



A  Sempra Energy utility[®]



Powerful Energy Efficiency Applications with a Human Touch

Delivering Value to Small/Mid Sized Businesses

Jeff Alexander
Sr. Program Manager
San Diego Gas & Electric [®]

SDG&E® Introduction



- SDG&E® is a regulated public utility that provides energy service to **3.4 million** consumers through **1.4 million** electric meters and **830,000** natural gas meters in San Diego and southern Orange counties. The utility's area spans 4,100 square miles. SDG&E employs over 3,000 employees.
- 15 Utility Programs
- 17 Third Party Programs
- 5 Local Partnership Programs
- 3 Statewide Partnership Programs



- **Small and Medium Businesses**
 - Small = 20 -100 kW
 - Medium = 100 - 500kW
 - SDG&E = 115,000 Small and Medium Business
 - 3 SDG&E account execs assigned to Small / Medium Businesses
 - Equates to > 35,000 businesses per staff member
- **Comprehensive Energy Efficiency Portfolio**
 - ~ 40 rebates and EE services available to Small / Medium Businesses
 - 5 DR programs available to Small / Medium Businesses
 - Third party programs for Small / Medium Businesses
 - Sector specific programs (e.g. food service)

SDG&E® Needs for Small / Medium Customers



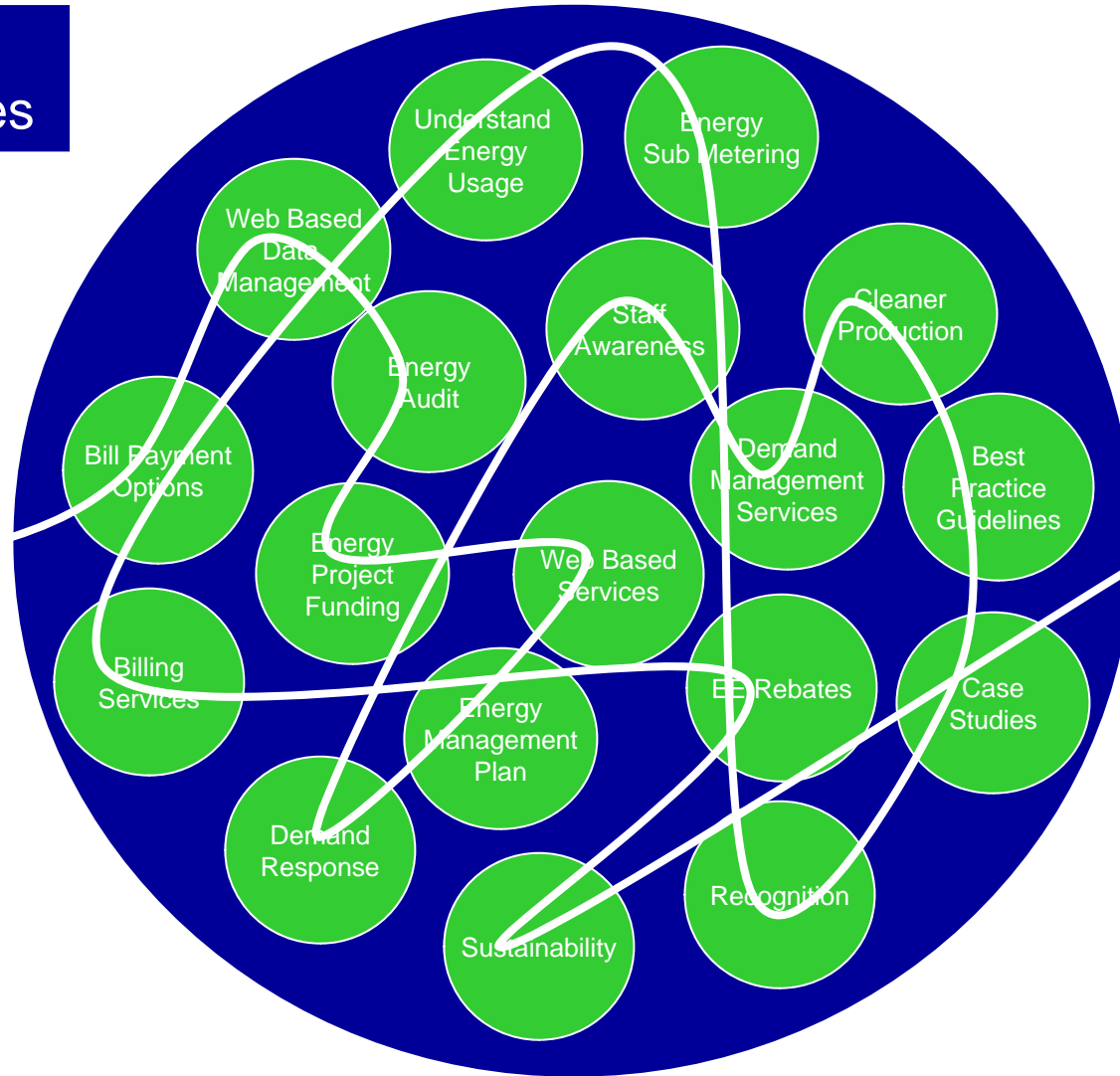
- Engage Small and Medium businesses at low cost
- Connect with business managers (decision makers)
- Enable businesses to self assess their needs
- Connect business needs with SDG&E rebates and services
- Provide businesses with an immediate action plan
- Tailor assessment to address SDG&E rebates
- Tailor assessment to business size and sector
- Flexible to grow with us (e.g. incorporate new DR programs)

Customer Needs



Utility
Services

Customer
Needs



Customer
Solution



	Traditional Approach
Approach	Technical Audit
Intended Audience	Engineer
Time to complete	30-45 mins
Marketing	Utility Website

SDG&E® Approach



- Business Energy Assessment (vs. Audit) can be completed by engineers and business managers alike
 - High rate of completion (>80%)
- Delivers a prioritized action plan to improve in 10 minutes (vs 30-45)
 - Addresses operating and management practices, as well as technologies
 - Identifies 'Quick-wins' and medium term opportunities to improve
 - Estimates savings available
 - Defines strengths and weaknesses
 - Actions tailored to customer segment
- Provides web-links to SDG&E programs and support to implement recommended actions
- Provides benchmarking against peers
- Follow through to implement actions and update the customer's plan

SDG&E® Approach



Recruitment
(Human Touch)

Business Energy
Assessment*

Retention
(Human Touch)

Strategies

- Direct Mail with Creative Objects
- Outbound Tele-Marketing
- Over-the-phone Business Energy Assessment sessions
- Interactive e-mail
- Messages within SDG&E communications
- Direct from SDG&E®

Customer Outcomes

- Customer Report
- Automated Links to SDG&E® products and services
- Estimate of Savings
- Benchmarking
- Changes in business management practices
- Immediate Savings Opportunities

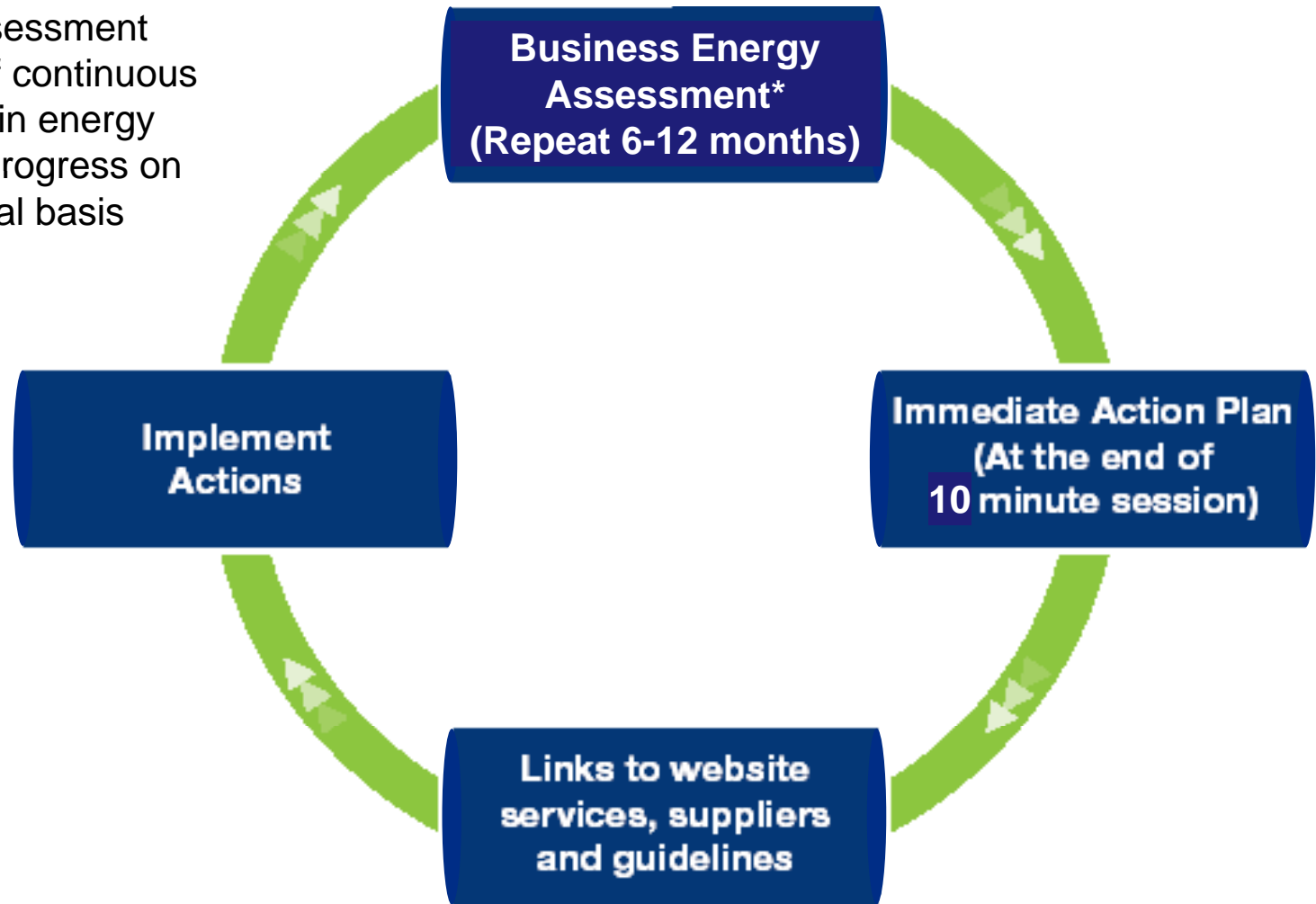
Strategies

- Password with opportunity to update action plan
- Email follow up to drive implementation
- Phone follow up to support and provide direction
- Continuous Improvement Process

*Energy Challenger

SDG&E® Approach=Continuous Improvement

Business Energy Assessment takes an approach of continuous improvement to lock in energy savings and review progress on an annual or bi-annual basis



*Energy Challenger

Recruitment with a Human Touch



Outbound Tele-Marketing

- Specialist energy telemarketing firm
- Training to engage business manager

Over-the-phone Business Energy Assessment sessions

- Immediate report to customer

Direct Mail

- 2 direct mail campaigns to date

Interactive e-mail

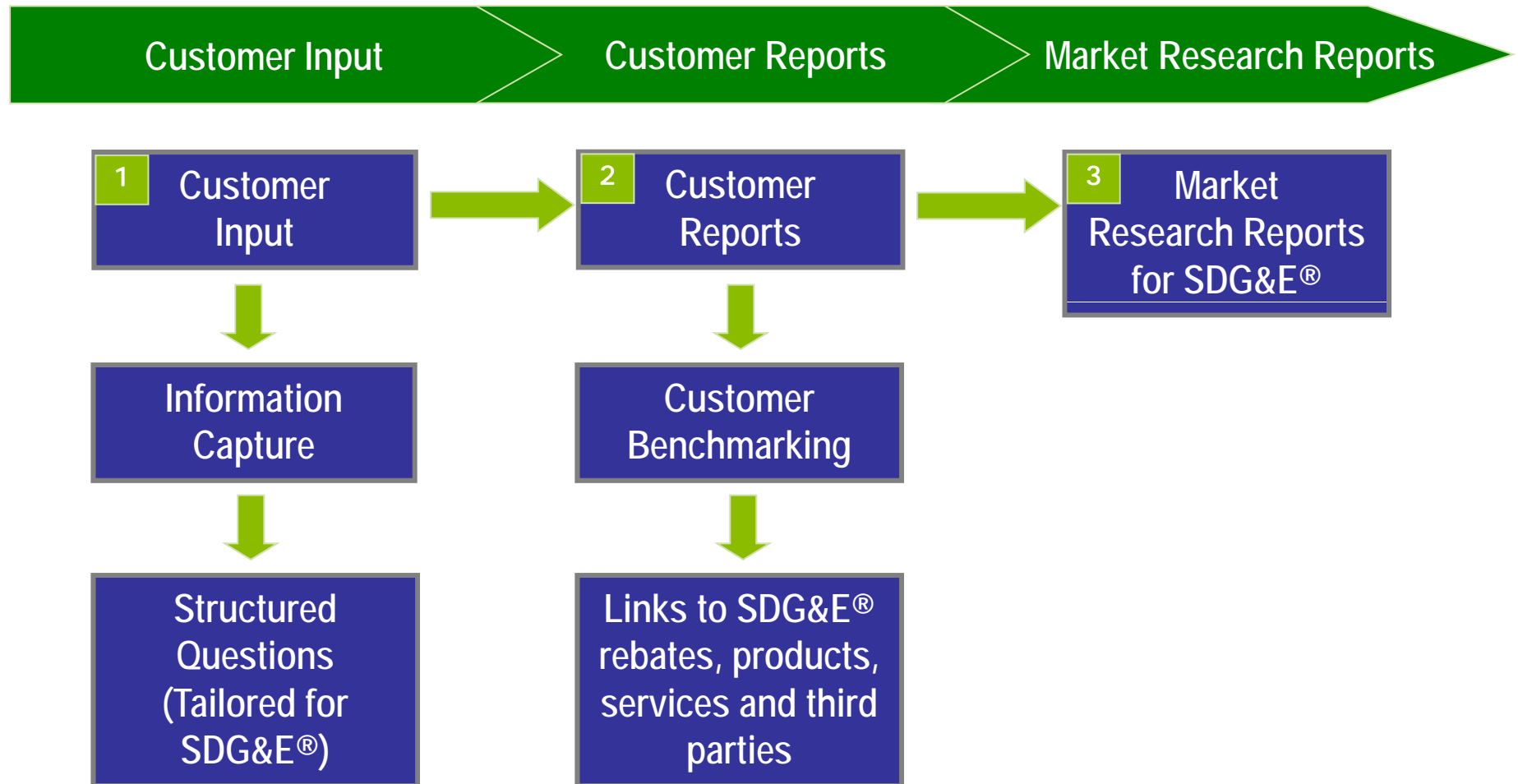
Messages within SDG&E® communications

- SDG&E® Newsletter

Direct from SDG&E® website

- Multiple links to Business Energy Assessment

Business Energy Assessment Structure



Linking Customers to SDG&E® Services & Rebates



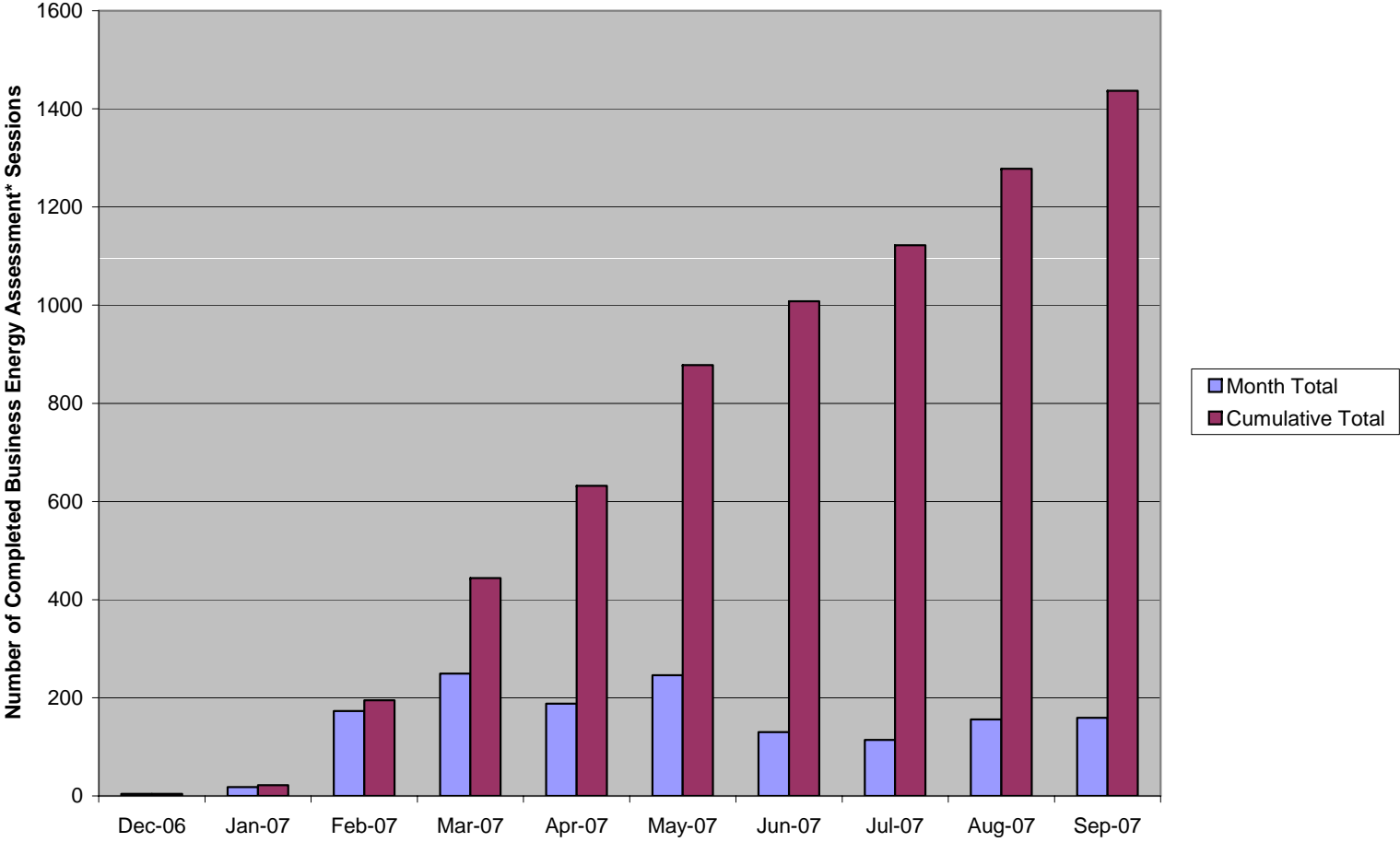
		Customer Energy Savings Bid	Energy Waves	Standard Performance Contact	Express Efficiency	Small Business Super Saver	Savings by Design	Energy Efficiency Business Seminars	Newsletter and Savings Tips	On Bill Financing Program	Demand Response Programs
EnVinta Business Energy Assessment Element		San Diego Gas and Electric EE / DSM Programs									
1	Management Commitment										
2	Accountabilities										
3	Staff awareness							X	X		
4	Understanding opportunities	X		X			X	X	X		
5	Energy data management		X								
6	Reporting systems for energy use		X								X
7	Planning and targets			X							X
8	Lighting fixtures and Controls	X		X	X	X	X			X	X
9	Efficiency of building structure	X		X			X			X	X
10	Office equipment	X		X			X			X	X
11	Motors and drives	X		X			X			X	X
12	HVAC and controls	X		X	X	X	X			X	X
13	Refrigeration	X		X	X	X	X			X	X
14	Hot water	X		X			X			X	X
15	Operating procedures			X							X
16	Maintenance practices			X							X
17	Demand management and power factor			X							X
18	Process optimisation	X		X			X			X	X
19	Pumps and fans	X		X			X			X	X
20	Compressed air system efficiency	X		X			X			X	X
21	Materials processing	X		X			X			X	X
22	Process heating / heat recovery	X		X			X			X	X



Results for Year 1



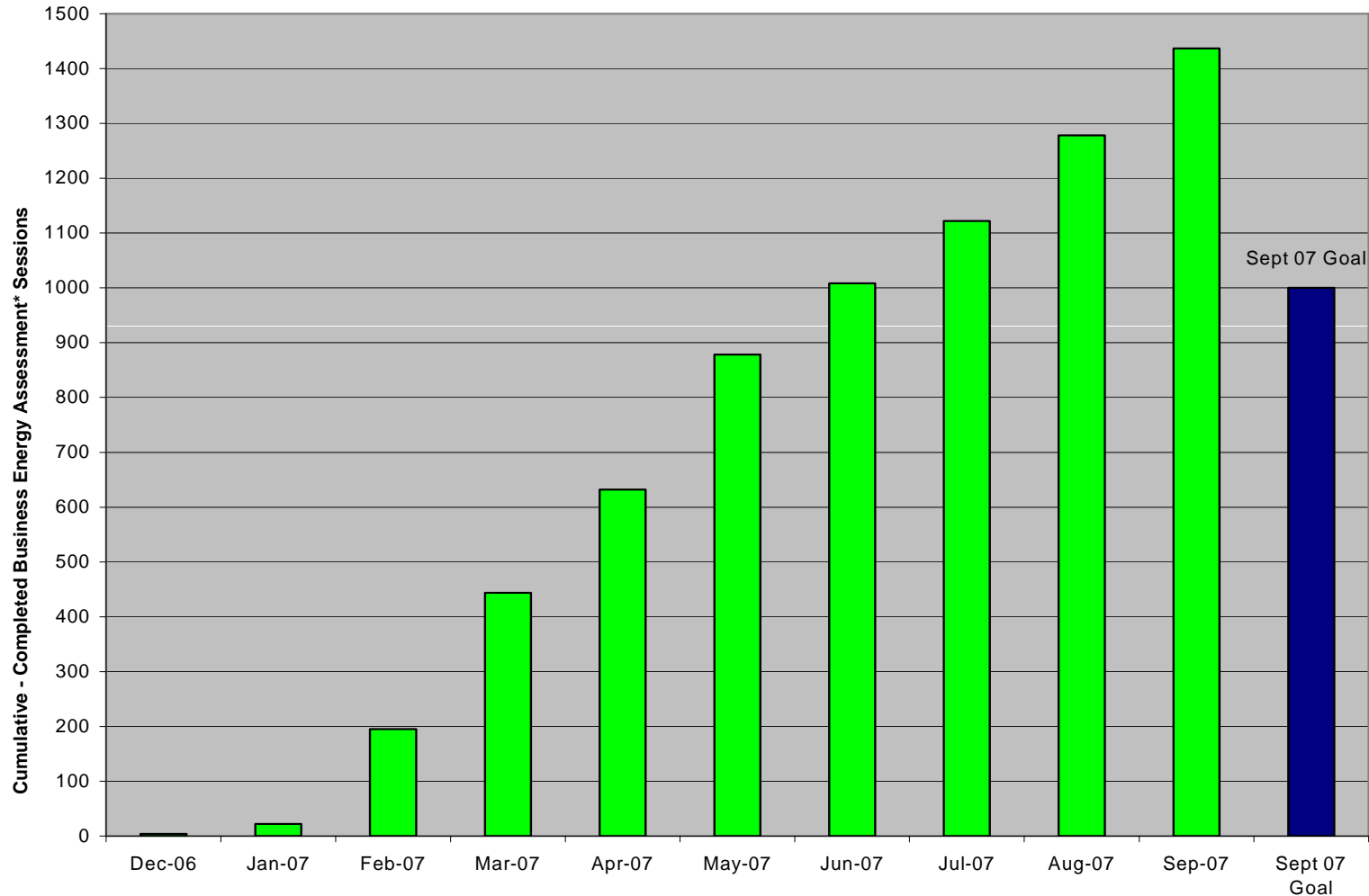
Completed Business Energy Assessment Sessions



*Energy Challenger



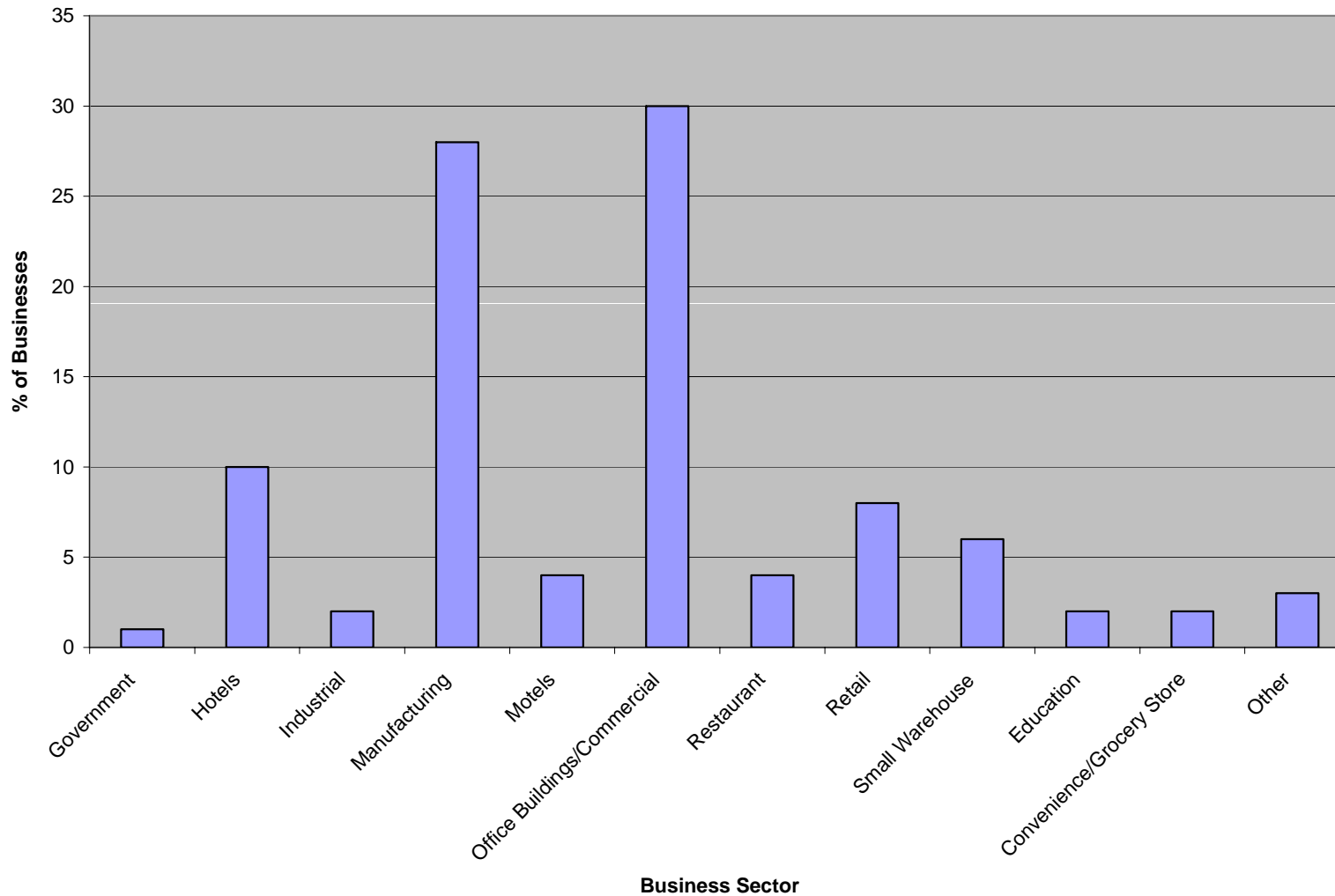
Results for Year 1 vs. Goal



*Energy Challenger



Businesses Completing Energy Assessment



Conclusions



	Traditional Approach	SDG&E Approach
Approach	Technical Audit	Business Energy Assessment
Intended Audience	Engineer	Facility Manager / Owner
Time to complete	30-45 mins	< 10 mins
Marketing	Utility website	Telephone Direct mail E-mail Utility website
Typical % Completion	Varies	> 80%



Thank You

Questions?

Jeff Alexander, SDG&E® Sr. Program Manager

Telephone 858-636-5762

Email JAlexander@semprautilities.com

Website <http://www.sdge.com/audit>