

Comment #	PA(s)	Sector	Page #	Comment
NRDC-1	SDG&E	Res	Snapshot (no tracker)	<ul style="list-style-type: none"> • First pie chart on the existing side, is it representing the first bullet of consumption? Or one of the other bullets? (or just illustrative for all 3 bullets?) • Include data sources where relevant or note data sources are in the text • Is “leverage data for customize solutions” different from “personalized rec”?
NRDC – 2	SDG&E	Res	General (no tracker)	<ul style="list-style-type: none"> • P.16 - The barriers seem to cover only a few of the barriers that the strategies are responding to. For example, there are no multifamily barriers listed. While they’re listed later, it would be tighter to have a complete summary and would also provide the reader a more comprehensive understanding of the sector when they see the overview of strategies. • P. 17 – Do appliances fall under plug load? If so, would include “appliances” in the end uses to be consistent with how we speak about PLA • Suggest adding to the trends section. See SCE p.17 and PG&E p.17 • I don’t see an EMV summary (although noticed the EMV Appendix 3 at the end of the full document). Recommend moving that table to the chapter. Would be ideal to have the EM&V studies cited for where the summary points came from. • P.22 suggest adding SB 32 and SB 1414 to legislative table • P.23: Suggest modifying the context for Figure Res-11. It says “The table below details SDG&E res offerings.” What I think it does is “Provide a quick overview of goals, strategies, and example tactics that are described in more detail below.” I don’t see much in the way of existing offerings in that table. • Market Characterization <ul style="list-style-type: none"> ○ P.20 –do you have info re: how the various segments compare to potential? ○ Suggest adding end use market characterization like you have on SDG&E p.49 ○ Suggest adding income like SCG p.9 ○ Suggest adding geography like PG&E p.12 ○ Suggest breaking down res usage as gas too (SDG&E p.19) • P.24 Clarify “common pathway.” Does that mean one unified approach so customers have a single portal with all of these options? • As noted in the WE&T chapter , suggest numbering goals, strategies, and tactics. Also suggest making headers for tactics so it’s easier for readers to follow the link to the tactics in the boxes. Could achieve this in a table as well. • Sometimes citations are embedded in the document vs. as a footnote or both (e.g., p.28 or p.30). Suggest only having footnotes.

NRDC – 3	SDG&E	Res	Goal 1 (mixed recs)	<p>TRACKER</p> <ul style="list-style-type: none"> • P. 17 Goal 1 – Does the focus on “self-service tools and data driven insights” mean less focus on traditional programs to reach this customer base? Or just a new on-ramp to the programs? Would be good to clarify. • P.25 the tactic “customized and targeted offers” – are these linked to other programs as well like home upgrade? • P.25 – the 3rd bullet under the additional items “connection to online solution” – is that different from the marketplace listed above under “customized and targeted offers”? Same question re: the next bullet “integration of online solutions with rebates” and it’s connection to marketplace as well as the bullet above noting integration of MYaccount, etc. Suggest making one “integration” bullet and describing the details and benefits of that approach, pulling from the last paragraph on p.26 <p>NON TRACKER RECS</p> <ul style="list-style-type: none"> • P.25 – instead of “SDG&E may include features”, do you mean “The Platform may include features” (SDG&E may not be the entity creating the platform...unless this is one of the items you want to keep in house?). Also unclear why there is a separate section for “may include” when the whole tactic is an example of what might be. • P.26 – what is “loss aversion” – suggest adding a description or footnote • P.26 – the strategy “empower customers to better manage their energy usage” isn’t listed in the overview. Is it meant to be “provide personalized information”? If so, change the strategy as these are 2 different things that would yield different metrics. • P.27 – to make it easier to follow, suggest using headers as suggested above (or another table). Also, uncertain which tactic would fit under “big data” • P.28 – clarify the tactic of “exploring the use of incentives” for HES given the AB 793 requirement. Is this something different than that? If so, be explicit.
NRDC – 4	SDG&E	Res	Goal 2 (no tracker)	<p>NRDC’s EEFA program will provide details MF. Here are clarifying questions:</p> <ul style="list-style-type: none"> • P.30 Strategy 1 doesn’t match the strategy box, same comment as above given the implications for metrics • P.30 unclear where the single point of contact idea was outlined previously (referencing the sentence “As outline in the previous section, SDG&E’s efforts towards a multifamily single point of contact...”) • P.30-31 The tactics don’t match the boxes. Also, I don’t recall seeing “alternative incentives” described, so uncertain what that is.

NRDC – 5	SDG&E	Res	Goal 3 (no tracker)	<ul style="list-style-type: none"> • P.32 – maybe the strategy for this goal is “Identify and utilize stakeholders to develop new approaches to delivering EE services.” Otherwise, it’s unclear what you’re using them for. Could be simple implementation, but I think the intent is to tap into the ideas from stakeholders and others to come up with new ways of approaching the customer. • P.32 – direct install to higher income? What is higher? Why do higher income customers need direct install? • P.32 – wouldn’t SDG&E integrate RE as well as DR for direct install? Especially given low income solar initiatives? • P.32 – there is a reference to financing barrier (no others have barriers). Suggest moving it to the barriers section. • P.32 – unclear what “partner with previously untapped manufacturers” means. Who would be the audience?
NRDC – 6	SDG&E	Res	Metrics (no tracker)	<ul style="list-style-type: none"> • There are only 4 strategies in the metrics but 5 in the summary on p.23