

From: Houck, Jason
Sent: 10/2/2012 10:19:35 AM
To: Langton, Adam (adam.langton@cpuc.ca.gov); 'Grace.Vermeer@sce.com'
(Grace.Vermeer@sce.com)
Cc: Laura.Genao@sce.com (Laura.Genao@sce.com); Allen, Meredith
(/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAe); [Redacted]
[Redacted] Melodee.Black@sce.com
(Melodee.Black@sce.com); Prusnek, Brian C (BPrusnek@semprautilities.com);
Peacock, Tanya (TPeacock@semprautilities.com)
Bcc:
Subject: RE: Follow-up on IOU GHG outreach - SCE's on-bill messaging

Hi Grace and [Redacted]

Thank you both for sending sample outreach materials, and thanks all for taking time to meet with us.

Best,

Jason

From: Grace.Vermeer@sce.com [mailto:Grace.Vermeer@sce.com]
Sent: Wednesday, September 26, 2012 3:29 PM
To: Langton, Adam; Houck, Jason
Cc: Laura.Genao@sce.com; Melodee.Black@sce.com; [Redacted]; Allen, Meredith; Peacock, Tanya; Prusnek, Brian C
Subject: Follow-up on IOU GHG outreach - SCE's on-bill messaging

Hi Adam and Jason,

Per our meeting last week, here is a bit more information on SCE's on-bill messaging. As part of this, we've also provided some examples of recent bill "onserts" so you can get a feel for how this sort of messaging typically appears to customers.

Please doesn't hesitate to reach out with any questions (about this material or outreach in general).

Best,
Grace

Overview of SCE's Bill-Based Outreach

Forums for Messaging

Monthly bills are a key channel used to provide SCE's customers with information about programs, policies, and legal developments that may affect them. There are three key ways in which information is communicated:

1. Bill messages

These short, one-to-two line messages appear under the "Things You Should Know..." section on the bill. These messages can help call attention to new bill components, and often direct the customer to onserts, sce.com, or other resources for more information.

2. Bill inserts

These are narrow, small sheets of paper sent included in the same envelope (or posted on the same website) as a monthly bill. SCE uses inserts to distribute required legal notices.

3. Bill onserts

SCE bills typically run between five and eight pages, two of which (i.e., one sheet, front and back) are taken up by bill notices called "onserts". The messages on these pages include required regulatory messages (such as those due to rate changes or other ongoing proceedings), Power Content Label information, explanation about SCE customer programs, and other public service announcements. SCE can vary the onsert by customer class, with business customers and residential customers always receiving slightly different information, and often multiple variations within classes (e.g., GS-1/GS-2 customers receiving different information than other commercial and industrial customers, or CARE customers and non-CARE customers receiving separate onserts).

List of 2012 Onsert Messages

SCE takes full advantage of the onsert as a way to communicate with customers, often sending over ten messages each month. These messages include mandatory notices, legal notices, safety messages, and program, product, and service information. Messages for monthly bills are developed approximately three months in advance. As onserts are the key vehicle for communicating information on new programs and policies, SCE anticipates that any on-bill messaging on AB 32 or the cap-and-trade program will use this channel.

Here, SCE shows all of the messages sent, organized by month, category of message, and general class of customer that receives these messages. Note that we have also included a set of examples below that show the implementation and format of these messages as actually received by customers.

Example Print Onserts

Below, SCE has provided a set of recent onserts that show a broad representation of the types of messages sent to customers as well as the utility's ability to customize based on customer class.

General Business v. Residential messaging

Due to obvious usage differences between the commercial / industrial and residential classes of customers, bill messaging focuses on different aspects of SCE's programs. This September, both groups of customers received required information about Electric and Magnetic Fields and told about SCE's mobile website, but residential customers were informed about SCE's freezer recycling program, while business customers were given low- and no-cost conservation suggestions.

CARE v. Non-CARE messaging

In May of this year, SCE had two versions of the residential bill insert, one for CARE customers and one for Non-CARE. You'll note that while the first page on both inserts contains general summer readiness information, the second page focuses on changes to the CARE program for affected customers, while this space is used to promote energy efficiency for remaining customers.

GS-1 / GS-2 v. Industrial messaging

February's business bill insert was differentiated by customer class, with the high-usage industrial customers (those not in the GS-1 and GS-2 rate classes) receiving information on the savings that can be earned from industrial demand response programs.

SCE Website "Onserts"

Many SCE customers receive and process their bills online. To do this, they go to sce.com, where they are taken to a dashboard with access to their usage information, ways to save energy, and their bill. When customers click "View Bill" (see the sample below), they see the exact information, down to the formatting, that they would receive on a paper bill.

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