

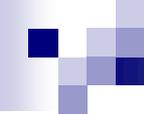


# SDG&E Enrollment Forecast

April 2011

# SDG&E Demand Response Programs

- Capacity Bidding Program (CBP)
- Bilateral Contract Program – DemandSMART
- Base Interruptible Program (BIP)
- Critical Peak Pricing Default (CPP-D)
- Summer Saver Program (AC cycling)
- Peak Time Rebate Program (PTR)
- Small Customer Technology Deployment (SCTD)
- Portfolio Analysis



# Factors to Consider in Enrollment Forecasting

- Historical Growth Rate of the Program
- Marketing Plan for the Program
- Regulatory Decisions
- Contract Terms
- Effect of introducing new programs
- Rate of growth of Sub-Groups of the Program

# Capacity Bidding Program and DemandSMART

1 in 2 - Year	DA	DO	MW DA	MW DO	DemandSMART	Total
2007	55	35	7	1	0	8
2008	96	137	10	6	0	16
2009	131	300	10	13	0	23
2010	111	269	9.6	8.7	7.8	26.1
2011	108	288	9.3	10.4	12	31.7
2012	118	386	10.2	12.5	15	37.7
2013	128	451	11.1	14.6	15	40.7
2014	131	510	11.3	16.5	15	42.8

- Forecasts are closely linked between CBP and DSP because of the Payment/penalty structures.
- Both programs target the same customers – (Day Of and DSP)
- Growth is assumed to be flat after 2012 for DSP.
- Growth for the Day Ahead CBP is assumed to grow slightly due to program enhancements. The Day Of growth has had a higher growth rate than day ahead that is reflected here.

# Base Interruptible Program

<b>BIP Enrollment and Load Impact Forecast</b>			
<b>Year</b>	<b>Customers BIP</b>	<b>1 in 2 Weather Year (MWs)</b>	<b>1 in 10 Weather Year (MWs)</b>
2011	26	7	7
2012	37	10.2	10.4
2013	45	12.5	12.7
2014	55	15.4	15.6

- BIP ex ante load impact forecast was calculated by decreasing usage from the reference load to the firm service level and applying a 70% factor.
- The BIP cap was set at 20 MWs, modest growth is reasonable given the smaller size of the program.

# Critical Peak Pricing Program Customer Forecast

- CPP large participation rates based on historical information
- 59% of large customers who have had two chances to opt out of the CPP-D rate remain – *no more bill protection*
- CPP medium participation rates based on historical information and adjusted for NAICS and load shape characteristics
- 66% of medium customers who have had at least one chance to opt out of the CPP-D rate remain – *no more bill protection.*
- Medium commercial CPP-D forecast also includes forecast of enabling technology

Year	CPP Typical Event Day	
	1-in-2 Weather Yr	
	Large	Medium
2011	16.7	0
2012	16.3	0
2013	16.2	26.0
2014	16.4	28.2

# Summer Saver Program

Summer Saver Enrollment Forecast (tons)							
Year	2008	2009	2010	2011	2012	2013	2014
Commercial	32,797	46,387	54,778	54,778	54,778	54,778	54,778
Residential	75,508	86,200	106,416	108,184	108,184	108,184	108,184
Total Tons	108,305	132,586	161,194	162,962	162,962	162,962	162,962

# Peak Time Rebate Program

- PTR is scheduled to begin in May of 2012
- Currently over 1.1 million electric meters have been installed.
- Since all residential customers are automatically enrolled no significant growth in the number of customers is forecasted.
- Participation rate is assumed to be 50%.
- Load Impact results are based on the Connecticut “Plan it Wise” pilot that showed that PTR load impacts were 67% of the CPP impacts.

<b>Year</b>	<b>PTR Load Impact (MW August 1 in 2 peak day)</b>
2012	69
2013	70
2014	71
2015	73

# Small Customer Technology Deployment Program

- Load impacts for Small Commercial were estimated using 19.3% response to enabling technology which is consistent with the 2009 SDG&E CPP-D Auto-DR M&E results.
- Load impacts for Residential utilized results from SDG&E's Smart Thermostat Program and the Connecticut "Plan it Wise" pilot.
- Targeted highest 35% of residential customer's AC usage (whole house loads)
- Residential Pool pump load impacts came from the 2008 Pool Pump Demand Response Potential Study conducted by SCE.

**SCTD Ex-ante Total Load Impact Forecast**

Year	Small Commercial	Residential	Typical August Load Impact (MW)
2012	1,000	7,500	6
2013	2,000	12,500	10
2014	3,000	15,000	12

# Portfolio Analysis

- SDG&E has proposed to remove multiple participation in CPP and BIP, DSP and CBP programs in it's 2012-2014 application.
- SDG&E CBP day-of, BIP and DSP customers were allowed to participate on CPPD in 2010
- The CPPD large portfolio forecast (customer and load impacts) includes only CPPD customers who are not enrolled on any other DR program.