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Application of San Diego Gas & Electric  
Company (U-902-M) for Approval of  
Energy Efficiency Programs and Budgets  
for the Years 2013 and 2014.

Application 12-07-\_\_\_

CHAPTER II  
PREPARED DIRECT TESTIMONY OF  
GEORGE KATSUFRAKIS

BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA

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**CHAPTER II  
PREPARED DIRECT TESTIMONY  
OF GEORGE KATSUFRAKIS**

4           The purpose of this testimony is to present San Diego Gas & Electric Company's  
5 ("SDG&E") a high level overview of each of the Energy Efficiency programs that it requests  
6 approval and funding to operate during the 2013-2014 transition period, based on both  
7 Commission directives, continuation of successful programs and opportunities identified by  
8 SDG&E.

9 **I. CONTINUING PROGRAMS FROM 2010-2012**

10 **A. RESOURCE PROGRAMS**

11 **1. CALSPREE**

12           The 2013-14 California Statewide Program for Residential Energy Efficiency  
13 ("CALSPREE") is designed to offer and promote specific and comprehensive energy solutions to  
14 the residential market sector. The Residential portfolio employs various strategies and tactics to  
15 overcome market barriers and to deliver programs and services aligned to encourage adoption of  
16 economically viable energy efficiency technologies, practices, and services. The ultimate focus  
17 of the program is:

- 18           • To facilitate, sustain, and transform the long-term delivery and adoption of energy-  
19 efficient products and services for single and multi-family dwellings.
- 20           • To cultivate, promote and sustain lasting energy-efficient behaviors by residential  
21 customers through a collaborative statewide education and outreach mechanism, and
- 22           • To meet consumers' energy efficiency adoption preferences through a range of  
23 offerings including single-measure incentives and more comprehensive approaches.

1           The 2013-2014 CALSPREE continues the shift toward comprehensive energy efficiency  
2 program approaches. It does this through a multi-pronged, comprehensive set of offerings that  
3 work with market actors to capture much of the current potential for single-measure savings  
4 while building the framework for the longer term need for more costly changes in building  
5 envelopes, HVAC systems, and occupant behavior patterns.

6           The outreach efforts of CALSPREE will employ a combination of integrated DSM and  
7 program specific marketing coordinated with the Statewide (SW) Marketing, Education and  
8 Outreach (ME&O) efforts. Market transformation and direct energy savings and demand  
9 reductions will be achieved through a series of six subprograms that are described in detail in  
10 separate subprogram implementation plans (PIPs). These subprograms are summarized below.

11           **a)     Plug Load and Appliances**

12           The Plug Load and Appliance (PLA) subprogram replaces the Home Energy Efficiency  
13 Rebate (HEER) Subprogram, the Business Consumer Electronics (BCE) subprogram and the  
14 Appliance Recycling Program (ARP). This subprogram advances comprehensive energy  
15 efficiency measures, includes retailer recycling strategies and whole house solutions, plug load  
16 efficiency, performance standards, and opportunities for integration with local government and  
17 DSM subprograms.

18           PLA meets the need of consumers who need either a single measure or multiple devices  
19 by encouraging the adoption of energy-efficient choices when purchasing and installing  
20 household appliances, electronics and equipment. It does this by offering customers educational  
21 materials about energy efficiency options and rebates and other incentive offerings. In addition  
22 to influencing efficient purchases, the subprogram educates customers about the correct use of  
23 products and guides customers toward exploring other demand-side management opportunities,  
24 including demand response (DR), as appropriate. In addition to an on-line rebate application

1 process, the subprogram seeks to offer immediate (point-of-sale, or POS) rebates for many  
2 measures at the retailer's cash register.

3 Midstream incentives are offered on measures identified as "plug load" products, which  
4 address the "plug load" efficiency strategy identified in the Strategic Plan. Mid-stream  
5 incentives encourage the stocking of higher efficiency plug load products in the sales channel.  
6 Customers receive the benefit of mid-stream incentives through the introduction of promotional  
7 sales prices at the point of purchase.

8 The Appliance Recycling (AR) program element picks up operable but inefficient  
9 appliances from residential dwellings and businesses and prevents their continued operation by  
10 recycling them in an environmentally safe manner. The PLA will introduce multiple AR  
11 strategies to reorient AR in 2013-2014. These include a retailer recycling strategy that works  
12 closely with retailers to pick up qualifying products in mass thereby producing program cost  
13 efficiencies and a strategy to specifically target second refrigerators and stand-alone freezers in  
14 the household. The AR program element seeks to advance several comprehensive approaches to  
15 energy efficiency including plug load efficiency, performance standards, local government, and  
16 DSM integration opportunities and continues to produce cost-effective energy savings and peak  
17 reduction in residential and non-residential market sectors.

18 **b) Multifamily Energy Efficiency Rebate**

19 The Multifamily Energy Efficiency Rebate ("MFEER") program is a continuation of the  
20 existing program of the same name. The program promotes energy efficiency and provides  
21 equipment rebates to owners and tenants of multifamily properties, including residential  
22 apartment buildings, condominium complexes, and mobile home parks. The Program will  
23 closely coordinate with the Whole Home Energy Upgrade California element and will help serve  
24 this important customer segment while addressing barriers that challenge the multifamily market



1 segment. Specific barriers are split incentives where the building owner invests but the tenant  
2 receives the benefit, lack of knowledge regarding the value of energy efficiency and access to  
3 capital and corresponding Return on Investment for property owners and managers. MFEER  
4 will promote energy efficiency and provide rebates to owners and tenants of residential  
5 apartment buildings, condominiums and mobile home parks.

6 **c) Whole Home Upgrade**

7 The Whole Home Upgrade Program (WHUP) delivers comprehensive improvement  
8 packages tailored to the needs of each existing home and its owner. Made available through two  
9 different paths, Basic and Advanced, WHUP offers a one-stop approach to whole-house energy  
10 efficient improvements. The prescriptive Basic program provides an entry point for a broad  
11 number of participants while the Advanced program allows for a broader, more comprehensive  
12 range of services. The WHUP solicits, screens, and trains qualified residential repair and  
13 renovation and HVAC contractors to deliver program services such as performing whole-house  
14 diagnostics by proposing a comprehensive improvement package, and then completing the  
15 recommended improvements. The program also includes marketing activities to help educate  
16 customers on program services and provide additional customer leads to trained contractors.

17 **d) Residential New Construction**

18 The Residential New Construction (RNC) subprogram is a continuation of the 2010-2012  
19 New Construction SW Program which has been directed to move under the CALSPREE  
20 Program umbrella for the 2013-2014 transition period. The program has two tracks, the  
21 California Advanced Homes Program (CAHP), which targets traditional single and multi-family  
22 housing, and the ENERGY STAR® Manufactured Homes Program (ESMH), which targets new  
23 manufactured homes. CAHP includes a Zero Net Energy (ZNE) component that provides design  
24 assistance and incentives to help builders adapt to the 2020 residential ZNE code target. ESMH

1 works with manufactured home retailers to encourage the sale of homes that are required to meet  
2 the higher levels of energy efficiency set forth by ENERGY STAR.

3 One significant change being proposed in the CAHP to increase the program TRC is to  
4 discontinue Orientation-based incentive calculations. Previous experience in administering the  
5 program showed that calculating incentives based on exact orientation has proven very complex  
6 and difficult. Moving to the proposed average methodology should decrease administrative costs  
7 and increase program benefits relative to costs. Additional changes that support Market  
8 Transformation are discussed at a high level in the Market Transformation portion of this  
9 testimony and in detail in the PIP.

10 **e) Residential HVAC**

11 Through this subprogram, SDG&E will implement the HVAC Quality Maintenance  
12 (QM) program which represents one of the more creative aspects of the HVAC “Big Bold  
13 Energy Efficiency Strategy.” It is based on the assumption that there are energy and demand  
14 savings achievable through the regular application of quality maintenance (QM) procedures  
15 applied to existing residential HVAC equipment. In addition, SDG&E will be developing a  
16 Quality Installation program for customers and contractors who install central air conditioning  
17 systems and/or air source heat pumps systems with a rated capacity up to 65,000 BTU/H. This  
18 component will offer customer education, contractor training and potentially incentives for  
19 HVAC installations and will incorporate design changes based on collaboration with the HVAC  
20 industry. SDG&E is implementing this subprogram through contract with a third party vendor.

21 **2. COMMERCIAL**

22 The Statewide Commercial Energy Efficiency Program offers California’s commercial  
23 customers a statewide-consistent suite of products and services to overcome the market barriers  
24 to optimized energy management. The program targets integrated energy management solutions,

1 including: energy efficiency, demand response, and distributed generation, through strategic  
2 energy planning support; technical support services, such as facility audits, and calculation and  
3 design assistance, and financial support through rebates and incentives. Targeted end-users  
4 include all commercial sub-segments such as distribution warehouses, office buildings, hotels,  
5 motels, restaurants, schools, universities, colleges, hospitals, retail facilities, entertainment  
6 centers, and “hard-to-reach” smaller customers that have similar buying characteristics.

7 The Statewide Commercial Energy Efficiency Program includes six core statewide sub-  
8 program elements, including Energy Advisor, Calculated Incentives, Deemed Rebates, Direct  
9 Install, Continuous Energy Improvement, and Nonresidential HVAC. SDG&E’s offerings also  
10 include local program elements such as third party programs, and local government partnerships  
11 that have close ties to Business Improvement Districts (BIDs). In addition to the above sub-  
12 programs, the utilities will consider initiatives and demonstration projects to develop and test  
13 new approaches to achieving deeper energy savings.

14 **a) Calculated Incentives**

15 The Calculated Incentives subprogram provides standardized incentives for  
16 customized and integrated energy efficiency/DR projects for commercial new construction,  
17 retrofit, and retrocommissioning (“RCx”) projects, and offers comprehensive technical and  
18 design assistance for each. It overcomes information, technical, and financial barriers. Because  
19 it provides a customized calculation method that can consider system and resource interactions, it  
20 will be the preferred approach for supporting the integrated, whole system, and multi-resource  
21 management strategies of the CEESP. Through an integrated design approach (a Whole  
22 Building Approach that encourages performance significantly better than standard practice by  
23 offering a variety of financial incentives) as well as a Systems Approach for simpler facilities  
24 where integrated opportunities are limited, the subprogram encourages energy efficiency and

1 green building practices in new commercial buildings. Commercial New Construction (Savings  
2 By Design) promotes the use of integrated design analysis through the Whole Building Approach  
3 for large, complex projects or for projects containing innovative energy design features.  
4 Analyzing the performance of the building as a whole improves the Design Team's ability to  
5 optimize interactive efficiency effects of the various building systems

6 **b) Deemed Incentives**

7 The Deemed Incentives subprogram provides utility representatives, equipment vendors,  
8 and customers an easy-to-use mechanism to cost-effectively subsidize (generally in the form of a  
9 rebate) and encourage adoption of mass market efficiency measures through fixed incentive  
10 amounts per unit/measure. Deemed retrofit measures have prescribed energy savings and  
11 incentive amounts and are generally intended for projects that have well defined energy and  
12 demand savings estimates.

13 **c) Nonresidential HVAC**

14 This subprogram will target HVAC systems with a rated capacity up to 760,000 BTU/H  
15 and provide: equipment incentives to upstream market actors who sell qualifying high efficiency  
16 new HVAC equipment and incentives for the regular application of Quality Maintenance  
17 procedures applied to existing nonresidential HVAC equipment. In addition, SDG&E will be  
18 developing a Quality Installation program that will offer customer education, contractor training  
19 and potentially incentives for HVAC installations through collaboration with the HVAC industry  
20 on program design. SDG&E will implement this subprogram through contract with a third party  
21 vendor.

22 **d) Direct Install**

23 The Direct Install subprogram will deliver no cost energy efficiency retrofits to small  
24 commercial customers with a monthly demand of less than 100 kW. The program is designed to

1 increase the adoption of energy-efficiency measures by small hard-to-reach commercial  
2 customers by offering onsite audits and free installation of low-cost energy efficient equipment.  
3 SDG&E has contracted with third-party vendors to deliver program services. To enroll  
4 customers in the program, Contractor staff will go door-to-door at areas of high business  
5 concentration to provide audit and retrofit services on the spot. For chain stores, Contractors will  
6 market the program at the corporate level.

### 7 **3. INDUSTRIAL**

8 The Statewide Industrial Program offers California's industrial segment a statewide-  
9 consistent suite of products and services designed to meet customer needs, overcome market  
10 barriers to optimized energy management, enhance adoption of integrated demand-side  
11 management ("IDSM") practices, and advance the industry toward achieving the goals of the  
12 Strategic Plan. The Program overcomes barriers through strategies that provide an integrated  
13 solution to the customer, create heightened awareness through education and outreach, and foster  
14 continuous energy improvement. The program also promotes use of commonly accepted  
15 standards, such as those established by the International Organization for Standardization  
16 ("ISO") or the US Department of Energy ("DOE"), to document a facility's attainment of high  
17 resource management levels. Once achieved, the program will offer branding and certification  
18 assistance to garner market recognition for their accomplishment. In addition, the program will  
19 support training to create a highly skilled energy efficiency workforce that is accessible to  
20 industry.

#### 21 **a) Calculated Incentives**

22 The Calculated Incentives subprogram provides standardized incentives, as well as  
23 comprehensive technical and design assistance, for customized and integrated energy  
24 efficiency/DR initiatives in new construction, retrofit, and retrocommissioning projects. This

1 subprogram overcomes informational, technical, and financial barriers, and because it presents a  
2 calculation method that can consider system and resource interactions, it will be the preferred  
3 approach for supporting integrated, whole system, and multi-resource management.

4 **b) Deemed Incentives**

5 The Deemed Incentives subprogram provides utility representatives, equipment vendors,  
6 and customers an easy-to-use mechanism to cost-effectively subsidize and encourage adoption of  
7 mass market efficiency measures through fixed incentive amounts for installed energy-saving  
8 projects.

9 **4. AGRICULTURAL**

10 The Statewide Agriculture Program offers California's diverse agricultural customers a  
11 statewide-consistent suite of products and services to overcome the market barriers to optimized  
12 energy management. The program targets integrated energy management solutions, including  
13 energy efficiency, demand response, and distributed generation, through strategic energy  
14 planning support, technical support services, such as facility audits, pump tests, calculation and  
15 design assistance, and financial support through rebates and incentives. The program adopts and  
16 supports the strategies and actions of the Agriculture and Industrial chapters of the CEESP.

17 **a) Calculated Incentives**

18 The Calculated Incentives subprogram provides standardized incentives for customized  
19 and integrated energy efficiency/DR projects in new construction, retrofit, and  
20 retrocommissioning projects, and offers comprehensive technical and design assistance for each.  
21 It overcomes information, technical, and financial barriers. As a more customized calculation  
22 method that can consider system and resource interactions, it will also be the preferred approach  
23 for supporting the integrated, whole system, and multi-resource management.

1           **b) Deemed Incentives**

2           The Deemed Incentives subprogram provides utility representatives, equipment vendors,  
3 and customers an easy-to-use mechanism to cost- effectively subsidize and encourage adoption  
4 of mass market efficiency measures through fixed incentive amounts per unit/measure for energy  
5 saved/projects installed.

6 **B. NON-RESOURCE PROGRAMS**

7           **1. CALSPREE**

8           **a) Energy Advisor**

9           The Energy Advisor subprogram of the California Statewide Program for Energy  
10 Efficiency will help customers understand and empower them to manage their energy use; it will  
11 also guide them, where appropriate, towards advancing whole-house energy solutions. The  
12 subprogram utilizes interactive tools designed to engage customers and to encourage  
13 participation in innovative initiatives to reduce their energy consumption through behavioral  
14 solutions, program recommendations and, as warranted, IDSM integration opportunities.

15           **2. COMMERCIAL**

16           **a) Energy Advisor**

17           The IOUs developed the Energy Advisor subprogram to bring together under one  
18 program all services offered to support customer education and participation in energy  
19 efficiency, demand response and self-generation, energy reducing opportunities and benefits,  
20 along with awareness of greenhouse gas and water conservation activities. These services  
21 include Benchmarking, an Online Energy Audit Tool, Nonresidential Audits, Pump Efficiency  
22 Services, Retrocommissioning (RCx), and coordination with CEI audits.

23           Non- Residential Audits (NRA): In this program cycle, emphasis will be placed on  
24 meeting requirements of the Strategic Plan, and streamlining the audit process, specifically

1 increasing its efficiency, lessening its complexity, and increasing its effectiveness.  
2 Improvements will include the integration of the demand response's Technical Audit (TA)  
3 component directly into NRA offerings. In addition, the IOUs will investigate ways to  
4 implement meaningful financial measurements such as return on investment and/or simple  
5 payback metrics where feasible. The key is ensuring that the financial tools provide meaningful  
6 information by ensuring cost assumptions are appropriate to the customer. Also, NRA will  
7 assume the audit and budget responsibilities for Demand Response's technical audit services, as  
8 applicable. It is intended that these audits will be a critical component of the integrated  
9 comprehensive audit service offering.

10 **b) Continuous Energy Improvement**

11 The Continuous Energy Improvement (CEI) subprogram is a consultative service that  
12 targets long-term and strategic energy planning. CEI is designed to reintroduce the importance  
13 of energy management in an effort to transform the market by reducing energy intensity through  
14 a comprehensive energy management approach. CEI will address technical and management  
15 opportunities for commercial customers while creating sustainable practices through a high-level  
16 energy commitment from executive and board-level management. CEI applies the principles of  
17 well-known business continuous improvement programs, such as Six Sigma and International  
18 Standards Organization (ISO) standards, to facility and plant energy management. These  
19 principles are: (1) Commitment; (2) Assessment; (3) Planning; (4) Implementation; (5)  
20 Evaluation, and (6) Modification. At each stage of customer engagement, a variety of  
21 complementary utility and non-utility products and services can be customized to fit different  
22 customer profiles and optimize the cost-effectiveness of the delivered energy management  
23 solution.



1           **3.     INDUSTRIAL**

2           **a)     Energy Advisor**

3           This Energy Advisor subprogram provides a variety of audits and benchmarking tools to  
4 industrial customers, including basic audits, integrated audits, and retrocommissioning audits,  
5 that can be used to populate a customer’s short- or long-term energy plan, and overcome both  
6 informational and technical customer barriers.

7           **b)     Continuous Energy Improvement**

8           Continuous Energy Improvement (CEI), a non-resource subprogram, describes a  
9 collection of strategic planning tools and resources that lay the groundwork for long-term  
10 integrated energy planning and provide a platform for launching other utility and non-utility  
11 programs and services. Through analysis, benchmarking, long-term goal setting, project  
12 implementation support, performance monitoring, and ultimately energy management  
13 certification, CEI aims to transform the market away from a “project-to-project” approach and  
14 toward a comprehensive continuous improvement pathway. CEI also sets the stage for  
15 integration of non-energy resources, such as greenhouse gas (“GHG”) reduction, water  
16 conservation, and regulatory compliance.

17           **4.     AGRICULTURAL**

18           **a)     Energy Advisor**

19           This subprogram provides a variety of pump test services, benchmarking, and audits tools  
20 to agricultural customers, including basic audits, integrated audits, and retrocommissioning  
21 audits, that can be used to populate a customer’s short- or long-term energy plan, and overcome  
22 both informational and technical customer barriers. Each IOU maintains a database of pump test  
23 results to especially target those pumps in need of repair. SDG&E plans to provide its pump test  
24 services through contract with a third party vendor.

1           **5.     IDSM**

2           The California Energy Efficiency Strategic Plan (CEESP) encourages programs that  
3 integrate the full range of Integrated Demand Side Management (IDSM) options: energy  
4 efficiency (EE), demand response (DR), and distributed generation (“DG”) as fundamental to  
5 achieving California’s strategic energy goals. SDG&E continues to consider IDSM to be an  
6 important priority and includes separate exhibits on IDSM as well as specific integration  
7 activities within each program implementation plan at the Statewide and local program levels as  
8 instructed by the CPUC.

9           In addition to SDG&E and other IOUs’ individual IDSM activities and pilots, the IOUs  
10 are proposing a statewide IDSM effort to continue the Statewide Integration Task Force (Task  
11 Force). The Task Force will coordinate closely with the ME&O statewide team to ensure a  
12 consistent approach and to gain knowledge from statewide and local marketing and outreach  
13 efforts. SDG&E is also including in its IDSM program two local components, a local marketing  
14 and a local IDSM Behavior Pilot.

15           **a)     Local Marketing**

16           SDG&E’s Integrated Demand Side Management (IDSM) Local Marketing program  
17 provides a comprehensive marketing effort that entails a variety of initiatives aimed at increasing  
18 customer knowledge of the availability of integrated EE and DR solutions. This integrated  
19 marketing program provides a multi-faceted and complete effort that is aimed at increasing  
20 customer knowledge, understanding and acceptance of integrated solutions, which then drives  
21 towards customer action through participation in specific EE and DR programs.

22           This program will extend across residential, small/medium commercial, large commercial  
23 and industrial customer segments. This effort is essential to the successful communication,  
24 participation and execution of the overall EE and DR program portfolio. These initiatives

1 provide the foundation for delivering integrated benefits to customers, and will complement both  
2 statewide efforts as well as the program specific marketing efforts to acquire new customers,  
3 retain existing customers and encourage continued participation in the continuum of programs.  
4 The various marketing initiatives are intended to increase the overall awareness and interest in  
5 SDG&E's portfolio of solutions, promote the benefits that integrated offerings have for  
6 customers and highlight the importance of integrated solutions in the customer's energy  
7 management mix. It will achieve the specific awareness and interest goals through: (1) localized  
8 research on customer attitudes and perceptions; (2) education and awareness umbrella  
9 campaigns; (3) targeted business and residential engagement and outreach, and (4) continued  
10 development of interactive media based promotion

11 **(1) IDSM Behavior Change / Home Energy Reports**

12 SDG&E will continue to evaluate the benefits of a behavior-based energy efficiency  
13 utilizing a comparative energy use approach as authorized by the CPUC in Decision D.09-09-  
14 047 (p. 304) for the 2013-2014 transition period.

15 The purpose of this program is to increase customer awareness of their energy use and  
16 motivate them to take actions, which can include usage-based or equipment-based changes in  
17 behaviors, as well as increased participation in existing and future energy efficiency or demand  
18 response programs.

19 This program will leverage comparative energy use reports delivered to residential  
20 customers by U.S. Mail, email, web portal or any combination of the three channels in order to  
21 achieve greater customer awareness and energy savings. In addition, SDG&E will pilot energy  
22 use reports with a small sub-set of small commercial customers to examine the potential for  
23 increased energy awareness and behavior change demonstrated by energy savings. This program

1 will also be leveraged to deliver energy efficiency and demand response program offers to the  
2 participating customers.

3 **C. THIRD PARTY PROGRAMS**

4 The Third Party (3P) programs are a diverse set of resource and non-resource programs  
5 offered by outside vendors to SDG&E's customers. The budget allocated to these programs will  
6 meet the Commission's requirement that utilities dedicate at least 20 percent of their energy  
7 efficiency budgets to 3P programs; however, specific proposed budgets and goals remain subject  
8 to completion of contract negotiations with vendors. SDG&E's 3P programs are an integral part  
9 of the energy efficiency portfolio, and we seek to leverage their unique skills to develop and  
10 implement innovative programs and generate deep savings. A complete list of third party  
11 programs that were identified for potential implementation is available in the 3P Program  
12 Implementation Plan in Appendix C.

13 In compliance with the Commission's requirement in Ordering Paragraph 38, Appendix I  
14 contains a Third Party Procurement Table that identifies all current contracts/agreements  
15 between SDG&E and third parties funded through energy efficiency balancing accounts.

16 SDG&E's 2013-2014 transition period proposed to: renew third-party programs that  
17 have demonstrated the ability to meet program goals and/or deliver cost effective energy savings  
18 and eliminate programs that were not deemed successful or no longer fit the company's  
19 portfolio. The proposal also contemplates the issuance of RFPs to solicit new and innovative  
20 programs from the energy efficiency community. To ensure that each program was evaluated  
21 fairly and consistently, SDG&E utilized the following process:

- 22 • Review for portfolio fit and continuing applicability – Each program was reviewed  
23 for fit within the revised SDG&E energy efficiency portfolio and applicability to the  
24 particular customer segment and technology;

- Review for overall program effectiveness – Each program was reviewed based on criteria adopted by the IOUs. These criteria follow.

The criteria adopted by the IOUs were:

- Performance to goal accomplishment - An evaluation of whether the program has delivered energy savings or met its non-resource objectives relative to goal as defined in the third-party contract.
- Cost-Effectiveness (CE) - A measurement of the program's cost effectiveness either using the Total Resource Cost (TRC) or \$/kWh or \$/therms to determine the CE of the program.
- Customer satisfaction - An evaluation of the satisfaction level of customers who have participated in the program.
- Market and program potential - For resource programs, an evaluation of the program's backlog of projects, whether there are sufficient remaining customers to serve to justify continuation of the program and whether the technology marketed by the third-party has sufficient mainstream appeal.
- Other Factors - This is a determination of whether the program is able to reach customers who may have been underserved due to remote location or other circumstances and whether other energy efficiency measures could viably be added to the program to make it more successful while avoiding overlap with other programs.

Descriptions of continuing third party programs are provided below and organized by Program category. Section B. 2. includes descriptions of proposed new third party programs while Section D includes descriptions of third party programs proposed for elimination from SDG&E's portfolio for 2013-2014.

1           **1. CALSPREE**

2           **a) Comprehensive Manufactured Mobile Home**

3           The residential Comprehensive Manufactured and Mobile Home subprogram is designed  
4 to complement SDG&E's Residential energy efficiency portfolio by providing comprehensive  
5 energy management solutions to manufactured and mobile home customers. This is a targeted  
6 market that is not reached by statewide mass-market programs, yet which shows rich potential  
7 for cost-effective energy and demand savings.

8           **b) Appliance Recycling**

9           The Appliance Recycling program ("ARP") picks up operable but inefficient appliances  
10 from residential dwellings and businesses and prevents their continued operation by recycling  
11 them in an environmentally safe manner. This program implements SDG&E's Appliance  
12 Recycling component of the Statewide CALSPREE Program, Plug Load and Appliances  
13 subprogram.

14           **c) HVAC Quality Maintenance/Quality Installation of New Equipment**

15           The Residential HVAC Quality Maintenance/Quality Installation of New Equipment  
16 Program focuses on Statewide program that will continue the transformation process of  
17 California's HVAC market to ensure that: HVAC technology, equipment, installation, and  
18 maintenance are of the highest quality; quality installation and maintenance practices are easily  
19 recognized and requested by customers; the HVAC value chain is educated and understands their  
20 involvement with energy efficiency and peak load reduction, and that these changes lead to  
21 sustained profitability for HVAC trade allies as the business model for installing and maintaining  
22 heating and cooling systems changes from a commodity-based to a value-added service business.

1 This program implements SDG&E's Residential HVAC subprogram of the Statewide  
2 CALSPREE Program.

3 **2. COMMERCIAL**

4 **a) San Diego Retrocommissioning**

5 The Retrocommissioning program provides services and incentives to support  
6 retrocommissioning of commercial buildings in the SDG&E territory. This program helps  
7 implement the Energy Advisor subprogram of the Commercial Statewide program.  
8 Retrocommissioning is a process for investigating the mechanical, lighting, and control systems  
9 of an existing building and identifying operation improvements. The program recruits potential  
10 candidates, screens and benchmarks buildings to determine eligibility, qualifies  
11 retrocommissioning providers, and provides oversight of each investigation. During  
12 investigation, the RCx Provider conducts a comprehensive on site audit and analysis of the  
13 building operations, seeking to identify deficiencies and ways to optimize operation of the  
14 mechanical equipment, lighting, and related controls. The RCx Provider then determines  
15 opportunities for corrective action and other operation and maintenance improvements that  
16 reduce energy consumption and demand.

17 Following investigation, the program helps customers select measures for implementation  
18 then provides support throughout the implementation process to maximize energy savings.  
19 When implementation is completed, the RCx provider conducts verification of the measures and  
20 provides training to the building operators to maintain the measures and associated energy  
21 savings over time. Finally, the RCx program installs performance tracking and monitoring  
22 equipment as an offering to approximately one third of the projects to provide ongoing  
23 monitoring and verification of energy savings.

1           Currently, customers with portfolios that include smaller buildings cannot apply the RCx  
2 Program across their entire portfolio due to Program restriction of 100,000 square feet minimum  
3 building size. These restrictions are being modified in the current application to 50,000 square  
4 feet minimum (grocery stores under 50,000 square feet may be considered on a case-by-case  
5 basis after review and approval by SDG&E) for mid-sized customers and 25,000 square feet  
6 minimum for grocery stores) and utilize recently developed investigation/calculation tools to  
7 obtain cost-effective electric and gas savings for smaller buildings.

8           **b)     Healthcare Energy Efficiency (HEEP)**

9           An audit-focused non-resource program, the Healthcare Energy Efficiency program  
10 (HEEP) aims to facilitate delivery of significant, measurable energy savings in one of the state's  
11 heaviest energy use sectors, healthcare. The program was created to address the complex issues  
12 of the healthcare industry's hesitancy to adopt energy efficiency behaviors, initiate facility  
13 upgrades, and achieve cost-effective energy savings. This third party program will help facilitate  
14 SDG&E's implementation of the Statewide Commercial Program, Energy Advisor Subprogram.

15           **c)     Lodging Energy Efficiency (LEEP)**

16           An audit-focused non-resource program, the Lodging Energy Efficiency program (LEEP)  
17 facilitates delivery of multi-measure retrofits and retrocommissioning services to medium and  
18 large lodging facilities. The program will provide an integrated approach to energy efficiency,  
19 demand response, and distributed generation specifically tailored to the hotel and motel market  
20 segment throughout the SDG&E service territory. The subprogram focuses on delivering cost-  
21 effective energy efficiency savings and the development of demand response and distributed  
22 generation opportunities. This third party program will help facilitate SDG&E's implementation  
23 of the Statewide Commercial Program, Energy Advisor Subprogram.



1           **d) K-12 Energy Efficiency Education**

2           The K-12 Energy Efficiency Education program is designed to educate students about  
3 energy with an emphasis on energy efficiency. This program helps implement the Connections  
4 subprogram of the Workforce Education and Training program. The program strives to create  
5 awareness among families, students, and teachers of the potential cost savings opportunities  
6 available through behavioral changes related to energy use. The program will engage science  
7 teachers through professional developments, measure knowledge outcomes as a result of  
8 curriculum implementation, and survey teachers, students, and families to gauge their behavioral  
9 changes as a result of their participation in the subprogram.

10           **e) Non-Residential HVAC**

11           The Non-Residential HVAC program will seek to ensure that: HVAC technology,  
12 equipment, installation, and maintenance are of the highest quality; quality installation and  
13 maintenance practices are easily recognized and requested by customers; the HVAC value chain  
14 is educated and understands their involvement with energy efficiency and peak load reduction;  
15 and HVAC market business models for installing and maintaining heating and cooling systems  
16 change from commodity-based to value-added service business.

17           This third party program will deliver SDG&E's HVAC portion of the Statewide  
18 Commercial Program.

19           **3. INDUSTRIAL**

20           **a) Comprehensive Industrial Energy Efficiency subprogram (CIEEP)**

21           The Comprehensive Industrial Energy Efficiency program (CIEEP) will develop and  
22 implement industrial energy efficiency projects with a focus on both demand reduction and  
23 energy efficiency. This program helps implement the Energy Advisor subprogram of the

1 Statewide Industrial program. The program will utilize a continuous improvement component  
2 called Monitoring and Targeting (“M&T”) services to provide long-term operational savings.  
3 This service is offered to establish information processes and tools to provide industry  
4 benchmarking, correlation of utility use to production levels, and continuous improvements  
5 (energy use reductions) in energy efficiency in industrial facilities.

6 **4. AGRICULTURAL**

7 **a) Energy Efficient Water Pumping**

8 The Energy Efficient Water Pumping program aims to improve the energy efficiency of  
9 water pumps used for irrigation and domestic water supply. This program helps implement the  
10 Energy Advisor subprogram of the Statewide Agricultural and Industrial programs. The  
11 program will focus on three market sub-segments: Agriculture, Municipal Water Agencies, and  
12 Large Turf Recreational Facilities, such as golf courses and sports fields. Industrial process  
13 pumps, residential accounts, and primary and secondary sewage pumps will be excluded. The  
14 subprogram will offer SDG&E customers rebates for water pump audits, retrofits, and technical  
15 assistance/education regarding the operation, maintenance, and repair of water pumps.

16 **b) HVAC Tune-Up/Quality Installation**

17 The HVAC Tune-Up and Quality Installation subprogram targets SDG&E non-  
18 residential customers with air-cooled, refrigerant-based direct expansion air conditioning  
19 improvements. The objective of the program is to improve the performance of existing HVAC  
20 systems for participating SDG&E customers through the use of advanced diagnostic techniques,  
21 the replacement of existing inefficient air conditioners with new high efficiency units, adherence  
22 to quality installation procedures, and quality of service training designed to provide HVAC

1 contractors with skills that enable them to move energy efficient products and services through  
2 the market place.

### 3 **5. Third Party Program Contract Negotiation Process**

4 In order to meet the goal of completing contract negotiations by October 1, 2012 for  
5 continuing program, SDG&E proposes to adhere to the following process:

- 6 • Begin negotiations, including preliminary budgets (July 2012);
- 7 • Update budgets and E3 calculators (begin July 2012, staggered through September  
8 2012);
- 9 • Update statements of work and technical documentation (begin July, staggered  
10 through September 2012);
- 11 • Negotiate final rates and terms (begins August 2012, staggered through September  
12 2012).

13 Contracts will be finalized contingent upon Commission approval.

## 14 **D. Partnerships**

### 15 **1. LOCAL GOVERNMENT PARTNERSHIPS**

16 SDG&E's Local Government Partnerships provide the framework for SDG&E to work  
17 with local governments in its 2013-2014 program cycle. Over the course of the last 7 years,  
18 SDG&E's successful local government partnership (LGP) program has grown organically from a  
19 smaller, highly focused effort into a more integrated, regionally focused program that works  
20 across resources and geographic boundaries. This organic growth is the result of a highly  
21 collaborative and dynamic relationship that exists between SDG&E and each Partner.

22 SDG&E's successful partnerships are proposed to expand in this portfolio with a focus  
23 on deep retrofits and a continued emphasis on regional coordination. Local governments are a

1 distinct customer segment that operates with its own unique challenges and needs related to  
2 energy efficiency. This partnership will serve as a delivery channel for specific products and  
3 services to local governments. With local governments taking more responsibility for  
4 community well-being including reducing GHG emissions, increasing renewable energy usage,  
5 protecting air quality, creating green jobs, and making the community more livable and  
6 sustainable, there exist increasing opportunities for collaboration with utilities to meet the mutual  
7 goal of reducing energy consumption.

8           SDG&E's Local Government Partnerships' expansion in scope will continue to  
9 emphasize and support the goals and objectives laid out in California's Long Term Energy  
10 Efficiency Strategic Plan (CLTEESP). LGP's will continue to focus their efforts on the strategic  
11 plan menu options, promoting enhanced local building codes and code compliance, as well as  
12 provide support for advanced energy and climate planning, striving toward the goal of eventual  
13 self-sustaining market transformation. The implementation plans will focus on the mid-term  
14 plans laid out for 2012-2015 timeframe. Lastly, Local Governments will play an instrumental  
15 role in the advancement of Energy Upgrade California with continued emphasis on deep  
16 retrofits, and education & outreach, focusing on hard-to-reach customer segments, such as low-  
17 income and small businesses.

18           **a)       City of Chula Vista**

19           Building upon its past successes, the 2013-2014 SDG&E/Chula Vista Energy Efficiency  
20 Partnership's goal is to create innovative approaches to improving community and municipal  
21 energy efficiency and achieving both direct and indirect energy savings. The Partnership will  
22 combine and leverage the resources of four City departments to deliver cost-effective, holistic  
23 opportunities for promoting energy efficiency within the community. The program components

1 include municipal facility efficiency improvements, strengthened building energy codes and  
2 inspections, energy-saving redevelopment planning and design and community-based energy  
3 conservation education and facility assessments.

4 **b) City of San Diego**

5 SDG&E will expand its successful existing partnership with the City of San Diego  
6 through a five-part program: 1) Energy efficiency improvements in municipal facilities,  
7 including energy audits, benchmarking and retro-commissioning for all facilities; 2) Expansion  
8 of outdoor lighting retrofit; 3) Specifications for consistent use of best-in-class technology; 4)  
9 Development of a comprehensive citywide Energy Strategy and Implementation Plan with  
10 annual monitoring; and 5) Energy training and certification programs for City staff.

11 **c) County of San Diego**

12 The County proposes to partner with SDG&E to leverage the County's assets with the  
13 programs offered by SDG&E. The anticipated outcomes are five-fold: 1) Maximize energy  
14 efficiency program penetration; 2) Achieve short and long-term energy savings and demand  
15 reduction for municipal operations and the community; 3) Reduce greenhouse gas emissions  
16 through energy and water conservation; 4) Design and enforce codes and standards and provide  
17 education and training to the diverse community served; and 5) Increase referrals to SDG&E's  
18 suite of customer programs.

19 **d) Port of San Diego**

20 The goal of this partnership is to enhance the Port's role in the region as an  
21 environmental steward by maximizing energy efficiency on Port tidelands and providing  
22 outreach to the general public. The partnership is comprised of five integrated elements: an  
23 Energy Efficiency Education and Outreach program, a Land Use and Development Opportunities

1 Program, a Facilities Retrofits Program, a Sustainable Energy Plan, and participation in a Chula  
2 Vista Bayfront Sustainability Plan.

3 **e) SANDAG**

4 The San Diego Association of Governments (SANDAG) Partnership will take advantage  
5 of its capacity as the regional planning organization to provide outreach, planning and technical  
6 assistance to its member agencies on energy and climate change. SANDAG, in coordination  
7 with SDG&E's Emerging Cities program, will develop comprehensive energy management  
8 plans for its participating member agencies which will address energy efficiency, renewable  
9 energy, and carbon dioxide emissions among other sustainability measures for municipal  
10 buildings as well as transportation and land use decisions.

11 **f) Statewide Energy Efficiency Collaborative (SEEC)**

12 The Statewide Energy Efficiency Collaborative (SEEC) will continue to provide support  
13 to cities and counties to help save energy and reduce greenhouse gas emissions. SEEC provides  
14 the following at no cost to representatives of local governments:

- 15 • Education and tools for climate action planning and reducing energy use
- 16 • Opportunities for peer-to-peer networking
- 17 • Technical assistance and recognition for local agencies that reduce greenhouse gas  
18 emissions, save energy and adopt policies and programs that promote sustainability.

19 **g) Emerging Cities**

20 The Emerging Cities program ("ECP") will build the capacity of local governments to  
21 engage in energy efficiency and will provide support to local governments and communities to  
22 achieve their energy use and GHG reduction goals. SDG&E will provide an integrated suite of  
23 program elements, including tools and technical assistance, to all cities and counties in the

1 service area. The tightly-integrated program services, offered by SDG&E and selected service  
2 providers, will include:

- 3 • Government facility efficiency tools, code compliance and reach code support,  
4 guiding documents, community financing, and templates for outreach tools;
- 5 • Peer-to-peer learning networks, support, and opportunities;
- 6 • Robust communication of best practices and case studies; and
- 7 • Recognition program.

8 The Emerging Cities program was initially developed to incorporate key strategies from  
9 the workshops and documents that led to the CEESP.

10 SDG&E plans to expand support for local GHG and energy use reduction efforts through  
11 the Emerging Cities program. This program will work closely with communities and municipal  
12 governments to help them increase their capacity to engage in energy efficiency and achieve  
13 their energy use and GHG reduction goals. SDG&E will increase its capacity to deliver energy  
14 program specific data so that governments can develop GHG strategies that take advantage of  
15 Utility programs to help meet their GHG reduction and renewable goals. Improved information,  
16 shared with governments, enables governments to increase use of Utility offerings and energy  
17 savings by leveraging government's unique roles. The Emerging Cities program is available to  
18 all governments in SDG&E's service area. Additionally, the Emerging Cities partnership is  
19 expanding to accommodate for an increased emphasis on Orange County, as well as to provide  
20 services to those non-Partner municipalities wishing to participate in the San Diego Regional  
21 Energy Network (SDREN), and to assist with their energy programs and climate planning goals.

1           **2.     LOCAL INSTITUTIONAL PARTNERSHIPS**

2           Local Institutional Partnerships are designed to create dynamic and symbiotic working  
3 relationships between IOUs, state or local governments and agencies, or educational institutions.  
4 The objective is to reduce energy usage through facility and equipment improvements, share best  
5 practices, and provide education and training to key personnel. SDG&E will have partnerships  
6 with the following institutions in 2013 and 2014.

7           **a)     California Department of Corrections**

8           SDG&E and the California Department of Corrections and Rehabilitation (CDCR) are  
9 collaborating to continue the partnership for the 2013-2014 cycle. This is a customized  
10 statewide energy efficiency partnership program that accomplishes immediate, long-term peak  
11 demand savings and establishes a permanent framework for sustainable, long-term  
12 comprehensive energy management programs at CDCR institutions served by California's four  
13 large IOUs. CDCR is comprised of Adult Institutions, Parole Offices, Community Conservation  
14 Camps, and Juvenile Facilities which encompass an estimated 47,714,415 square feet of  
15 occupied space.

16           **b)     California Community College**

17           The California Community College (CCC) IOU Energy Efficiency Partnership has been a  
18 successful collaboration between the California's community colleges and the four IOUs. The  
19 CCC system comprises 110 two-year public colleges statewide organized into 72 self-governing  
20 districts. It serves more than 2.6 million students coming from a wide range of cultural and  
21 economic backgrounds, and represents the largest system of higher education in the world.  
22 SDG&E alongside the other IOUs (PG&E, SoCalGas and SCE) will continue this collaboration,  
23 which started with the 2006-2008 CCC/IOU Energy Efficiency Partnership, to share best



1 practices and implement energy efficiency projects for immediate and long-term energy savings  
2 and peak demand reduction. The partnership will focus its efforts on training and education,  
3 which will expand existing education programs by training faculty and staff in best practices on  
4 energy efficient technology implementation and energy management.

5 **c) UC/CSU/IOU**

6 The University of California, California State University (“UC/CSU”), SDG&E, and the  
7 three other IOUs are collaborating to continue the UC/CSU/IOU Energy Efficiency Partnership  
8 to share energy efficiency best practices and to implement energy efficiency projects for  
9 immediate and long-term energy savings and peak demand reduction.

10 The UC/CSU/IOU Partnership was designed to achieve immediate energy and demand  
11 savings and establish a permanent framework for sustainable, comprehensive energy  
12 management programs. The partnership is an existing statewide non-residential program that  
13 will continue in the 2013-2014 program cycle. It will continue to offer incentives for retrofit  
14 projects, monitoring-based commissioning, and training for campus energy managers.

15 **d) State of California**

16 SDG&E and the State of California are collaborating to continue the State of  
17 California/IOUs Energy Efficiency Partnership program for the 2013-2014 program cycle. This  
18 program's goals include sharing energy efficiency best practices and implementing projects to  
19 capture immediate and long-term energy savings and to produce mechanisms for peak demand  
20 reduction.

21 **e) University of San Diego**

22 In this program cycle, SDG&E will partner with the University of San Diego in the  
23 University of San Diego Partnership program. This program's goals include sharing energy

1 efficiency best practices and implementing projects to capture immediate and long-term energy  
2 savings and to produce mechanisms for peak demand reduction, with emphasis on the  
3 implementation of a leak-loss detection and pressure management program. Additional program  
4 elements include a landscape management component and a prison retrofit component.

5 **f) San Diego County Water Authority**

6 In this program cycle, SDG&E will partner with the San Diego County Water Authority  
7 in the San Diego Water Authority Partnership program. This program's goals include sharing  
8 energy efficiency best practices and implementing projects to capture immediate and long-term  
9 energy savings and to produce mechanisms for peak demand reduction.

10 **E. CODES & STANDARDS**

11 The Statewide Codes and Standards (“C&S”) Program saves energy on behalf of  
12 ratepayers by directly influencing standards and code-setting bodies to strengthen energy  
13 efficiency regulations, by improving compliance with existing codes and standards, and working  
14 with local governments to develop ordinances that exceed statewide minimum requirements.

15 The C&S Program conducts advocacy activities to improve building and appliance  
16 efficiency regulations. The principal audience is the California Energy Commission (“CEC”),  
17 which conducts periodic rulemakings, usually on a three-year cycle (for building regulations), to  
18 update building and appliance energy efficiency regulations. C&S also seeks to influence the  
19 DOE in setting national energy policy that impacts California.

20 **1. Building Codes Advocacy**

21 The Building Energy Codes Advocacy subprogram primarily targets improvements to  
22 Title 24 Building Efficiency Regulations that are periodically updated by the California Energy  
23 Commission. The subprogram also seeks changes to national building codes that impact CA

1 building codes. Advocacy activities include, but are not limited to, development of code  
2 enhancement proposals and participation in public rulemaking processes. The program will  
3 coordinate or engage with to influence ratings organizations that are referenced in Title 24; for  
4 example, the National Fenestration Rating Council, and the Cool Roof Rating Council.

## 5 **2. Appliance Standards Advocacy**

6 The Appliance Standards Advocacy subprogram targets both state and federal standards  
7 and test methods: improvements to Title 20 Appliance Efficiency Regulations by the California  
8 Energy Commission, and improvements to Federal appliance regulations by the US Department  
9 of Energy. Advocacy activities include, but are not limited to, development of code  
10 enhancement proposals and participation in the public rulemaking process (Title 20), and  
11 comment letters based on IOU research and analysis (USDOE), and participation in direct  
12 negotiations with industry. Additionally, the program monitors state and federal legislation and  
13 intervenes, as appropriate.

## 14 **3. Compliance Enhancement**

15 Compliance improvement is increasingly important to the energy efficiency industry in  
16 California. Having supported the commercialization of efficient technologies and practices  
17 through IOU incentive and rebate programs, achieving satisfactory compliance is a crucial  
18 requirement for capturing market change for the long-term benefit of society. Broad compliance  
19 is necessary to level the playing field for well-intentioned suppliers and contractors who are  
20 otherwise faced with a competitive disadvantage when complying with regulations. Greater  
21 compliance strengthens voluntary program baselines, provides a solid foundation for future  
22 robust advocacy efforts, and improves throughput of California's energy efficiency industry by  
23 removing an industry bottleneck.

1 The CE subprogram, whose primary purpose is to increase the number of customers  
2 complying with code, is based on the Code Compliance Enhancement Programs Protocol  
3 featured on pages 100-103 of California Energy Efficiency Evaluation Protocols: Technical,  
4 Methodological, and Reporting Requirements for Evaluation Professionals. This subprogram  
5 has two elements including measure-specific and holistic.

6 Following adoption, C&S supports compliance improvement with both Title 24 building  
7 codes and Title 20 appliance standards through education and outreach. This complements the  
8 advocacy efforts by ensuring the full savings from codes and standards are realized.

#### 9 **4. Reach Codes**

10 The Reach Codes subprogram will develop and/or support the development of reach  
11 codes, or locally adopted ordinances, that exceed statewide minimum building code  
12 requirements. Reach codes are typically codes adopted by local governments and provide a  
13 means to test new codes as well as test the efficacy of increasing the stringency of existing codes  
14 at a local level prior to disseminating the code on a statewide basis. Each jurisdiction's  
15 experience with local codes can be used to inform the state's process by documenting both the  
16 successes and barriers faced for both adoption and implementation.

17 The C&S Program will encourage all local governments to first optimize compliance  
18 with existing codes. In addition to the biggest savings opportunity, sub-optimal compliance with  
19 the existing code will erode potential savings from a new code. The Program monitors and/or  
20 participates in a wide range of activities or proceedings that have direct or indirect impacts on  
21 California regulations, including information on available Reach Code Assistance.

#### 22 **d) Planning Coordination**

1 This is a new subprogram that provides a formal process for aligning planning activities  
2 across the IOU energy efficiency portfolio within Codes and Standards program activities. This  
3 subprogram supports efforts to prepare the market for future code adoption (e.g. improve code  
4 readiness), to ensure higher code compliance rates and advance the CPUC Strategic Plan goals  
5 for achieving Zero Net Energy.

6 **F. PROGRAMS WITH MARKET TRANSFORMATION INITIATIVES**

7 SDG&E’s portfolio reflects the Strategic Plan’s goal of compelling “sustained market  
8 transformation to move California towards long-term, deeper savings achievable only through  
9 high-impact programs.” (D.12-05-015, p. 6). Most of these efforts are delivered through  
10 statewide programs, which supports the Commission’s desire for statewide consistency and  
11 comprehensive approaches to shifting energy-consuming activities to the most efficient frontier.  
12 This section describes how initiatives within SDG&E’s programs seek to accomplish market  
13 transformation. Details and other program highlights beyond the market transformation  
14 components are found in the Program Implementation Plans and other sections within this  
15 Chapter. The programs in which these initiatives are found include: Energy Upgrade California,  
16 HVAC QI/QM, Residential and Commercial New Construction, Plug Load and Appliances, and  
17 Lighting.

18 **1. Residential HVAC**

19 The Residential HVAC Program is a Statewide subprogram that will continue the  
20 transformation process of California’s HVAC market by ensuring that HVAC technology,  
21 equipment, installation, and maintenance are of the highest quality. The objective of the QI and  
22 QM program elements are that quality installation and maintenance practices are easily  
23 recognized and requested by customers and that the HVAC value chain is educated and

1 understands their involvement with energy efficiency and peak load reduction. These changes  
2 lead to sustained profitability for HVAC trade allies as the business model for installing and  
3 maintaining heating and cooling systems changes from a commodity-based to a value-added  
4 service business.

## 5 **2. Residential New Construction**

6 Also part of the Big Bold Energy Efficiency Strategies, all Residential New Construction  
7 (RNC) is targeted to be Zero Net Energy (ZNE) by 2020 while all new commercial construction  
8 is targeted to be ZNE by 2030 (D.07-10-032 re: Big Bold Energy Efficiency Strategies). These  
9 goals make RNC a market transformation program. RNC employs a strategy to meet this goal  
10 by identifying and incorporating reasonable and effective changes that will actually transform the  
11 market. Long-term market changes that the program supports in compliance with this new  
12 direction include increased skills development for building professionals and technicians. To  
13 develop an increased homeowner demand for high efficiency homes, messaging in the ME&O  
14 cultivates an awareness that, in part, encourages homeowners to look for efficiency features  
15 during the home buying process.. To achieve these goals, the program PIP identifies: (1) market  
16 barriers to achieving residential Zero Net Energy homes by 2020 and (2) mechanisms that the  
17 RNC program will employ to address these barriers starting in 2013

## 18 **3. Commercial New Construction-Savings by Design**

19 The Savings By Design element of the Commercial Calculated Incentives subprogram  
20 aims for significant energy efficiency improvements in the nonresidential new construction  
21 industry, and is designed to overcome customer and market barriers to designing and building  
22 high performance facilities that significantly exceed Title 24. SBD works with design teams to  
23 advance the design and construction of sustainable communities and promoting green building  
24 practices. The program is designed to overcome customer and market barriers to designing and

1 building high performance facilities and to achieve the deep levels of market transformation  
2 described in California’s Strategic Plan, primarily by offering meaningful financial incentives  
3 directly to key participants in the building community.

4 **4. Whole Home Upgrade Program (WHUP)**

5 The WHUP program is designed to fulfill the goals of the Strategic Plan by guiding and  
6 incenting home and building buyers, owners and renovators to implement a whole house  
7 approach in energy consumption undertaken in their purchase and use of existing and new homes  
8 and buildings, home and building equipment (e.g. HVAC systems), household appliances,  
9 lighting and “plug load” amenities. The target is maximum energy efficiency in existing homes  
10 via the delivery of a comprehensive package of cost-effective whole-house and whole-building  
11 energy efficiency retrofit measures. WHUP’s aim is to build customer and contractor awareness  
12 of the house-as-a-system approach to residential retrofits and the many corresponding benefits of  
13 improving the energy savings potential and comfort of their dwelling. It promotes the idea that  
14 energy efficiency retrofits are most effective when taking into account their impact on the  
15 system.

1           **5. Plug Load and Appliances**

2  
3           This subprogram aims to achieve market transformation by working with manufacturers,  
4 sales channel partners, contractors, service providers, and other market actors to push the market  
5 toward the 2020 vision of reducing residential energy use by 40% from 2008 levels by  
6 accelerating market adoption of successive waves of advanced PLA technologies. In parallel, the  
7 utilities will work concurrently with Code & Standard bodies, ENERGY STAR®, local and  
8 federal government agencies, and other market actors to influence the development of codes and  
9 standards to support the 2020 goals.

10           **6. Lighting**

11           The Statewide Lighting Market Transformation (“LMT”) subprogram establishes  
12 processes through which the IOUs can develop and test market transformation strategies for  
13 emerging lighting technologies (products, systems and design strategies) as well as for  
14 technologies already incorporated into their energy-efficiency programs. LMT includes market  
15 research and coordination activities as well as an educational component aimed toward  
16 improving the information available to consumers, contractors, and other market actors regarding  
17 new and existing lighting technologies. The program also formalizes a process by which the  
18 IOUs can rapidly introduce advanced lighting solutions and emerging technologies to the  
19 marketplace, continually improve the IOUs’ current lighting programs across all market sectors,  
20 and develop innovative new program strategies to continually advance the lighting market.

21           **G. WORKFORCE EDUCATION & TRAINING**

22           The Workforce Education and Training (“WE&T”) subprogram has become an important  
23 crosscutting activity for the IOUs in an effort to not only educate and train current workers, but  
24 to prepare future workers to be better able to successfully perform the jobs needed to help



1 achieve increased energy savings targets for the IOUs and California's clean energy goals. The  
2 Investor Owned Utilities submitted for approval a joint IOU Advice Letter (AL) and  
3 supplemental filing. The AL and supplemental filing proposed modifications to the existing  
4 program based on the recommendations of the WE&T Needs Assessment. The Needs  
5 Assessment recommendations focused on a Sector Strategies approach, working closer with  
6 trades associations, collaborating with more parties on credentials and certifications,  
7 restructuring Energy Center course presentment, support for curricula development, targeting of  
8 disadvantaged workers, and evaluation of workforce outcomes. The AL provided a general  
9 outline of the plan the IOUs would be following to achieve progress for enhancing and more  
10 clearly demonstrating necessary changes to the IOU WE&T program to align with shifts in IOU  
11 resource program requirements and industry workforce demands.

12         The Statewide IOU WE&T Program represents a portfolio of education, training and  
13 workforce development planning and implementation funded by or coordinated with the IOUs.  
14 Education and training is a vital component to each of the IOU energy efficiency portfolio filings  
15 for 2013-2014 and integral in supporting achievement of IOU energy savings targets and the  
16 workforce objectives set forth in the CEESP. Workforce Education & Training has become an  
17 important crosscutting activity for the IOUs in an effort to not only educate and train current  
18 workers, but to prepare future workers to be able to successfully perform the jobs needed to help  
19 achieve increased energy savings targets for the IOUs and California's clean energy goals.

20         WE&T relies on statewide coordination to collaboratively create a comprehensive  
21 training platform that leverages the potential of key stakeholders with the resources, knowledge  
22 and commitments to implement an education and training strategy that focuses on integrating

1 existing workforce skills with new workforce needs, as well as expand outreach efforts to  
2 increase awareness and demand for green careers.

3 **1. Centergies**

4 The WE&T Centergies subprogram is generally organized around market sectors and  
5 cross-cutting segments to facilitate workforce education and training appropriate to achieve the  
6 energy savings, demand reductions, and related energy initiatives required of the IOUs.

7 Statewide Energy Education and Testing Centers (“Energy Centers”) represent the largest  
8 component of this subprogram group, have many years of experience in creating and  
9 disseminating high-quality programs, and provide WE&T curriculum and related deliverables -  
10 training courses, seminars, workshops, clean energy technology demonstration, equipment  
11 efficiency testing, interactive training exhibits and lectures to promote industry trends and  
12 developments for advancing energy efficiency as a professional discipline. Energy Centers are  
13 located in the IOU’s service territories. For many years, they have served as the IOU’s primary  
14 delivery channels for mid-stream/up-stream workforce education and training, information  
15 dissemination, and education/outreach coordination. IOU administered Third-party, Partnership,  
16 Local Government, and Emerging Technology programs, C&S, HVAC, LIEE, as well as other  
17 community-based training efforts are supported by the Energy Centers to sponsor workforce  
18 training courses. The IOUs intend to develop a plan to roll out a non-residential HVAC sector  
19 strategy pilot. A core component of this plan will be the development of a partnership with the  
20 California Division of Apprenticeship Standards (DAS), which will include a collaboration to  
21 develop a full implementation plan to apply the CALCTP sector strategy approach to the HVAC  
22 non-residential industry.

1           The Statewide Building Operator Certification (“BOC”) Training Partnership, the  
2 second component of this subprogram, will continue to play a major role in improving and  
3 maintaining California’s energy efficient green collar building workforce stock of building  
4 engineers, stationary engineers, maintenance supervisors, maintenance workers, facility  
5 coordinators, HVAC technicians, electricians, and others in the facility operation and  
6 maintenance field. The IOUs have been collaborating with BOC to offer California building  
7 operators competency-based training and certification, resulting in improved job skills and more  
8 comfortable, efficient facilities. Operators earn certification by attending training and completing  
9 project assignments in their facilities. Training topics include facility electrical, HVAC and  
10 lighting systems, indoor air quality, environmental health and safety, and energy conservation.  
11 The IOUs will work with BOC to shape and realign the BOC certification program to be  
12 consistent with the CEESP.

## 13           **2.       Connections**

14           The WE&T Connections statewide subprogram is organized around downstream and  
15 upstream IOU relationships with the educational sector, entry and intro-level community-based  
16 training efforts that support workforce development in energy efficiency, energy management  
17 and new emerging green careers. This subprogram focuses emphasis on education curriculum  
18 and related activities that inspire interest in energy careers, new and emerging technology, as  
19 well as future skills development to advance the energy initiatives and goals of the state. This  
20 subprogram involves expanded relationship building to foster curriculum development and  
21 related training that are a result of existing and expanding industry needs. IOUs will work with  
22 educational institutions, labor and communities to nurture interest in green careers by K-12,  
23 community college, occupational, vocational, and university students.

1           **3. Strategic Planning**

2           The WE&T Strategic Planning subprogram involves management and execution of  
3 several strategic statewide planning tasks and resulting project implementation actions initiated  
4 by the Strategic Plan. The tasks and projects are seen as instrumental in delivering mechanisms  
5 and protocols that facilitate on-going momentum and focus on the achievement of workforce,  
6 education and training long-term goals. This subprogram facilitates implementation and  
7 completion of the four key strategic tasks identified in the Strategic Plan to drive long-term  
8 WE&T development.

9           **II. NEW OR SUBSTANTIALLY CHANGED PROGRAMS**

10          **A. LIGHTING**

11           The 2013-2014 Statewide Lighting Program encompasses all previously existing  
12 residential lighting programs, as well as non-residential lighting measures and the Lighting  
13 Market Transformation program. The Program is designed to promote energy efficient lighting  
14 across all market segments and during 2013-2014 will focus on refining present strategies and  
15 tactics that integrate, leverage and build upon existing delivery channels and customer  
16 relationships, while developing and testing market transformation strategies for commercially  
17 viable, advanced lighting technologies.

18           **1. Lighting Market Transformation**

19           The Statewide Lighting Market Transformation subprogram establishes a process by  
20 which the IOUs can rapidly introduce advanced lighting solutions (products, technologies,  
21 systems and design strategies) to the marketplace, continually improve the IOUs' lighting  
22 programs across all market sectors, and develop innovative new program strategies to  
23 continually advance the lighting market. This is accomplished by overseeing lighting solutions

1 across utility programs, including Emerging Technologies, Lighting Innovation, Primary  
2 Lighting and Codes and Standards.

3 **2. Lighting Innovation**

4 The Lighting Innovation subprogram provides customers with discounts that greatly  
5 reduce the cost of energy-efficient lighting products, introduces energy-efficient lighting  
6 products to the market, and strives to influence future purchasing behaviors of customers. A  
7 broad array of product types, models, and technologies are available for this program's  
8 incentives. Typical technologies include specialty CFLs, LEDs, cold cathode, and high-  
9 efficiency incandescent. In addition, the IOUs will collaborate on a statewide Lighting Market  
10 Transformation program strategy.

11 **3. Primary Lighting**

12 The Primary Lighting subprogram provides customers with incentives in the form of  
13 discounts that greatly reduce the cost of energy-efficient lighting products. The subprogram will  
14 support lighting measures with greater current commercial potential and facilitate their rapid  
15 market adoption. More than 370 retailers at over 2,700 store locations are expected to  
16 participate.

17 **B. NEW THIRD PARTY PROGRAMS**

18 With this application, SDG&E proposes two new third party programs, a Middle Income  
19 Direct Install (MIDI) program and IDEEA365, a rolling IOU third party program solicitation as  
20 discussed in Section 6.2.2. of D.12-05-015. .

21 **1. Middle Income Direct Install (MIDI)**

22 The Middle Income Direct Install (MIDI) program provides an opportunity to serve  
23 customers who would normally not be able to participate in EUC, and, due to its income  
24 guideline levels this segment will not qualify for the SDG&E Energy Savings Assistance

1 Program. A large under-served residential customer segment within the SDG&E service area  
2 represents a unique direct installation energy efficiency opportunity. This segment is  
3 characterized as having moderate income, with insufficient disposable income to initiate many  
4 comprehensive energy efficiency home improvements.

5 This residential customer segment represents an opportunity for SDG&E to gain energy  
6 savings through direct install energy efficiency retrofits as well as rebates on super efficient  
7 appliances and equipment. Therefore, in an effort to help these customers reduce energy  
8 consumption and demand, save money on utility bills and improve their quality of life, SDG&E  
9 will implement a MIDI Program under its suite of local programs. .

## 10 2. IDEEA365

11 San Diego Gas & Electric (SDG&E), along with the other statewide IOUs propose a new  
12 third party program called the IDEEA365 Program that will promote the “rolling” programs  
13 concept for solicitations in the 2013-2014 cycle. The program is designed to allow for the  
14 introduction of innovative ideas and technologies into the energy efficiency portfolio by drawing  
15 from the skill, experience, and creativity of the energy efficiency community. The IDEEA  
16 Program will create a mechanism for competitive solicitations offered for new third party  
17 programs that produce cost effective energy savings and demand reduction. Additionally, the  
18 programs selected in this new solicitation process may potentially be allowed to continue beyond  
19 2014 as a rolling program. This means that they would not need to reapply for the new program  
20 cycle beginning in 2015, if deemed successful based on criteria such as goal performance, cost-  
21 effectiveness, goals and expenditure alignment, service delivery, energy savings, and market  
22 potential.

1 **III. NEW OR SUBSTANTIALLY CHANGED PROGRAMS THAT DO NOT**  
2 **EXACTLY FIT THE NEW PIP TEMPLATE**

3 **A. FINANCING**

4 SDG&E supports the objective to enable greater investment into energy efficiency by  
5 expanding financing to customers. The Statewide Financing Program will include three  
6 subprograms: On Bill Financing (OBF), Third-Party Finance Programs, and New Financing  
7 Program Offerings

8 **1. On-Bill Financing**

9 The On-Bill Financing program is designed primarily to facilitate the purchase and  
10 installation of comprehensive, qualified energy efficiency measures by customers who might not  
11 otherwise be able to act given capital constraints and/or administrative and time burdens.

12 **2. Third Party Finance**

13 SDG&E proposes to spend up to one million dollars per year in supporting financing  
14 programs that originated through ARRA funding.

15 **3. New Financing Offerings**

16 SDG&E will work with the other IOUs on the development of new financing offerings by  
17 hiring, on behalf of themselves, Pacific Gas and Electric Company, and Southern California  
18 Edison Company, and co-funding an expert financing consultant. Along with the consultant,  
19 working groups will be convened to design and develop new pilot financing programs in 2012 to  
20 be piloted in 2013 and scaled up in 2014.

21 **B. EMERGING TECHNOLOGIES**

22 The mission of the Emerging Technologies subprogram is to support increased energy  
23 efficiency market demand and technology supply (the term “supply” encompasses breadth,  
24 depth, and efficacy of product offerings) by contributing to development and deployment of new  
25 and underutilized energy efficiency measures (that is, technologies, practices, and tools), and by

1 facilitating their adoption as measures supporting California’s aggressive energy and demand  
2 savings goals.

3 **1. Technology Development Support**

4 Within the ET framework, this element looks for targeted opportunities to support energy  
5 efficiency product development. Product development is the process of taking an early-stage  
6 technology or concept and transforming it into a saleable product. (Early-stage technologies are  
7 often the output of R&D work, hence product development bridges the gap between R&D and  
8 the market.) An example of an early-stage technology is a light-emitting diode. The product  
9 development process has resulted in televisions, computer monitors, illuminated signs, and  
10 lighting fixtures.

11 **2. Technology Assessment Support**

12 The Technology Assessment Support subprogram will leverage and co-fund technology  
13 testing at test centers. Test centers provide unique capabilities for IOUs to evaluate performance  
14 of new technologies.

15 **3. Technology Introduction Support**

16 This element is focused on “seeding” market demand to targeted end users through the  
17 use of scaled field placements and demonstration showcases. Scaled field placements consists  
18 of placing a number of measures at customer sites as a key step to gain market traction and  
19 possibly gain market information. The measures will typically have already undergone an  
20 assessment or similar evaluation to reduce risk of failure. Demonstration showcases are  
21 potentially large-scale projects will expose measures to various stakeholders utilizing in situ,  
22 real-world applications and installations. Monitoring activities on demonstration showcases will  
23 be determined, as appropriate.



1 **C. MARKETING, EDUCATION AND OUTREACH (ME&O)**

2 The Statewide Marketing, Education and Outreach Program will be reconstituted and its  
3 application filed with the Commission by August 3, 2012.

4 **D. TECHNOLOGY ASSESSMENT**

5 The Technology Assessment (TA) program, currently funded as a Demand Response  
6 (DR) program, provides qualified commercial customers with a demand response audit generally  
7 at no charge contingent upon the customer enrolling in a qualified DR program or rate for three  
8 years. An integrated approach to EE and DR is the goal of the program and emphasis is placed  
9 on identifying both EE and DR opportunities and encouraging the customer to move forward  
10 with all audit recommendations. Due to the comprehensive nature of the TA audit and the  
11 emphasis placed on EE and DR integration, the TA program is now a subset of the SDG&E's  
12 Energy Advisor program..

13 **IV. ELIMINATED PROGRAMS**

14 SDG&E proposes with this application to eliminate a number of programs. Those  
15 programs proposed for elimination have either been subsumed as activities within other  
16 programs, their mission no longer supports the company's portfolio, the program was never  
17 implemented due to reduced funding in D.09-09-047, or SDG&E has determined that the  
18 program has not proven effective.

19 **1. 3P Authorized and Funded**

20 The following programs were implemented and operated in the 2010-2012 budget cycle  
21 but have contracts that expire and will not be renewed at the end of 2012.

- 22 • 3P SaveGas – Hot Water Control – This program addresses gas savings as the  
23 result of an energy efficiency measure for controlling domestic hot water (DHW)  
24 systems in the commercial segment. The program installs proprietary domestic

1 hot water control technology on commercial facilities. Along with not meeting  
2 the quantitative requirements listed above, the program has not performed at the  
3 level expected, and was not able to market effectively.

- 4 • 3P Mobile Energy Clinic – This program is a direct install program that targets  
5 improving energy efficiency for small nonresidential customers (100 kW or less).  
6 The program provides a comprehensive list of measures, such as, diagnostics and  
7 maintenance of HVAC equipment and small boiler tube cleaning, implementing  
8 no-cost/low-cost measures to improve energy efficiency, and providing  
9 recommendations through energy audits. This program was expanded and  
10 incorporated into the Direct Install Program launched in 2011.

- 11 • 3P Portfolio of the Future – This was a non-resource programs designed to  
12 leverage and enhance emerging technology efforts by identifying and accelerating  
13 the market adoption of emerging technologies that can improve end-use energy  
14 efficiency. Also, the program aimed to proactively identify promising  
15 opportunities that can reduce reliance on energy supplies, help validate the  
16 technology, demonstrate benefits, build the necessary market infrastructure, and  
17 promote and encourage early adoption by concurrently providing assistance,  
18 defining value of the proposition, and addressing market barriers. The program  
19 completed its review of potential measures. SDG&E decided to discontinue the  
20 program for 2013-2014 because the Statewide Emerging Technologies program  
21 will handle many of its functions.

- 22 • 3P Business Energy Assessment - This is a non-resource program that engages  
23 small and mid-sized businesses (20-500 kW) in a web-based energy audit and

1 business assessment (delivered through the SDG&E website), and provides each  
2 business with an immediate action plan containing direct links to SDG&E rebates  
3 and implementation services. The program has been somewhat successful but the  
4 program will be subsumed by the Integrated Customer Energy Audit Tool  
5 (ICEAT) program.

6 **2. 3P Authorized – Not Funded**

7 The following programs, while initially approved by the Commission, were never  
8 implemented due to reduced budget amounts received for the 2010-2012 budget cycle.

- 9 • 3P 20% Cooler
- 10 • 3P Electric Resistance Heating
- 11 • 3P K12 Private Schools and Colleges Audit and Retrofit
- 12 • 3P M2M Restaurant HVAC and Hot Water
- 13 • 3P Smart Controls on Pools and Spas
- 14 • 3P New Construction Advanced Rating

15 **3. Others**

- 16 • City of San Juan Capistrano Partnership - This partnership is being eliminated  
17 because the City no longer meets the success criteria necessary to maintain  
18 participation in the program.
- 19 • Local Non-Residential (BID) – included with C/I/A Calculated Incentives - Also  
20 known as the Energy Savings Bid Program, this program is being discontinued  
21 due to its similarity to the Statewide Energy Efficiency Business Incentives and in  
22 response to the Energy Divisions direction to simplify program offerings

- 1 • MicroGrid (Local Island Program) - The Local Island/MicroGrid program is a  
2 part of the MicroGrid Demonstration Project in Borrego Springs. The audits  
3 performed under this program are expected to be completed before mid 2012 and  
4 the overall MicroGrid Demonstration Project will move to the technical phases.
- 5 • Kitchen Learning Center - Consistent with Commission's directive to streamline  
6 programs, the goals and strategies in the Kitchen Learning Center program are  
7 proposed to be incorporated into the SW Workforce Education & Training  
8 (WE&T) program.
- 9 • Local Sustainable Communities (RMV) – Design elements from this pilot will be  
10 incorporated into the new construction programs.
- 11 • Local Strategic Development and Integration - This program was implemented to  
12 align SDG&E initiatives with the Strategic Plan. Its functions have been  
13 incorporated into other programs.

14 The following tables provide the 2013-2014 program budgets and savings for all the programs  
15 described above.

16

Table II-1: 2013-2014 Energy Efficiency Budgets and Savings

ProgramName	2013-2014			
	Total Budget Amount	Gross kW Savings	Gross kWh Savings	Gross Therm Savings
<b>SW CALSPREE</b>				
SW-CALS-Energy Advisor-HEES, UAT	\$ 820,112	-	-	-
SW-CALS-Plug Load and Appliances-HEER	\$ 6,868,021	1,562	9,565,439	472,341
SW-CALS-MFEER	\$ 3,902,566	747	5,450,983	204,634
SW-CALS - EUC WHRP - Basic	\$ 12,847,890	2,007	2,508,188	573,873
SW-CALS - Residential HVAC-HVAC Core	\$ 401,531	-	-	-
SW-CALS - CAHP/ESMH-CA Advanced Homes	\$ 3,367,635	1,225	774,834	93,642
<b>TOTAL:</b>	<b>\$ 28,207,755</b>	<b>5,540</b>	<b>18,299,442</b>	<b>1,344,491</b>
<b>SW Commercial EE Program</b>				
SW-COM-Continuous Energy Improvement	\$ 1,270,010	-	-	-
SW-COM-Customer Services-Benchmarking	\$ 1,577,208	-	-	-
SW-COM-Calculated Incentives-Calculated	\$ 36,742,048	19,644	114,687,004	3,861,332
SW-COM-Deemed Incentives-Commercial Rebates	\$ 11,835,730	10,068	55,444,003	607,296
SW-IND-Continuous Energy Improvement	\$ 900,998	-	-	-
<b>TOTAL:</b>	<b>\$ 52,325,995</b>	<b>29,712</b>	<b>170,131,007</b>	<b>4,468,628</b>
<b>SW Industrial Programs</b>				
SW-IND-Customer Services-Benchmarking	\$ 281,973	-	-	-
SW-IND-Calculated Incentives-Calculated	\$ 3,338,913	1,318	11,089,522	312,192
SW-IND-Deemed Incentives	\$ 1,420,649	1,027	6,834,105	36,428
<b>TOTAL:</b>	<b>\$ 5,041,535</b>	<b>2,345</b>	<b>17,873,627</b>	<b>348,620</b>
<b>SW Agricultural Programs</b>				
SW-AG-Customer Services-Benchmarking	\$ 109,308	-	-	-
SW-AG-Calculated Incentives-Calculated	\$ 1,685,189	659	5,519,760	156,096
SW-AG-Deemed Incentives	\$ 719,800	515	3,424,140	16,599
<b>TOTAL:</b>	<b>\$ 2,514,296</b>	<b>1,174</b>	<b>8,943,900</b>	<b>172,695</b>
<b>SW Lighting Program</b>				
SW-Lighting-Lighting Market Transformation	\$ 655,480	-	-	-
SW-Lighting-Lighting Innovation-ETPC MD	\$ 3,520,650	-	-	-
SW-Lighting-Primary Lighting	\$ 7,997,663	7,103	67,727,016	(919,528)
<b>TOTAL:</b>	<b>\$ 12,173,794</b>	<b>7,103</b>	<b>67,727,016</b>	<b>(919,528)</b>
<b>SW Emerging Technologies Programs</b>				
SW-ET-Technology Introduction Support	\$ 1,485,021	-	-	-
SW-ET-Technology Assessment Support	\$ 1,080,044	-	-	-
SW-ET-Technology Deployment Support	\$ 135,013	-	-	-
<b>TOTAL:</b>	<b>\$ 2,700,079</b>			
<b>SW Codes &amp; Standards</b>				
SW C&S - Building Codes & Compliance Advocacy	\$ 541,940	12,408	94,323,967	108,289
SW C&S - Appliance Standards Advocacy	\$ 425,173	-	-	-
SW C&S - Compliance Enhancement	\$ 641,886	-	-	-
SW C&S - Reach Codes	\$ 189,518	-	-	-
SW C&S - Planning Coordination	\$ 299,943	-	-	-
<b>TOTAL:</b>	<b>\$ 2,098,460</b>	<b>12,408</b>	<b>94,323,967</b>	<b>108,289</b>
<b>SW Workforce Education &amp; Training</b>				
SW-WE&T-Centergies	\$ 9,233,370	-	-	-
SW-WE&T-Connections	\$ 886,351	-	-	-
SW-WE&T-Strategic Planning	\$ 97,073	-	-	-
<b>TOTAL:</b>	<b>\$ 10,216,794</b>			
<b>SW Marketing, Education &amp; Outreach</b>				
SW-ME&O-Strategic Plan	\$ -	-	-	-
SW-ME&O	\$ 5,946,470	-	-	-
<b>TOTAL:</b>	<b>\$ 5,946,470</b>			
<b>SW Finance</b>				
SW-FIN-On-Bill Finance	\$ 697,435	-	-	-
SW-FIN-ARRA Originated Financing	\$ 2,225,224	2,423	18,900,000	128
SW-FIN-New Finance Offerings	\$ 12,077,309	12,122	90,000,000	697
<b>TOTAL:</b>	<b>\$ 14,999,969</b>	<b>14,545</b>	<b>108,900,000</b>	<b>825</b>
<b>Local Institutional Partnerships</b>				
LinSP-CA Department of Corrections Partnership	\$ 293,377	-	-	-
LinSP-California Community College Partnership	\$ 710,454	-	-	-
LinSP-UC/CSU/IOW Partnership	\$ 1,404,152	-	-	-
LinSP-State of California /IOW	\$ 351,862	-	-	-
LinSP-University of San Diego Partnership	\$ 527,376	-	-	-
LinSP-San Diego County Water Authority Partnership	\$ 922,645	-	-	-
<b>TOTAL:</b>	<b>\$ 4,209,867</b>			
<b>SDG&amp;E Local Government Partnerships</b>				
LGP- City of Chula Vista Partnership	\$ 3,564,404	-	-	-
LGP- City of San Diego Partnership	\$ 2,978,647	-	-	-
LGP- County of San Diego Partnership	\$ 2,458,250	-	-	-
LGP- Port of San Diego Partnership	\$ 1,730,215	-	-	-
LGP- SANDAG Partnership	\$ 1,531,845	-	-	-
LGP- SEEC Partnership	\$ 345,038	-	-	-
LGP- Emerging Cities Partnership	\$ 759,213	-	-	-
<b>TOTAL:</b>	<b>\$ 13,367,613</b>			
<b>SW Integrated Demand Side Management</b>				
SW-IDSM-IDSM	\$ 415,050	-	-	-
<b>TOTAL:</b>	<b>\$ 415,050</b>			
<b>Third Party Programs</b>				
3P-Res-Comprehensive Manufactured-Mobile Home	\$ 4,413,995	5,181	2,914,375	205,840
SW-CALS-Plug Load and Appliances-ARP	\$ 5,804,983	3,866	20,779,000	(268,170)
SW-COM-Calculated Incentives-RCX	\$ 2,359,543	276	9,754,445	106,254
SW-WE&T-Connections K-12	\$ 854,948	-	-	-
SW-CALS - Residential HVAC-QI/QM	\$ 2,507,278	1,057	1,130,643	20,756
SW-IND-Customer Services-Audits CIEEP	\$ 795,346	-	-	-
3P-EE Water Pumping	\$ 463,985	-	-	-
SW-COM-Deemed Incentives-HVAC Commercial	\$ 5,648,696	4,322	13,105,596	(61,540)
SW-COM-Customer Services-Audits Healthcare Energy	\$ 1,365,642	-	-	-
SW-COM-Customer Services-Audits Lodging Energy Eff	\$ 1,445,642	-	-	-
SW-COM Direct Install	\$ 17,883,078	7,471	31,552,937	21,504
3P-IDEA	\$ 866,817	-	-	-
<b>TOTAL:</b>	<b>\$ 44,409,903</b>	<b>20,175</b>	<b>79,236,996</b>	<b>24,642</b>
<b>Local Programs</b>				
Local-CALS - Middle Income Direct Install (MIDI)	\$ 4,398,898	624	2,398,774	186,669
Local-IDSM-ME&O-Local Marketing (EE)	\$ 1,974,768	-	-	-
Local-IDSM-ME&O-Behavioral Programs (EE)	\$ 2,485,189	-	-	-
<b>TOTAL:</b>	<b>\$ 8,858,855</b>	<b>624</b>	<b>2,398,774</b>	<b>186,669</b>
<b>EE Program Total</b>	<b>\$ 207,486,433</b>	<b>93,626</b>	<b>567,834,730</b>	<b>5,735,330</b>
EM&V-Evaluation Measurement & Verification	\$ 8,754,229	-	-	-
CRM	\$ 2,615,070	-	-	-
<b>EE Portfolio Total</b>	<b>\$ 218,855,732</b>	<b>93,626</b>	<b>567,834,730</b>	<b>5,735,330</b>

1

Table II-2: 2013-2014 IDSM DRP Budget

<b>DRP Program Name</b>	<b>2013-2014 Total Budget Amount</b>
Local-IDSM-ME&O-Behavioral Programs (DR)	\$ 595,220
SW-CALS-Energy Advisor-HEES (DR)	\$ 133,560
SW-COM-Customer Services- Audits NonRes (TA)	\$ 5,956,804
SW-IND-Customer Services- Audits NonRes (TA)	\$ 823,388
SW-AG-Customer Services- Audits (TA)	\$ 589,343
Local-IDSM-ME&O-Local Marketing (DR)	\$ 1,789,839
<b>DRP Total</b>	<b>\$ 9,888,154</b>

2

1 **V. QUALIFICATIONS**

2 My name is George Katsufakis. My business address is 8335 Century Park Court, San  
3 Diego, California, 92123. I am employed by San Diego Gas & Electric as Manager of Operations  
4 for Customer Programs. My responsibilities include design and implementation of energy  
5 efficiency and demand response program for the Sempra Energy Utilities. I have been employed  
6 by Sempra Energy Utilities since 1996.

7 I graduated from University of California, Berkeley with a Bachelors of Science degree  
8 in Mechanical Engineering and I am a registered professional engineer in California.

9 I have testified before the Commission in A.11-03-002.