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

1. Leverage pending TOU rates to increase awareness of energy management technology attributes
2. Bundle multiple energy management product offerings
3. Provide single delivery channel for common energy management products regardless of proceeding
4. 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

- 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 3rd Party Vendors
Overview of Marketing & Education Plan

**METRICS**

- Site visits, page views
- Click through & open rates
- Direct mail response rates
- Marketplace transactions
- Social media engagement, i.e. likes, followers, shares, re-tweets
- Third-party/vendor reports
- # of media impressions
- Customer Satisfaction
Overview of Marketing & Education Plan

Partnerships

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