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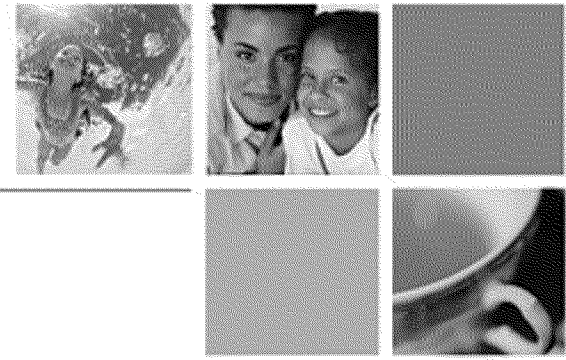
2012 – 2014 Low Income Application Public Workshop

January 18, 2011
San Diego, CA.



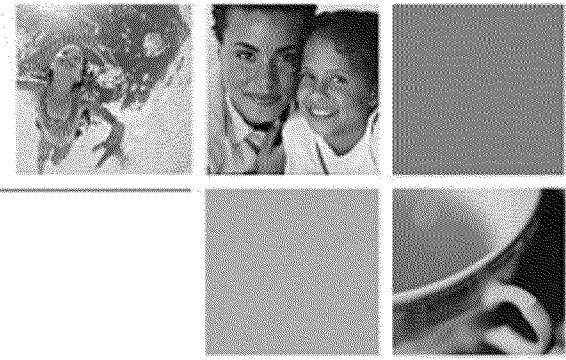
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Background



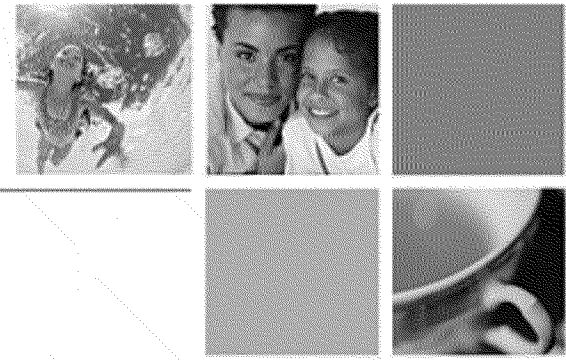
- The ED will be issuing a guidance document on what needs to be included in the application
- Efforts to standardize programs, including common terminology, measures, cost categories, etc. will continue
- We'll continue efforts to serve the hard to reach population including the disabled and Limited English proficient customers and to identify ways to make it easier to enroll in the programs
- Continue integration and leveraging efforts
- Generally the programs will be status quo but with several new outreach efforts

CARE Program Administration



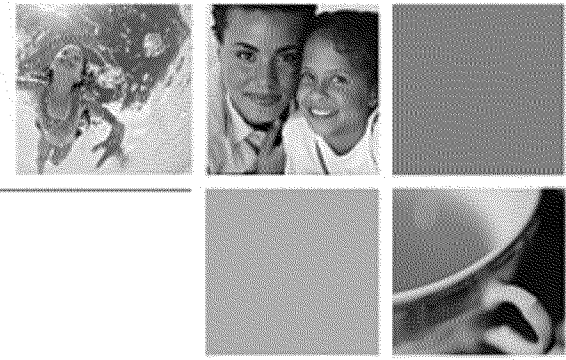
- Continuation of 2009-2011 program design, with increased budgets for outreach efforts to non-English speaking customers and customers in “hard-to-reach” areas
- Implement enhancements to the CARE information systems to improve administrative efficiencies to customers
- Improve program enrollment and retention by simplifying required documentation

CARE - Enrollment Tactics



- Multi-Lingual grass-roots outreach
- Door-to-door enrollment
- Capitation contracts with community agencies
- Targeted phone enrollment campaigns
- Targeted direct mail campaigns
- Recertification phone calls and emails
- Mass marketing enrollment campaigns
- Email and Social Media enrollment campaign
- Partnerships with community organizations and government agencies
- 2-1-1 coordination
- Cross promotion through other programs (LIEE, LIHEAP, EE, etc.)

CARE – Proposed Program Changes/Enhancements

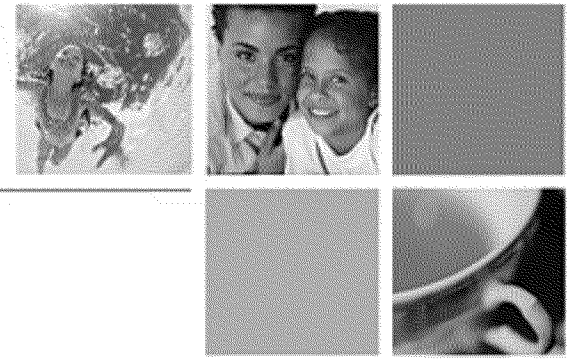


- Implement Recertification and Income Verification request via email for customers opting into email notifications
- Enhance system to support a simplified enrollment form for CARE Recertification
- Implement scanning technology in order to better serve customers inquiring about their enrollment status
- Implement system enhancement that improve the CARE enrollment process for customers establishing new service
- Increase use of third-party organizations who specialize in grass-root outreach efforts
- Increase in mass marketing, social media and internet enrollment efforts

Energy Savings Assistance Program (ESAP) Goals



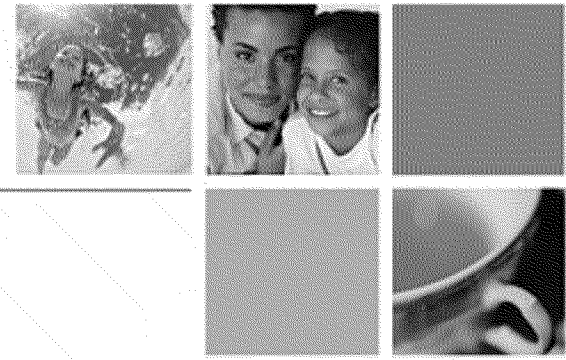
- **Implement Mid-Term Strategies of the Strategic Plan**
 - Implement energy education to help customers understand and change behaviors
 - Continue to seek opportunities for data sharing and take advantage of new technologies
 - Assess for opportunities to incorporate new measures
- **Serve 25% of the Commission's programmatic initiative**
 - Starting point for number of customers to be served



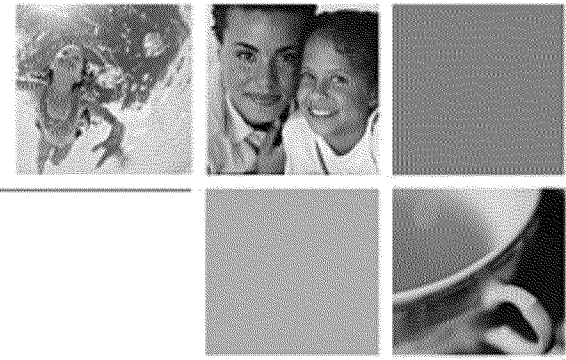
Program Design guidelines

- Install all feasible measures
- Utilize customer segmentation for marketing, education and outreach activities
- Consider new marketing approaches
- Evaluate opportunities to integrate with Energy Efficiency and Demand Response
- Consider new initiatives

ESAP – Program Design Concepts (continued)



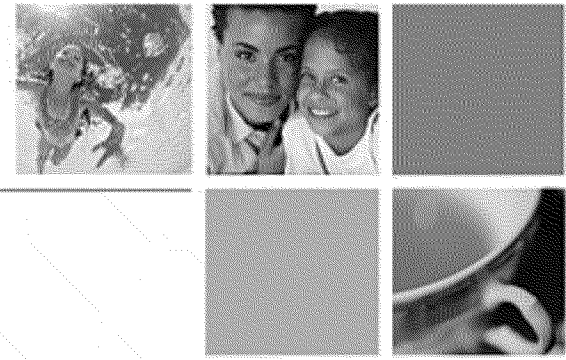
- Existing Measures
 - Continue installing existing measures
- New measures
 - New measures under consideration
 - HE dishwashers
 - Quiet Cool Whole House Fans
 - Solar Water Heater
 - Heat Pumps – Water Heaters
 - Input from contractors has been requested
 - Need to evaluate energy savings and cost effectiveness



- **Marketing**

- Utilize cost effective marketing channels
- Target market through the use of customer segmentation
- Simplify language in collateral in order to motivate changes in behavior
- Supplement Engage 360 marketing and outreach activities

ESAP Marketing, Education, & Outreach (continued)



Tactics

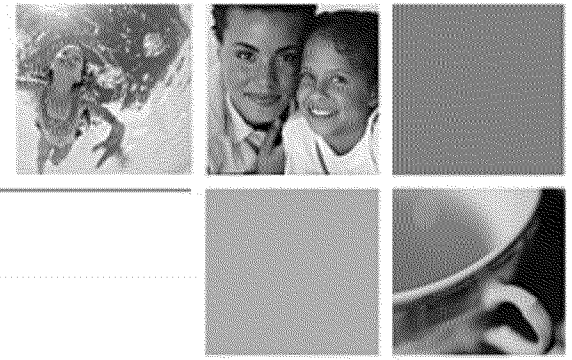
- Door to Door Canvassing
- Direct Mail
- Outbound Calling Campaigns
- Advertising
- Email Campaigns
- Leverage CARE enrollments
- Expand web presence
- Provide CBOs with LIEE Capitation contracts
- Participate at Outreach Events





New Initiatives

- Outreach and Assessment conducted by Internal workforce
- Contractor Referral Incentive
- Customer Incentives
- In-language Outreach



- Questions or comments?