Proposed To-Code Pilot

CPUC Workshop – April 28, 2015

SDG&E will work with the other IOUs to modify its pilot to conform to the proposed SW experiment

While the specifics of a revised design need to be determined, SDG&E will:

- Work with the Energy Division, its consultants, and the other IOUs to finalize design specifics and sample sizing to provide statistically significant results from the state-wide effort
- Create two treatment groups rather than one
- Make other design modifications as determined to be necessary for a meaningful study

Hypothesis – Providing incentives for measures required by trigger code will increase savings

The specific elements to be tested are:

- Participation rate of customers that proceed with projects will increase
- Participants will include a larger number of lighting measures in their projects
  - Includes the number of lighting fixtures as well as controls
- There will be a spillover effect that results in the average number of all types of measures increasing as well as the total savings attributable to an average project

The SW modifications will further:

- Determine the difference in response to an enhanced incentive alone vs. incentives based on to-code savings

SDG&E's To-Code Pilot will target small non-residential customer using Direct Install

SDG&E's Direct Install approach offers a number of advantages:

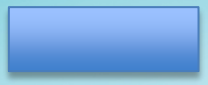
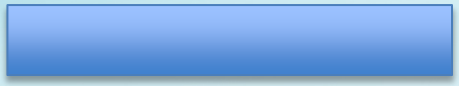
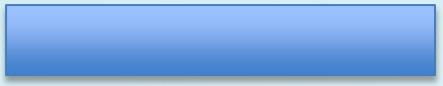
- Smaller, harder-to-reach, customers will benefit from the To-Code approach
- One contactor will be used for both the control and test groups and thus extraneous influences can be reduced
- Control offered by the direct install approach also provides for easier and more consistent data gathering
- The implementation is different than the approach proposed by the other IOUs and thus provides a broader test for the To-Code concept without diminishing the advantages of a coordinated approach and sampling

SDG&E will work with the ED to develop specific control and test groups

The following table summarize the expected design characteristics of each group

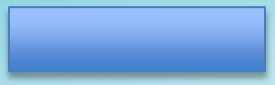
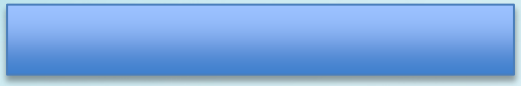
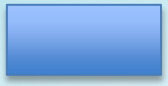
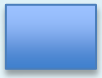
Design Attribute	Control Group	Treatment Group 1	Treatment Group 2
Incentive for lighting only	Standard	Enhanced equal to Group 2 Lighting & Controls	Standard + Extra based on To-Code
Incentives for lighting and controls	Standard (None for controls)	Enhanced equal to Group 2 Lighting & Controls	Standard + Extra based on To-Code for both lighting and controls
Incentive for non-lighting measures	Standard	Standard	Standard
Marketing	Standard	Standard, but with Group 1 incentives highlighted	Standard, but with Group 2 incentives highlighted

The pilot will test if the typical lighting project changes in the expected manner

Current Typical Project	Typical Group 1 Project	Typical Group 2 Project
		
39 light fixtures	80 light fixtures	100 light fixtures
		
No lighting controls	Lighting controls	Lighting controls
		
No DR participation	DR participation	DR participation
		
Total energy savings	Total energy savings	Total energy savings

Values are for illustrative purposes only

The pilot will also determine if the total number of projects and measures increases

Current Program Results	Possible Group 1 Results	Possible Group 2 Results
 Number of lighting measures	 Number of lighting measures	 Number of lighting measures
 Number of non-lighting measures	 Number of non-lighting measures	 Number of non-lighting measures
 Average “Comprehensiveness”	 Average “Comprehensiveness”	 Average “Comprehensiveness”
 Total energy savings	 Total energy savings	 Total energy savings

Values are for illustrative purposes only