

A.17-01-014
SDG&E 2018-2025 EE Rolling Portfolio Business Plan
TURN Data Request TURN-SDG&E-01 Dated February 24, 2017

Question 4

Submitted: March 20, 2017

Statewide Program Administration

4. On pages 20-21 of SDG&Es' Business Plan, SDG&E discusses its proposal to serve as the lead statewide administrator of the statewide "Plug Load and Appliance" (PLA) program. SDG&E envisions (p. 20) engaging "manufacturers, distributors, retailers and other influential market participants to develop comprehensive and innovative initiatives that reduce energy usage across technologies with high savings potential," and will "consider multiple intervention strategies for program delivery including, but not limited to, Retail Products Platform (RPP), point-of-sale (POS) or a hybrid approach." Regarding this proposal:
- a. Does SDG&E anticipate any complications or barriers to success arising from PG&E's proposal, addressed on pages 27-28 of its Business Plan application (A.17-01-015), "to continue to administer its Retail Products Platform (RPP) pilot until evaluation studies suggest it is appropriate for statewide program treatment, at which time PG&E would transfer program administration to the statewide administrator of the Plug Load and Appliances program"? Please explain why or why not.
 - b. SoCalGas reports that major retailers, including the Home Depot and Lowe's hardware store chains, "are withdrawing from point-of-sale (POS) programs due to rising transactional costs associated with their participation in the program."¹ Please explain whether SDG&E has experienced barriers to recruiting and retaining large retailers in its POS programs, and if so, provide SDG&E's thoughts about removing such barriers and/or increasingly using other delivery approaches instead of POS, to support the success of the statewide PLA program it proposes to administer.

SDG&E Response:

- a. SDG&E has led collaborative working discussions with the IOUs, but nothing will be formally adopted until after the Commission approves the statewide program administrator assignments.
- b. SDG&E identified creative strategies to offer instant rebates at the time of purchase at large retailers that are historically unwilling to participate in the POS program, such as Lowe's. SDG&E issued an upstream agreement in 2016 for products sold at Lowe's. Considering the Northwest Energy Efficiency Alliance's success administering upstream and midstream statewide EE programs for utilities, one California POS participation agreement may be more

¹ A.17-01-016, Attachment A (SoCalGas Energy Efficiency Business Plan), p. 64.

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appealing for large retailers. Given these success examples, SDG&E will explore similar opportunities.