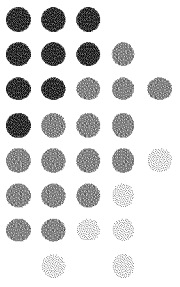


# Updates on 2009-2011 California Alternate Rates for Energy Program & Low Income Energy Efficiency Program

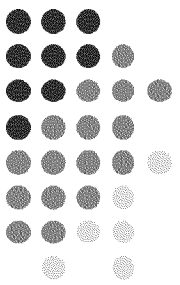
Quarterly Public Low Income Meeting  
July 1, 2010  
San Diego, California



# California Alternate Rates for Energy Program

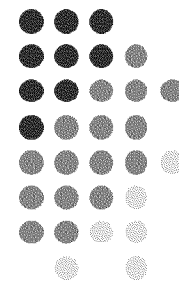
# CARE Penetration

## Through May 2010



	Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
PG&E	1,448,955	1,616,201	89.7%
SCE	1,311,824	1,425,513	92.0%
SDG&E	274,687	352,177	78.0%
SoCalGas	1,633,528	1,807,866	90.4%

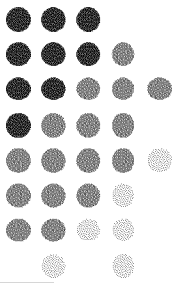
# CARE Outreach Through May 2010



PG&E	SCE	SDG&E	SoCalGas
<p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• Automated phone enrollment to 1M customers</li> <li>• Automated phone recertification to 176K customers</li> <li>• Door-to-door canvassing to 16K customers</li> <li>• Sub-metered mass mailing to 1,560 facilities</li> <li>• VITA/United Way mailing to 30K customers</li> <li>• Direct mail to 1.4 M customers in specific zip codes, customers who received a 15-day notice, and customers who previously applied but did not complete the enrollment process</li> <li>• Bill Insert to 3.2M customers</li> </ul>	<p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• Direct mail campaign to 300K customers with HH income below \$50K</li> <li>• Participated in Maria Shriver's "We Connect Community Event" to connect families to economic resources</li> <li>• Extended online enrollment throughout all Call Centers</li> <li>• Conducted 3<sup>rd</sup> Party outbound IVR</li> </ul>	<p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• Expanded door-to-door canvassing - additional vendor added</li> <li>• Bilingual DM and automated enrollment &amp; recertification calls</li> <li>• Two English bill inserts (Feb/Apr)</li> </ul>	<p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• 486K Jan DM campaign = 38K enrollments YTD (results still pending)</li> <li>• 3rd Party door-to-door program = 23K enrollments</li> <li>• Monthly web based campaigns = 25K enrollments</li> <li>• Univision telethon</li> <li>• Bill inserts to 4M customers</li> </ul>

# CARE Ethnic Media

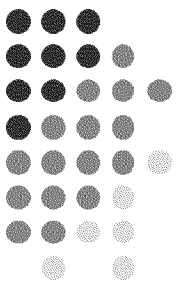
## Through May 2010



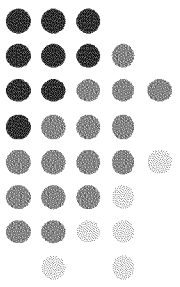
PG&E	SCE	SDG&E	SoCalGas
<p><b>CARE</b></p> <ul style="list-style-type: none"> <li>• English radio ad on KISQ, KKGN, KMEL, KNEW and KYLD station</li> <li>• Cantonese radio ad on KVTO station</li> <li>• Vietnamese radio ad on KVVN station</li> </ul>	<p><b>LIEE/CARE</b></p> <ul style="list-style-type: none"> <li>• African American Community Forum event</li> <li>• Participated in 3-hour Spanish “Univision Telecast” to enroll/take leads on income qualified programs</li> <li>• Inland Regional Center / Resource Fair – Care Provider Outreach for Seniors</li> </ul> <p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• Launched 1<sup>st</sup> of 4 community events with WBC Enterprises, a leader among African American FBOs.</li> <li>• SCE funded field performances of East West Players production &amp; leveraged CARE program.</li> </ul>	<p><b>LIEE/CARE:</b></p> <ul style="list-style-type: none"> <li>• Asian print ads in language (Chinese, Filipino, Vietnamese)</li> </ul> <p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• Bilingual direct mail and automated outbound enrollment &amp; recertification calls</li> </ul>	<p><b>LIEE/CARE</b></p> <ul style="list-style-type: none"> <li>• Carried over joint system wide traffic radio media campaign targeting:             <ul style="list-style-type: none"> <li>➢ General Market</li> <li>➢ African American</li> <li>➢ Seniors</li> <li>➢ Hispanics</li> </ul> </li> </ul> <p>Campaign designed to provide assistance program information and enrollment opportunities by driving customers to SCG website. Asian campaign 2<sup>nd</sup> quarter: Mandarin, Cantonese, Vietnamese, Korean, and Tagalog in print and radio.</p>

# CARE Process Improvements

## Through May 2010

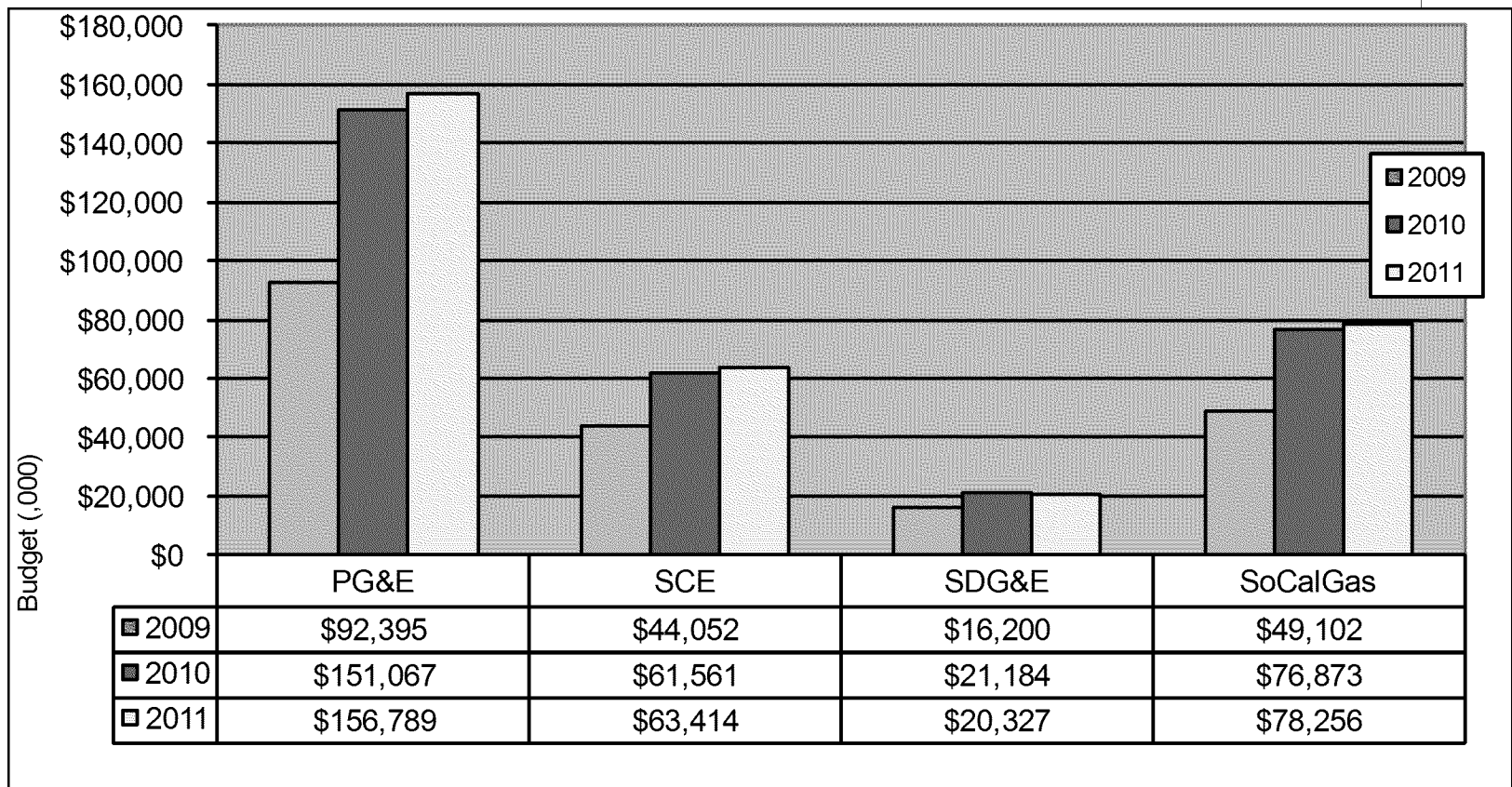
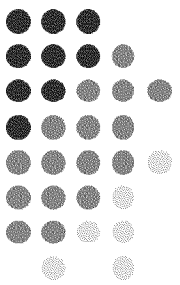


PG&E	SCE	SDG&E	SoCalGas
<ul style="list-style-type: none"> <li>• Enhanced enrollment effectiveness by following the multi-faceted strategy of automated phone enrollment followed by a direct mail piece and door-to-door canvassing</li> </ul>	<ul style="list-style-type: none"> <li>• SCE Phone Center enrollments efforts extended throughout call center. All representatives now have the ability to enroll customers on CARE/FERA when they place a call to SCE.</li> <li>• Follow-up to customers via outbound IVR call that do not respond to direct mail campaigns to enroll in CARE/FERA if eligible.</li> </ul>	<ul style="list-style-type: none"> <li>• In late May, SDG&amp;E implemented a new IVR system for CARE recertification and enrollment. Customers are able to enroll using a toll-free number. Customers having trouble enrolling through the IVR are able to transfer to a CARE representative for live phone enrollment.</li> </ul>	<ul style="list-style-type: none"> <li>• SoCalGas completed development of CARE Re-certification IVR system revisions. The revisions were designed to streamline the customer recertification process utilizing a more user friendly approach. Changes will be implemented during the second quarter.</li> </ul>



# Low Income Energy Efficiency Program

# LIEE Program- Budget 2009-2011

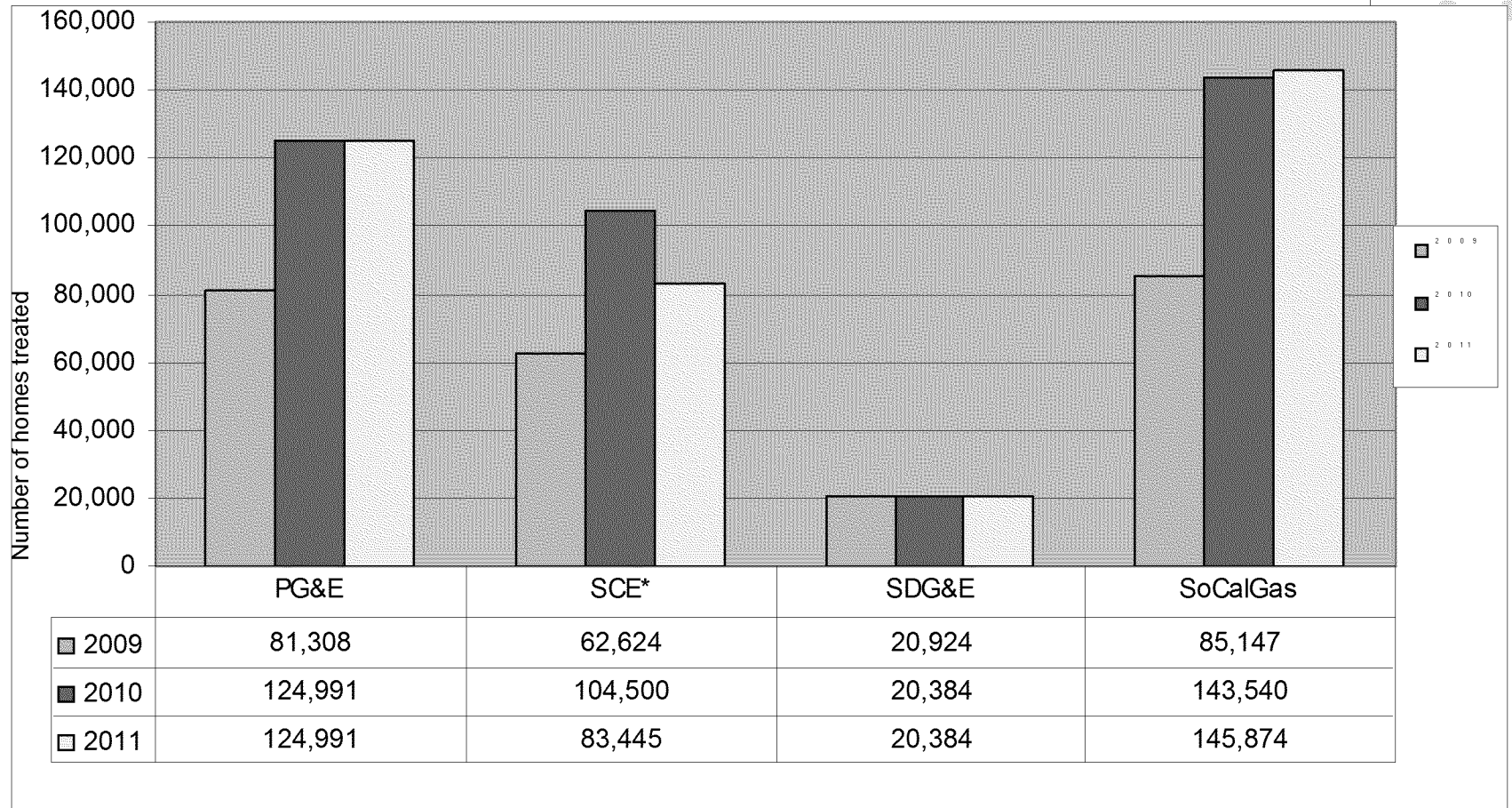
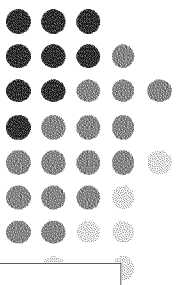


2009 Budget: This item shows the 2009 LIEE budget expended, as reported in the IOUs' 2009 LIEE Program Annual Reports.

2010 and 2011 Authorized Budgets: These budgets are authorized in D. 08-11-031. The 2010 authorized budget does not include carry-over funds.



# LIEE Program- Units 2009-2011



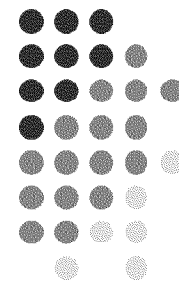
2009 Units: This item shows 2009 LIEE units as reported in the IOUs' 2009 LIEE Program Annual Reports.

2010 and 2011 Targets: Reflects the projected units to be treated as shown in D.08-11-031.

\*SCE 2010 target number includes carry-over units from 2009.

# LIEE Year to Date

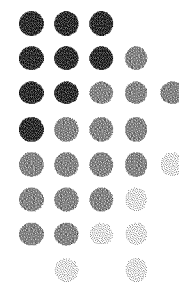
## Through May 2010



	<b>PG&amp;E</b>	<b>SCE</b>	<b>SDG&amp;E</b>	<b>SoCalGas</b>
<b><i>Budgets</i></b>				
Expenditure	\$49,564,402	\$22,944,106	\$6,741,862	\$23,368,760
Budget	\$151,067,347	\$61,561,081	\$21,184,000	\$76,872,816
Percent Expenditure	33%	37%	32%	30%
<b><i>Activity</i></b>				
Homes Treated	47,178	42,301	7,701	37,973
Goal	124,991	104,500	20,384	143,540
Percent Treated	38 %	40%	38%	26%
<b><i>Energy Savings</i></b>				
Kwh	17,440,574	12,286,443	2,418,537	N/A
Kw	3,394	3,124	220	N/A
Therms	946,381	N/A	128,515	716,409

# LIEE Measure Installations

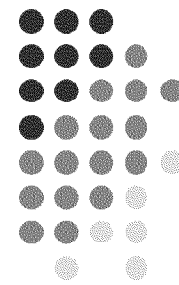
## Through May 2010



<b>Measures</b>	<b>PG&amp;E</b>	<b>SCE</b>	<b>SDG&amp;E</b>	<b>SoCalGas</b>
Water Heating	36,564	172	7,118	30,694
Envelope & Air Sealing	31,857	831	6,800	30,168
Heating	1,066	0	4,586	5,608
Refrigerators	7,833	9,723	606	N/A
Lighting	288,611	94,112	66,345	N/A
Cooling	2,590	8,239	214	N/A

# Other LIEE Figures

## Through May 2010



- Percentage of disabled enrolled versus 15% goal.

PG&E	SCE	SDG&E	SoCalGas
17%	8%	5%	7%

- LIEE customers participating in CSI

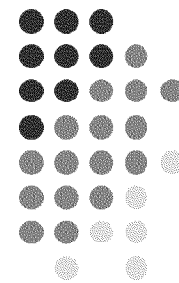
PG&E	SCE	SDG&E	SoCalGas
19	8	24	N/A

- Homes 'gone back to' versus new customers

PG&E		SCE		SDG&E		SoCalGas	
Go-back	New	Go-back	New	Go-Back	New	Go-back	New
5,221	41,957	582	41,719	41	7,660	0	37,973

# LIEE Outreach

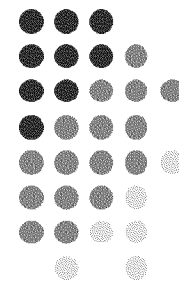
## Through May 2010



PG&E	SCE	SDG&E	SoCalGas
<p><b>LIEE:</b></p> <ul style="list-style-type: none"> <li>• Sacramento Partnership</li> <li>• Fairfield Partnership</li> <li>• Radio and print ads</li> <li>• Bill insert to all residential customers</li> </ul>	<p><b>LIEE:</b></p> <ul style="list-style-type: none"> <li>• Over 100K emails to CARE customers</li> <li>• 150K automated outbound calls to CARE customers</li> <li>• Over 70,000 leads generated, over 29,000 enrollments</li> <li>• Economic Assistance Campaign Mailer of 100k</li> <li>• APA Collaboration</li> <li>• Mid-Year goal of 121,000 leads and over 51,200 homes treated exceeded</li> </ul>	<p><b>LIEE:</b></p> <ul style="list-style-type: none"> <li>• Produced and distributed LIEE video to increase messaging through website, CBO's and public affairs groups.</li> <li>• Weekly automated calling campaign to drive qualified leads</li> <li>• Targeted CARE participants with LIEE email campaign</li> </ul>	<p><b>LIEE:</b></p> <ul style="list-style-type: none"> <li>• 1.2 million targeted for bill insert campaigns in Jan/March</li> <li>• 200K targeted automated voice messaging campaign, over 21K leads and 679 enrollments</li> </ul>

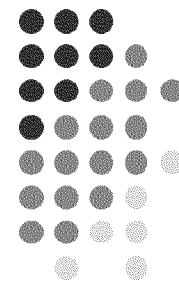
# LIEE Ethnic Media

## Through May 2010



PG&E	SCE	SDG&E	SoCalGas
<p><b>LIEE</b></p> <ul style="list-style-type: none"> <li>• Spanish, Vietnamese and Mandarin print in 20 ethnic newspapers and radio campaign on 33 stations</li> <li>• 5 interviews on Spanish radio</li> </ul>	<p><b>LIEE/CARE</b></p> <ul style="list-style-type: none"> <li>• African American Community Forum event</li> <li>• Participated in 3-hour Spanish “Univision Telecast” to enroll/take leads on income qualified programs</li> <li>• Inland Regional Center / Resource Fair – Care Provider Outreach for Seniors</li> </ul>	<p><b>LIEE/CARE:</b></p> <ul style="list-style-type: none"> <li>• Asian print ads in language (Chinese, Filipino, Vietnamese)</li> </ul> <p><b>LIEE:</b></p> <ul style="list-style-type: none"> <li>• Developed and produced Spanish LIEE video to increase messaging through CBO’s and public affairs groups.</li> </ul>	<p><b>LIEE/CARE</b></p> <ul style="list-style-type: none"> <li>• Carried over joint system wide traffic radio media campaign targeting:             <ul style="list-style-type: none"> <li>➢ General Market</li> <li>➢ African American</li> <li>➢ Seniors</li> <li>➢ Hispanics</li> </ul> </li> </ul> <p>Campaign designed to provide assistance program information and enrollment opportunities by driving customers to SCG website. Asian campaign 2<sup>nd</sup> quarter: Mandarin, Cantonese, Vietnamese, Korean, and Tagalog in print and radio.</p>

# Leveraging and Integration Efforts Through May 2010



PG&E	SCE	SDG&E	SoCalGas
<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>● Sacramento PG&amp;E-SMUD-CRP partnership</li> <li>● 230 CARE enrollments from leveraged outreach with VITA/United Way</li> <li>● Cross-utilities and-municipalities data sharing</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>● Partnered with Neighborhood Payment Centers (NPCs) to conduct outreach events at local offices</li> <li>● Shared leads and integrated outreach efforts between CARE, FERA, LIEE and Cooling Centers program</li> </ul>	<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>● SCE volunteers staffed phone banks at Univision’s “A Su Lado” morning television event to promote CARE and collect enrollment leads.</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>● CARE and LIEE share leads between programs</li> <li>● Qualified applicants to SCE’s Energy Assistance Fund (EAF) are also enrolled in CARE.</li> <li>● LIHEAP payment recipients are automatically enrolled in CARE each quarter</li> <li>● CARE &amp; EMA programs integrate efforts and messaging through all marketing events</li> </ul>	<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>● LIEE works with LIHEAP to provide customers with all feasible measures from both programs</li> <li>● Capitation contractors provide CARE enrollments and LIEE leads</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>● CARE receives high volume of referrals from the Call Center</li> <li>● LIEE data exchange for CARE enrollment</li> <li>● LIEE integrates with EE to install all feasible measures with the EEMH program.</li> </ul>	<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>● Developing plan where WIC clients will receive SCG Low-Income Programs information in their business offices</li> <li>● Agreements with two non-IOU municipal utilities’ low-income programs, will soon produce installations</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>● System wide CARE enrollment at bill payment offices</li> <li>● LIEE data exchange for CARE enrollment</li> </ul>