

SMALL BUSINESS UTILITY ADVOCATES DATA REQUEST
SBUA-SEU-DR-003
SDG&E-SOCALGAS 2019 GRC – A.17-11-007/8
SDG&E_SOCALGAS RESPONSE
DATE RECEIVED: APRIL 20, 2018
DATE RESPONDED: MAY 8, 2018

CONTRACTING OPPORTUNITIES AND SMALL BUSINESSES

1. Other than the supplier diversity programs and efforts to comply with General Order 156, please provide any studies, reports, or other data that show SDG&E's efforts specifically targeted to encourage or promote contract opportunities for small businesses.

Utility Response 1:

SDG&E does not keep records or track information based on the size of the business that provides goods or services to SDG&E. However, SDG&E tracks spend data on women, minority, service disabled veteran, lesbian, gay, bi-sexual and transgender business enterprises.

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2. Please provide the number and dollar amounts of contracts awarded by SDG&E since January 1, 2015 to small businesses.

Utility Response 2:

SDG&E does not keep records or track information based on the size of the business that provides goods or services to SDG&E. However, SDG&E tracks spend data on women, minority, service disabled veteran, lesbian, gay, bi-sexual and transgender business enterprises.

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3. Please describe all of SDG&E's efforts to track the number and/or dollar amounts of contracts awarded by SDG&E over the last five years to small businesses.

Utility Response 3:

SDG&E does not keep records or track information based on the size of the business that provides goods or services to SDG&E. However, SDG&E tracks spend data on women, minority, service disabled veteran, lesbian, gay, bi-sexual and transgender business enterprises.

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CONTRACTING OPPORTUNITIES AND SMALL BUSINESSES

4. Other than the supplier diversity programs and efforts to comply with General Order 156, please provide any studies, reports, or other data that show SoCalGas' efforts specifically targeted to encourage or promote contract opportunities for small businesses.

Utility Response 4:

SoCalGas does not keep records or track information based on the size of the business that provides goods or services to SDG&E. However, SoCalGas tracks spend data on women, minority, service disabled veteran, lesbian, gay, bi-sexual and transgender business enterprises.

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5. Please provide the number and dollar amounts of contracts awarded by SoCalGas' since January 1, 2015 to small businesses.

Utility Response 5:

SoCalGas does not keep records or track information based on the size of the business that provides goods or services to SDG&E. However, SoCalGas tracks spend data on women, minority, service disabled veteran, lesbian, gay, bi-sexual and transgender business enterprises.

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6. Please describe all of SoCalGas' efforts to track the number and/or dollar amounts of contracts awarded by SoCalGas over the last five years to small businesses.

Utility Response 6:

SoCalGas does not keep records or track information based on the size of the business that provides goods or services to SDG&E. However, SoCalGas tracks spend data on women, minority, service disabled veteran, lesbian, gay, bi-sexual and transgender business enterprises.

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SHORT-TERM INCENTIVE GOALS (STIP)

7. Do SDG&E's STIP goals have any incentives that are directly tied to the adoption by small businesses of distributed generation, energy efficiency, or transportation electrification? Please explain in detail.

Utility Response 7:

No.

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8. Do SDG&E's STIP goals have any incentives that are directly tied to outreach and education of small businesses regarding distributed generation, energy efficiency, or transportation electrification? Please explain in detail.

Utility Response 8:

No.

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9. Do SoCalGas' STIP goals have any incentives that are directly tied to the adoption by small businesses of distributed generation, energy efficiency, or transportation electrification? Please explain in detail.

Utility Response 9:

No.

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10. Do SoCalGas' STIP goals have any incentives that are directly tied to outreach and education of small businesses regarding distributed generation, energy efficiency, or transportation electrification? Please explain in detail.

Utility Response 10:

No.

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SMALL BUSINESS EDUCATION AND OUTREACH

11. Please provide any studies, reports or other data that show SDG&E’s outreach, marketing, and education efforts that are uniquely and specifically targeted to small businesses.

Utility Response 11:

For the purpose of this response, SDG&E defines its universe of customers by electric demand: small (<20kW), medium (20-199kW), and large (>200kW).

SDG&E has performed a number of surveys funded through various CPUC proceedings that provide insights on messaging and programs that may benefit small business customers. As referenced in response to SBUA-SEU-DR-003, Question 17e, SDG&E conducted research with small business customers in support of the time of use (TOU) pricing rollout to determine customer awareness and attitudes regarding their company's transition to a TOU rate plan. This full report is included in the attachment to the Question 17e response, see “Small Business Pricing Rollout 2016 Report”. In addition, SDG&E conducted a market assessment of the business sector to develop proposals in its Energy Efficiency Business Plan, which was filed in A.17-01-013. A link to the Energy Efficiency Business Plan is also provided in response to SBUA-SEU-DR-003, Question 17.

Other representative survey examples are shown in the SBUA-SEU-DR-03 Q11 Attachment.

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12. Does SDG&E engage any outside advertising or marketing firms to assist in its outreach, marketing, or education efforts that are uniquely and specifically targeted to small businesses?

Utility Response 12:

SDG&E has engaged outside firms to assist in its outreach, marketing and education efforts targeted to small businesses. For example, in December 2017, SDG&E began a small business outreach campaign executed by a third-party vendor funded through a non-GRC CPUC proceeding. The project involved a door-to-door and outbound phone hybrid approach to outreach. The vendor educated our small business customers on their new TOU pricing plan, how it affects them, and how they can save on their utility bill moving forward with conservation, shifting the timing of when they use energy, and the Business Energy Solutions program.

The vendor successfully educated 1,490 small business customers and of those, generated over 490 leads to the Business Energy Solutions program.

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13. Please provide the amount of revenue allocated to SDG&E's planned efforts in each of the previous two questions.

Utility Response 13:

SDG&E objects to this request pursuant to Rule 10.1 of the Commission's Rules of Practice and Procedure on the grounds that it is vague and ambiguous as to the phrase "the amount of revenue allocated." SDG&E further objects to this request to the extent it seeks information that is neither relevant to the subject matter involved in this proceeding nor is reasonably calculated to lead to the discovery of admissible evidence.

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14. Please provide any studies, reports or other data that show SoCalGas' outreach, marketing, and education efforts that are uniquely and specifically targeted to small businesses.

Utility Response 14:

For the purpose of this response, SoCalGas defines the term "small businesses" as described in response to Question 9 of SBUA-SEU-DR-002. SoCalGas conducts different types of analysis funded through various CPUC proceedings that provide insights on messaging, products, and services that may benefit small business customers. As an example, SoCalGas regularly conducts business customer panels on a variety of topics such as communication channel preferences, Business My Account use, energy efficiency rebates, trainings, and seminars to understand the energy needs and interests of small and medium business customers. A sample of these results are provided in the following attachment:

- SBUA-SEU-003-Q14-Attachment 1.pdf

SoCalGas also analyzes the efforts of targeted campaign communications by tracking the performance of messaging tactics uniformly across all customer sectors. Analysis of metrics and performance for each media channel are conducted at the culmination of the campaign, and results of the analysis may be considered during the planning of future campaign strategies. The following campaign summary and results for the 2016 Small Medium Business energy efficiency campaign provides a representative example:

- SBUA-SEU-003-Q14-Attachment 2_Redacted.pdf

In addition, SoCalGas' Energy Efficiency Business Plan, filed in A.17-01-016 included an assessment of challenges and interventions that support small commercial business customers. SoCalGas' Energy Efficiency Business Plan can be found in the following link:

https://www.socalgas.com/regulatory/documents/a-17-01-016/SoCalGas_Business_Plan-1.17.17-FINAL.PDF

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15. Does SoCalGas engage any outside advertising or marketing firms to assist in its outreach, marketing, or education efforts that are uniquely and specifically targeted to small businesses?

Utility Response 15:

Yes. See, e.g., response to Question 14 in SBUA-SEU-003-Q14-Attachment 2_Redacted.pdf.

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16. Please provide the amount of revenue allocated to SoCalGas' planned efforts in each of the two prior questions.

Utility Response 16:

SoCalGas objects to this request pursuant to Rule 10.1 of the Commission's Rules of Practice and Procedure on the grounds that it is vague and ambiguous to the phrase "the amount of revenue allocated." SoCalGas further objects to this request to the extent it seeks information that is neither relevant to the subject matter involved in this proceeding nor is reasonably calculated to lead to the discovery of admissible evidence.

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OTHER GENERAL QUESTIONS

17. Please provide any studies, reports or other data that detail how small commercial customers use electricity and gas in San Diego Gas and Electric's ("SDG&E") service area and gas in Southern California Gas Company's ("SoCalGas") service areas, including such matters as:

- a. usage broken down by days of operation;
- b. usage each month;
- c. usage each day, including typical start and stop times;
- d. principal uses of electricity;
- e. level of engagement in managing energy use;
- f. shifts in electricity usage, including successes in reducing bills;
- g. ability to shift electricity usage in the future; and/or
- h. reliance on automation technologies.

Utility Response 17:

In footnote 1 of Question 2 of SBUA-SEU-DR-001, SBUA defines a "small business" the same way the California Department of General Services defines a small business, see <http://www.dgs.ca.gov/pd/Programs/OSDS/SBEligibilityBenefits.aspx>, however if SoCalGas and SDG&E use some other definition, the questions ask to provide that definition. For purposes of responding to this question for gas customers, SoCalGas and SDG&E does not distinguish its customer classes according to SBUA's definition. Accordingly, in this response, SoCalGas and SDG&E distinguished between small and large commercial and industrial customers by whether the customer is categorized as being core or noncore. Based on the foregoing, SoCalGas and SDG&E provide the following:

- a. SoCalGas and SDG&E does not have gas use usage broken down by days of operation.
- b. The separately attached excel file "SBUA-003 Q17bc (gas).xlsx," tab Q17b, contains 2017 aggregate monthly gas usage for core commercial customers, respectively, for SoCalGas and SDG&E.
- c. The excel file described in response to Question 17.b above, tab A17c, contains aggregate daily gas usage for SDG&E's core commercial customers. SDG&E's daily consumption data covers the 24-hour period of 10 pm to 10 pm the following day. For SoCalGas, AMI installation is not complete yet; so, daily gas consumption for all core commercial customers is not available.
- d. Not applicable for gas usage.
- e. The separately attached file "SBUA DR-003_17E.pdf" summarizes SoCalGas' small commercial customers' level of engagement in managing their gas use. This data is based on surveys of SoCalGas' business customer panel. The business customer panel comprises a subset of small/medium business customers with annual gas usage of 50 thousand therms or less (without Account Executives).
- f. Not applicable for gas usage.

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Utility Response 17 Continued:

- g. Not applicable for gas usage.
- h. SoCalGas and SDG&E do not have any information on reliance on automation technologies on the gas side.

For electric customers, SDG&E defines “small businesses” as SDG&E’s small commercial electric customers as defined in SDG&E’s Tariff Rule 1. Based on this definition, SDG&E provides the following links and PDF documents to detail how small commercial customers use electricity in SDG&E’s service area:

Study/Report/Data	Link
California Commercial End-Use Survey (CEUS)	http://energy.ca.gov/ceus/
2016 Impact Evaluation for San Diego Gas & Electric’s small commercial and Agricultural Time of Use and Critical Peak Pricing Rates	http://www.calmac.org/publications/Small_Commercial_TOU_CPP_Evaluation_Report_2016_-_FINAL_PUBLIC.pdf
SDG&E SCTD commercial Load Impact Evaluation Report Year 2015	http://www.calmac.org/publications/SCTD_Commercial_Load_Impact_Evaluation_Report_Year_2015.pdf
SDG&E Non-Residential SPP Load Impact Evaluation Report Year 2015	http://www.calmac.org/publications/Non-Residential_SPP_Load_Impact_Evaluation_Report_Year_2015_Public.pdf
Integrated Demand Side Management: A Study of Preferences and Patterns of IDSM Uptake in California’s Residential and small commercial Markets	http://www.calmac.org/publications/IDSM_CustomerResearchStudy_CPU0120.pdf
SDG&E's Energy Efficiency Business Plan	https://www.sdge.com/sites/default/files/SDGE%2520EE%2520BP%2520Application%2520FINAL%2520with%2520BP_2.PDF
SDG&E Dynamic Load Profiles	https://www.sdge.com/more-information/doing-business-with-us/energy-service-providers/dynamic-load-profiles
Small Business Pricing Rollout 2016 Report	PDF “Small Business Pricing Rollout 2016 Report”

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18. Being as SoCalGas's core commercial customers are expected to see a 13.1% rate increase,¹ please provide any data, reports or summaries that describe the cost components of this rate increase.

FOOTNOTE

¹ *SoCalGas General Rate Case Application, Appendix D – Statement of Proposed Gas Rate Changes, p.1, Table 2. The present rate per therm for Core Commercial and Industrial customers is \$0.67952 and would increase to \$0.76865).*

Utility Response 18:

As summarized in the Application at pages 4-6, the overall revenue requirement request is a result of all the proposals in the various GRC witnesses' direct testimony, which is then calculated into a total revenue requirement, as reflected in the Summary of Earnings testimony of Ryan Hom (Exhibit SCG-43-2R). A list of those sponsoring witnesses' exhibits is provided on pages 5-6. Thus, the 13.1% rate increase is due to the increase in the total authorized base margin (*see* Ex. SCG-43-2R). As explained in Mr. Hom's testimony, "SoCalGas forecasts these expenditures to continue to safely provide utility service to customers, to maintain adequate system reliability, to provide responsive customer services, and to comply with governmental regulations and orders applicable to SoCalGas, as discussed by various witnesses. SoCalGas also seeks to recover costs for taxes and depreciation associated with plant investments" (Ex. SCG-43-2R at RH-2 lines 4-8).

Also, as explained in the Present and Proposed Gas Transportation Revenue and Rates testimony of Sharim Chaudhury (Exhibit SCG-46-2R), "SoCalGas' TY 2019 GRC proposals, if adopted, would impact its intrastate transportation rates and revenues. Rates and revenues for other components of the bundled rates, including gas commodity cost and Public Purpose Program (PPP) surcharges, would not be impacted by this Application and therefore, have been held constant for the present versus proposed revenues and rates comparison. The transportation rates and revenues reflect the cost allocation methods, the functional cost studies, and sales volumes adopted in SoCalGas' most recent Triennial Cost Allocation Proceeding (TCAP) implemented on January 1, 2017, and other proceedings as appropriate" (Ex. SCG-46-2R at ISC-2 lines 12-19, footnotes omitted).

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19. Being as a non-coincident peak demand charge is measured on a customer's highest 15-minute peak, regardless of the peak, and a coincident demand charge is measured on the customer's highest usage during the expected system peak period, how does SDG&E plan to allocate Demand Charges to small commercial customers?

Utility Response 19:

SDG&E objects to this question on the grounds that it is outside the scope of this pending 2019 GRC Phase 1 proceeding.

SDG&E does not have any proposals in this application to allocate Demand Charges to small commercial customers. Parties will have the opportunity to address electric rate design issues in SDG&E's upcoming 2019 GRC Phase 2 application, which is expected to be filed by December 1, 2018.

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20. Does SDG&E anticipate that, if it does use non-coincident peak demand charges, that the charges will help to reduce system peak?

Utility Response 20:

SDG&E objects to this question on the grounds that it is outside the scope of this pending 2019 GRC Phase 1 proceeding.

SDG&E does not have any proposals in this application related to the use of non-coincident peak demand charges. Parties will have the opportunity to address electric rate design issues in SDG&E's upcoming 2019 GRC Phase 2 application, which is expected to be filed by December 1, 2018.

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21. In 2008, the Federal Energy Regulatory Commission approved SDG&E’s request to have a portion of transmission revenue collection from medium and large commercial customers moved from non-coincident peak charges toward seasonally differentiated coincident peak charges.² What data does SDG&E have regarding any savings identified because of this change? Please provide any data that would show SDG&E’s analysis and consideration of this approach relative to distribution rates.

FOOTNOTE

² Carl Linvill, PhD., Jim Lazar, Max Dupuy, Jessica Shipley, and Donna Brutkoski of the Regulatory Assistance Project. “*Smart Non-Residential Rate Design: Optimizing Rates for Equity, Integration, and DER Deployment.*” [Hereafter, “RAP Report”]. (December 2017). Page 22.

Utility Response 21:

SDG&E objects to this question on the grounds that it is outside the scope of this pending 2019 GRC Phase 1 proceeding.

SDG&E does not have any proposals in this application related to the use of non-coincident peak demand charges or coincident peak charges. Parties will have the opportunity to address electric rate design issues in SDG&E’s upcoming 2019 GRC Phase 2 application, which is expected to be filed by December 1, 2018.

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22. The Distributed Energy Resources (DER) Action Plan released by the California Public Utilities Commission required the review of non-residential demand charges and the consideration of changes to these customers' rate designs, specifically for the alignment of pricing with the DER vision.³ Please provide any data that documents SDG&E's efforts to comply with this review provided in the DER Action Plan.

FOOTNOTE

³ *RAP Report, supra note 2, page 13.*

Utility Response 22:

SDG&E objects to this question on the grounds that it is outside the scope of this pending 2019 GRC Phase 1 proceeding.

SDG&E does not have any proposals in this application related to demand charges. Parties will have the opportunity to address electric rate design issues in SDG&E's upcoming 2019 GRC Phase 2 application, which is expected to be filed by December 1, 2018.