The team is currently working to identify and rebill all affected customers. The

corrected bill will include a message to customers explaining the error and the reason for the recalculation. Once this takes place, SCE will send previously planned letters to customers as a reminder about the end of bill protection. These letters will include the corrected final amount of credit or savings received during the customer's bill protection period. Customers who received letters prior to the discovery of the error will be sent corrected letters explaining the error and providing the corrected savings and credit amounts.

2. Customer Rate Selection

The table below provides a breakdown of the number of customers that were defined to be on the pilot as of April 2018 and those pilot customers that remain on either of the two TOU default rates as of March 2019:

	As of April 2018	As of Decem	nber 31, 2018
	At time of Default	TOU-D-4-9PM	TOU-D-5-8PM
Initial Population	399,994	153,049	156,150
Closed	14,291	15,597	15,811
Ineligible	2,579	N/A	N/A
Opt-Out / Rate Change to Tiered	48,241	1,330	1,234
Rate Change to Optional TOU	25,054	1,668	1,526
Rate Change to Other Default Rate	3,402	63	27
Defaulted / Remain on Default Rate	305,797	134,391	137,552

3. Data Visualization Dashboard

Per Resolution E-4895, Ordering Paragraph 7, SCE was directed to implement a "data visualization dashboard or similar tool containing metrics and tracking date for interested parties to access: SCE's pre-default data visualization dashboard is attached here as **Appendix C**

4. Evaluation of Pilot Research

SCE contracted with Nexant, Inc. to conduct the evaluation of the Default TOU Pilot. SCE has received *preliminary* summer load impact findings which show 1.5% peak load impact on an average weekday for customers on Rate 4 (peak hours 4pm-9pm). Furthermore, on Rate 4, non-CARE/FERA customers showed a 1.6% peak load impact while CARE/FERA customers showed a 1.2% peak load impact. Customers on Rate 5 (peak hours 5pm- 8pm) showed a peak load impact of 2% on an average weekday. Non-CARE/FERA customers on Rate 5 achieved 2.1% peak load impact on an average weekday while CARE/FERA customers on Rate 5 achieved 1.5% during the same time period. These preliminary summer results were presented and discussed during the January 28 ME&O Working Group meeting.

B. New Customer Engagement

SCE shared preliminary designs of a prototype for the online rate experience at turn-on or transfer with the ME&O Working group on March 12, 2019. SCE has also completed customer research with interviews on these designs and will provide the final report findings in the 16th PRRR report. These findings as well as feedback from the working group will help with the design of the rate experience at turn-on in Q4 2020.

VI. COMMUNITY CHOICE AGGREGATORS (CCA) COORDINATION

SCE held two conference calls with current and future CCAs on February 13 and March 4 to recap TOU Working Group discussions and to discuss the timing of residential rate decisions. Attendees included: Calpine, Clean Power Alliance, California Choice Energy Authority, and the CPUC Energy Division. The CCAs asked SCE for information from the Residential TOU Default Pilot to help the CCAs understand how the Residential TOU default decisions would affect the CCAs. Information requested included SCE TOU pilot data regarding tariffs, customer behavior, load shifting, customer call volume, and bill protection costs. SCE provided the tariffs and data around customer behavior and call volume. SCE expects to provide data on load impacts and bill protection in the next few months when the information becomes available. Discussions also included potential CCA exclusions, scenarios for CCA participation, and providing access to the Rate Plan Comparison Tool for CCA customers.

VII. MARKETING AUTOMATION

In accordance with Resolution E-4895, Ordering Paragraph 3e, SCE has developed marketing automation with the intention of utilizing the automated software to complement the extensive targeting and segmentation for the default TOU rollout. The inaugural pilot allowed SCE to systematically assess that all data and systems were functioning adequately. During Q1, TOU pilot customers were being informed of their end of bill protection and will be included in future marketing automation activations to further inform our learnings from this segment for the full TOU rollout.

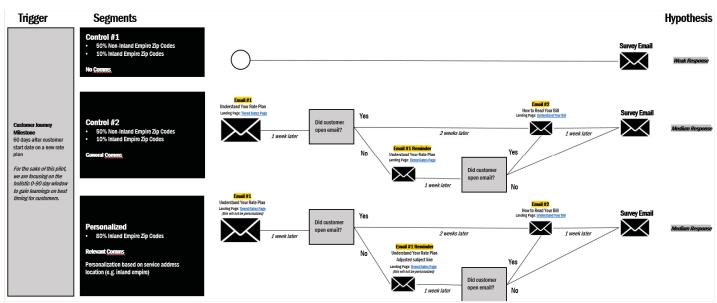
As previously noted, the marketing automation will be implemented in a phased approach to transform SCE's marketing efforts to a customer-first dynamic experience where every interaction powers timely and relevant recommendations. SCE has begun a customer-centric marketing automation pilot, ensuring that ongoing communications are delivered to our customers based on their needs, their timing and their preferences. Over the next year, a cost-effective multi-phased automated marketing test and learn campaign will be conducted that will include campaign monitoring, testing tools and analysis in order to gather learnings and adjust the overall automation plan.

A. <u>Rate Education Pilot Test 1</u>

Beginning in March 2019, a pilot was deployed to 60,000 new and transfer customers to test how customers within their first three months of service retain their current rate details based on personalized communications (geo-targeted) vs. generic communications vs. no communications at all (See Full Customer Journey, below). The goal of this four-week rate education pilot is to drive customers' awareness of their rate plan as a first step in their customer journey and improve customer understanding of their rate prior to encouraging any actions. These objectives are aimed to be realized through specific content such as understanding their current rate plan and how to read their bill within the email communications, as provided below. The overall objectives of the pilot aim to answer information in regard to triggers, segmentation effectiveness, timing cadence and content resonance. The pilot is designed to increase rate

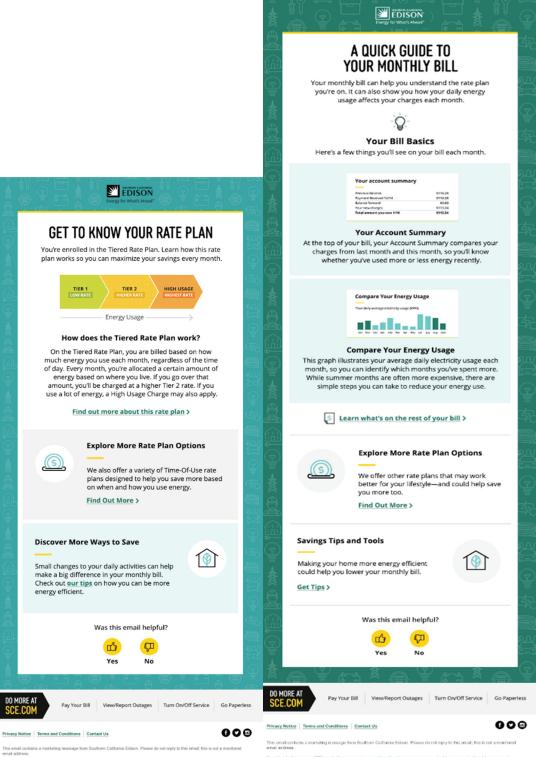
reform measurement goals while allowing SCE to build upon insights to drive further awareness and education prior to customers defaulting in 2020.

Results of the rate education marketing automation pilot will be available in the following PRRR report.



B. <u>Rate Education Pilot Customer Journey</u>

C. <u>Sample Creatives</u>



To opt-out of receiving SCE marketing messages, <u>unsubscribe</u>. Your removal request will be honored within 10 business days. Programs are landed by California utility conformers and administered by Southern California Edison under the assplores of the California Padde Utilities Commission. Funds are limited and are available on a finit-come, first-served basis. Terms and conditions apply Facobook is a trademark of Facebook, in: Twitter is a trademark of Teither, inc. Instagram is attachmark of Instagrams, LLC. 0.019 Southern California Edison, 2244 Walvand Grow Are, Rosemana, CA 91770 To oph-out of receiving SCE interfering messages, unaskeptite. Your removed request all be honored when 10 beamers days. Program or in-handle by California utility contension and administered by Schemer California. These services the acceleration of the California Public USE as Controlleds. Public we inside and are available on a find-center, first-available. Berra and constitions apply. Protocols is schemeral of Facilitatis, In-there are advanced on the California of Indegram, BLC. © 2019 Southern California Educer, 2244 Wahrd Drove Ava., Provensel, CAD1770

VIII. TEXT ALERTS

Through March 2019, there have been 1,436 enrollments into TOU Text Alerts. 371 of the enrollments are TOU Default Pilot customers, and 802 of the enrollments came through the Fall TOU Acquisition effort. There have been approximately 96 opt-outs by default pilot customers since the program launch.

IX. ONLINE APPLIANCE SHIFTER TOOL

Through Q1 of 2019, there were 11,761 visits to the Appliance Energy Cost Estimator Tool. The tool was updated in March 2019 to include rate factor changes, the addition of cost estimates for Electric Vehicles, estimated costs for the new TOU-D-PRIME rate¹, and adjustments to account for appliances with average usage that exceeds the number of hours in TOU peak periods.

X. APPLICATION FOR TRANSITION OF CUSTOMERS TO DEFAULT TOU

A.17-012-012 filed in December 2017 is SCE's proposal to migrate approximately 3.3M eligible residential customers to TOU rates. SCE filed supplemental testimony in August 2018 to include additional data and pilot learnings that were not available at the time of the filing. In October 2018, parties filed opening testimony. On December 6, SCE filed a Motion for a Settlement on rate design matters with six other parties.² On December 7, 2018, SCE and parties filed rebuttal testimony leading up to evidentiary hearings, which took place between January 7 and January 15, 2019. Parties filed legal briefs on February 15 and reply briefs on March 8. A proposed decision in this phase 2B of the proceeding is scheduled for June 2019.

"Phase 3" of the proceeding regarding SCE's fixed charge proposal is underway. On March 29, SCE filed supplemental testimony, updating costs, resulting fixed charges and accompanying bill impact information as a result of updates to the federal tax code in 2018.

XI. CURRENT RESIDENTIAL TIME-OF-USE RATE ENROLLMENTS

As of March 30, 2019, over 453,000 residential customers are enrolled in TOU rate plans, as reflected in the table below, including 271,943 that were transitioned through the Default TOU Pilot. Enrollment in TOU has steadily increased since 2017, with a significant increase in enrollments resulting from SCE's TOU Default Pilot. In Q1 2019, enrollment in TOU rate plans increased due to NEM 2.0 enrollment, as well as customers opting in to the Legacy TOU rates (TOU-D-A, TOU-D-B, TOU-D-T, TOU-EV-1) before they closed to new customers on March 1. SCE has also opened a new rate, TOU-D-PRIME, and customers have begun to opt-in to the new rate.

¹ Approved per D.18-11-027.

² SCE, California Public Advocates Office, California Solar and Storage Association, Solar Energy Industries Association, Natural Resources Defense Council, Environmental Defense Fund and the Consumer Federation of California.

TOU Rates	Total TOU Enrollments 2018 - Q4	Total TOU Enrollments 2019 - Q1	Opt-in TOU Enrollments 2018 - Q4	Opt-in TOU Enrollments 2019 - Q1
TOU-D Option-A	94,662	108,222	39,254	44,657
TOU-D Option-B	50,009	53,086	48,554	51,257
TOU-D-T	15,435	15,719	14,719	14,825
TOU-D-4	138,473	136,783	602	931
TOU-D-5	141,818	138,709	690	993
TOU-EV-1	852	897	851	896
TOU-D-PRIME		273		268
Total	441,249	453,689	104,670	113,827

XII. MEDICAL BASELINE

Enrollment in Medical Baseline remains relatively flat as compared to last quarter of 2018. SCE continues to promote the program through community-based organizations and through local events.

MBL	Number of	Number of
Customer Class	Customers	Customer
Customer Class	2018 - Q4	2019 - Q1
Critical Care	17,433	17,250
Non-Critical	77,760	77,464
Total	95,193	94,714

XIII. BUDGET UPDATE

A. Residential Implementation Memorandum Account (RRIMA) Summary

As with previous reports, SCE is tracking all recorded costs in five categories: TOU Opt-In Pilot, TOU Default Pilot, TOU Default Full Roll Out, Non-TOU Pilot, and Miscellaneous with sub-categories in each (i.e., ME&O, Consultant, etc.).

Below is the summary table of RRIMA operating expenses from October 2015 through March 2019. SCE spent approximately \$7.2 million on RRIMA operating expenses in Q1 2019. Included in that total is approximately \$6.19 million in bill protection credits.³ Pursuant to Resolution E-4847, issued May 11, 2017, SCE now records bill protection credits in the Base

³ As described in section V.A.1, above, Default Pilot Bill Protection credits are anticipated to increase once calculations are corrected.

Revenue Requirement Balancing Account (BRRBA). However, bill protection credits have been included in the budget table below to accurately represent RRIMA spend.

			2015											
		c	Oct - Dec	2	2016 Total	2	2017 Total	2	2018 Total	2019 Q1	2	019 Total		TOTAL
	ME&O	\$	174	\$	1,339,386	\$	264,043	\$	62,741	\$ -	\$	-	\$	1,666,344
	IT	\$	-	\$	-	\$	-	\$	-	\$ -	\$	-	\$	-
TOU Opt-In Pilot	Consultant	\$	131,107	\$	607,082	\$	526,375	\$	36,881	\$ -	\$	-	\$	1,301,445
100 Opt-In Pliot	Operations	\$	-	\$	170,588	\$	256,889	\$	34,954	\$ -	\$	-	\$	462,431
	Incentives	\$	-	\$	2,897,918	\$	724,250	\$	-	\$ -	\$	-	\$	3,622,168
	Other	\$	19,776	\$	230,372	\$	222,837	\$	27,202	\$ 35	\$	35	\$	500,222
TOU Opt-In Pilot	Subtotal	\$	151,058	\$	5,245,345	\$	1,994,395	\$	161,778	\$ 35	\$	35	\$	7,552,610
	ME&O	\$	-	\$	460,576	\$	384,411	\$	1,865,203	\$ 74,321	\$	74,321	\$	2,784,511
	IT	\$	-	\$	-	\$	48,780	\$	622	\$ -	\$	-	\$	49,402
TOU Default Pilot	Consultant	\$	-	\$	307,480	\$	296,712	\$	116,325	\$ -	\$	-	\$	720,517
	Operations	\$	-	\$	-	\$	15,157	\$	183,457	\$ 296	\$	296	\$	198,910
	Other	\$	-	\$	49,210	\$	138,324	\$	118,785	\$ 94,647	\$	94,647	\$	400,967
TOU Default Pilot	: Subtotal	\$	-	\$	817,266	\$	883,383	\$	2,284,392	\$ 169,265	\$	169,265	\$	4,154,306
	ME&O	\$	-	\$	-	\$	-	\$	179,603	\$ 92,000	\$	92,000	\$	271,603
	IT	\$	-	\$	-	\$	19,026	\$	486,293	\$ 17,513	\$	17,513	\$	522,833
TOU Default Full Roll Out	Consultant	\$	-	\$	-	\$	-	\$	-	\$ -	\$	-	\$	-
	Operations	\$	-	\$	-	\$	-	\$	-	\$ -	\$	-	\$	-
	Other	\$	-	\$	14,048	\$	74,760	\$	121,167	\$ 54,275	\$	54,275	\$	264,251
TOU Default Full Roll	Out Subtotal	\$	-	\$	14,048	\$	93,787	\$	787,063	\$ 163,788	\$	163,788	\$	1,058,686
	ME&O	\$	-	\$	3,548,678	\$	2,674,348	\$	9,606,544	\$ 610,919	\$	610,919	\$1	16,440,489
Non-TOU Pilot	IT	\$	-	\$	-	\$	-	\$	-	\$ -	\$	-	\$	-
(Rate Communications)	Consultant	\$	-	\$	323,971	\$	89 <i>,</i> 059	\$	750	\$ -	\$	-	\$	413,779
(nate communications)	Operations	\$	-	\$	16,069	\$	489,037	\$	468,223	\$ 69,799	\$	69,799	\$	1,043,129
	Other	\$	-	\$	10,487	\$	21,471	\$	45,616	\$ 551	\$	551	\$	78,125
Non-TOU Pilot Subtotal		\$	-	\$	3,899,205	\$	3,273,914	\$:	10,121,134	\$ 681,269	\$	681,269	\$1	17,975,522
Miscellaenous	SCE Internal Charges	\$	98,136	\$	174,036	\$	51,625	\$	(7,298)	\$ 11,920	\$	11,920	\$	328,420
Reclassification		\$	387	\$	(43,180)	\$	(9 <i>,</i> 550)	\$	401	\$ -	\$	-	\$	(51,942)
Miscellaenous Subtotal		\$	98,524	\$	130,856	\$	42,075	\$	(6,898)	\$ 11,920	\$	11,920	\$	276,478
Total Operating Expenses		\$	249,581	\$	10,106,721	\$	6,287,554	\$:	13,347,469	\$ 1,026,277	\$	1,026,277	\$3	31,017,602
Bill Protection				\$	86,862	\$	260,658	\$	361,342	\$ 6,188,093	\$	6,188,093	\$	6,896,955
Total RRIMA 2015-2019		\$	249,581	\$	10,193,583	\$	6,548,212	\$:	13,708,811	\$ 7,214,370	\$	7,214,370	\$3	37,914,557

SCE has implemented quarterly accruals for all invoices over \$50,000. In Q1 2019, SCE incurred \$587,356 in quarterly accrual expenses which will be adjusted in Q2 2019.

While not noted in the above table, SCE has incurred capital-related expenses to support the residential rate reform decision. This work included system changes to modify SCE's tier structure, including the development of the HUC, the building of new rates for TOU Pilots, and the development of the long-term Rate Plan Comparison Tool. Currently, SCE has incurred approximately \$7.59 million in capital-related expenses through March 31, 2019.

B. Default Pilot Budget Summary

Resolution E-4847, issued on May 12, 2017, approved with modifications SCE's Default TOU Pilot and directed SCE to begin tracking expenditures against estimates related to the pilot. SCE is tracking all Default TOU Pilot costs in six categories: Marketing, Market Research (including Measurement and Evaluation), Information Technology (IT), Operation Support, Bill Protection, and Project Management Support. Since the filing of AL 3531-E, three line-items have been added to the Default TOU Pilot budget to specifically track Marketing "Collateral," and "Bill Redesign", as well as Operation Support "Rate Calculations."

As noted in the RRIMA Summary, IT capital and Bill Protection expenditures do not record in the RRIMA. However, these costs have been included in the budget table above in order to accurately represent Default TOU Pilot spend. Currently, SCE has incurred approximately \$4.06 million in Default TOU Pilot IT capital-related expenses through March 31, 2019, and these costs are included in the table above. In addition, SCE has incurred approximately \$6.5 million in Bill Protection credits.

2016-2019 TOU Default Pilot Cost Summary															
-	2016 Budget	:	2016 Actuals	2017 Budget		2017 Actuals		2018 Budget	2018 Actuals	2019 Budget	2019 Actuals	Tota			Total Actuals
Marketing	Cost		Recorded	Cost		Recorded		Cost	Recorded	Cost	Recorded		Cost		Recorded
Pilot Pre-Default Notification														-	
90/60/30 Day Communications															
Marketing Direct Mail	Ś		Ś -	Ś	172,823	\$ 167,745	i s	1,588,174	\$ 922,978		s -	Ś	1,760,997	Ś	1,090,723
Pilot Welcome Communications			•			+			+,		Ŧ	Ť	_,,	Ť	_,,.
Welcome Kit - Basic															
Marketing Direct Mail	\$	-	\$-	\$	-	\$.	- \$	109,674	\$ 128,157		\$-	\$	109,674	\$	128,157
Welcome Kit - Enabled															
Marketing Direct Mail	\$	-	\$-	\$	-	\$	- \$	186,112	\$ 128,157		\$-	\$	186,112	\$	128,157
Pilot Post Default Communications															
First TOU Summer Communication - Enhanced (Newsletter)															
Marketing Direct Mail	\$	-	\$-	\$	-	\$ ·	- \$	155,661	\$ 34,017		\$ -	\$	155,661	\$	34,017
First TOU Summer Communication - Basic (Postcard)															
Marketing Direct Mail	\$	-	\$-	\$		\$ ·	\$	112,358	\$ 34,017		\$-	\$	112,358	\$	34,017
First Winter Communication - Enhanced (Newsletter)															
Marketing Direct Mail	\$	-	\$-	\$		\$	\$	155,661	\$ 151,466		\$ (9,648	\$	155,661	\$	141,818
First Winter Communication - Basic (Postcard)															
Marketing Direct Mail	\$	-	\$-	\$	-	\$	\$	112,358	\$ 151,466		\$ (9,648	\$	112,358	\$	141,818
12 Month Bill Protection Expiration														_	
Marketing Direct Mail	\$	-	\$ -	\$	-	\$			\$ -	\$ 186,087	\$ -	Ş	186,087	\$	-
Outbound Calling	\$	-	\$ -	\$	-	\$	- \$	10,600	\$ 96,962	\$ -	\$ -	\$	10,600	\$	96,962
Digital Experience (sce.com)	\$	-	\$ -	\$	22,800	\$ 35,213	3 \$	25,080	\$ 40,769	\$ 27,588	\$ -	\$	75,468	\$	75,982
TOU Text Alert	Ş	-	\$ -	Ş	17,969	Ş.	- Ş	-	\$ 23,478	Ş -	Ş -	Ş	17,969	Ş	23,478
Collateral	Ş	-	ş -	Ş	-	Ş -	- Ş	-	\$ 1,775	Ş -	Ş -	Ş	-	Ş	1,775
Bill Redesign	Ş		ş -	Ş	-	\$	- Ş		\$ 21,758	Ş -	Ş -	Ş		Ş	21,758
SUB-TOTAL	Ş	- 1	\$-	\$.	213,592	\$ 202,957	\$	2,455,678	\$ 1,734,999	\$ 213,675	\$ (19,296)	\$	2,882,945	Ş	1,918,660
Market Research (Survey Design, Implementation and Reporting) Bovitz Design Thinking Research	ć 140	.189	\$ 149.189	ć		¢			é .	¢	ć	ć	149.189	ć	149.189
Communications Development/Message Testing for Default Pilot	5 149 ¢	,189	\$ 149,189	Ş C	- 150,000	\$ 157,098	_		\$ (52,371)	\$ -		р с	149,189	р с	149,189
ME&O Experience and Tracking Surveys for Default Pilot	ç	-	э - с	ç.	130,000	\$ 137,050	, c	525,000	\$ 173,636	э - с	\$ 93,617	e e	525,000	è	267,253
Experience Evaluation Research for Default Pilot	ç	-	3 - 6 -	\$ ¢		Ş Ç	, i c	100.000	\$ 173,030	\$ -	\$ 55,017	e e	100,000	¢.	207,233
Pulse Surveys/Experience Evaluation Research for Default TOU	ć		¢ .	¢	-	\$ 7.000	n é	50.000	\$. \$	¢ .	¢ .	ć	50,000	ć	7.000
Bill Redesign	\$ 336	,124	\$ 311.387	¢	11.039	\$ 17,355		50,000	\$ 8,939	¢ .	¢ .	¢.	347,163	ć	337,681
SUB-TOTAL	\$ 485		\$ 460,576	\$	161.039	\$ 181,453		675.000	\$ 130,203	Ś -	\$ 93,617	Ś	1,321,352	Ś	865,851
M&E	,	/	,		,			,	+,	+			_,,		,
Load and Bill Impact Report	Ś		ś -	s	-	Ś	- Ś	200.000	s -	Ś 200.000	Ś 81.198	Ś	400.000	Ś	81.198
M&E Consultant Support	\$ 53	.309	\$ 50,309	Ś	34,000	\$ 17,795	ŝ	34,000	\$ 1,660	s -	s -	Ś	121,309	Ś	69,764
SUB-TOTAL	\$ 53	,309	\$ 50,309	\$	34,000	\$ 17,795		234,000	\$ 1,660	\$ 200,000	\$ 81,198	\$	521,309	\$	150,961
Information Technology (IT) System Updates			,				Т		, ,						
Billing System Updates and Support	\$	-	\$ 580,874	\$ 3,3	232,417	\$ 2,331,424	ı ş	705,288	\$ 1,199,816	\$ -	\$ -	\$	3,937,705	\$	4,112,114
Technology, Tools, and Alerts	\$	-	\$ -	\$	30,000	\$	- \$	-	\$ -	\$ -	\$ -	\$	30,000	\$	-
SUB-TOTAL	\$		\$ 580,874	\$ 3,3	262,417	\$ 2,331,424	\$	705,288	\$ 1,199,816	\$ -	\$ -	\$	3,967,705	\$	4,112,114
Operation Support															
Customer Contact Center Operations	\$	-	\$-	\$	63,166	\$.	- \$	415,084	\$ 148,984	\$-	\$ -	\$	478,250	\$	148,984
Billing Operations	\$	-	\$-	\$	36,667	\$	\$	183,333	\$ 22,849	\$ -	\$ 296	\$	220,000	\$	23,145
Rate Calculations	\$	-	\$-	\$		\$ 15,157	\$	-	\$-	\$ -	\$ -	\$	-	\$	15,157
Training	\$	-	\$-	\$	75,605	\$	- \$	65,205	\$ 11,623	\$ 63,405	\$-	\$	204,215	\$	11,623
SUB-TOTAL	\$		\$-	\$	175,438	\$ 15,157	\$	663,622	\$ 183,457	\$ 63,405	\$ 296	\$	902,465	\$	198,910
Bill Protection Revenue Shortfall															
Bill Protection	Ş	- 1	\$ -	\$		\$	- \$	2,623,491	\$ 361,342	\$ 7,870,473	\$ 6,188,093	\$	10,493,964	\$	6,549,435
SUB-TOTAL	\$		\$-	Ş		\$	\$	2,623,491	\$ 361,342	\$ 7,870,473	\$ 6,188,093	\$	10,493,964	\$	6,549,435
Project Management Support															
Incremental Labor		,741	\$ 37,689	\$	222,960	\$ 132,834		222,960	\$ 107,675	\$ 222,960	\$ 11,951	Ş	724,621	Ş	290,149
Consultant Support	\$ 115		\$ 257,170	\$	93,986	\$ 278,918		-	\$ 114,665	<u>\$</u>	<u>ş</u> -	Ş	209,600	Ş	650,753
Employee Expenses		,000	\$ 11,521 \$ 306 380	\$	24,000	\$ 5,490		24,000	\$ 11,110	\$ 24,000	\$ 1,499	Ş	78,000	Ş	29,620
SUB-TOTAL		,355	÷ 500,500		340,946	\$ 417,241		246,960	\$ 233,450	\$ 246,960	\$ 13,450	\$	1,012,221	Ş	970,522
TOTAL	\$ 715	,977	\$ 1,398,140	\$ 4,	187,432	\$ 3,166,027	\$	7,604,039	\$ 3,844,928	\$ 8,594,513	\$ 6,357,358	\$	21,101,961	\$	14,766,453

C. Marketing, Education and Outreach (ME&O) Budget Summary

The following table provides a revised budget estimate for SCE's RROIR ME&O activities in 2018-2022. The final budget may vary based on a variety of factors, such as the final rate design and lessons learned from the TOU pilots. As requested by the Public Advocates Office (formerly ORA) in response to SCE's AL 3500-E, SCE will update the below table with the recorded ME&O expenditures each quarter. Through March 2019, SCE has recorded approximately \$12.91 million in ME&O costs. SCE has implemented quarterly accruals for all invoices over \$50,000. In Q1 2019, 587,356 million in quarterly accrual expenses which will be adjusted in Q2 2019.

		8 Budget	2018 Totals	20	19 Budget	2019 Q1 Actuals	2019 Totals		2020 Budget	2021 Budget	2022 Budget	Т	otal Budget		otal Actuals
		Cost	Recorded		Cost	Recorded	Recorded	_	Cost	Cost	Cost		Cost		Recorded
Marketing, Education & Outreach (ME&O) Targeted Media								_						<u> </u>	
Creative Development & Production		300.000	\$ 93.923		300.000	\$ 15.607		607	\$ 300.000	\$ 300.000	\$ 300.000		1.765.879	-	109.529
Media Buy	\$	2,700,000	\$ 93,923	\$	3,950,000	\$ 15,607	\$ 15,	607	\$ 300,000 \$ 1.000.000	\$ 300,000	\$ 3,950,000	\$	1,765,879		3,007,897
Statewide Marketing	\$	2,700,000	\$ 3,007,897	\$	3,950,000	\$ -	\$	-	\$ 1,000,000	\$ 1,000,000	\$ 3,950,000	\$	18,615,794	\$	3,007,897
Statewide (DDB)	¢	6.815.500	\$ 6.041.702	¢	6.815.500	\$ 603.388	\$ 603.	200				¢	28,731,346	2	6.645.091
Media Buy	÷	6,987,500	\$ 0,041,702	ç ¢	6,987,500	\$ 003,388	\$ 003,	300	\$ 6,987,500	\$ 6.987.500		ç	28,731,340	э с	0,045,091
Evaluation	>	118.250		\$	118,250	5 ·	>	-	\$ 0,987,500 \$ 118,250	\$ 0,987,500		\$	473.000	2	
Consultant for Alignment of ME&O Campaigns	2	105,000	\$ 108.032	\$ ¢	52,500	\$ 37,917	\$ 6 97	917	\$ 52,500	\$ 118,250		s ć	615,649	2	145,949
Bill Comparisons	2 C	200,000	\$ 110,357	¢ ¢	200,000	\$ (1,399)		399)	\$ 200,000	\$ 2,600,000		ç	3,413,718	р с	108,958
Default TOU Pilot	>	200,000	\$ 110,357	Ş	200,000	\$ (1,339)	5 (1,	222)	\$ 200,000	\$ 2,000,000		Ş	3,413,718	э с	108,958
Communications Development	¢	982.269	\$ 399,577			¢	c		-			ć	1.781.423	2 6	399.577
30/60/90 Communications (DM/EM)	ç	561,611	\$ 523,401				\$		-			÷	1,608,414	÷	523,401
Telephone Outreach	ç	96,962	\$ 96,962			3 -	ć					¢	290.885	e e	96,962
New Bate Welcome Kit	ç	461.285	\$ 256.314			3 - ¢	ć					¢	973.912	e e	256.314
Seasonal Education (Winter/Summer)	ŝ	401,285	\$ 370.966			\$ (19.296)	\$ (19.	2961				s	1.143.756	ŝ	351.669
Bill Protection	2	438,300	\$ 370,900	<	213,675	\$ (15,250	\$ (15,	230)				s s	213,675	ŝ	331,003
Text Alerts	¢	74.500	\$ 23.478	Ś	73.000	\$.	Ś					Ś	194,456	Ś	23.478
Collateral	Ś	25,000	\$ 1,775	2	73,000	ś.	ć					Ś	28,549	ŝ	1,775
Social Videos	ś	15.000	\$ 1,775			\$.	ć					Ś	15.000	ŝ	2,115
Default TOU	~	13,000	~			~						~	10,000	Ś	
60/90 Communications (DM/EM)			s -			s -	\$		\$ 2,661,000	\$ 1,827,000		\$	4,488,000	ŝ	
New Rate Welcome Kit			\$ -			s -	\$		\$ 2,095,000	\$ 2,921,000		ŝ	5,016,000	s	
Seasonal Education (Winter/Summer)			\$ -			s -	Ś		2,000,000	\$ 6,133,000	\$ 1,206,000	Ś	7,339,000	Ś	
Bill Protection			\$ -			s -	Ś			\$ 1,353,000	\$ 266,000	ŝ	1.619.000	ŝ	
Experiential Marketing			s -	Ś	500.000	\$ -	ŝ	-	\$ 650.000	\$ 800.000	\$ 300,000	ŝ	2,250,000	Ś	
Telephone Outreach			s -			s -	s		\$ 733.000	\$ 1,240,000		Ś	1.973.000	s	
Text Alerts			\$ -			s -	Ś		\$ 60.000	\$ 243,000		Ś	303,000	Ś	- 1
Video Bill			\$ -			s -	Ś		\$ 198,000	\$ 395.000		Ś	593.000	s	
Pre-Default Social Media			\$ -			\$ -	s	-	\$ 270,000	\$ 270,000		\$	540,000	\$	
Post-Default Social Media			\$ -			\$ -	\$	-	\$ 45,000	\$ 45,000	\$ 45,000	\$	135,000	\$	- 1
Social Videos			\$ -	\$	15,000	\$ -	\$	-	\$ 15,000	\$ 15,000		\$	45,000	\$	
Collateral														\$	
Informational Brochures			\$ -	\$	25,000	s -	\$	-	\$ 25,000	\$ 25,000	\$ 25,000	\$	100,000	\$	
CARE/FERA Outreach			\$ -	\$	300,000	\$ -	\$	-				\$	300,000	\$	- 1
CCA Versioning			\$ -			\$ -	\$	-				\$	-	\$	
Web Development														\$	-
Digital Updates	\$	50,000	\$ 90,293	\$	47,412	\$ (3,660)		660)	\$ 85,000	\$ 85,000	\$ 85,000	\$	525,678	\$	86,633
Rate Selection at Turn On	\$	143,000	\$ 128,246	\$	240,000	\$ (41,465)	\$ (41,	465)	\$ 80,000	\$ -	\$ -	\$	636,563	\$	86,782
Community-Based Organizations (CBO)	\$	100,000	\$ 67,614	\$	200,000	\$ 530		530	\$ 200,000	\$ 200,000	\$ 200,000	\$	1,036,288	\$	68,144
Marketing Automation	\$	200,000	\$ -	\$	150,000	\$ 92,000	\$ 92,	000	\$ 53,209	\$ 53,209	\$ 53,209	\$	693,627	\$	92,000
High Usage Surcharge (Super User)	\$	377,578	\$ 426,136	\$	440,514	\$ 69,799	\$ 69,	799	\$ 440,493	\$ 196,975	\$ 120,852	\$	2,568,282	\$	495,935
Bill Redesign*	\$	-	\$ 21,758			\$ -	\$	-				\$	43,516	\$	21,758
SUB-TOTAL	\$	20,811,761	\$ 11,768,429	\$	20,628,351	\$ 753,422	\$ 753,	422	\$ 16,268,952	\$ 26,807,934	\$ 6,551,061	\$	118,020,412	\$	12,521,851
Market Research														<u> </u>	
ME&O Experience and Tracking Surveys for Default Pilot	\$	350,000	\$ 173,636			\$ 93,617	\$ 93,	617				\$	884,506	\$	267,253
Experience Evaluation Research for Default Pilot	\$	50,000	\$ -			\$ -	\$	-				\$	50,000	\$	
Communications Development/Message Testing			\$ (52,371)	\$	100,000	\$ -	\$	-				\$	(4,742)	\$	(52,371)
Semi-Annual ME&O Tracking Surveys (Spring/Fall)	\$	150,000	\$ 139,978	\$	150,000	\$ -	\$	-	\$ 150,000	\$ 150,000	\$ 150,000	\$	1,029,957	\$	139,978
Pulse Surveys/Experience Evaluation Research	\$	50,000	\$ -			\$ -	\$	-	\$ 50,000	\$ 100,000		\$	200,000	\$	
Bill Protection/Additional Research Costs			\$ 23,270	\$	30,000	\$ -	\$	-				\$	76,540	\$	23,270
Bill Redesign*			\$ 8,939			\$-	\$	-						\$	8,939
SUB-TOTAL	\$	600,000	\$ 293,451	\$	280,000	\$ 93,617	\$ 93,	617	\$ 200,000	\$ 250,000	\$ 150,000	\$	2,236,260	\$	387,069
AL 3777-E-A TOTAL	\$	21,411,761	\$ 12,061,881	\$	20,908,351	\$ 847,039	\$ 847,	039	\$ 16,468,952	\$ 27,057,934	\$ 6,701,061	\$	120,256,672	\$	12,908,920

Ordering Paragraph 6 of Resolution E-4895, issued on February 9, 2018, directs SCE to include cost deviations and explanations for costs variances of \$250,000 at the tactic line level in the PRRR. SCE does not have any variances to report this quarter.

XIV. CONCLUSION

SCE continues to collaborate with both TOU Pilot and ME&O Working Groups along with the ME&O consultants to continue a successful implementation of the Default TOU Pilot. SCE looks forward to continued discussion with the CPUC and parties regarding its full TOU implementation plan detailed in its 2018 Rate Design Window proposal.

Appendix	A
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Event Lists

Appendix A

#	Date	Event	City
1	24-Jan	Korean American Chamber of Commerce	Garden Grove
2	10-Feb	Black History Super Expo Celebration	San Bernardino
3	22-Feb	AVBOT Conference	Lancaster
4	9-Mar	Lakewood Earth Walk	Lakewood
5	9-Mar	Quarterly Community Outreach	Inglewood
6	16-Mar	Cherry Blossom Festival	West Covina
7	20-Mar	LA County Employee Ride & Drive	Los Angeles

Appendix B

Sample Letters

Benefiter Letter Version







Service account: «3-000-0000-05»

Dear «Customer Name»,

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Bill protection provides a one-time bill credit for customers who pay more on their eligible TOU rate than they would have on their previous rate.

CONGRATULATIONS, YOU SAVED \$XXX WITH YOUR TOU RATE.



Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you saved «\$savings» on your TOU rate. Your savings were reflected in lower bills throughout the 12 months.

TOU rate plans are an important part of California's clean energy future. To learn about different ways you can continue to save on your TOU rate, visit **sce.com/shorter URL to come**.

Sincerely,

gill (and wan_

Jill C. Anderson VP, Customer Programs and Services Southern California Edison

Non-Benefiter Letter Version





Service account: «3-000-0000-05»

Dear «Customer Name»,

«Customer Name» «Mailing Address 1» «Mailing Address 2» «City, State Zip+4»

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

YOUR BILL COMPARISON RESULTS.

«Արվիլիդերեկեկույննուրողները, վիրուելինելիդել»

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your prior tiered rate is a better option than your current TOU rate.

YOU HAVE RATE PLAN OPTIONS.



To make a rate change or to find out about other rate options, visit **sce.com/rateplantool**. If you have questions, call us at **1-877-287-2140**.

Sincerely,

Jiel C. anderson

Jill C. Anderson VP, Customer Programs and Services Southern California Edison

Extreme Non-Benefiter Letter Version



YOU CAN SAVE WITH A DIFFERENT RATE.



Service account: «3-000-0000-05»

Dear «Customer Name»,

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

YOUR BILL COMPARISON RESULTS.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, **your current TOU rate is not the best rate for you.** You should look for a different rate that will lower your energy bill and better suit your lifestyle.

YOU HAVE RATE PLAN OPTIONS.



To find a better rate , visit **sce.com/rateplantool** or call us at **1-877-287-2140** to switch to a lower rate.

Sincerely,

Jiel C. anderson

Jill C. Anderson VP, Customer Programs and Services Southern California Edison

CCA Benefiter Letter Version







Service account: «3-000-0000-05»

Dear «Customer Name»,

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Bill protection provides a one-time bill credit for customers who pay more on their eligible TOU rate than they would have on their previous rate.

CONGRATULATIONS, YOU SAVED \$XXX WITH YOUR TOU RATE.



Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you saved «\$savings» on your TOU rate. Your savings were reflected in lower bills throughout the 12 months.

TOU rate plans are an important part of California's clean energy future. To learn about different ways you can continue to save on your TOU rate, visit **sce.com/shorter URL to come**.

Sincerely,

Gill C. anderson

Jill C. Anderson VP, Customer Programs and Services Southern California Edison

* Bill protection was calculated based on the periods you were an SCE customer and a **Community Choice Aggregation (CCA)** customer. While you were an SCE customer, you received bill protection for both generation and distribution charges. After you became a CCA customer, you received bill protection for distribution charges only.

CCA Non-Benefiter Letter Version







Service account: «3-000-0000-05»

Dear «Customer Name»,

«Customer Name» «Mailing Address 1» «Mailing Address 2» «City, State Zip+4»

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

YOUR BILL COMPARISON RESULTS.

«Արվիլիդերեկեկույննուրողները, վիրուելինելիդել»

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your prior tiered rate is a better option than your current TOU rate.

YOU HAVE RATE PLAN OPTIONS.



To make a rate change or to find out about other rate options, visit **sce.com/rates**. If you have questions, call us at **1-877-287-2140**.

Sincerely,

Jiel C. anderson

Jill C. Anderson VP, Customer Programs and Services Southern California Edison

* Bill protection was calculated based on the periods you were an SCE customer and a **Community Choice Aggregation (CCA)** customer. While you were an SCE customer, you received bill protection for both generation and distribution charges. After you became a CCA customer, you received bill protection for distribution charges only.

CCA Extreme Non-Benefiter Letter Version



YOU CAN SAVE WITH A DIFFERENT RATE.



Service account: «3-000-0000-05»

Dear «Customer Name»,

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

YOUR BILL COMPARISON RESULTS.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

 Based on the 12-month bill comparison above, your current TOU rate is not the best rate for you. You should look for a different rate that will lower your energy bill and better suit your lifestyle.

YOU HAVE RATE PLAN OPTIONS.



To find a better rate, visit **sce.com/rates** or call us at **1-877-287-2140** to switch to a lower rate.

Sincerely,

Jiel C. anderson

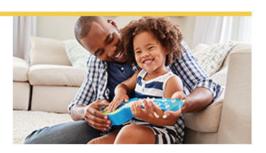
Jill C. Anderson VP, Customer Programs and Services Southern California Edison

* Bill protection was calculated based on the periods you were an SCE customer and a **Community Choice Aggregation (CCA)** customer. While you were an SCE customer, you received bill protection for both generation and distribution charges. After you became a CCA customer, you received bill protection for distribution charges only.

DEFAULT PILOT | BENEFITER LETTER



YOUR TIME-OF-USE RATE LOWERED YOUR ANNUAL ELECTRICITY BILL.



Service account: «3-000-0000-05»

Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Bill protection provides a one-time bill credit for customers who pay more on their eligible TOU rate than they would have on their previous rate.



Congratulations, you saved \$XXX with your TOU Rate.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you saved «\$savings» on your TOU rate. Your savings were reflected in lower bills throughout the 12 months.

SOUTHERN CALIFORNIA EDISON[®]

POSSIBLE

3

DEFAULT PILOT | BENEFITER LETTER

POSSIBLE

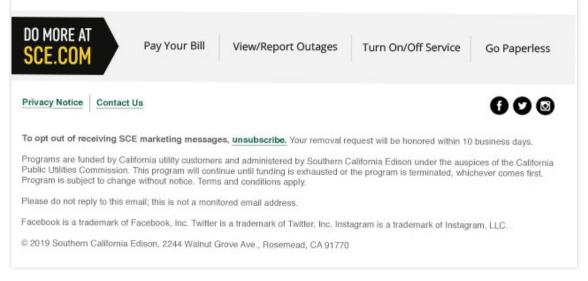
SOUTHERN CALIFORNIA

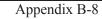
TOU rate plans are an important part of California's clean energy future. To learn about different ways you can continue to save on your TOU rate, visit **sce.com/waystosave**.

Best regards,

Jul C. anderson

Jill C. Anderson Vice President, Customer Programs & Services Southern California Edison





DEFAULT PILOT | BENEFITER LETTER



YOUR TIME-OF-USE RATE LOWERED YOUR ANNUAL ELECTRICITY BILL.



Service account: «3-000-0000-05»

Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Bill protection provides a one-time bill credit for customers who pay more on their eligible TOU rate than they would have on their previous rate.

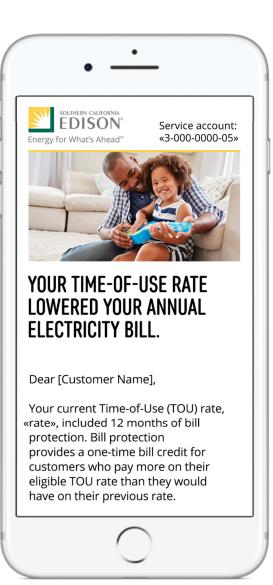


Congratulations, you saved \$XXX with your TOU Rate.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you saved «\$savings» on your TOU rate. Your savings were reflected in lower bills throughout the 12 months.

SOUTHERN CALIFORNIA EDISON[®] Possible

DEFAULT PILOT | BENEFITER LETTER MOBILE



SOUTHERN CALIFORNIA EDISON[®] Possible

Appendix B-10

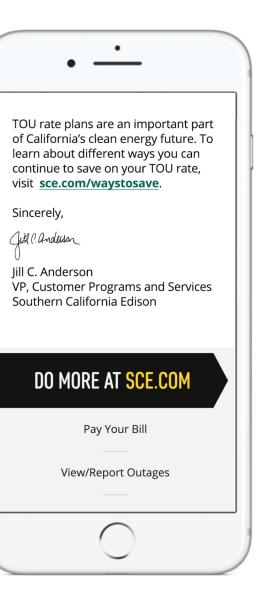
DEFAULT PILOT | BENEFITER LETTER MOBILE



7

SOUTHERN CALIFORNIA EDISON[®] POSSIBLE

DEFAULT PILOT | BENEFITER LETTER MOBILE





Appendix B-12

DEFAULT PILOT | NON BENEFITER LETTER



YOU HAVE Received a Bill credit.



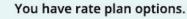
Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

Your bill comparison results.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your prior tiered rate is a better option than your current TOU rate.



To make a rate change or to find out about other rate options, visit **<u>sce.com/rateplantool</u>**. If you have questions,



POSSIBLE

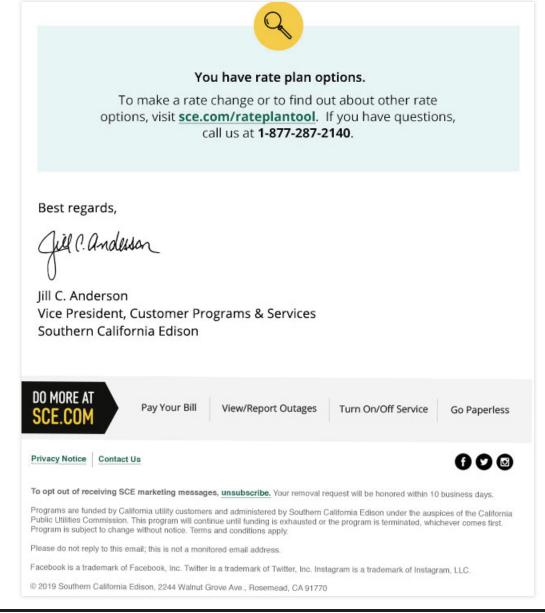
Service account: «3-000-0000-05»

9

DEFAULT PILOT | NON BENEFITER LETTER

POSSIBLE

SOUTHERN CALIFORNIA EDISON®



Appendix B-14

DEFAULT PILOT | NON BENEFITER LETTER







Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «**\$credit**» which was applied to a recent bill.

Your bill comparison results.

Your bill protection ended in <u>«month»</u> 2019 and we have completed an annual bill comparison. Between <u>«BP start month»</u> 2018 and <u>«BP end date»</u> 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your prior tiered rate is a better option than your current TOU rate.

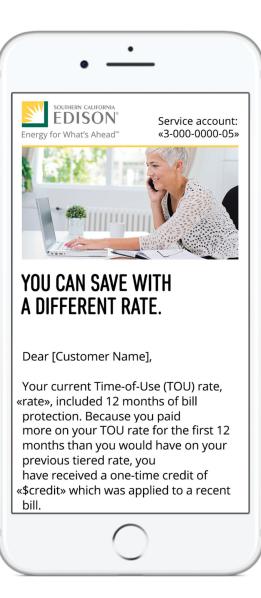


Service account: «3-000-0000-05»



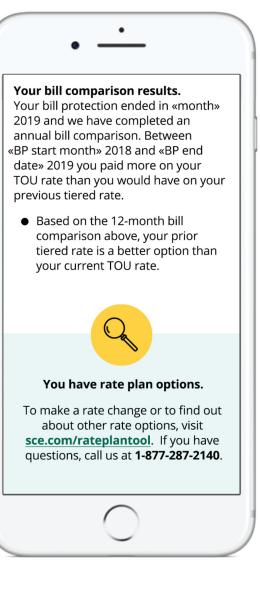
Appendix B-15

DEFAULT PILOT | NON BENEFITER LETTER MOBILE

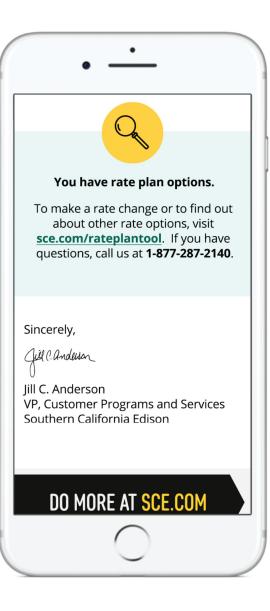




DEFAULT PILOT | NON BENEFITER LETTER MOBILE



DEFAULT PILOT | NON BENEFITER LETTER MOBILE



DEFAULT PILOT | EXTREME NON BENEFITER Letter

SOUTHERN CALIFORNIA EDISON[®] Energy for What's Ahead[®]

YOU CAN Save with a Different rate.



Service account: «3-000-0000-05»

Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

Your bill comparison results.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your current TOU rate is not the best rate



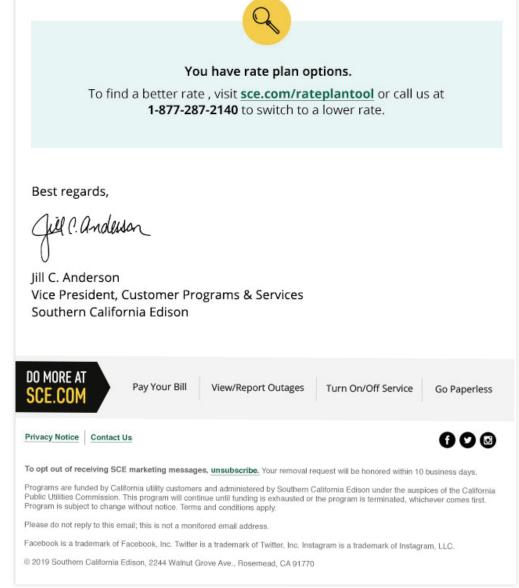
1-877-287-2140 to switch to a lower rate.



POSSIBLE

Appendix B-19

DEFAULT PILOT | EXTREME NON BENEFITER Letter



SOUTHERN CALIFORNIA EDISON®

POSSIBLE

DEFAULT PILOT | EXTREME NON BENEFITER Letter

SOUTHERN CALIFORNIA EDISON[®] Energy for What's Ahead"

YOU CAN Save with a Different rate.



Service account: «3-000-0000-05»

Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «**\$credit**» which was applied to a recent bill.

Your bill comparison results.

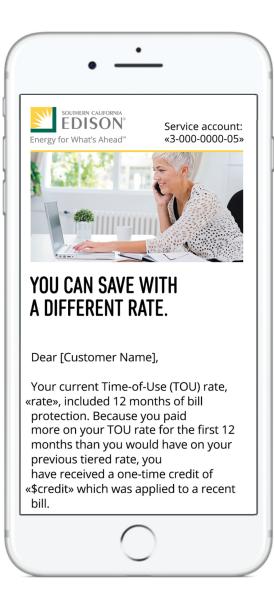
Your bill protection ended in <u>«month»</u> 2019 and we have completed an annual bill comparison. Between <u>«BP start month»</u> 2018 and <u>«BP end date»</u> 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your current TOU rate is not the best rate

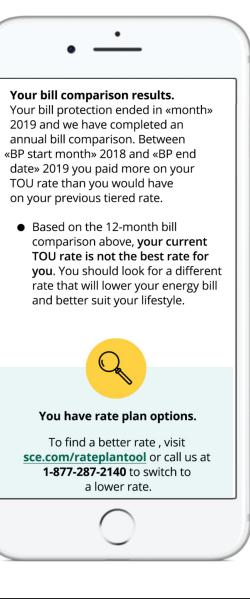
You have rate plan options.

To find a better rate , visit <u>sce.com/rateplantool</u> or call us at 1-877-287-2140 to switch to a lower rate.

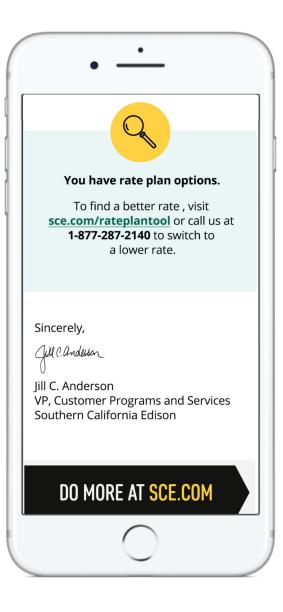
DEFAULT PILOT | EXTREME NON BENEFITER LETTER MOBILE



DEFAULT PILOT | EXTREME NON BENEFITER LETTER MOBILE



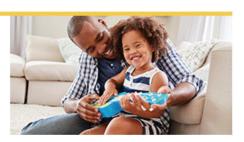
DEFAULT PILOT | EXTREME NON BENEFITER LETTER MOBILE



DEFAULT PILOT | CCA BENEFITER LETTER



YOUR TIME-OF-USE RATE LOWERED YOUR ANNUAL ELECTRICITY BILL.



Service account: «3-000-0000-05»

Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Bill protection provides a one-time bill credit for customers who pay more on their eligible TOU rate than they would have on their previous rate.



Congratulations, you saved \$XXX with your TOU Rate.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you saved «\$savings» on your TOU rate. Your savings were reflected in lower bills throughout the 12 months.

SOUTHERN CALIFORNIA EDISON[®]

POSSIBLE

DEFAULT PILOT | CCA BENEFITER LETTER

SOUTHERN CALIFORNIA

POSSIBLE

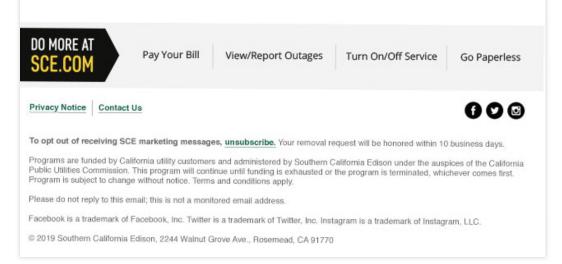
TOU rate plans are an important part of California's clean energy future. To learn about different ways you can continue to save on your TOU rate, visit **sce.com/waystosave**.

Best regards,

Jul C. anderson

Jill C. Anderson Vice President, Customer Programs & Services Southern California Edison

* Bill protection was calculated based on the periods you were an SCE customer and a Community Choice Aggregation (CCA) customer. While you were an SCE customer, you received bill protection for both generation and distribution charges. After you became a CCA customer, you received bill protection for distribution charges only.



22

DEFAULT PILOT | CCA BENEFITER LETTER



Service account: «3-000-0000-05»

YOUR TIME-OF-USE RATE LOWERED YOUR ANNUAL ELECTRICITY BILL.



Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Bill protection provides a one-time bill credit for customers who pay more on their eligible TOU rate than they would have on their previous rate.

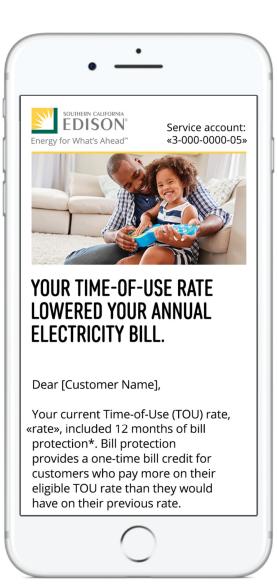


Congratulations, you saved \$XXX with your TOU Rate.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you saved «\$savings» on your TOU rate. Your savings were reflected in lower bills throughout the 12 months.



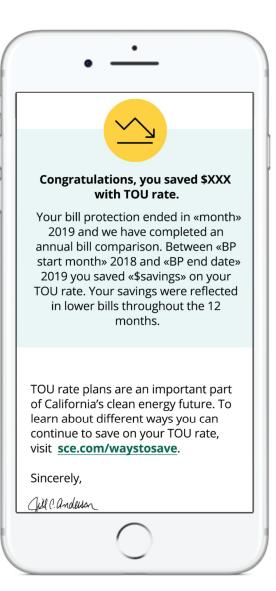
DEFAULT PILOT | CCA BENEFITER LETTER MOBILE



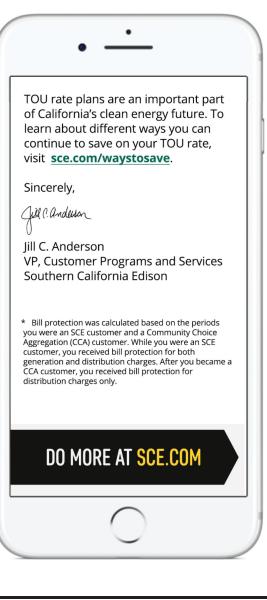
SOUTHERN CALIFORNIA EDISON[®] Possible



DEFAULT PILOT | CCA BENEFITER LETTER MOBILE



DEFAULT PILOT | CCA BENEFITER LETTER MOBILE



DEFAULT PILOT | CCA NON BENEFITER Letter

Energy for What's Ahead





Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

Your bill comparison results.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your prior tiered rate is a better option than your current TOU rate.

Q

You have rate plan options.

To make a rate change or to find out about other rate options, visit <u>sce.com/rates</u>. If you have questions, call us at **1-877-287-2140**.

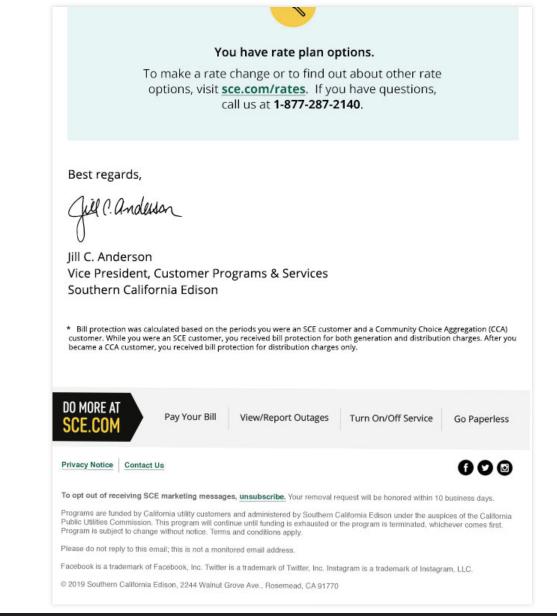


POSSIBLE

DEFAULT PILOT | CCA NON BENEFITER Letter

POSSIBLE

SOUTHERN CALIFORNIA EDISON®



DEFAULT PILOT | CCA NON BENEFITER Letter

POSSIBLE

EDISON® Energy for What's Ahead





Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «**\$credit**» which was applied to a recent bill.

Your bill comparison results.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your prior tiered rate is a better option than your current TOU rate.

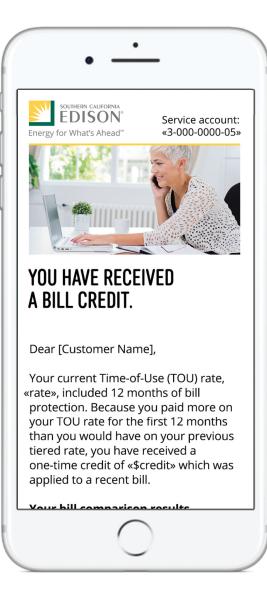
Q

You have rate plan options.

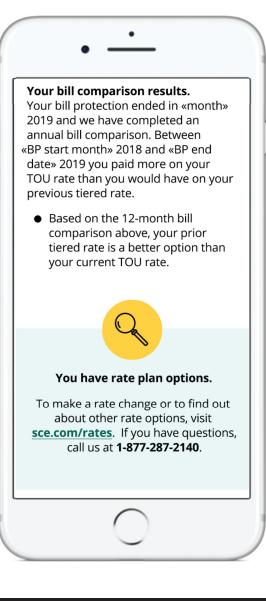
To make a rate change or to find out about other rate options, visit <u>sce.com/rates</u>. If you have questions, call us at **1-877-287-2140**.



DEFAULT PILOT | CCA NON BENEFITER LETTER MOBILE

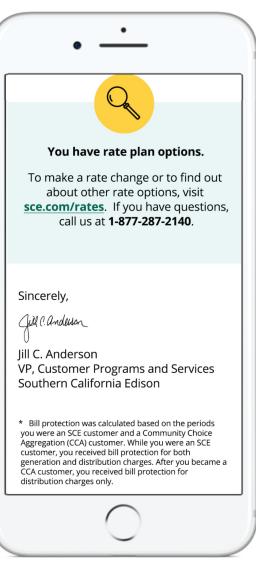


DEFAULT PILOT | CCA NON BENEFITER LETTER MOBILE





DEFAULT PILOT | CCA NON BENEFITER LETTER MOBILE



SOUTHERN CALIFORNIA EDISON[®] POSSIBLE

Appendix B-36

DEFAULT PILOT | CCA EXTREME NON BENEFITER LETTER

POSSIBLE

EDISON[®] Energy for What's Ahead[®]

YOU CAN Save with a Different rate.



Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection*. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «\$credit» which was applied to a recent bill.

Your bill comparison results.

Your bill protection ended in «month» 2019 and we have completed an annual bill comparison. Between «BP start month» 2018 and «BP end date» 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your current TOU rate is not the best rate

Q

You have rate plan options.

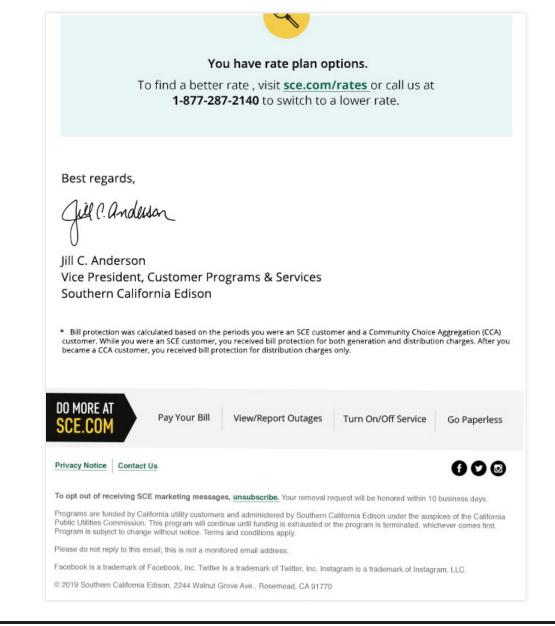
To find a better rate , visit <u>sce.com/rates</u> or call us at **1-877-287-2140** to switch to a lower rate.

SOUTHERN CALIFORNIA EDISON®

DEFAULT PILOT | CCA EXTREME NON BENEFITER LETTER

POSSIBLE

southern california



34

DEFAULT PILOT | CCA EXTREME NON BENEFITER LETTER

EDISON® Energy for What's Ahead

YOU CAN Save with a Different rate.



Service account: «3-000-0000-05»

Dear [Customer Name],

Your current Time-of-Use (TOU) rate, «rate», included 12 months of bill protection. Because you paid more on your TOU rate for the first 12 months than you would have on your previous tiered rate, you have received a one-time credit of «**\$credit**» which was applied to a recent bill.

Your bill comparison results.

Your bill protection ended in <u>«month»</u> 2019 and we have completed an annual bill comparison. Between <u>«BP start month»</u> 2018 and <u>«BP end date»</u> 2019 you paid more on your TOU rate than you would have on your previous tiered rate.

• Based on the 12-month bill comparison above, your current TOU rate is not the best rate

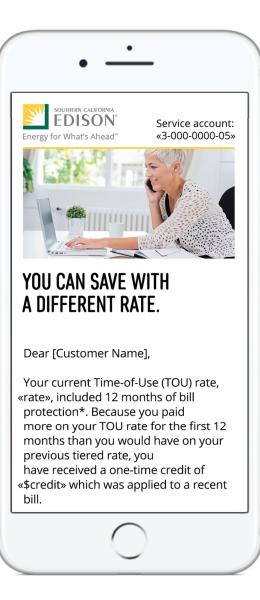
You have rate plan options.

To find a better rate , visit <u>sce.com/rateplantool</u> or call us at 1-877-287-2140 to switch to a lower rate.

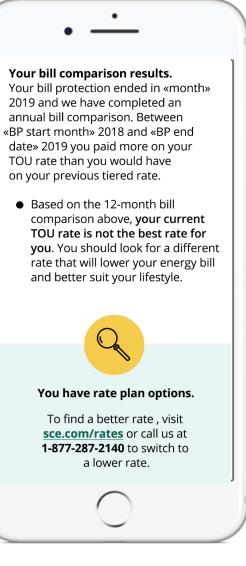


POSSIBLE

DEFAULT PILOT | CCA EXTREME NON BENEFITER Letter Mobile



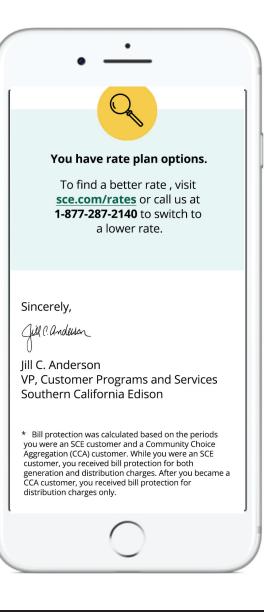
DEFAULT PILOT | CCA EXTREME NON BENEFITER Letter Mobile



SOUTHERN CALIFORNIA EDISON[®] POSSIBLE

Appendix B-41

DEFAULT PILOT | CCA EXTREME NON BENEFITER Letter Mobile



SOUTHERN CALIFORNIA EDISON[®] POSSIBLE

Appendix B-42

Appendix C

SCE's Pre-Default Data Visualization Dashboard

Default TOU Pilot Dashboard 2018-19

Appendix C

Program Goal: Default 400,000 customers to new TOU rates to inform our full rollout strategy in areas including system operability, default TOU rate design, customer retention on TOU rates and load shifting, and to refine customer education tactics.

	Key Insights											Customer Observations									
 Pilot Status: As of 3/31, 271,943 customers remain on a TOU rate. 88% of customers remain on pilot since the initial default in March 2018. 10% have resulted in service closure, 1% have requested to go back to tiered and the remaining 1% are customers who have requested to go on an optional TOU rate. Outreach Activity: End of bill protection letters have been delayed due to a problem with the final bill protection calculation. Letters are now expected to go out mid to late May. Customer Engagement: End of Bill protection survey expected to launch in Early June 									Aware Aware Aware Unders	ness of TC ness of Ti ness of TC ness of Ra standing c		Baseline (Nov 17) 47% 63% NA NA	Survey 1A (Apr 18) 62% 67% 34% 75% 17%	689 499 659 239	(Nov 2 % % % % %	·	1000 800 600 400 200 0	Domestic	TOU-D-4		
																			\$7,0	00,000.00 -	
										Customer Disconnections/Arrears											
										% of Customers Who Experience 1 or more Disconnects/Arrears (last 30 days)								\$6,000,000.00 (sc for the second seco			
	Default Summary											% w/ [Disconnects		% iı	h Arrears	5				
								D ()			0.0%	, , , , , , , , ,		0.0			-		pəu \$4,00	00,000.00 -	
	All Cus	tomers	%of Tota		RE/FERA			e-Default	Default		0.9%			9.0					0,4,00 Ear		
Initial Population		399,994		0%	83,601	Benef		40,744		34,421	0.8% 0.7%			8.8					Credit \$3,00	00,000.00 -	
·		,	10			Neutro		270,928		216,116	0.7%			8.4					-		
Closed		14,921		4%	3,057	Non-B		68,987		48,877	0.5%			8.2					Aggregate	00,000.00 -	
Ineligible		2,579		1%	324		-Bei	19,335		9,785	0.5%			8.0					600		
Opt-Out		48,241	1	12%	10,842	Total		399,994		309,199	0.4%			7.8					-	00,000.00 -	
Optional TOU		25,054		6%	3,878		Dro	e-Default	Default		0.3%			7.6					1 7-		
Opt-in Default		3,402		1%	825	Cool	PIE	219,963		174,180	0.2%			7.6						Ś	
Defaulted		305,797	7	76%	64,675		iata	106,764		81,728	0.1%			7.4						Ŷ	Mar Apr May
		,			,		ale				0.0%	Control	TOU-D-4 TOU-		Control	TOU-D-4	TOU-D-5	5		Active	BP Paid
Note: Customers w		ed and op	ed in to the	default r	ates were	Hot	0	21,834		15,856										Active	
defined to be on th	ie pilot					Zone 2 Total		51,433		37,435						(Custor	mer E	ngage	ement by	Channel
						TOLAI		399,994		309,199				、 、						``````````````````````````````````````	
				Curr	ent St	atus															
				Curr							Call Volume Pilot Direct #					Customer Call Disposition					
	Max	luno	July A		TOU4	Oct M	01/	Dec lan	Feb	March	3,500				54,000 2	,000	-				
Closed	May 3,147	June 4,696	6,569	ug 8,044	Sept 10,638		ov 12,191	Dec Jan 12,757 13,	815 14,68		3,000	-			53,000						
Switch to TOU5	29	32	38	42	45	45	46	46	48 5		2,500					,500					
	529	636	749	844	1,030	1,092	1,098	1,185 1,	298 1,51	8 1,668											
Switch to other TOU	420	619	729	846	1,142	1,180	1,184		225 1,26		2,000					,000					
Switch to Tiered	439		111001 1	143 273	140,195	139,021	139,021	137,865 136,	663 135,52	5 134,391	1,500				50,000						
Switch to Tiered	1 1	147,066	144,964 1	143,273							1,000	- -			49,000				1		
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Switch to Tiered Remain on TOU4	148,905 May	June	July A	ug	TOU5 Sept			Dec Jan 12.891 13.	Feb	March 8 15.811	500	I µI	-		48,000	500 — —		,			
Switch to Tiered Remain on TOU4 Closed	148,905	,			TOU5	Oct M 10,735 15	ov 12,312 16		Feb 985 14,822 16 22	8 15,811					48,000	500					
Switch to other TOU Switch to Tiered Remain on TOU4 Closed Switch to TOU4 Switch to TOU4	148,905 May 3,219	June 4,763	July A 6,609	ug 8,008	TOU5 Sept 9,594	10,735	12,312	12,891 13, 16	985 14,82	8 15,811 2 27		Aar pril 1ay	uly vug bot Dct	Jec			Feb Mar	April Ma	y June Ju	ly Aug Sept C	Dct Nov Dec Jar
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