



Fact Sheet

Integrated Demand Side Management Program (2013-2014) March 2013

The Strategic Plan recognizes the integration of demand-side management (DSM) options including energy efficiency (EE), demand response (DR), and distributed generation (DG) as fundamental to achieving California’s strategic energy goals. The Strategic Plan described the IDSM 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.”¹

To support this initiative, the Investor-Owned Utilities (IOUs) have identified integrated DSM (IDSM) as a policy priority and have proposed a series of IDSM activities, pilots, and programs. Approved budgets for supporting the statewide IDSM Program integration efforts in the 2013-2014 program cycle are below:

IDSM BUDGET FOR 2013-2014

PG&E	SCE	SDG&E	SoCalGas	Total
\$1,321,668	\$1,355,000	\$4,531,873	\$650,000	\$7,858,541

PROGRAM DIRECTIVES AND STRATEGIES

An IOU and Energy Division Statewide Integration Task Force (Task Force) was formed in 2010 to coordinate activities that promote, in a statewide-coordinated fashion, the strategies identified in the Strategic Plan and address the eight integration directives described in the CPUC Decision D.09-09-047. These directives and their associated activities are:

Cost Effectiveness and EM&V

The Task Force is exploring a phased approach to developing an appropriate methodology to calculate integrated cost effectiveness and an integrated EM&V approach for IDSM programs and projects.

Integrated Emerging Technologies

Both the IOUs and the Task Force track emerging technologies that have some combination of EE, DR and/or renewable self-generation capabilities.

¹ www.CaliforniaEnergyEfficiency.com, January 2011

Integrated Audits

The IOUs created online audit tools for residential and small- to medium-size business customers with customized audit recommendations based on customer profiles, operating characteristics, market sector potential, and cost-effectiveness. The IOUs also enhanced existing tools to include solar-related functionality. The IOUs continue to offer onsite integrated audits to small, medium, and large customers.

Integrated Pilots, Programs and Activities

The Task Force regularly reviews and tracks results of various programs, IDSM Pilots, and other activities. The Task Force identifies and promotes integration opportunities, and tracks projects where there are integrated efforts underway in order to identify and develop best practices.

Examples include:

- Hosting integrated training/knowledge awareness events;
- Tracking hundreds of integrated projects with customers;
- Integrating Workforce Education & Training curriculum;
- Implementing multiple Zero Net Energy and Sustainable Community pilots; and
- Leveraging activities within the Energy Savings Assistance Program (ESAP), DR, California Solar Initiative (CSI), and Advanced Metering Infrastructure proceedings to further promote integration.

Regular Reports

The Task Force reviews integration activities and tracks results through statewide meetings and formal reports to the CPUC. The reports can be found at <http://eega.cpuc.ca.gov>.

Internal Teams

The IOUs have internal Integration teams that meet monthly or on an as needed basis with IOU staff from EE, DR, DG/CSI, ESAP, Marketing and Delivery channels such as utility account representatives, and Third Party/Government Partnerships.

Integrated Marketing

The Task Force tracks, reports, and shares best practices related to local integrated marketing campaigns for residential and business customers.

CUSTOMER STRATEGIES AND IMPACTS

Ultimately, customers do not think in terms of regulatory proceedings. When it comes to energy, they think in terms of energy savings, cost reductions, operational improvements, greenhouse gas reductions and return on investment. IDSM offerings can lead to a smoother decision making process for customers, allowing customers to lower their costs, maximize incentives, and optimize their return on investment. IDSM is an important strategy for utility customers and utilities alike.

Integration can be accomplished through marketing and delivery of the right combinations of programs and messaging at the right time to the right customer. Implementation of integrated projects is driven by the customer who understands and values a holistic program approach to energy savings. Ultimately, it is important to educate customers, regulators, program designers, and implementers on integrated economics, approaches, successes, and drivers.