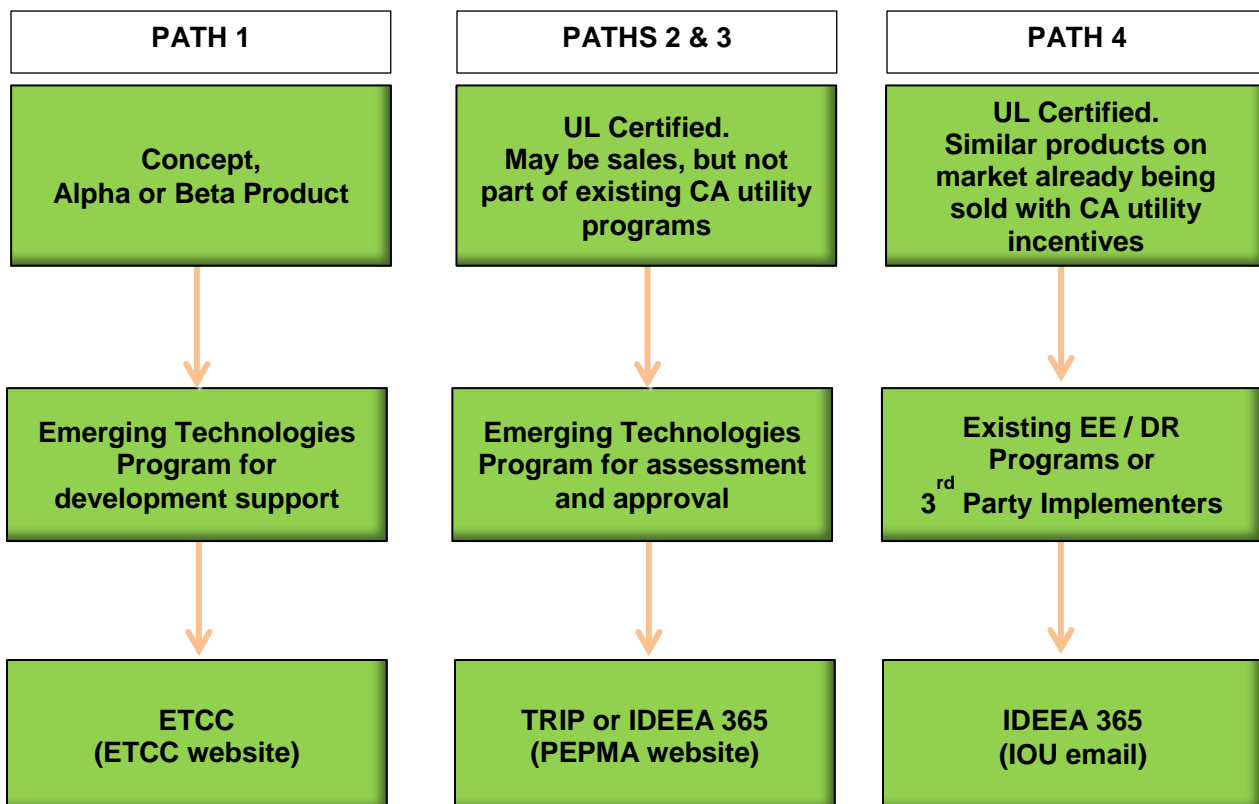


HOW TO SUBMIT ENERGY EFFICIENCY INNOVATIONS, PROGRAM PROPOSALS, OR OTHER IDEAS FOR CONSIDERATION

California's aggressive mandates outlined in the Energy Action Plan directs the investor-owned utilities (IOUs) to help promote new cost-effective, energy saving technologies - the basis for products and services that strengthen the region's economy while meeting today's and tomorrow's energy and environmental challenges. A number of programs exist that may be suited to incorporate ideas for energy efficiency (EE) products, program proposals or other ideas. The IOUs and the California Public Utilities Commission (CPUC) are interested in your ideas. These instructions provide information on how to submit these to the organizations and utilities that channel innovative ideas into programs that are authorized by the CPUC.

WHERE DO YOU FIT?

What stage of development is your idea? Due to the varying types of EE programs, it is necessary to identify the category of your idea to determine the pathway to submit your idea. New ideas are depicted in the left column of the graphic below. Other ideas that are further along the development path (innovative market-ready or underutilized) should follow the middle and right columns.



SELECT THE APPROPRIATE PATHWAY TO SHARE IDEAS

Links to descriptions for each pathway and the manner for sharing your ideas are provided in the table below.

Path	Category	Relevant Programs	Pathway(s)
1.	EE Technology Product (New & Emerging)	Emerging Technologies (ET) Program	ETCC
2.	EE Technology Product (Innovative Market-Ready / Underutilized)	ET (Introduction Support Subprogram)	TRIP
3.	EE Technology Program Idea (Innovative Market-Ready / Underutilized)	Utility Third Party Programs	IDEEA 365
4.	Other EE Ideas / Proposals	All EE Programs	Utilities

The IOUs and the CPUC thank you for your interest in EE programs and look forward to hearing from you.

PATH 1 - FOR NEW EE TECHNOLOGY IDEAS AND PRODUCTS



Share your idea with the Emerging Technologies Coordinating Council (ETCC):

The ETCC was created to help achieve the state's ambitious energy savings goals with current membership of Pacific Gas and Electric Company, Southern California Edison, Southern California Gas Company, San Diego Gas & Electric, Sacramento Municipal Utility District, and the California Energy Commission along with the support of the CPUC.

The ETCC provides a collaborative forum for its members to exchange information on opportunities and results from their Emerging Technologies activities such as the identification, assessment, and support for commercialization of energy-reducing technologies. ETCC members are committed to helping achieve California's energy-reduction goals by screening potential technologies, assessing them to validate performance and customer acceptance, performing in-situ demonstrations and recommending the proven technologies for IOU customer education and rebate programs. The ETCC is particularly interested in technologies that offer large energy savings and rapid market penetration.

Got an idea? Let's talk.

If you're an inventor or business owner with an energy efficiency idea or product, we'd like to talk to you.

Individual Emerging Technology teams within ETCC members are actively searching for technologies that significantly increase energy efficiency at the customer's home, workplace, and in industry. All promising hardware, software, design tools, strategies, services, and ideas will be considered.

Ideas are screened and supported.

Technologies that make it through Emerging Technologies' screening process will be assessed using rigorous, measurable criteria, often in real-life situations and locations. At a minimum, innovations must be market ready or very close to market ready, and the manufacturer must possess required certification(s) and adequate production capabilities. Technologies that meet Emerging Technologies' standards potentially receive accelerated marketing and promotion to customers and possible assimilation into incentive programs.

Why work with the ETCC members?

- ETCC members leverage partnerships with universities and research organizations, consulting firms, professional associations, technology companies, venture capitalists, and utilities nationwide
- ETCC members have access to energy experts in various fields for determining the potential of energy efficient technologies
- ETCC members can provide key insight to technical and economic feasibility of technologies, as well as, provide access to new discoveries being made all over the world
- ETCC member utilities can provide information on how their energy efficiency and demand response programs work and how a vendor's products can fit into these programs

Sounds like a fit? Let's talk.

To contact the utilities, go to <http://www.etcc-ca.com/contact-us> or <http://www.etcc-ca.com/get-involved>. You may be contacted by either the Investor Owned Utilities or Sacramento Municipal Utility District to further discuss your idea(s).

PATH 2 - FOR INNOVATIVE MARKET-READY / UNDERUTILIZED EE TECHNOLOGY IDEAS AND PRODUCTS

The Technology Resource Innovator Program (TRIP) administers targeted, technology-focused solicitations in order to pair under-utilized, market ready technology providers with experienced third-party implementers.

TRIP aims to achieve greater market acceptance of new technologies through customer incentives, information / education, and technical assistance to help overcome market barriers.

Is TRIP Right For You?

Interested parties in the TRIP program may include entrepreneurs, third party vendors, investors, EE and Demand Response companies, and universities.

For the 2013 – 2014 program years, TRIP solicitations will be managed through the Proposal Evaluation & Proposal Management Application (PEPMA) website.

How Does TRIP Work?

The TRIP program is currently in various stages of development amongst the utilities. Individual utilities will announce their TRIP solicitations through the PEPMA website.

Generally, the proposals submitted will be evaluated on general and technical requirements for a) approach to work, b) cost effectiveness, c) skill and experience, and d) supplier responsibility and diversity.

How to submit your proposal to the TRIP Program:

The PEPMA website is the designated clearinghouse for interested parties to submit proposals ideas, products and services for consideration under TRIP. Utilities have provided participation guidelines on PEPMA.

To receive notifications, interested contractors should register with PEPMA at: <https://www.pepma-ca.com/>.

PATH 3 - FOR INNOVATIVE MARKET-READY / UNDERUTILIZED EE TECHNOLOGY PROGRAM IDEAS

California Investor Owned Utilities (IOUs) design, administer, and implement a large portfolio of energy efficiency (EE) programs. The IOUs provide opportunities for qualified (non-utility) organizations to develop and administer their own EE programs to serve residential and non-residential customers within their respective service territories.

Submit your idea / program proposals through the IDEEA 365 process:

The IOUs seek the submission of your EE program ideas, which is now received on a recurring basis through the Innovative Design for Energy Efficiency Activities (IDEEA 365) solicitation process for the 2013 – 2014 program years. The IDEEA 365 objective is to allow the EE industry to collaborate with the IOUs in identifying innovative and cost effective programs that penetrate difficult to reach markets and drive energy savings for the long term. The ongoing nature of the IDEEA 365 process is designed to establish a stronger, uninterrupted collaboration between the industry and the utilities. IDEEA 365 is designed to:

- Allow for the introduction of innovative ideas and technologies by drawing from the skill, experience, and creativity of the EE community
- Provide third-party providers a mechanism to propose programs during EE program cycles (and thus not have to wait for a new cycle to begin)
- Create a mechanism for competitive solicitations for third-party programs that will improve cost-effectiveness and help achieve deeper retrofit savings

How the IDEEA 365 process works:

The IDEEA 365 solicitation process is a recurring procurement process during the 2013 – 2014 program cycle. It is used as the competitive bidding process for both Targeted and Innovative programs. Solicitations for Targeted programs issue only an open Request for Proposal (RFP) to all qualified Bidders. Innovative programs, on the other hand, are carried out in two stages as explained below:

Stage One begins with a Request for Abstract (RFA), in which the solicitation is open to all interested parties. Respondents are not required to prepare and provide a detailed technical proposal. IOUs evaluate all abstracts submitted for the Innovative program according to requirements; the evaluation will determine which proposals are invited to continue.

Stage Two follows for proposals selected from the RFA stage. Prospective vendors through a RFP will submit a more detailed proposal, including cost-effectiveness calculations. Unless there are very similar abstracts proposed, this RFP will only be issued to the bidder who proposed the abstract and will not be issued as a general solicitation. If there are very similar abstracts proposed in response to the RFA and more than one of these abstracts are selected for a RFP, IOUs may release the same RFP to multiple bidders.

IDEEA selection:

IOUs will contact vendors selected following the RFP evaluations.

The IDEEA 365 process is designed to provide potential bidders exposure to multiple bid opportunities. Such opportunities, though, will be limited by available budget and program cycle time constraints.

How to submit your proposal to IDEEA 365:

Interested contractors should register with the Proposal Evaluation & Proposal Management Application (PEPMA) at: <https://www.pepma-ca.com/>. Once registered with individual utilities through PEPMA, you will receive notifications when the utilities issue solicitations or make other relevant announcements. Registration allows you to:

- Identify your expertise in various areas of EE and select IOUs and areas for potential program implementation
- Receive guidance on use of the web site, information about the solicitation process and EE opportunities
- View and receive RFAs and RFPs as they are developed and distributed statewide and/or by individual utility
- In response to solicitations, post your ideas and program proposals on a secure web portal

PATH 4 - FOR OTHER EE IDEAS / PROPOSALS

If you have energy efficiency proposals that do not lend themselves to the Emerging Technologies ETCC, TRIP, or IDEEA 365 pathways, please contact the Investor Owned Utilities (IOUs) directly to share your idea(s). Ideas may be applicable to various EE programs, and IOUs can help identify optimal pathways for ideas.

Each of the four IOUs have dedicated email addresses to receive your input. After receiving your information, they will be routed to the appropriate program management, and you will be contacted for further information.

Utility	Relevant Programs	Send Inquiry To:
Southern California Edison	EE Program Inquiry / Proposal	DSMIDEAS@sce.com
	Emerging Technology Inquiries	
Southern California Gas Company	EE Program Inquiry / Proposal	EEProgramIdea@socalgas.com
	Emerging Technology Inquiries	
San Diego Gas & Electric	EE Program Inquiry / Proposal	EEProgramIdea@sdge.com
	Emerging Technology Inquiries	
Pacific Gas & Electric	EE Program Inquiry / Proposal	EEProgramInquiryPro@pge.com
	Emerging Technology Inquiries	ETInquiries@pge.com