

**ATTACHMENT B
PROGRAM IMPLEMENTATION PLANS**

Program Name

Demand Bidding Program (DBP)

Projected Program Budget

| Program Name | 2013 Budget | 2014 Budget | Total 2013-2014 Budget |
|------------------------|-------------|-------------|------------------------|
| Demand Bidding Program | \$877,904 | \$877,904 | \$1,755,808 |

Projected Load Impacts by Year

| Program Name | 2013 Load Impact | 2014 Load Impact |
|------------------------|------------------|------------------|
| Demand Bidding Program | 10 MW | 10 MW |

Projected Cost Effectiveness for 2012-2014

| Program Name | 2013-2014 Cost Effectiveness |
|------------------------|------------------------------|
| Demand Bidding Program | |

Program Descriptors

- **Market Sector**
 - Non-Residential
- **Program Classification**
 - Core
- **Program Statement**
 - The Demand Bidding Program offers incentives to non-residential customers for reducing energy consumption and demand during a specific day of Demand Bidding Event. Demand Bidding Program was designed to overcome barriers that have in the past have limited larger customers from participating in demand response programs to their full potential. The program characteristics are no penalties for non-performance or under performance, the immediately preceding similar day prior to the event baseline with day of adjustment, bidding demand reduction capabilities the day prior and aggregation up to 5 billable meters.
 - A participating customer must be capable of providing at least 5 MW of load reduction within 30 minutes of being notified.
 - An event shall be initiated upon notice from the CAISO of a stage 1, 2, 3 emergency or imminent statewide transmission emergency, or as conditions warrant by SDG&E.

- **Program Fundamentals**
 - See Demand Bidding Program Tariff

Program Rationale and Expected Outcomes

- **Implementation Design**
 - **Delivery mechanisms**
 - DBP customers provide bids daily for the next day.
 - SDG&E accepts all bids unless CAISO asks for a specific amount of curtailable load.
 - SDG&E will call events no later than 30 minutes prior to the event, notification is sent through an email and a confirmation of bid email is sent.
 - **Incentives**
 - Customers receive will receive \$500/MW for DBP events.
 - **Delivery and Coordination**
 - This program will work internally with stakeholders to determine if conditions warrant the program being activated, as well in collaboration with the CAISO operating procedures.
 - **Program Objectives**
 - Provide a highly dependable quantity of DR that can be called on to mitigate transmission system emergencies or contribute to system reliability needs during emergencies or price spikes.
 - **Program cycle**
 - 2013 - 2014

Program Strategy

- **Target Audience**
 - Large Commercial and Industrial customers who can curtail 5MW of curtailable load.
- **Marketing, Education & Outreach**
 - N/A
- **Aggregator Considerations**
 - BIP will be designed to enable participation of an Aggregator with large or small aggregated resources that may be configured to offer energy economically in response to a reliability event for the delivery of energy in a real-time emergency.
- **CAISO Relationship**
 - The proposed modifications to the program that will be made to comply with the Settlement Agreement will allow BIP to integrate into the California ISO market and operations and be dispatched by the CAISO real-time economic dispatch algorithm. The enrollment caps for the program which are also required by the Settlement Agreement are designed to limit the amount of DR that is not visible to the CAISO wholesale market process.
- **Statewide Coordination**
 - The CPUC, CAISO, PG&E and SCE are parties to the Settlement Agreement and the modifications to BIP are consistent with the direction and efforts to modify other emergency DR programs throughout the State.
- **Integrated/coordinated DSM**
 - Participation in BIP does not interfere with a customer's ability to invoke Energy Efficiency measures. The use of a firm service level for event measurement and the Excess Energy charge create a need for an increased level of active energy management, providing an incentive for participants to seek additional tools and opportunities to manage their energy use.

EM&V

- Annually a load impact evaluation of the program will be conducted in accordance with the load impact protocols including a ten year forecast based on ex-post event results. The impact evaluation will be completed by April 1st each year and will be filed with the CPUC. Additionally, other analysis related to program design (such as a baseline analysis) will be conducted as needed. One

process/market evaluation for the program is planned during the three year cycle to be used to inform future program design and to evaluate and improve the operation of the program.

Pilots

- As an emergency program that is ultimately limited by the enrollment caps imposed by D.10-06-034, any pilot activity associated with the program would be for enabling technologies from other programs and not exclusive to BIP.

Program Name and Program ID

Customer Education, Awareness and Outreach (CEAO)

Projected Program Budget

| Program ID# | Program Name | 2012 Budget | 2013 Budget | 2014 Budget | Total 2012-2014 Budget |
|-------------|--------------|-------------|-----------------------|-----------------------|------------------------|
| | CEAO | \$365,000 | \$4377,500 | \$4357,500 | \$1,3100,000 |

Projected Load Impacts by Year

Not Applicable

Projected Cost Effectiveness by Year

Not Applicable

Program Descriptors

- **Market sector**
 - Residential, Non-Residential
- **Program Classification**
 - Core
- **Program Statement**
 - Customer Education, Awareness and Outreach (CEAO) provides a comprehensive marketing effort that entails a variety of initiatives aimed at increasing customer knowledge, understanding of demand response and inciting behavior change/action.
 - The various general awareness and education initiatives are intended to increase overall awareness and understanding of demand response by communicating the following:
 - General demand response concepts
 - Benefits that demand response delivers to customers
 - The importance of demand response in a customer's energy portfolio
 - CEAO will extend across residential, small/medium commercial, large commercial and industrial customer segments. It will achieve the specific awareness and interest goals through the following efforts:
 - Research on customer attitudes and perceptions
 - Education and awareness umbrella campaign
 - Targeted business, ~~and~~ residential and community based organization outreach in San Diego and Orange Counties.
 - Interactive media

Program Rationale and Expected Outcomes

- **Program Implementation and Design**
 - **Delivery mechanisms**
 - The main objective of CEAO is to lead the effort to funnel customers from an understanding of our broad portfolio of programs to interest in specific demand response programs. This will be done by first creating awareness of the range of services and then subsequently segmenting the effort to drive interest in specific programs.
 - **Delivery & coordination**
 - **Program Objectives**
 - The main objective of the campaign is to
 - Increase awareness of the range of utility demand response programs; and
 - Drive interest in the individual programs that benefit each particular customer.
 - **Program Cycle**
 - 2012-2014

Program Strategy

• Target Audience

- CEAO will extend across residential, small/medium commercial, large commercial and industrial customer segments.
- Residential and Small/Medium Commercial
 - Expectations around participation from Residential and Small/Medium customers are dramatically increased from past years based on a much larger portfolio of programs for this audience.
 - Communications to the residential segment must tie closely together with the education efforts of the dynamic pricing programs.
- Large Commercial/Industrial
 - Will be provided communication and marketing information primarily through their assigned account representative.
 - Already familiar with the objectives of demand reduction and many of the available programs.
 - Will benefit the most from new efforts including the research studies and the interactive media.

• Marketing Education & Outreach

- CEAO aims to achieve drive awareness and generate interest with specific target audiences through the following efforts:
 - Research on customer attitudes and perceptions
 - Education and awareness umbrella campaign
 - Targeted business and residential outreach
 - Interactive media

• Program Delivery

- Program objectives will be accomplished through the use of the following:
 - Mass media channels, e.g. print and broadcast advertising
 - Targeted communications, e.g. direct mail, and e-mail,
 - Account Executive contact and educational resources, e.g. online tools, audits, seminars, workshops and community outreach events.
- Audience segmentation will be used to determine appropriate messaging and individualized tactics.

• Customer Research & Feedback

- In order to understand the effectiveness of our marketing messages, a concerted research effort will follow customer attitudes from pre-enrollment through post-event follow up. Awareness, Trial and Usage (ATU) studies can directly inform the demand response programs about modifications that should be made to marketing messages in order to:
 - Increase enrollment; and
 - Increase participation in individual events.

• Education and Awareness Umbrella Campaign

- The Education and Awareness Umbrella Campaign aims to educate customers on the concept and benefits of demand response. This campaign is specific to demand response and a majority of the funding for DR specific communications under CEAO is reserved for this effort.

• Targeted Business and Residential Outreach

- The Business Outreach Program will:
 - Provide direct interaction and communications to local business communities within specific municipalities of SDG&E's service territory
 - Broaden awareness of demand response
- The Residential Outreach Program will:
 - Leverage local community, civic events, ethnic fairs and community networks to optimize the number of residential customers who hear and understand the benefits of demand response

- Help customers take action when necessary.
- Provide funding and relevant education materials to community organizations ~~and individuals the opportunity for to~~ work with ~~us to help~~ their audience; through education with their constituents they will help educate and inform ~~understand the benefits to~~ their local community about the importance of conservation.
- **Interactive Media**
 - Increasingly, our customers are driven online to educate and inform themselves at their own pace. The web is a central repository for an excess of information that a customer must sift through to find what they need. In addition, customers are forcing a shift from static rote information to interactive and individualized presentation. Within sdge.com, a concerted effort is needed to make information interactive, accessible and easy to understand.
 - Currently, online tools exist to assist customers in understanding their energy usage and pricing signals, allow for online enrollment, and respond to alerts. However, these are currently set up assuming that a customer is already aware of and interested in the information. CEAO can assist in driving customers to these tools via multimedia tutorials, videos and other interactive elements to help them understand how critical the tools are to their individual success.
- **Aggregator Considerations:** Not Applicable
- **CAISO:** Not Applicable
- **Statewide Coordination**
 - Coordination with the Statewide Marketing Education and Outreach team is critical in order to ensure that messages are consistent and that each leverages the other to the maximum extent. The Customer Programs Marketing and Outreach team, which oversees the CEAO program are also the representatives to the SWME&O team which helps to maintain consistency and integration between the efforts as much as possible.
- **Integrated/coordinated DSM**
 - Pursuant to Commission guidance on IDSM, it should be noted that the budget for 2012 reflects communications plans for demand response in two capacities:
 - Integrated with communications about energy efficiency (to be combined with funding approved in the 2010 - 2012 Energy Efficiency decision); and
 - Communications that focus solely on demand response and their benefit to customers.
 - In any comprehensive plan, both integrated and DR specific types of communication are called for. In 2013 and 2014, the budget reflects only the latter: communications that focus solely on demand response. An integrated marketing budget for comprehensive messaging will be filed as part of the next energy efficiency portfolio in 2013.

EM&V Not Applicable

Pilots Not Applicable

Program Name

Demand Response Education and Emergency Alerts (DR Alerts)

Projected Program Budget

| Program Name | 2012 Budget | 2013 Budget | 2014 Budget | Total 2012-2014 Budget |
|--------------|----------------------------------|-------------|-------------|------------------------|
| DR Alerts | \$ 210,000 *1,000,000 | 0900,000 | 0900,000 | \$210,0001,000,000 |

**Program dollars for 2013—2014 will be requested as part of the IDSM funding in the 2013-2015 EE Program cycle.*

Projected Load Impacts by Year

| Program Name | 2012 Load Impact | 2013 Load Impact | 2014 Load Impact |
|--------------|------------------|------------------|------------------|
| DR Alerts | N/A | N/A | N/A |

Projected Cost Effectiveness for 2012-2014

| Program Name | 2012-2014 Cost Effectiveness |
|--------------|------------------------------|
| DR Alerts | N/A |

Program Descriptors

- **Market sector**
 - Residential, Non-Residential
- **Program Classification**
 - Core
- **Program Statement**
 - As part of the California Energy Efficiency Strategic Plan, a working group is exploring different alternatives for statewide branding for demand response awareness. Extensive research showed an inordinate amount of confusion surrounding Flex Alerts, Flex Your Power (FYP), Flex Your Power Now!, etc. Therefore, the recommendation of the team is to modify the education component of Flex Alert Network (FAN) so that it integrates within the messaging framework of Engage360.
 - Based on the CPUC ALJ Guidance Ruling for 2012 - 2014 DRP Application, we are requesting bridge funding in 2012, and will address the need for continued funding for demand response alerts, education and outreach under the ~~next energy efficiency (2013-2015) application within the IDSM section~~2013-2014 supplemental DR application.

Program Rationale and Expected Outcomes

- **Implementation Design**
 - ~~In early 2011, FAN will be rebranded as a more generic “emergency alert” message and a new general awareness component of FYP will be integrated into the statewide EE brand, Engage360.~~
 - ~~IOUs will engage with CAISO in a The~~ general awareness component, ~~under Engage360, will to~~ educate customers on the importance of their actions, specifically around reducing electricity during peak hours. This will be differentiated from local Customer Education, Awareness and Outreach where increased education is needed to drive awareness and interest in specific local

utility programs. SDG&E's marketing efforts will ensure consistency and integration between our local education and the statewide effort in all cases.

~~• In order to effectively integrate this program into Engage360, we are only requesting bridge funding for 2012 to maintain the current program.~~

- **Delivery mechanisms**

- The DR emergency alerts will continue to notify California businesses, governments and residents when California's energy resources are reaching peak levels to prevent Stage 1 Electrical Emergencies as called by CAISO. When an emergency event is called, Californians will be requested to follow specific conservation and load-shifting measures to reduce their electricity use. ~~Awareness around what those specific recommendations are will be generated from the DR messaging that is integrated into the Engage360 campaign.~~

- **Incentives**

- Not Applicable. DR Alerts is a general educational and informational program and does not provide incentives

- **Delivery and coordination**

- DR Alerts is a statewide program that will be delivered and coordinated through the State.

Program Strategy

- **Target Audience**

- DR Alerts will extend across residential, small/medium commercial, large commercial and industrial customer segments. ~~The statewide implementer of the Engage360 brand (DraftFCB) will undertake a detailed analysis of appropriate target audiences as part of their strategic plan for the general awareness campaign.~~

- **Marketing Education & Outreach**

- The general awareness campaign component will promote behavior change by reinforcing four specific messages ~~within the context of the Engage360 brand:~~
 - Turn up A/C to 78 degrees or higher;
 - Use major appliances after 7pm;
 - Don't use unnecessary appliances; and
 - Tell others

- **CAISO relationship**

- Program is designed to work in conjunction with the CAISO Alerts, Warning and Emergency (AWE) messaging to prevent Stage 1 electrical emergencies.

- **Statewide coordination**

- DR Alerts is a statewide program that will be delivered and coordinated through the State under a contract that is administered by SCE. SDG&E works closely with SCE and PG&E to assure that the messaging delivery of the DR Alerts messaging is inclusive of SDG&E's specific needs.

- **Program design to overcome barriers**

- The Marketing, Education and Outreach component of the California Energy Efficiency Strategic Plan describes a vision where "Californians will be engaged as partners in the state's energy efficiency, demand-side management and clean energy efforts by becoming fully informed of the importance of energy efficiency and their opportunities to act."
- A critical component of statewide demand response education happens when the customer is presented with information about demand response and its importance both on a statewide and at a local level. It is difficult to present a picture of Demand Response on its own, it is important to frame it within the overall context of saving or reducing energy use. Presentation of an integrated message within the Engage360 brand is key to driving customer understanding and action.

EM&V

- The program ~~will-should~~ be formally evaluated ~~in the same manner as Engage360~~, prior to the summer of 2013 in order to gauge effectiveness and determine the path forward for the program after 2014.

Pilots N/A