



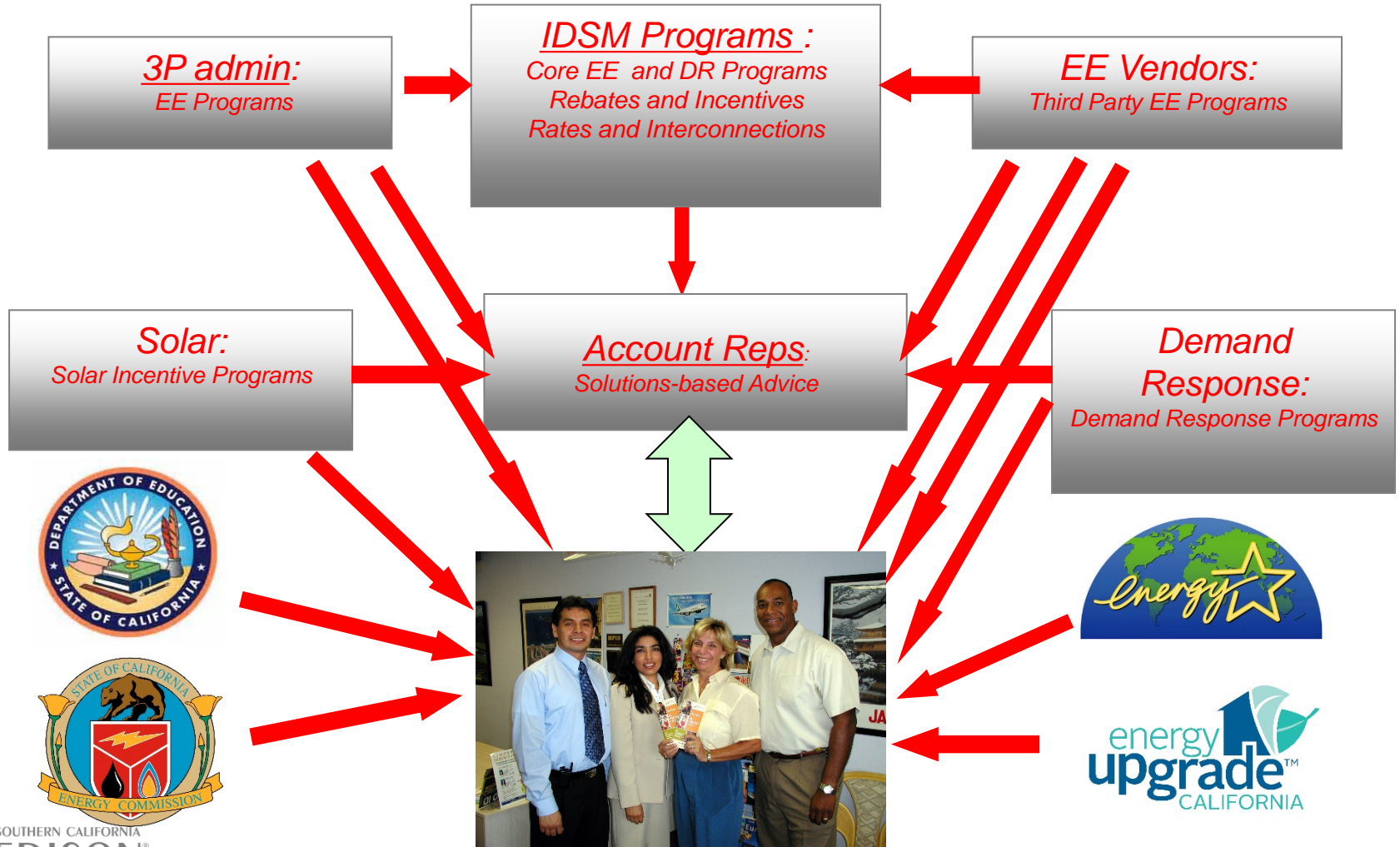
Integrated Demand Side Management (IDSM) at SCE: 2015 update

January 22, 2015

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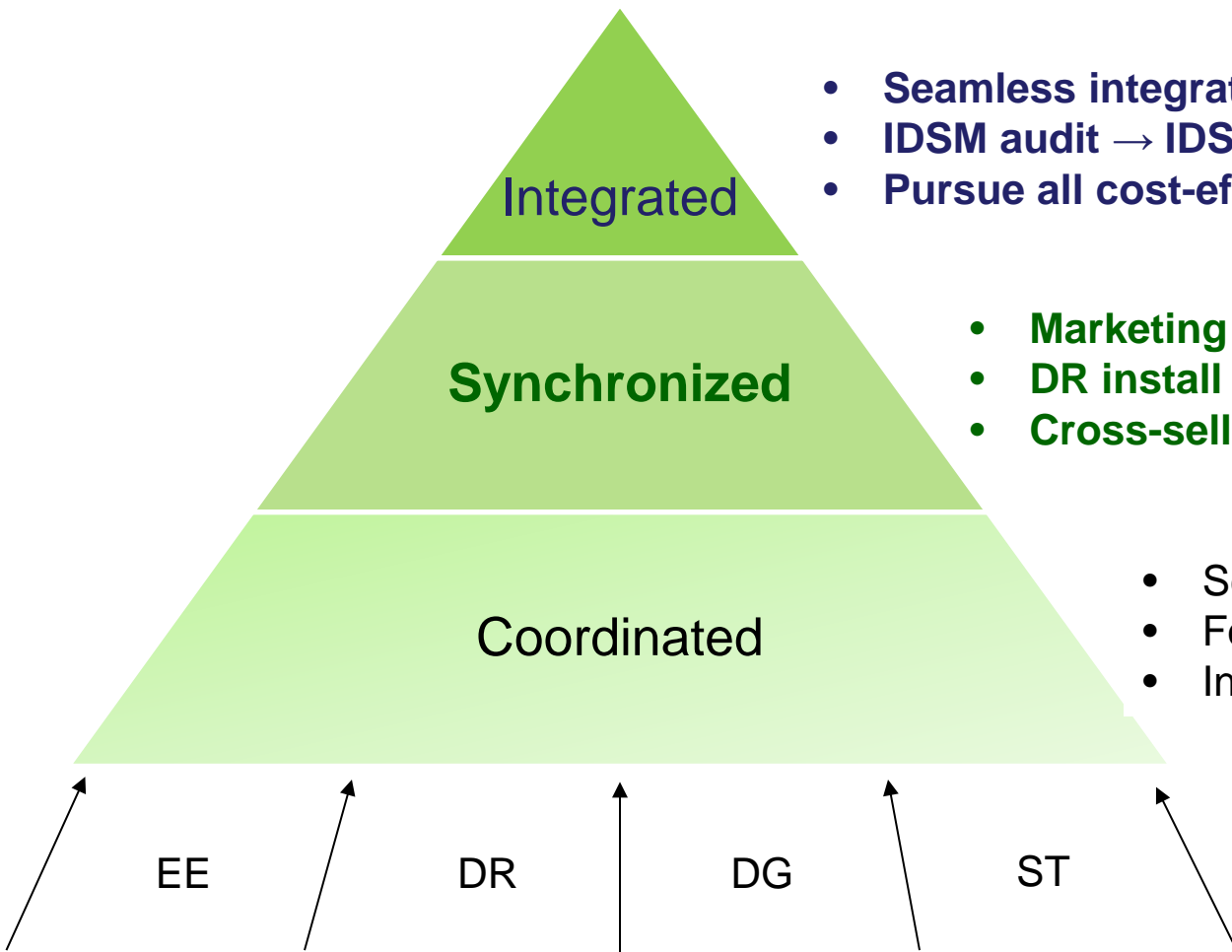
The 21st century DSM Experience

Multiple points of contact to customer





IDSMS - the Vision of Integration



- Seamless integration of measures
- **IDSMS audit → IDSMS project**
- Pursue all cost-effective DSM opportunities

- **Marketing activity synchronized**
- **DR install → EE and/or DG next?**
- **Cross-sell IDSMS Offerings with rates**

- Separate campaigns
- Focus on EE, less DR or DG
- Individual programs & goals



SCE's internal policy for IDSM

*“SCE’s vision for both the Mandated and Preferred Program Plans is centered on an unprecedented level of IDSM, designed to **transform the way** customers understand, use, and manage their energy usage.*

*To make this vision a reality, **SCE will pursue an integrated approach** to its portfolio of offerings and customer engagement.”*

*To ... ensure that customers have access to EE, DR, and DG opportunities **in a seamless manner**, SCE has continued to address integrated DSM (IDSM) as an important strategic customer priority...”**

* SCE’s 2013-2014 Energy Efficiency Transition Application, July 2012

Example: IDSM in New Construction

Location: Santa Monica

Industry: Hospitality

Description: New beachfront 164 room hotel

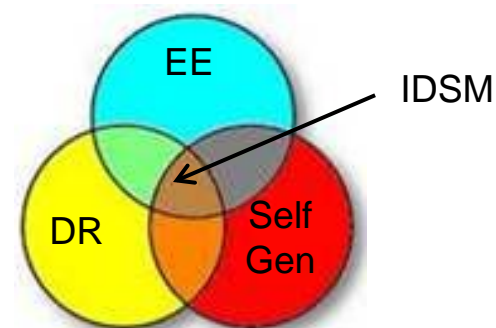
SCE Programs Utilized:

- *Savings by Design*
 - *Auto-DR*
- *California Solar Initiative*



IDSM RESULTS

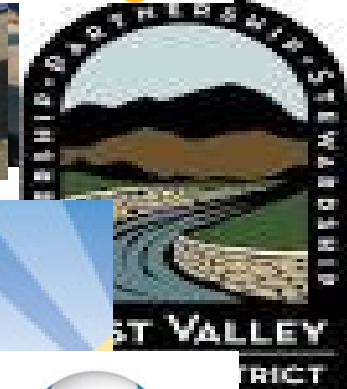
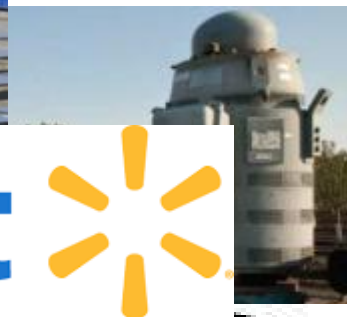
- 1,353,850 kWh savings, 167 kW demand
 - \$126,118 in EE incentives
 - High efficiency chillers & boilers
 - VFDs
 - Efficient lighting system with controls
 - Auto-DR
- *First hotel in California to incorporate Auto-DR into building design*
- Roof-mounted solar panels, used to heat the hotel pool
- Electric vehicle charging stations
 - **LEED Gold**



A sample of SCE's current IDSM efforts

- IDSM Portfolio of **Integrated Programs**
 - *Technical Assistance and Integrated Audits*
 - *Energy Leader and Government Partnership Programs*
 - *Integrated IDSM Marketing (local programs)*
 - *Workforce Education and Training (WE&T)*
- IDSM Continuing **Pilots**
 - *New Construction, Residential and Commercial (SBD)*
 - *Emerging Technologies, IDEAA, New Products*
 - *Water-Energy Nexus: IDSM with renewables*
- IDSM **Innovative Concepts**
 - *Continuous Energy Improvement (CEI)*
 - *Retro-commissioning (RCx)*
 - *Upstream HVAC with Auto-DR (OpenADR)*

SCE IDSM Results



Thank you



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Appendix

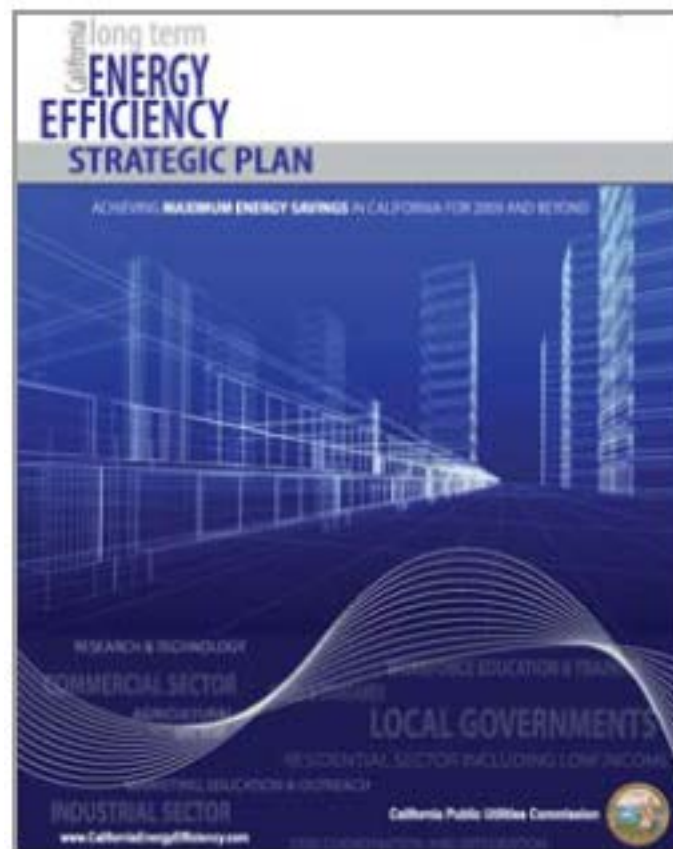
- IDSM as CPUC policy
- At SCE - DR IDSM
- 2012-2014 IDSM Guidance in DR OIR
- 2012-2015 DR IDSM – in sync with the EE cycles

IDSMS as CPUC Policy

- The California Long Term Energy Efficiency Strategic Plan (CLTEESP) highlighted DSM program integration as a strategic planning priority.

Vision: Energy efficiency, energy conservation, demand response, advanced metering, and distributed generation technologies are offered as elements of an integrated solution that supports energy and carbon reduction goals immediately, and eventually water and other resource conservation goals in the future.

www.CaliforniaEnergyEfficiency.com, January 2011

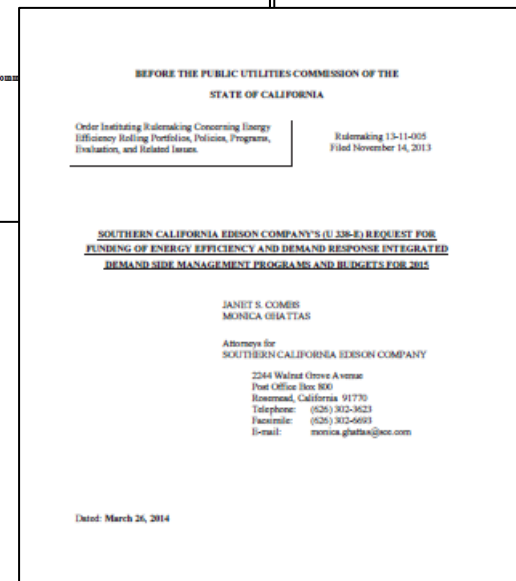
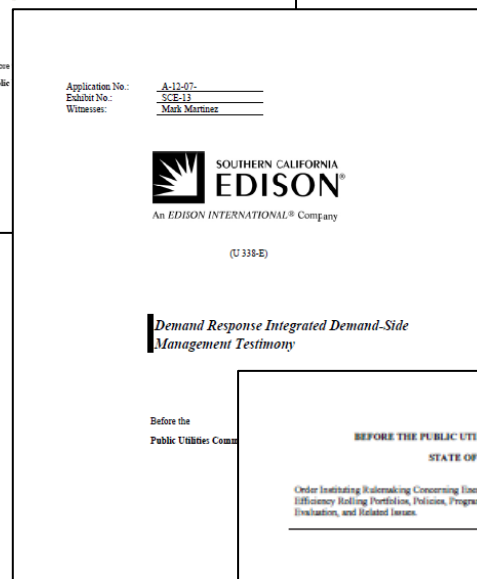
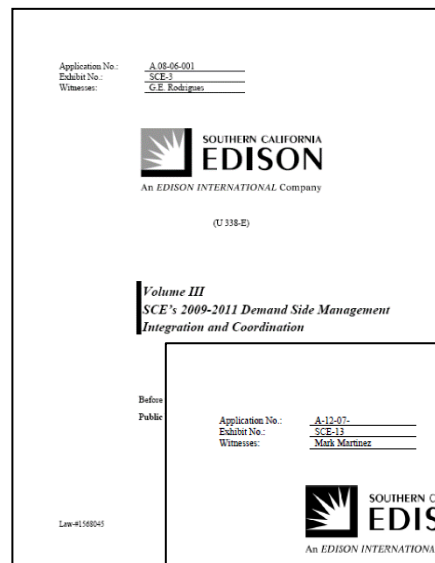


At SCE: DR IDSM

- For the 2009-2011 EE and DR proceedings, the Joint ACR dated April 11, 2008, provided the following guidance:

“IDSM programs involving the use of demand response funds should be clearly indicated in both energy efficiency and demand response applications.”

- SCE submitted EE SW IDSM and DR IDSM programs in the 2009 - 2011, 2012, 2013-2014 and 2015 DR and EE funding applications

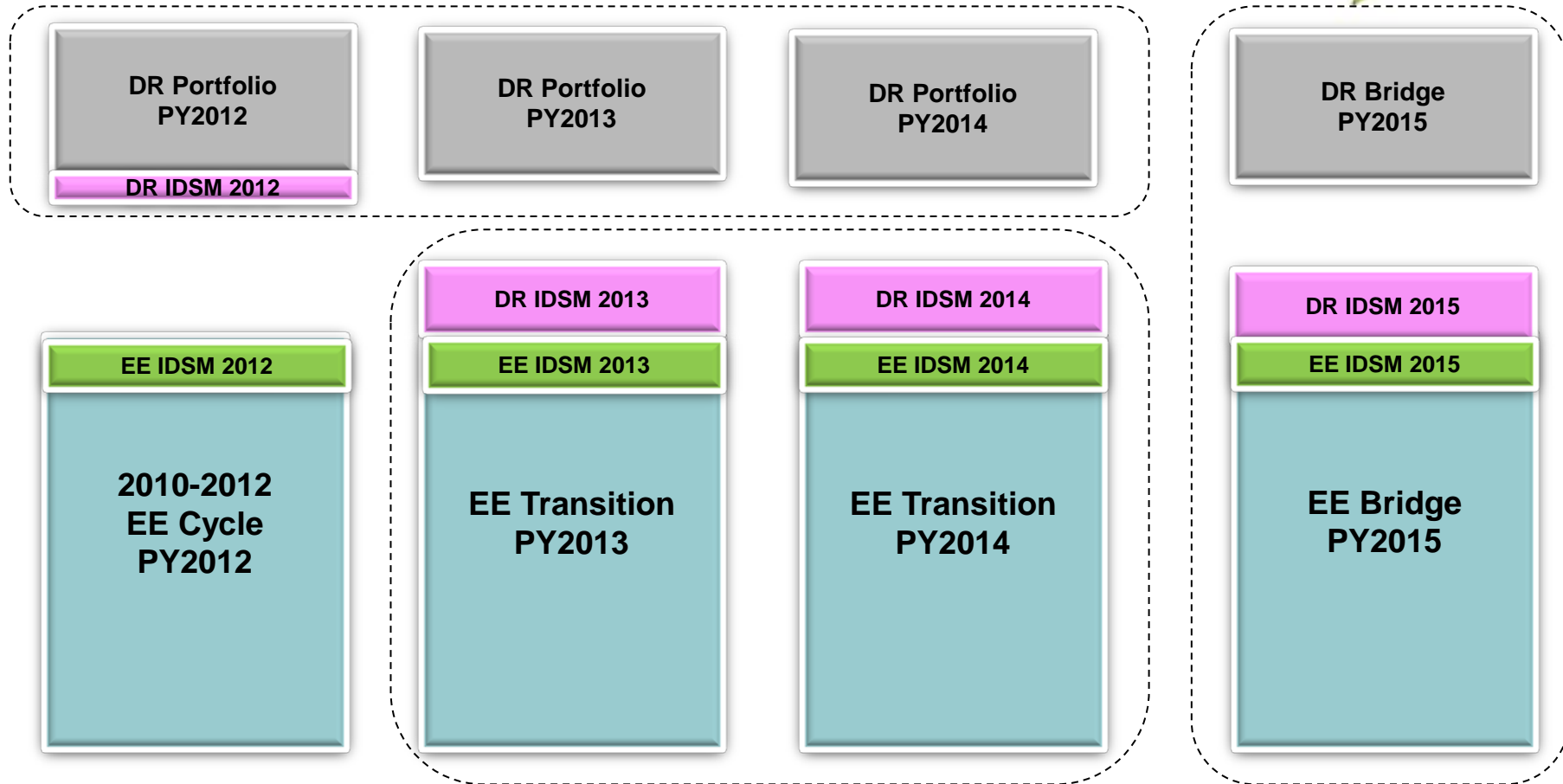


2012-2014 IDSM Guidance in DR OIR

- For the 2012-2014 DR program application, the utilities were directed to include funding to continue existing integrated activities (DR IDSM) for one year (2012).
- Future authority and funding for IDSM activities to be considered in future energy efficiency proceedings, starting with the energy efficiency applications for 2013-2015.
- Activities in these categories that are specific to demand response and are not conducted jointly with energy efficiency programs are not properly considered to be IDSM.

ADMINISTRATIVE LAW JUDGE'S RULING PROVIDING GUIDANCE FOR THE 2012-2014 DEMAND RESPONSE APPLICATIONS, 8-27-2010

2012-2015 DR IDSM – in sync with EE cycles



SCE 2015 EE SW IDSM and DR IDSM funding approved in D. 14-10-046