



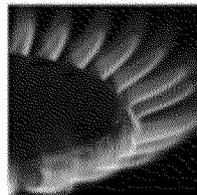
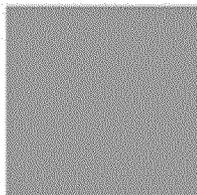
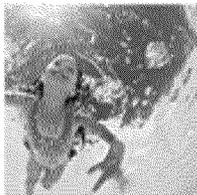
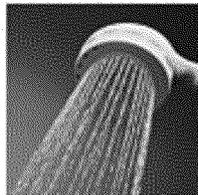
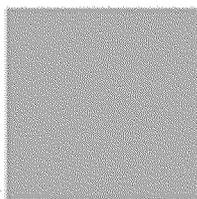
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California
Gas Company

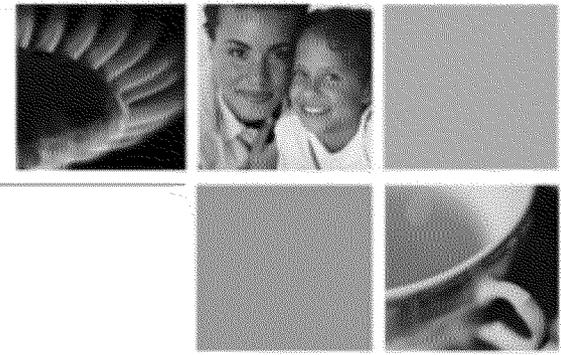
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2012 – 2014 Low Income Application Public Workshop

January 19, 2011

Downey, CA.

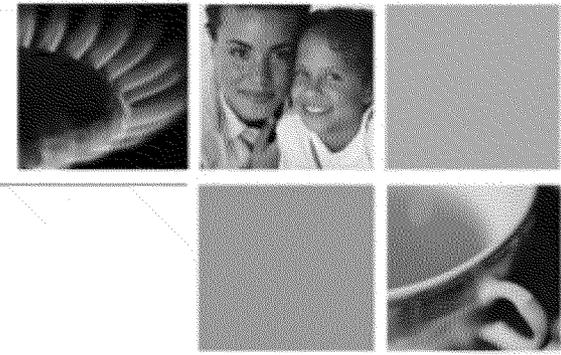




- In order to achieve 25% of the Commission's programmatic initiative during the 2012-2014 program cycle SCG will
 - Identify ways that would ease the enrollment process
 - Continue to serve the hard to reach population including the disabled and limited English proficient customers
 - Continue integration and leveraging efforts



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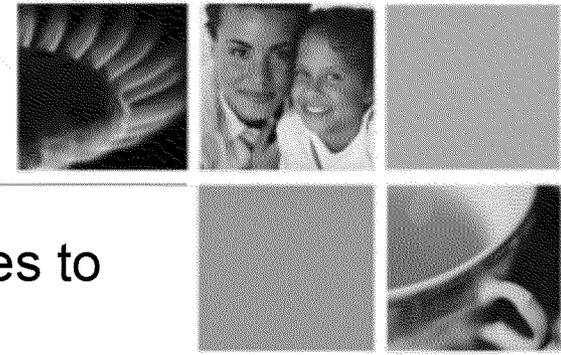


- SCG will continue their efforts to implement statewide branding for ESAP and standardize the programs, including common terminology, measures, cost categories, etc.
- SCG is evaluating new measures for possible inclusion in the program which will need to meet the Commission's cost effectiveness and energy savings thresholds, or which will serve quality of life objectives adopted in D. 08-11-031.



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CARE Program Administration

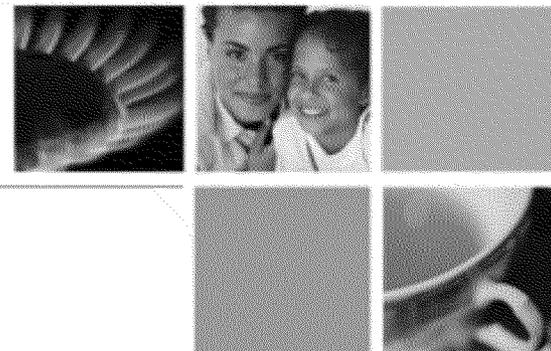


- Implement all mandates and legislative changes to maintain compliance
- Execute best practices for all application processing
- Continue offering customers several methods for enrollment, recertification or PEV (e.g. mail, on-line, telephone)
- Revise CARE applications to increase ease of use
- Maintain existing integration and leveraging partnerships
- Continue efforts to serve hard to reach customers
- Identify ways to make it easier for customers to enroll in CARE
- Enhance customer information systems to support proposed program changes
- Upgrade scanning system to increase productivity



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CARE – Outreach and Enrollment Tactics



- **Outreach Strategies**

- Outreach to Disabled Community
 - Leverage relationships with Disabled Customers
 - Improve our ability to identify and reach out to Disabled Customers
- Outreach in Hard-to-Reach Geographic Regions
 - New tactics in key geographic regions (especially rural and northern counties)
 - Collaborate with other programs (internal and external) to communicate the CARE Program in outlying counties

- **Enrollment Tactics**

- Bill Inserts
- Direct Mail
- Email Campaigns
- Mass Media
- General Outreach with a focus on Hard-to Reach customers
- Focus on Special Markets (Disabled and Limited English Proficiency)
- Self-Certification and Recertification Outbound Dialing



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CARE – Proposed Program Changes/Enhancements

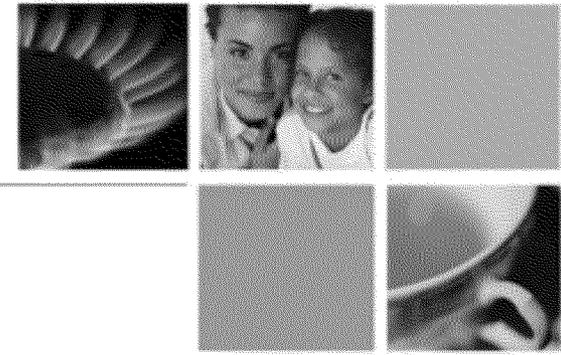


- Simplify CARE recertification form
- Utilize outbound dialing and email to issue recertification requests
- Offer new enrollment, recertification and PEV avenues to optimize customer convenience and support paperless initiatives
- Increase customer retention by expanding customer notification and reminders
- Issue confirmations for approved enrollments, recertification and PEV customers utilizing U.S. mail, internet or outbound dialing
- Update CARE probability model to better identify eligible customers
- Implement paperless archiving of hard copy documents
- Improve sub-metered facility information for more effective outreach



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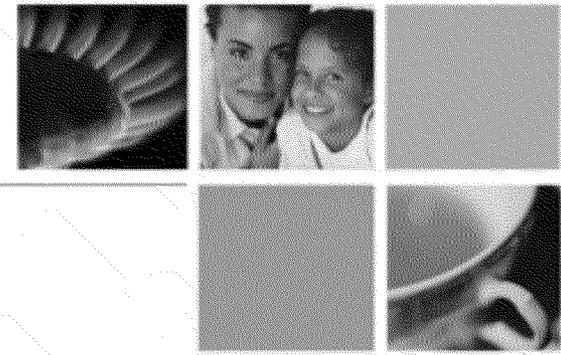
Energy Savings Assistance Program (ESAP) Goals



- By 2020, all eligible customers will be given the opportunity to participate in ESAP.
- ESAP will be an energy resource by delivering increasingly cost-effective and longer-term savings.
- Achieve 25% of the Commission's total programmatic initiative in 2012-2014 including any carryover from the previous cycle.



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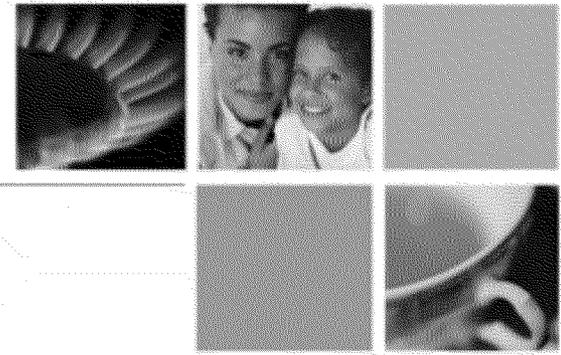
- **New Initiatives:**

- Contractor Capacity Building
- Customer Rewards Incentive
- Maximize LIHEAP Leveraging and expand to other energy efficiency programs
- AMI Workforce Integration
 - Customer Assistance Representatives to perform enrollment and assessment services



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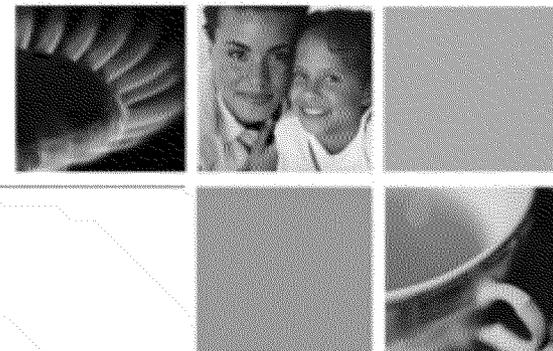
ESAP – New Measures Under Consideration



- All existing measures
- Potential measures under review
 - Washable FAU Furnace Filter
 - Thermostatic Shower Valve



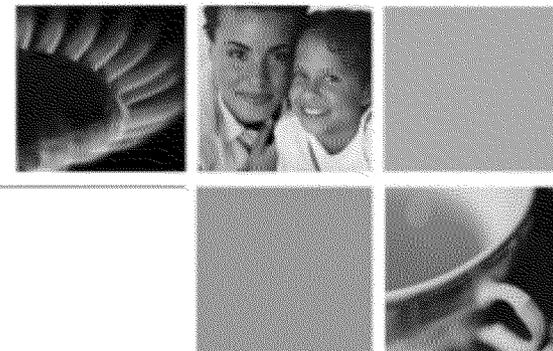
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- **Marketing & Outreach Tactics**
 - Targeted Direct Mail
 - Automated Voice Messaging
 - Ethnic Media Campaigns
 - Community Outreach
 - Whole Neighborhood Approach
 - Website - Online ESAP Leads
 - ESAP Capitation Contractor Leads
- **Marketing & Outreach Strategies**
 - Develop focused approach that appeals to customer benefits and generates awareness to qualified customers. An example is to utilize customer testimonials to explain and promote the program.
 - Leverage with agencies serving the disabled, faith based organizations, and public agencies with programs specifically designed for ESAP customers.



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- **Leveraging Opportunities**

- Build on strategic partnerships with Municipal Utilities to provide measures to low-income customers offered by each utility in their overlapping service territories.
- Build on strategic partnerships with Water Districts to leverage funds to install High Efficiency Washers in overlapping service territories.
- Network Leveraging as an opportunity to reach multiple CBOs and community members through network leveraging (e.g., Magnolia Place Community Center).

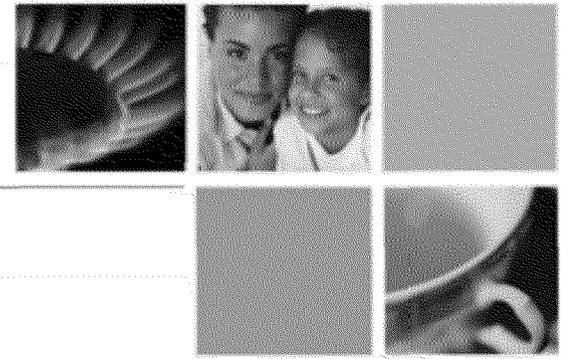
- **Integration Opportunities**

- Integration with Energy Efficiency (e.g., Multi-family 3rd Party Program)
- Continue CARE data exchange for ESAP enrollment



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- Questions and Comments



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