

Grid-Responsive Incentive Design – Market Access Program (GRID-MAP)



Program Implementer:

Mendota Group LLC

September 18, 2025

Agenda

- 1 Program Implementation Team
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- 3 Strategies and Tactics
- 4 Participation Process
- 5 Questions

Program Implementation Team



Implementer

- Primary contact for SoCalGas, Aggregators, and other stakeholders
- Responsible for daily program operations
- Provides the GRID Platform

Subcontractor Team



Support for Population-Based NMEC analytics



Support for Site-Based NMEC analytics and customer projects



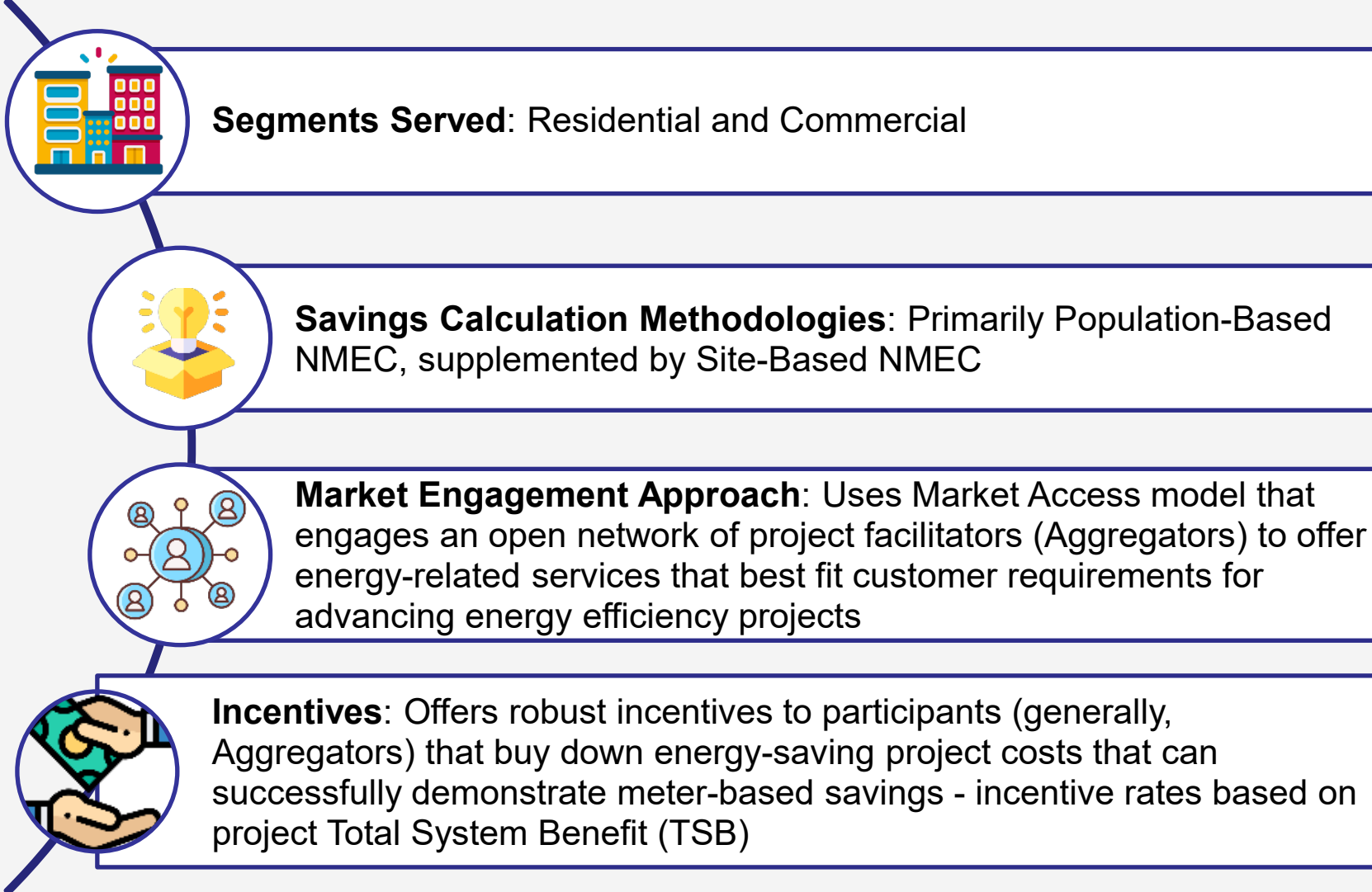
Support for Trade Ally recruitment, and Residential, HTR/DAC ME&O



PROGRAM SUMMARY



GRID-MAP Program Summary



GRID-MAP Program Summary - Commercial

Commercial Segments Served:

- All NAICS Commercial Codes.

Program does not serve:

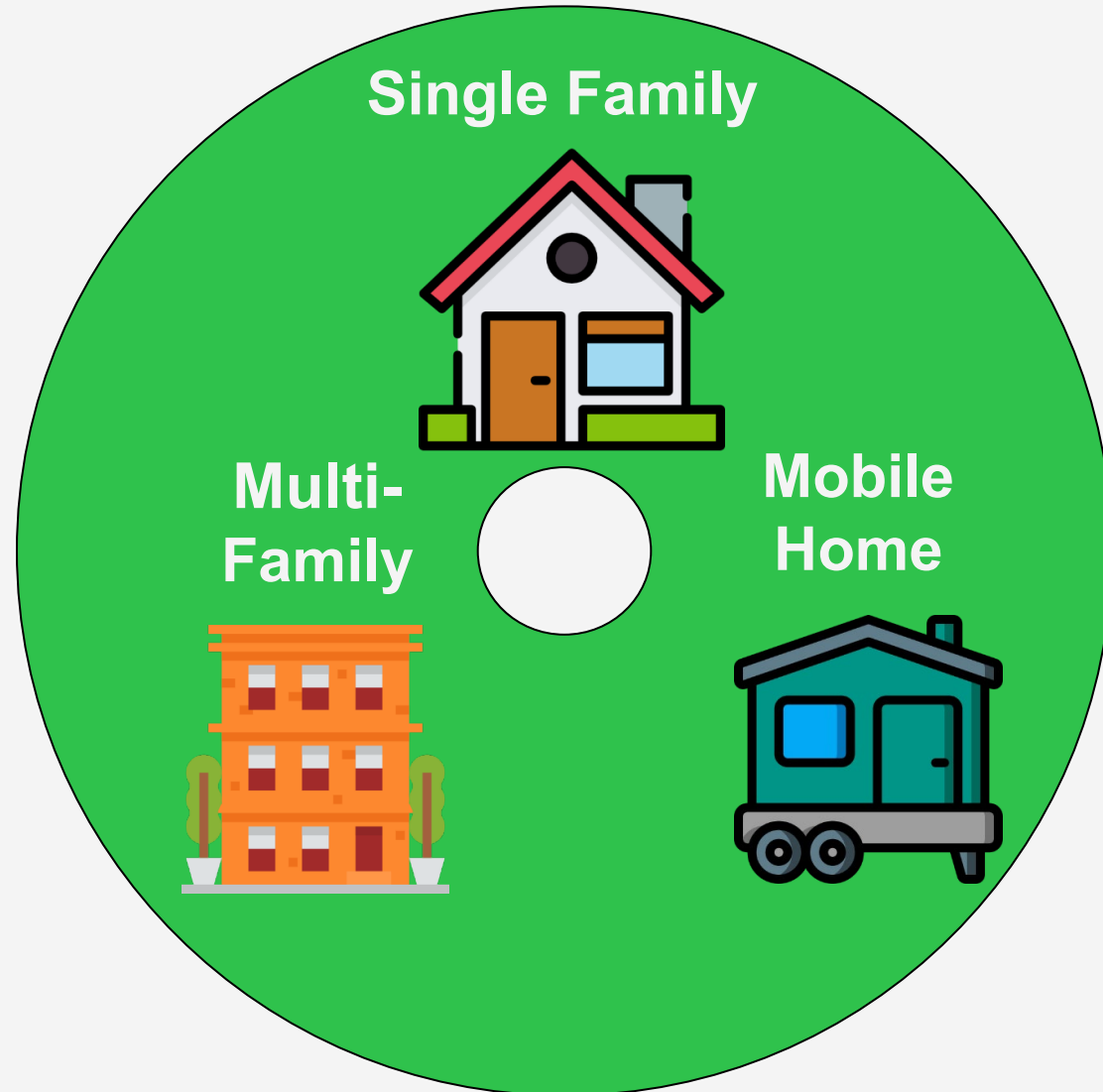
- Agricultural
- Industrial
- Public



GRID-MAP Program Summary - Residential

Residential Segments Served:

- The Program is open to Aggregators who can implement projects that make a meaningful impact on homeowner or building owner energy use.



Expected Measure Types:

- Although the market access approach allows aggregators to install a wide variety of measures to meet customer needs, we are predominantly expecting the following measure types.

Use Category	Percentage of TSB
Cooking	40%
Water Heating	35%
HVAC	25%

GRID-MAP Underserved Customer Goals

- GRID-MAP has specific goals related to disadvantaged communities (DAC) and serving hard-to-reach (HTR) customers.
- Initially, Aggregators will receive a 10% bonus for projects that serve these customers.
- As needed, the program team will initiate targeted marketing to further stimulate projects in these communities and for these customers.

Customer Group	Goal
Projects in Disadvantaged Communities	15%
Projects for Hard-to-Reach Customers	5%

STRATEGIES & TACTICS

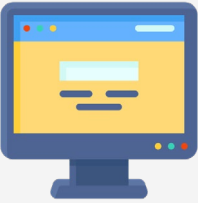


- Attract contractors who serve Residential and/or Commercial sectors.
- Expand trade ally base beyond traditional programs to include smaller contractors.
- Engage market participants (Aggregators and Customers) to identify and pursue cost-effective energy and demand-saving projects using an open contractor network (i.e., Market Access Approach).
- Leverage the NMEC savings methodology to increase available incentives while placing performance risk on implementer and project participants.
- Give Aggregators easy-to-use tools and strong support to streamline participation while adhering to CPUC and SoCalGas requirements to ensure savings are real and persistent.
- Provide GRID, an online, custom-designed platform that offers contractors a straightforward pathway to test measure mixes, see incentive estimates, upload required documents, submit projects, and track performance and incentive payments.

Marketing, Outreach and Engagement

- The program employs a primarily contractor-based outreach strategy that will result in recruiting more contractors, leading to broader outreach and, ultimately, engaging more customers in the target segments
 - This also substantially expands the pool of EE contractors and increases competition by providing customers with additional choices in service providers, types of equipment, and project services.
- Leveraging contractor knowledge and customer connections further enables the program to retain funds that would otherwise be spent on marketing and outreach to fund more incentives and, thus, projects.
- Key to this model is providing transparency in terms of how the program determines savings and normalizes metered values.
 - This increases Aggregator, Trade Ally, and customer confidence in the Program.
 - Enables the program to “market itself”.

ME&O Tactics



Program Website/GRID Platform



Partnerships



Training Sessions

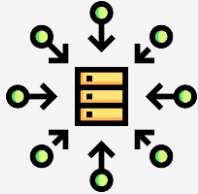


Conferences and Trade Shows



Emails

Engaged Market Actors



Aggregators



Trade Allies



Customers

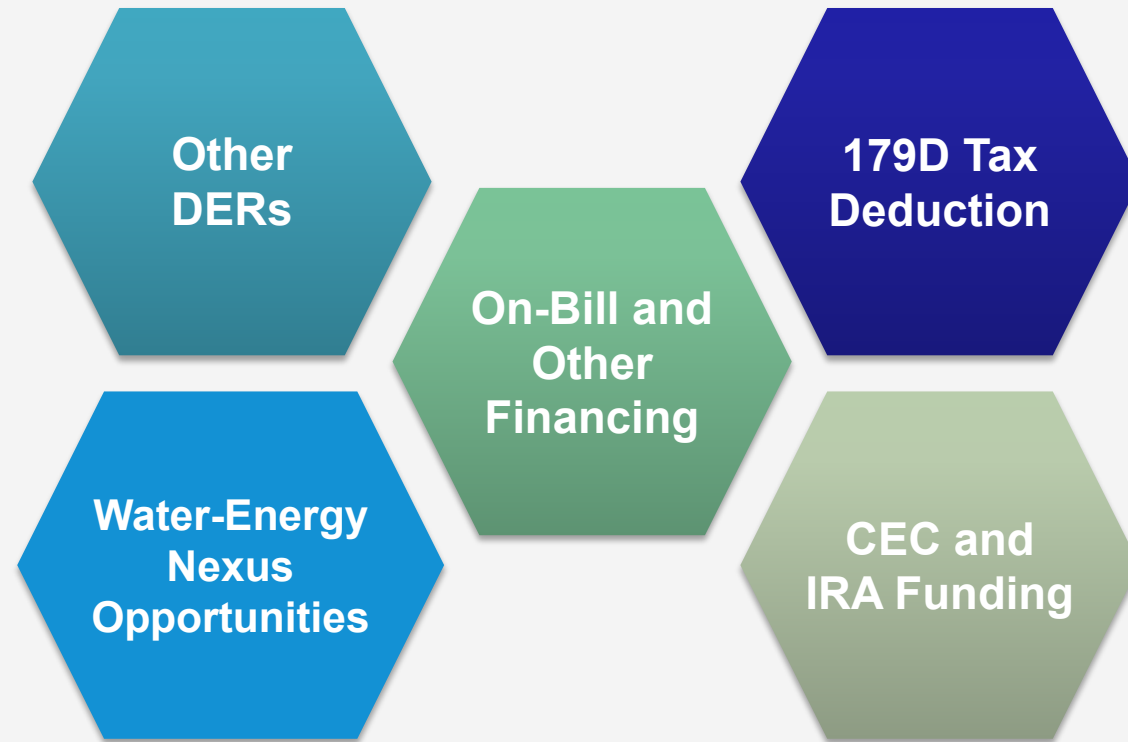
Notes

- Engaged market actor roles can change throughout the course of program implementation.
- Training is ongoing, with continuous support provided by Program Staff to market actors.

Leveraging Other Programs and Opportunities

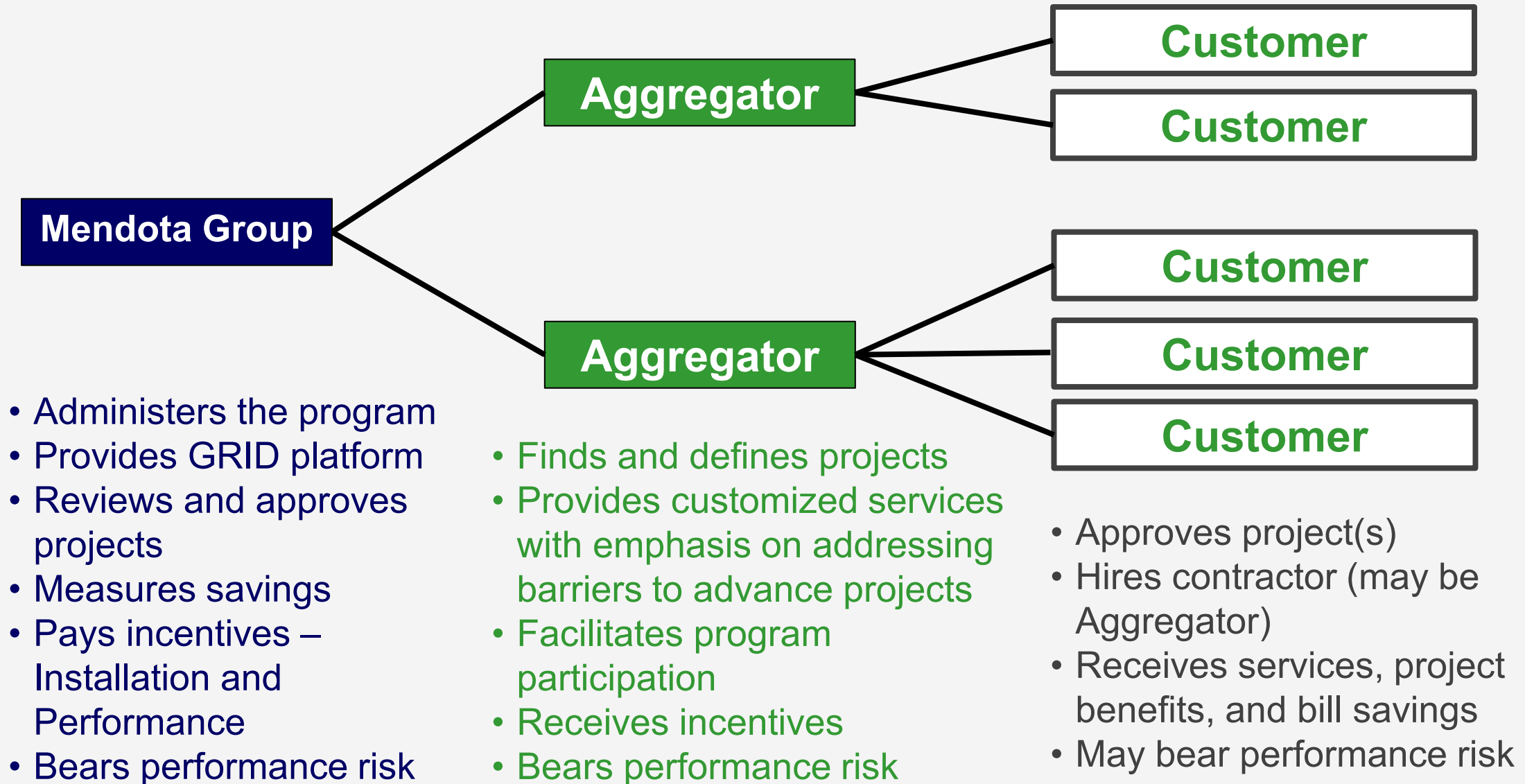


GRID-MAP will encourage Aggregators and customers to leverage other program opportunities.

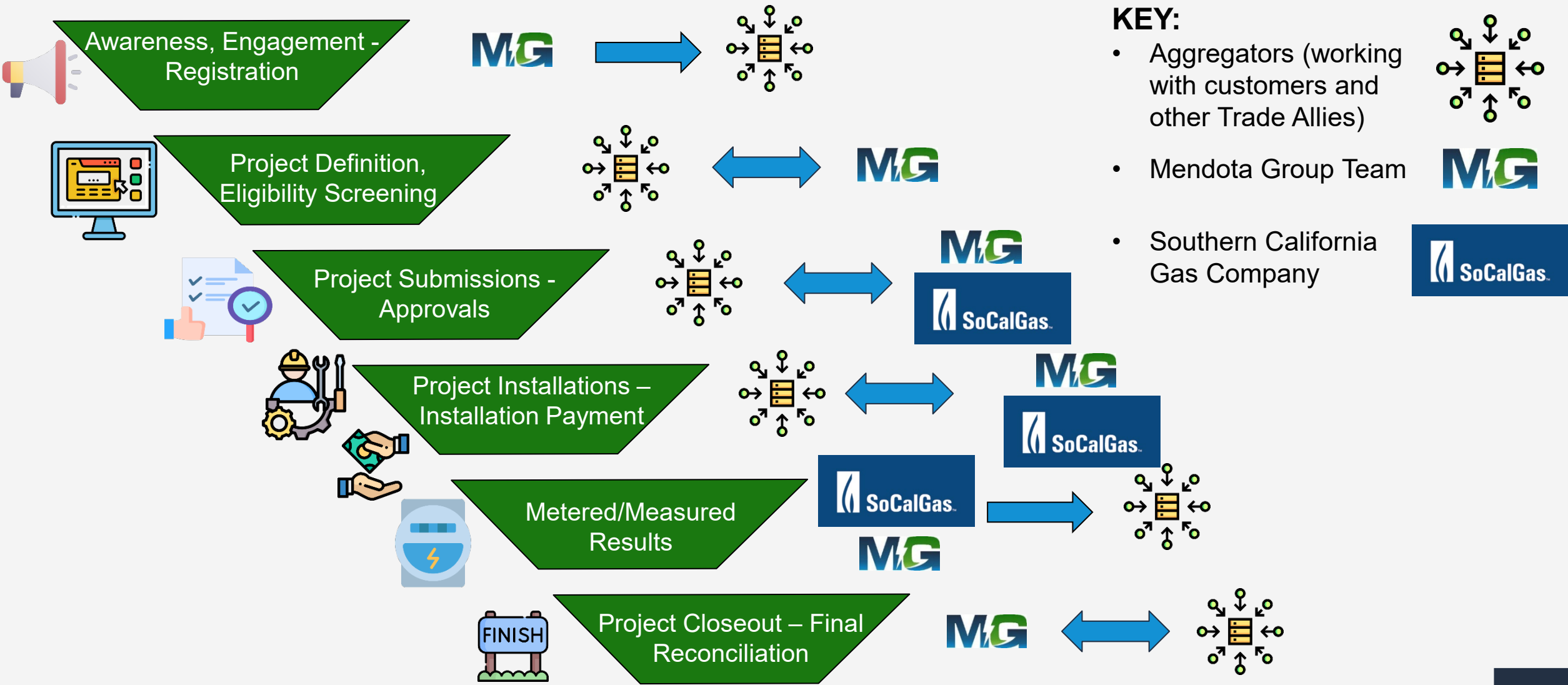


PARTICIPATION PROCESS



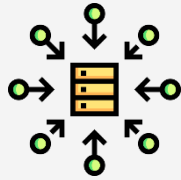


Participation Process

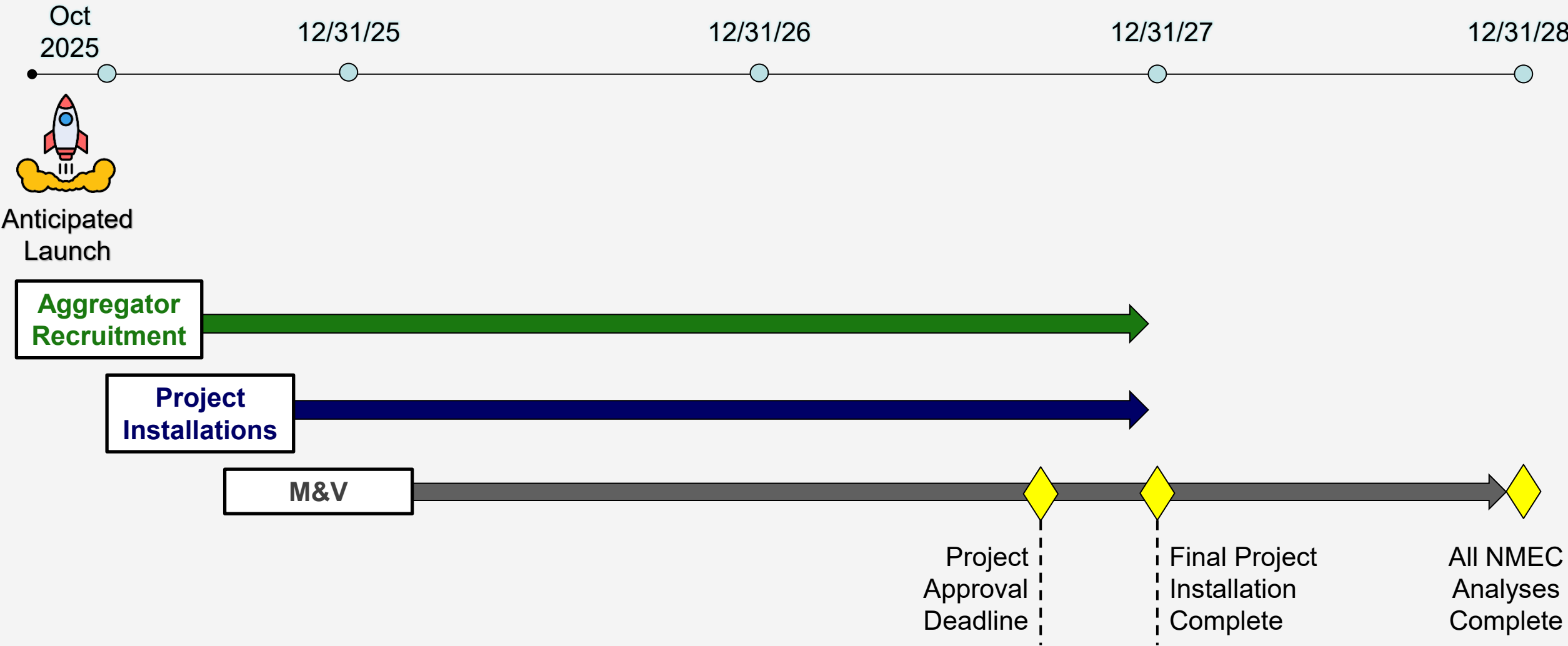


KEY:

- Aggregators (working with customers and other Trade Allies)
- Mendota Group Team
- Southern California Gas Company



Program Timeline





Mendota Group

— The Power of Bright Ideas —



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<https://mendotagroup.com/grid-map-gas/>
(coming soon)



QUESTIONS

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