



Joy C. Yamagata  
Regulatory Manager  
San Diego Gas & Electric Company  
8330 Century Park Court  
San Diego, CA 92123-1530

August 21, 2012

A. 08-06-002

Julie Fitch  
Director, Energy Division  
California Public Utilities Commission  
505 Van Ness Avenue  
San Francisco, CA 94102

**Re: REPORT OF SAN DIEGO GAS & ELECTRIC COMPANY ON INTERRUPTIBLE  
LOAD AND DEMAND RESPONSE PROGRAMS FOR JULY 2012**

Dear Ms. Fitch:

In accordance with Decision 09-08-027, Ordering Paragraph 39, attached please find San Diego Gas & Electric Company's ("SDG&E") monthly report referenced above. This report is also being served on the most recent service list in Application 08-06-001 et. al. and has been made available on SDG&E's website. The URL for the website is:

<http://sdge.com/node/711>

If you have any questions, please feel free to contact me.

Sincerely,

*/s/ Joy C. Yamagata*

Joy C. Yamagata  
Regulatory Manager

Enclosure

cc: A. 08-06-001 et. al. - Service List  
Steve Patrick – Sempra  
Central Files

# ATTACHMENT

**San Diego Gas and Electric  
Average Ex-Post Load Impact kW / Customer**

Program	Average Ex Post Load Impact kW / Customer												Eligible Accounts as of Jan 1, 2010	Eligibility Criteria (Refer to tariff for specifics)	
	January	February	March	April	May	June	July	August	September	October	November	December			
	571.0	571.0	571.0	571.0	571.0	571.0	571.0	571.0	571.0	571.0	571.0	571.0	571.0	4,514	
BIP - 3 hour option	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	4,514	All C & I customers > 100kW
BIP - 30 minute option	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	2,232	All C & I customers > 100kW
CPP-E	0.0	0.0	0.0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	32,439	All non-residential customers with interval meter
OBMC	0.0	0.0	0.0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4,514	All C&I customers
SLRP	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3	13.3		All C & I customers > 100kW
CPP-D	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	2,232	All non-residential customers with interval meter
Summer Saver Residential	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	428,747	Residential customers with AC
Summer Saver Commercial	57.1	57.1	57.1	57.1	57.1	57.1	57.1	57.1	57.1	57.1	57.1	57.1	57.1	139,478	Commercial Customers < 100kW
CBP - Day-Ahead	21.3	21.3	21.3	21.3	21.3	21.3	21.3	21.3	21.3	21.3	21.3	21.3	21.3	24,336	Non-residential customers > 20kw
CBP - Day-Of	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24,336	Non-residential customers > 20kw
DRWMP	72.0	72.0	72.0	72.0	72.0	72.0	72.0	72.0	72.0	72.0	72.0	72.0	72.0	24,336	Non-residential customers > 20kw
DR Contracts														24,336	Non-residential customers > 20kw

Estimated Average Ex Post Load Impact kW / Customer = Average kW / Customer service account over all actual event hours for the preceeding year when or if events occurred.

**Notes:**

Effective May 23, 2011 The DemandSMART Agreement was mutually terminated.

San Diego Gas and Electric  
Program Subscription Statistics  
JULY 2012

Detailed Breakdown of MWs To Date in TA/Auto DR/TI Programs

2011	January				February				March				April				May				June							
	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs				
<b>Price Responsive</b>																												
CPP-D		0.0		0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Summer Saver Residential																												
Summer Saver Commercial			0.0	0.0		0.0		0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
CBP																												
PLP		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0
DR Contracts							0.0	0.0				0.0				0.0				0.0				0.0				0.0
<b>Total</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Interruptible/Reliability</b>																												
BIP				0.0				0.0				0.0				0.0				0.0				0.0				0.0
OBMC				0.0				0.0				0.0				0.0				0.0				0.0				0.0
SLRP				0.0				0.0				0.0				0.0				0.0				0.0				0.0
<b>Total</b>			<b>0.0</b>	<b>0.0</b>			<b>0.0</b>	<b>0.0</b>			<b>0.0</b>	<b>0.0</b>			<b>0.0</b>	<b>0.0</b>			<b>0.0</b>	<b>0.0</b>			<b>0.0</b>	<b>0.0</b>			<b>0.0</b>	<b>0.0</b>
<b>Total Technology MWs</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>General Program</b>																												
TA (may also be enrolled in TI and AutoDR)	0.0				0.0				0.0				0.0				0.0				0.0				0.0			
<b>Total</b>	<b>0.0</b>				<b>0.0</b>				<b>0.0</b>				<b>0.0</b>				<b>0.0</b>				<b>0.0</b>				<b>0.0</b>			
<b>Total TA MWs</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

  

2011	July				August				September				October				November				December							
	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs				
<b>Price Responsive</b>																												
AMP				0.0				0.0				0.0				0.0				0.0				0.0				
CBP				0.0				0.0				0.0				0.0				0.0				0.0				
DBP				0.0				0.0				0.0				0.0				0.0				0.0				
Peak Choice - Best Effort				0.0				0.0				0.0				0.0				0.0				0.0				
Peak Choice - Committed				0.0				0.0				0.0				0.0				0.0				0.0				
<b>Total</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>				
<b>Interruptible/Reliability</b>																												
BIP				0.0				0.0				0.0				0.0				0.0				0.0				
OBMC				0.0				0.0				0.0				0.0				0.0				0.0				
SLRP				0.0				0.0				0.0				0.0				0.0				0.0				
<b>Total</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>				
<b>Total Technology MWs</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>				
<b>General Program</b>																												
TA (may also be enrolled in TI and AutoDR)																												
<b>Total</b>	<b>0.0</b>				<b>0.0</b>				<b>0.0</b>				<b>0.0</b>				<b>0.0</b>				<b>0.0</b>							
<b>Total TA MWs</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>0.0</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>				

Notes:

TA Identified MWs Represents "Identified MW" from TA Program participants' service accounts from completed TA audits.  
AutoDR Verified MWs Represents verified i.e.tested MW for service accounts that participate in Auto DR.  
TI Verified MWs Represents verified MW for service accounts that participated in Technology Incentives (TI). Customer service accounts must be enrolled in a DR program however not in AutoDR. MW reported in this column are not necessarily the amount enrolled in a DR Program.  
Total Technology MWs Represents the sum of verified MWs associated with the service accounts that participated in TI plus Auto DR programs.  
General Program category Represents MW of participants in the TA stage i.e."Identified MW".

**SDGE Demand Response Programs and Activities  
Incremental Cost  
2012 Funding**

**Year-to-Date Program Expenditures**

Cost Item	2012 Expenditures	2012 Expenditures												Year-to-Date 2012 Expenditures	Program-to-Date Total Expenditures 2012-2014	3-Year Funding	Fundshift Adjustments (a)	Percent Funding	
		January	February	March	April	May	June	July	August	September	October	November	December						
<b>Category 1: Reliability Programs</b>																			
Base Interruptible Program (BIP)	\$0	\$8,315	\$33,334	\$38,225	\$65,998	\$35,726	\$63,033	\$62,164							\$306,395	\$306,395	\$2,214,267	(\$1,800,000)	13.8%
Demand Bidding	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$1,800,000	\$1,800,000	
<b>Budget Category 1 Total</b>	<b>\$0</b>	<b>\$8,315</b>	<b>\$33,334</b>	<b>\$38,225</b>	<b>\$65,998</b>	<b>\$35,726</b>	<b>\$63,033</b>	<b>\$62,164</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$306,395</b>	<b>\$306,395</b>	<b>\$4,014,267</b>	<b>\$0</b>	<b>13.8%</b>
<b>Category 2: Price Responsive Programs</b>																			
Capacity Bidding Program (CBP)	\$0	\$54,061	\$32,825	\$91,061	\$45,619	\$43,902	\$69,590	\$161,508							\$498,566	\$498,566	\$5,389,000	(\$6,400,000)	9.3%
Peak Time Rebate (PTR)	\$0	\$0	\$0	\$18	\$0	\$944	\$71,120	\$20,841							\$92,823	\$92,823	\$8,885,000	\$8,400,000	1.3%
<b>Budget Category 2 Total</b>	<b>\$0</b>	<b>\$54,061</b>	<b>\$32,825</b>	<b>\$91,079</b>	<b>\$45,619</b>	<b>\$44,746</b>	<b>\$140,710</b>	<b>\$182,349</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$591,389</b>	<b>\$591,389</b>	<b>\$12,274,000</b>	<b>\$0</b>	<b>10.6%</b>
<b>Category 4: Emerging &amp; Enabling Technologies</b>																			
Emerging Technologies (ET)	\$0	\$59,235	\$29,924	\$41,674	\$107,434	\$48,965	\$71,160	\$39,845							\$398,237	\$398,237	\$2,111,000		18.9%
Small Customer Technology Incentives (SCTD)	\$0	\$0	\$0	\$0	\$0	\$0	\$3,554	\$4,916							\$8,470	\$8,470	\$9,464,167		0.1%
Technical Incentives (TI)	\$0	\$265,299	\$41,903	\$37,973	\$19,829	\$48,507	\$19,613	\$35,479							\$468,603	\$468,603	\$8,973,000		5.2%
<b>Budget Category 4 Total</b>	<b>\$0</b>	<b>\$324,534</b>	<b>\$71,827</b>	<b>\$79,647</b>	<b>\$127,263</b>	<b>\$97,472</b>	<b>\$94,327</b>	<b>\$80,240</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$875,310</b>	<b>\$875,310</b>	<b>\$20,548,167</b>	<b>\$0</b>	<b>4.3%</b>
<b>Category 5: Pilots</b>																			
Locational DR	\$0	\$0	\$0	\$0	\$0	\$0	\$292	\$292							\$584	\$584	\$433,000		0.1%
New Construction DR	\$0	\$0	\$0	\$0	\$0	\$0	\$3,992	\$5,493							\$9,485	\$9,485	\$1,126,000		0.8%
<b>Budget Category 5 Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$4,284</b>	<b>\$5,785</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$10,069</b>	<b>\$10,069</b>	<b>\$1,559,000</b>	<b>\$0</b>	<b>1.0%</b>
<b>Category 6: Evaluation, Measurement &amp; Verification</b>																			
DRMEC	\$0	(\$338,816)	\$113,447	\$202,809	\$89,981	\$41,093	\$65,984	\$14,816							\$189,314	\$189,314	\$5,115,000		3.7%
Research	\$0	\$0	\$0	\$0	\$0	\$0	\$274	(\$609)							(\$275)	(\$275)	\$600,000		0.0%
<b>Budget Category 6 Total</b>	<b>\$0</b>	<b>(\$338,816)</b>	<b>\$113,447</b>	<b>\$202,809</b>	<b>\$89,981</b>	<b>\$41,153</b>	<b>\$66,258</b>	<b>\$14,207</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$189,039</b>	<b>\$189,039</b>	<b>\$5,715,000</b>	<b>\$0</b>	<b>3.7%</b>
<b>Category 7: Marketing Education &amp; Outreach</b>																			
Statewide Marketing - Flex Alert Network (FAN)	\$0	(\$25)	\$0	\$0	\$0	\$41,354	\$281,019	\$17,184							\$339,532	\$339,532	\$1,000,000		\$0
Customer Education, Awareness & Outreach	\$0	(\$69,567)	\$51,540	\$7,241	\$22,369	(\$15,285)	\$19,902	\$88,398							\$104,598	\$104,598	\$1,100,000		9.5%
Other Local Marketing	\$0	\$0	\$0	\$0	\$1,395	\$170,900	\$110,742	\$105,487							\$388,524	\$388,524	\$4,650,000		8.4%
<b>Budget Category 7 Total</b>	<b>\$0</b>	<b>(\$69,592)</b>	<b>\$51,540</b>	<b>\$7,241</b>	<b>\$23,764</b>	<b>\$196,969</b>	<b>\$411,683</b>	<b>\$211,069</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$832,654</b>	<b>\$832,654</b>	<b>\$6,750,000</b>	<b>\$0</b>	<b>12.3%</b>
<b>Category 8: DR System Support Activities</b>																			
Regulatory Policy & Program Support	\$0	\$36,244	\$64,603	\$71,329	\$45,896	\$66,134	\$44,411	\$58,788							\$367,405	\$367,405	\$2,231,000		17.4%
IT Infrastructure & System Support	\$0	\$50,211	\$26,315	\$42,388	\$31,468	\$64,125	\$300,192	\$51,776							\$566,475	\$566,475	\$5,410,000		10.5%
<b>Budget Category 8 Total</b>	<b>\$0</b>	<b>\$86,455</b>	<b>\$90,918</b>	<b>\$113,717</b>	<b>\$77,364</b>	<b>\$130,259</b>	<b>\$344,603</b>	<b>\$110,564</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$933,880</b>	<b>\$933,880</b>	<b>\$7,641,000</b>	<b>\$0</b>	<b>27.8%</b>
<b>Category 9: Integrated Programs and Activities</b>																			
Technical Assistance (TA)	\$0	\$19,888	\$213,167	\$423,787	(\$161,091)	\$162,665	\$45,587	\$78,325							\$782,328	\$782,328	\$3,321,000		23.6%
Customer Education & Outreach - IDSM	\$0	\$56	\$83,798	\$82,015	\$1,279	\$153,914	\$30,055	\$15,650							\$346,767	\$346,767	\$984,359		35.2%
<b>Budget Category 9 Total</b>	<b>\$0</b>	<b>\$19,944</b>	<b>\$296,965</b>	<b>\$485,802</b>	<b>(\$159,812)</b>	<b>\$316,579</b>	<b>\$75,642</b>	<b>\$93,975</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,129,095</b>	<b>\$1,129,095</b>	<b>\$4,305,359</b>	<b>\$0</b>	<b>58.8%</b>
<b>Category 10: Special Projects</b>																			
Permanent Load Shifting	\$0	\$2,301	\$7,779	\$3,747	\$9,098	\$15,549	\$9,350	\$1,301							\$49,125	\$49,125	\$3,000,000		1.6%
<b>Budget Category 10 Total</b>	<b>\$0</b>	<b>\$2,301</b>	<b>\$7,779</b>	<b>\$3,747</b>	<b>\$9,098</b>	<b>\$15,549</b>	<b>\$9,350</b>	<b>\$1,301</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$49,125</b>	<b>\$49,125</b>	<b>\$3,000,000</b>	<b>\$0</b>	<b>1.6%</b>
<b>Total Incremental Cost</b>	<b>\$0</b>	<b>\$87,202</b>	<b>\$698,635</b>	<b>\$1,022,267</b>	<b>\$278,875</b>	<b>\$878,453</b>	<b>\$1,209,870</b>	<b>\$761,654</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$4,936,956</b>	<b>\$4,936,956</b>	<b>\$65,806,793</b>	<b>\$0</b>	<b>7.5%</b>

(a) See "Fund Shift Log" for explanations.

Notes:

D.12-04-045

SAN DIEGO GAS AND ELECTRIC

	2012- 2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year-to Date	2012-2014	Authorized
	January	February	March	April	May	June	July	August	September	October	November	December	2012	Total	Budget (if
													Expenditures	Expenditures	Applicable)
<b>I. STATEWIDE MARKETING</b>															
IOU Administrative Costs				\$0	\$529	\$0	\$300						\$829	\$829	
Statewide ME&O contract				\$0	\$0	\$0	\$0						\$0	\$0	
<b>I. TOTAL STATEWIDE MARKETING</b>				<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>						<b>\$0</b>	<b>\$0</b>	
<b>II. UTILITY MARKETING BY ACTIVITY * (1)</b>															
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014															
<b>PROGRAMS, RATES &amp; ACTIVITES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING <sup>1,2</sup></b>															
Technical Assistance				\$0	\$0	\$93	\$0						\$93	\$93	
Technical Incentives				\$0	\$0	\$93	\$0						\$93	\$93	
Small Customer Technology Deployment				\$0	\$0	\$0	\$0								
Peak Load Shifting				\$0	\$0	\$0	\$0								
Customer Awareness, Education and Outreach (CEAO - DR)				\$22,954	(\$18,514)	\$19,921	\$87,627						\$111,988	\$111,988	
Integrated Demand Side Marketing (CEAO - IDSM)				\$677	\$131,258	\$48,801	\$2,572						\$183,308	\$183,308	
<b>PROGRAMS &amp; RATES WHICH REQUIRE ITEMIZED ACCOUNTING <sup>3,4</sup></b>															
<b>Reduce Your Use (PTR)</b>															
Customer Research				\$0	\$0	\$0	\$0						\$0	\$0	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)				\$1,395	\$0	\$87,071	\$1,468						\$89,934	\$89,934	
Labor				\$0	\$0	\$292	\$292						\$584	\$584	
Paid Media				\$0	\$600	\$23,159	\$8,959						\$32,718	\$32,718	
Other Costs				\$0	\$170,300	\$219	\$92,202						\$262,721	\$262,721	
<b>II. TOTAL UTILITY MARKETING BY ACTIVITY</b>				<b>\$25,026</b>	<b>\$283,644</b>	<b>\$179,649</b>	<b>\$193,120</b>						<b>\$681,439</b>	<b>\$681,439</b>	
<b>III. UTILITY MARKETING BY ITEMIZED COST</b>															
Customer Research				\$0	\$0	\$0	\$0						\$0	\$0	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)				\$1,395	\$633	\$90,683	\$1,468						\$94,179	\$94,179	
Labor				13590	25042	7720	12897						\$59,249	\$59,249	
Paid Media				255	35708	41707	8959						\$86,629	\$86,629	
Other Costs				9786	222261	39564	169796						\$441,407	\$441,407	
<b>III. TOTAL UTILITY MARKETING BY ITEMIZED COST</b>				<b>\$25,026</b>	<b>\$283,644</b>	<b>\$179,674</b>	<b>\$193,120</b>						<b>\$681,464</b>	<b>\$681,464</b>	
<b>IV. UTILITY MARKETING BY CUSTOMER SEGMENT</b>															
Agricultural				\$0	\$0	\$0	\$0						\$0	\$0	
Large Commercial and Industrial				\$9,053	\$45,749	\$17,430	\$2,989						\$75,221	\$75,221	
Small and Medium Commercial				\$8,595	\$57,019	\$13,794	\$1,232						\$80,640	\$80,640	
Residential				7378	180876	148450	188899						\$525,603	\$525,603	
<b>IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT</b>				<b>\$25,026</b>	<b>\$283,644</b>	<b>\$179,674</b>	<b>\$193,120</b>						<b>\$681,464</b>	<b>\$681,464</b>	

**Notes:**

<sup>1</sup> Programs, Rates & Activities does not include "Marketing My Account/Energy and Integrated Online Audit Tools" - the 2012 ICEAT program is funded through D.09-09-047

<sup>2</sup> Programs, Rates & Activities does not include "Critical Peak Pricing > 200kW" (CPP-D) as program funding is not approved or directed in D.12-04-045

<sup>3</sup> Programs, Rates & Activities does not include SDG&E's Summer Saver program as program funding is not approved or directed in D.12-04-045

<sup>4</sup> Programs, Rates & Activities does not include "Critical Peak Pricing < 200kW" as program funding is not approved or directed in D.12-04-045

SAN DIEGO GAS AND ELECTRIC

	2012- 2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year-to Date	2012-2014	Authorized
	January	February	March	April	May	June	July	August	September	October	November	December	2012	Total	Budget (if
													Expenditures	Expenditures	Applicable)
<b>I. STATEWIDE MARKETING</b>															
IOU Administrative Costs					\$0	\$529	\$0	\$300					\$829	\$829	
Statewide ME&O contract					\$0	\$0	\$0	\$0					\$0	\$0	
<b>I. TOTAL STATEWIDE MARKETING</b>					<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>					<b>\$0</b>	<b>\$0</b>	
<b>II. UTILITY MARKETING BY ACTIVITY * (1)</b>															
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014															
<b>PROGRAMS, RATES &amp; ACTIVITES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING <sup>1,2</sup></b>															
Technical Assistance					\$0	\$0	\$93	\$0					\$93	\$93	
Technical Incentives					\$0	\$0	\$93	\$0					\$93	\$93	
Small Customer Technology Deployment					\$0	\$0	\$0	\$0							
Peak Load Shifting					\$0	\$0	\$0	\$0							
Customer Awareness, Education and Outreach (CEAO - DR)					\$22,954	(\$18,514)	\$19,921	\$87,627					\$111,988	\$111,988	
Integrated Demand Side Marketing (CEAO - IDSM)					\$677	\$131,258	\$48,801	\$2,572					\$183,308	\$183,308	
<b>PROGRAMS &amp; RATES WHICH REQUIRE ITEMIZED ACCOUNTING <sup>3,4</sup></b>															
<b>Reduce Your Use (PTR)</b>															
Customer Research					\$0	\$0	\$0	\$0					\$0	\$0	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)					\$1,395	\$0	\$87,071	\$1,468					\$89,934	\$89,934	
Labor					\$0	\$0	\$292	\$292					\$584	\$584	
Paid Media					\$0	\$600	\$23,159	\$8,959					\$32,718	\$32,718	
Other Costs					\$0	\$170,300	\$219	\$92,202					\$262,721	\$262,721	
<b>II. TOTAL UTILITY MARKETING BY ACTIVITY</b>					<b>\$25,026</b>	<b>\$283,644</b>	<b>\$179,649</b>	<b>\$193,120</b>					<b>\$681,439</b>	<b>\$681,439</b>	
<b>III. UTILITY MARKETING BY ITEMIZED COST</b>															
Customer Research					\$0	\$0	\$0	\$0					\$0	\$0	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)					\$1,395	\$633	\$90,683	\$1,468					\$94,179	\$94,179	
Labor					13590	25042	7720	12897					\$59,249	\$59,249	
Paid Media					255	35708	41707	8959					\$86,629	\$86,629	
Other Costs					9786	222261	39564	169796					\$441,407	\$441,407	
<b>III. TOTAL UTILITY MARKETING BY ITEMIZED COST</b>					<b>\$25,026</b>	<b>\$283,644</b>	<b>\$179,674</b>	<b>\$193,120</b>					<b>\$681,464</b>	<b>\$681,464</b>	
<b>IV. UTILITY MARKETING BY CUSTOMER SEGMENT</b>															
Agricultural					\$0	\$0	\$0	\$0					\$0	\$0	
Large Commercial and Industrial					\$9,053	\$45,749	\$17,430	\$2,989					\$75,221	\$75,221	
Small and Medium Commercial					\$8,595	\$57,019	\$13,794	\$1,232					\$80,640	\$80,640	
Residential					7378	180876	148450	188899					\$525,603	\$525,603	
<b>IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT</b>					<b>\$25,026</b>	<b>\$283,644</b>	<b>\$179,674</b>	<b>\$193,120</b>					<b>\$681,464</b>	<b>\$681,464</b>	



**Notes:**

<sup>1</sup> Programs, Rates & Activities does not include "Marketing My Account/Energy and Integrated Online Audit Tools" - the 2012 ICEAT program is funded through D.09-09-047

<sup>2</sup> Programs, Rates & Activities does not include "Critical Peak Pricing > 200kW" (CPP-D) as program funding is not approved or directed in D.12-04-045

<sup>3</sup> Programs, Rates & Activities does not include SDG&E's Summer Saver program as program funding is not approved or directed in D.12-04-045

<sup>4</sup> Programs, Rates & Activities does not include "Critical Peak Pricing < 200kW" as program funding is not approved or directed in D.12-04-045

**SDGE  
FUND SHIFTING  
2012**

**FUND SHIFTING DOCUMENTATION PER DECISION 09-08-027 ORDERING PARAGRAPH 35**

**OP 35:**                   The utilities may shift up to 50% of a program funds to another program's funds to another program within the same budget category.  
The utilities shall document the amount of and reason for each shift in their monthly demand response reports.

Program Category	Fund Shift	Programs Impacted	Date	Rationale for Fundshift
Price-Responsive Programs	<del>(\$6,400,000)</del>	Capacity Bidding Program	5/24/2012	To fund PTR(A) per AL 2351-E
	\$6,400,000	Peak Time Rebate (A)	5/24/2012	To fund PTR(A) per AL 2351-E
Reliability Programs	<del>(\$1,800,000)</del>	Base Interruptible Program	7/14/2012	To fund the Demand Bidding Program per AL 2370-E
	\$1,800,000	Demand Bidding Program	7/14/2012	To fund the Demand Bidding Program per AL 2370-E
<b>Total</b>	<b>\$0</b>			

Notes:                   Provide concise rationale for the fund shift in colum "Rationale for Fund Shift"

**SDGE Interruptible and Price Responsive Programs  
2012 Event Summary**

Year-to-Date Event Summary						
Program Category	Event No.	Date	Event Trigger(1)	kW	Event Beginning:End	Hours (Annual)
None	n/a		None	n/a	n/a	None

SDGE  
Demand Response Programs  
Total Cost and AMDRMA 2012 Accounts Balance  
\$000

Annual Total Cost	January	February	March	April	May	June	July	August	September	October	November	December	Year-to-Date Cost		% of Budget
<b>Administrative (O&amp;M)</b>															
Capacity Bidding Program	\$38.8	\$34.8	\$91.1	\$45.6	\$43.9	\$69.6	\$70.8						\$394.6	\$0.0	n/a
Base Interruptible Program	\$4.0	\$6.3	\$3.2	\$5.6	\$6.9	\$5.5	\$6.7						\$38.2	\$0.0	n/a
CPP-Emergency	\$1.4	\$1.5	(\$2.0)	\$2.2	\$0.6	(\$2.0)	\$0.9						\$2.6	\$0.0	n/a
Technology Incentives	(\$39.8)	\$41.9	\$38.0	\$19.8	\$48.5	\$19.6	\$35.5						\$163.5	\$0.0	n/a
Technology Assistance	\$19.9	\$213.2	\$423.8	(\$161.1)	\$162.7	\$45.6	\$78.3						\$782.3	\$0.0	n/a
Flex Alert Network	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$41.4	\$281.0						\$339.6	\$0.0	n/a
Customer Education, Awareness & Outreach	(\$69.5)	\$51.5	\$7.2	\$22.4	(\$15.3)	\$19.9	\$88.4						\$104.7	\$0.0	n/a
CEAO-IDSM	\$0.1	\$83.8	\$62.0	\$1.3	\$153.9	\$30.1	\$15.7						\$346.8	\$0.0	n/a
Emerging Markets/Technologies	\$59.2	\$29.9	\$41.7	\$107.4	\$49.0	\$71.2	\$39.8						\$398.2	\$0.0	n/a
Other Local Marketing	\$0.0	\$0.0	\$0.0	\$1.4	\$170.9	\$110.7	\$105.5						\$388.5	\$0.0	n/a
PTR	\$0.0	\$0.0	\$0.0	\$0.0	\$0.8	\$71.1	\$4.7						\$76.6	\$0.0	n/a
PTR-A	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$16.2						\$16.2	\$0.0	n/a
SCTD	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$3.6	\$4.9						\$8.5	\$0.0	n/a
LDR	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.3	\$0.3						\$0.6	\$0.0	n/a
NCDRP	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$4.0	\$5.5						\$9.5	\$0.0	n/a
WMP	\$612.9	\$1.1	\$0.8	\$1.0	\$0.8	\$0.1	\$0.2						\$616.9	\$0.0	n/a
Celerity **	\$0.1	\$0.2	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1						\$0.8	\$0.0	n/a
Summer Saver **	\$320.0	\$15.5	\$644.4	\$5.8	\$12.5	\$48.6	\$32.1						\$1,079.0	\$0.0	n/a
Permanent Load Shifting	\$6.0	\$7.8	\$3.7	\$9.1	\$15.5	\$9.4	\$10.6						\$62.1	\$0.0	n/a
PLP	\$0.0	\$2.6	\$0.7	\$1.3	(\$2.9)	\$0.7	\$0.2						\$2.6	\$0.0	n/a
RACT	\$16.4	\$15.0	(\$15.8)	\$18.9	\$11.4	(\$7.5)	\$3.1						\$41.6	\$0.0	n/a
Information Technology***	\$50.2	\$26.3	\$42.4	\$31.5	\$64.1	\$300.2	\$51.8						\$566.5	\$0.0	n/a
General Admin***	\$36.2	\$64.6	\$71.3	\$45.9	\$66.1	\$44.4	\$58.8						\$387.4	\$0.0	n/a
<b>Total Administrative (O&amp;M)</b>	<b>\$1,056.0</b>	<b>\$596.1</b>	<b>\$1,412.6</b>	<b>\$158.2</b>	<b>\$831.1</b>	<b>\$1,126.1</b>	<b>\$647.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$5,827.1</b>	<b>\$0.0</b>	<b>n/a</b>
<b>Capital</b>															
Base Interruptible Program	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	n/a
Emerging Markets	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	n/a
<b>Total Capital</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>n/a</b>
<b>Measurement and Evaluation</b>															
Research	\$0.0	\$0.0	\$0.0	\$0.0	\$0.1	\$0.3	(\$0.6)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	(\$0.3)	\$0.0	n/a
General Administration	(\$338.8)	\$113.4	\$202.8	\$90.0	\$41.1	\$66.0	\$14.8						\$189.3	\$0.0	n/a
<b>Total M&amp;E</b>	<b>(\$338.8)</b>	<b>\$113.4</b>	<b>\$202.8</b>	<b>\$90.0</b>	<b>\$41.2</b>	<b>\$66.3</b>	<b>\$14.2</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$189.1</b>	<b>\$0.0</b>	<b>n/a</b>
<b>Customer Incentives</b>															
Capacity Bidding Program	\$15.2	(\$2.0)	\$0.0	\$0.0	\$0.0	\$0.0	\$90.8						\$104.0	\$0.0	n/a
Base Interruptible Program	\$4.3	\$27.0	\$35.0	\$60.0	\$28.8	\$57.5	\$55.5						\$268.2	\$0.0	n/a
Technology Incentives	\$305.2	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0						\$305.2	\$0.0	n/a
Technology Assistance	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0						\$0.0	\$0.0	n/a
Celerity	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0						\$0.0	\$0.0	n/a
Summer Saver	\$11.1	\$13.0	\$1.2	\$0.9	\$0.0	\$0.0	\$0.0						\$26.2	\$0.0	n/a
<b>Total Customer Incentives</b>	<b>\$335.8</b>	<b>\$38.0</b>	<b>\$36.3</b>	<b>\$60.9</b>	<b>\$28.8</b>	<b>\$57.5</b>	<b>\$146.2</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$703.6</b>	<b>\$0.0</b>	<b>n/a</b>
<b>Total</b>	<b>\$1,053.1</b>	<b>\$747.5</b>	<b>\$1,651.7</b>	<b>\$309.1</b>	<b>\$901.1</b>	<b>\$1,249.9</b>	<b>\$807.5</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$6,719.8</b>	<b>\$0.0</b>	<b>n/a</b>
<b>AMDRMA Account End of Month Balance for WG2</b>	<b>\$1,087.3</b>	<b>\$734.2</b>	<b>\$1,638.6</b>	<b>\$296.1</b>	<b>\$888.2</b>	<b>\$1,237.2</b>	<b>794.3</b>						<b>\$6,675.9</b>		

\*\* Budgeted under a different proceeding

\*\*\* General Admin Overhead will be allocated when a final budget is approved.

Notes:

Effective May 23, 2011 The DemandSMART Agreement was mutually terminated.

**SDGE GRC Programs  
2012  
\$000**

Annual Total Cost	January	February	March	April	May	June	July	August	September	October	November	December	Year-to-Date Total Cost
<b>Programs in General Rate Case</b>													
<b>Administrative (O&amp;M)</b>													
AL-TOU-CP	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
CPP-D	\$6.7	\$8.5	\$7.8	\$13.2	\$12.4	\$15.5	\$11.6	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$75.7
SLRP	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Peak Generation (RBRP)	\$4.9	\$6.4	\$4.1	\$5.1	\$5.0	\$6.3	\$5.1	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$37.0
OBMC	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<b>Total Administrative (O&amp;M)</b>	<b>\$11.6</b>	<b>\$14.9</b>	<b>\$11.9</b>	<b>\$18.3</b>	<b>\$17.5</b>	<b>\$21.8</b>	<b>\$16.6</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$112.7</b>
<b>Capital</b>													
Peak Generation (RBRP) (1)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<b>Total Capital</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>
<b>Measurement and Evaluation</b>													
Peak Generation (RBRP)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<b>Total M&amp;E</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>
<b>Customer Incentives</b>													
AL-TOU-CP (2)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
BIP	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
SLRP	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Peak Generation (RBRP)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<b>Total Customer Incentives</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>
<b>Revenue from Penalties</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>
<b>Total GRC Program Costs</b>	<b>\$11.6</b>	<b>\$14.9</b>	<b>\$11.9</b>	<b>\$18.3</b>	<b>\$17.5</b>	<b>\$21.8</b>	<b>\$16.6</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$112.7</b>

(1) Capital costs for meters provided free to customers and charged to the programs