

A.17-01-013, et al.
SDG&E 2018-2025 EE Rolling Portfolio Business Plan
ORA DATA REQUEST No. ORA-A1701013-SDGE001 Dated March 1, 2017
Question 6
Submitted: March 22, 2017

Business Plan Metrics

- 6.** How did you assess the likely rate of market adoption or penetration for your EE intervention strategies?
- a. Describe the assessment for strategies pertaining to new markets.
 - b. Describe the assessment for strategies pertaining to mature markets.
 - c. Describe the assessment for strategies pertaining to hard to reach markets.

SDG&E Response:

Please see response to Question 2. SDG&E is unaware of EM&V studies of utility customers by market maturity. SDG&E did consider how existing programs may affect the ability of new intervention strategies to increase participation. Adoption rate and program participation in general is heavily influenced by marketing and outreach. Traditionally, SDG&E has designed targeted marketing and outreach to specific market segments.