



Recipient

San Diego Gas & Electric Company

Project Title

Smart Grid Data Access and Customer Engagement

Project Description

San Diego Gas & Electric Company (SDG&E) will integrate customer data with Simple Energy's Customer Engagement Platform to translate this information into an online application that leverages social networks and game mechanics to motivate customers to engage in energy efficiency and demand response behaviors and programs.

SDG&E has identified approximately 470,000 households to target for the program. After initial sign up, customers will participate in individual and community based challenges for prizes and rewards. Customers will engage with their data across web, email, and mobile platforms to encourage energy conservation efforts. In addition to prizes and rewards, on peak days customers can earn bill credits for reducing their peak time energy consumption.

Goals/Objectives

This project will achieve the following objectives:

1. Enable access to electricity consumption data by residential customers and their third parties
2. Empower residential customers to better manage their electricity use
3. Provide and support the use of third-party tools and software products to deliver value added service to the residential customer
4. Increased customer enrollments to receive peak day notifications
5. Driving more participants to reduce consumption on peak days

Benefits

- Lower peak time energy consumption
- Increased energy efficiency
- Reduced greenhouse gas emissions



CONTACTS

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PARTNERS

Simple Energy

PROJECT DURATION

05/01/2012 – 04/30/2014

COST

Total Phase 1 Project Value
\$3,058,000

DOE/Non-DOE Share
\$500,000/\$2,558,000

DEMONSTRATION STATES

California

