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Proposed Utility Residential Energy-Efficiency/Retrofit Programs and How They Can Support a Local Government Program

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2009 Bridge Funding Energy-Efficiency Program Offerings



- Single-family rebate program
 - Appliances, insulation, water heaters, furnaces, pool pumps, house fans
 - Proposed high-efficiency electronics (limited mid stream rebate)

- Upstream Lighting
 - Focusing on ENERGY STAR[®]-rated outdoor fixtures (patio, security, porch)
 - May be adding LED outdoor fixtures
 - Reviewing interactive issue related to CFLs

2009 Bridge Funding Energy Efficiency Program Offerings



- Multi-family rebate program
 - Program processes under review
- Residential Customer Education and Information
 - Audit tools (online/mail-in)
 - Customer collateral/fact sheets
 - Customer support (Energy Information Center)

2009 Bridge Funding Energy Efficiency Program Offerings



Third-Party Administrators

- Appliance Recycling
- HVAC tune-up/HVAC replacement (new)
- Mobile Home Program
- Multi-Family < 39 units
- Electric Resistance Heating
- K-12 Energy Education Program

Proposed Residential Energy-Efficiency Programs



- Home Energy-Efficiency Rebate Program
- Residential Lighting Incentive Program for Basic CFLs
- Advanced Consumer Lighting (new)
- Appliance recycling
- Business and Consumer Electronics (new)
- Home Energy-Efficiency Surveys
- Multi-family Energy-Efficiency Rebates
- Residential HVAC
- Comprehensive Whole House Performance (new with local focus)

Proposed Residential Energy-Efficiency Programs



How Can We Support a Local Government Program?

- Start with an energy survey
 - SDG&E[®] can assist in identifying high energy users and also low to moderate income customers for energy surveys.
 - Local government can contract with a qualified energy survey company (from a state-approved listing.)
 - Onsite energy surveys could be offered at no cost to interested customers.
 - SDG&E's online and mail-in energy surveys are also available as a more immediate option for customers. SDG&E's Home Energy Comparison Tool (HECT) allows customers to benchmark their energy use with other similar homes.



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- Surveved customers would receive information

Proposed Residential Energy-Efficiency Programs



How Can We Support a Local Government Program?

- One-stop Energy Information Center (EIC)
 - SDG&E can assist in providing information to residential customers about local government/utility sponsored programs, services and available rebates.
 - SDG&E's EIC can manage after-hour EE customer calls with next-day call back and e-mail correspondence.



How Can We Support a Local Government Program?

- Customer Outreach
 - SDG&E can assist in providing supplemental program EE fact sheets at customer outreach and community events.
- Whole House Performance
 - Home contractor, realtor and DIY training module can include information about supplemental local government rebates and services.
- Multi-family
 - SDG&E can assist local governments in working with property manager/owners and contractors to identify more comprehensive EE retrofit projects and efficiency opportunities (including combined rebates and possible financing).



How Can We Support a Local Government Program?

- Customer segmentation -- SDG&E can assist in:
 - Identifying high end users (top 25%).
 - Identifying low to moderate income customers.
 - Identifying customers with higher-than-average consumption for similar sized homes.
 - Developing appropriate and targeted EE message points
 - Customer segmentation/profiles.



How Can We Support a Local Government Program?

- Retail management--SDG&E can assist in:
 - Working and leveraging relationships with big box, small and medium sized retailers in terms of EE promotions and outreach.
 - Work with Point-of-Sale retailers to streamline and aggregate customer rebates for EE measures.
 - Customer education about the value of purchasing higher-efficiency consumer electronic products.



Questions?



Contact information

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