

# *Overview of SDG&E AB793 Proposal*

*Coordinating Committee Presentation*

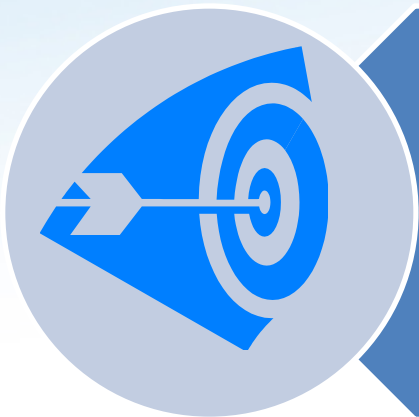
*July 13, 2016*



# Overall 793 Approach



Promote & Increase  
Awareness of Energy  
Management Technologies  
(EMT)



Utilize Existing Delivery  
Channels to Improve Cost-  
Effectiveness

# Strategies for Increasing the Participation and Deployment of Current Energy Management Offerings

Leverage pending TOU rates to increase awareness of energy management technology attributes

Bundle multiple energy management product offerings

Provide single delivery channel for common energy management products regardless of proceeding

Leverage manufacturer marketing

# Existing Offerings that meet AB 793 Requirements

## RESIDENTIAL

### Smart Thermostats

- BYO(Smart)T demand response incentive
- Reduce Your Use DR direct install (ecobee)

Marketplace

Tier II Smart Strips  
(Direct Install)

## RESIDENTIAL & BUSINESS

Time of Use  
Rates

My Account

Home Area  
Network Loaner  
Device Program

Green Button



# Existing Offerings that meet AB 793 Requirements, cont.

## BUSINESS

### Smart Thermostats

- Demand Response
- Energy Efficiency

### Network Power Management

### Technology Incentive Program (On-Peak Load Reduction)

# *New EMT Offerings planned for launch on January 1, 2017*

## RESIDENTIAL

### Smart Thermostat

- TOU pilot participants
- Energy Efficiency

### Heat Pump Water Heater

- Wi-Fi Enabled
- DR Enabled

Note that offerings expected to launch on, and beyond, 1/1/17 are subject to change

# Planned EMT Offerings planned for launch after January 1, 2017

## RESIDENTIAL

Smart Lighting  
Products (Wi-Fi)

Smart Appliances  
(Wi-Fi)

Smart Home Hub

Smart Thermostat

- Multifamily
- Low Income (pending decision)

Smart HVAC ventilation  
zoning systems

- Room-by-room  
temperature control

Weatherbug Smart  
Thermostat  
Assessment

ShareMyData  
Disaggregation  
Software Tools

Smart Strip  
Low Income  
(pending decision)

# *Planned EMT Offerings planned for launch after January 1, 2017*

## *BUSINESS*

Technology Incentive  
Program Small  
Business  
Enhancement

Commercial Plug  
Load Management  
Systems

Small Commercial  
Building RTU  
Optimization



# Overview of Marketing & Education Plan

## HIGH LEVEL STRATEGIES

Utilize Targeted Digital Marketing in Initial State

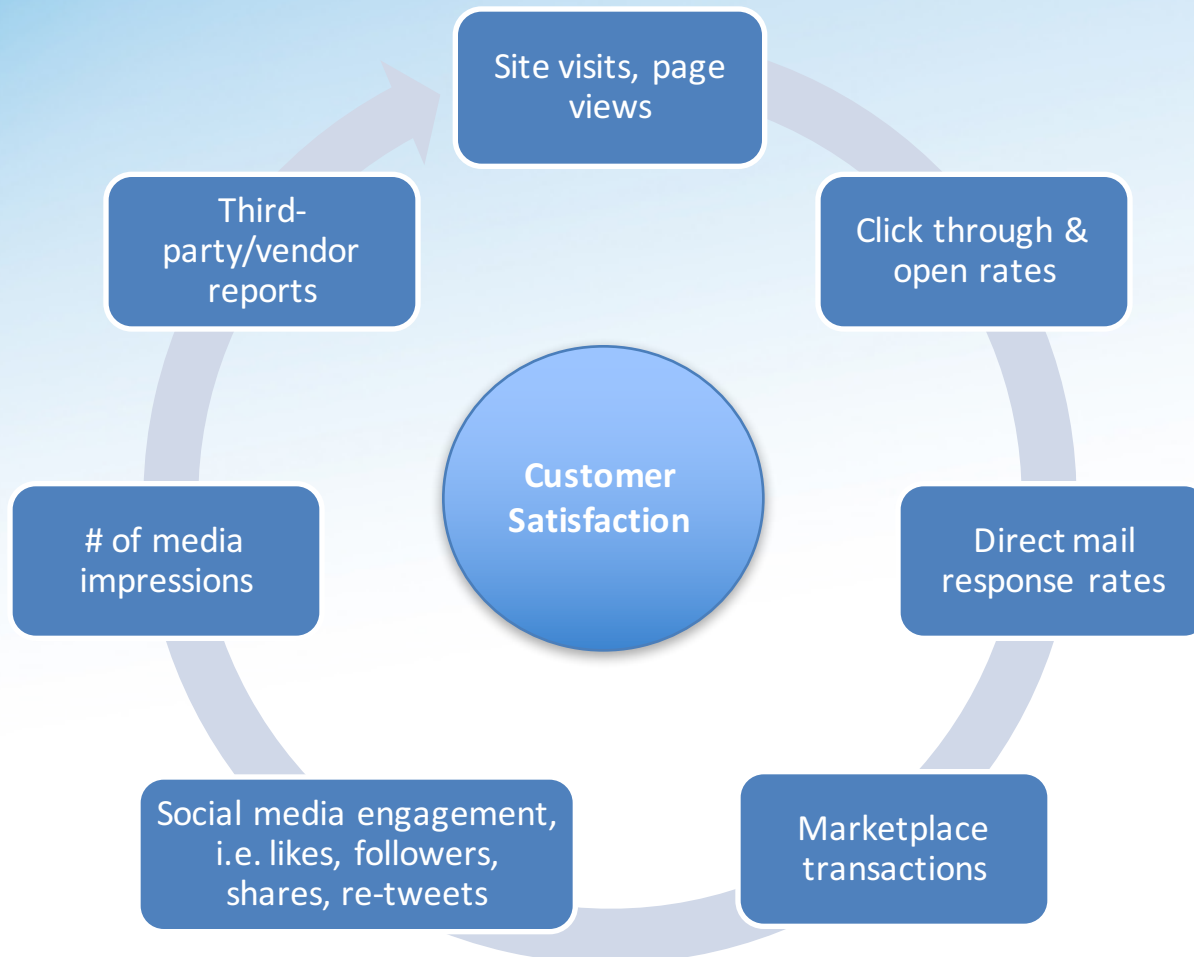
Use Segmentation Data to Tailor Solutions

- Household Type
- Customer Preferences
- Lifestyle Behaviors

Expand Non-Traditional Marketing Methods Utilizing 3<sup>rd</sup> Party Vendors

# Overview of Marketing & Education Plan

## METRICS



## Partnerships

- Vendors: Ecobee, Nest, GE, Embertec
- Retailers: Home Depot, Lowe's, Sears
- Trade professional groups, including designers and builders

# QUESTIONS