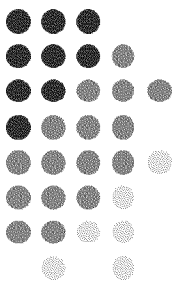


Updates on 2009-2011 California Alternate Rates for Energy Program & Low Income Energy Efficiency Program

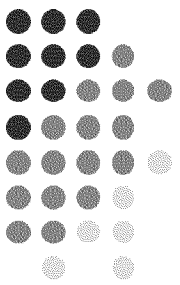
Quarterly Public Low Income Meeting
September 21, 2010
Los Angeles, California



California Alternate Rates for Energy Program

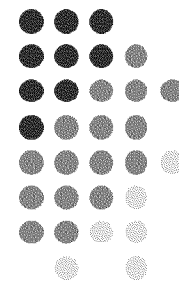
CARE Penetration

Through August 2010



	Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
PG&E	1,473,872	1,617,125	91.1%
SCE	1,346,971	1,424,145	94.6%
SDG&E	283,910	352,488	80.5%
SoCalGas	1,689,241	1,807,853	93.4%

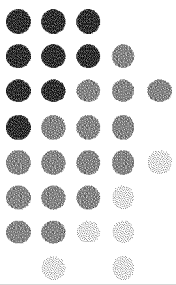
CARE Outreach Through August 2010



PG&E	SCE	SDG&E	SoCalGas
<p>CARE:</p> <ul style="list-style-type: none"> • Automated phone enrollment to 1.4M customers and phone recertification to 289K customers • Door-to-door canvassing to 24K customers • Sub-metered mass mailing to 1,560 facilities • VITA/United Way mailing to 30K customers • Direct mail to 1.6 M targeted customers • Bill Insert to 9.6M customers • Partnerships with 11 community colleges • Partnerships with 158 Community Outreach Contractors • Employee Involvement Initiative Kick-off 	<p>CARE:</p> <ul style="list-style-type: none"> • Direct mail campaign to 300K customers with HH income below \$50K • Participated in Maria Shriver's "We Connect Community Event" to connect families to economic resources • Extended online enrollment throughout all Call Centers • Conducted 3rd Party outbound IVR 	<p>CARE:</p> <ul style="list-style-type: none"> • Door to door canvassing • Bilingual automated outbound enrollment and recertification phone calls • Bilingual bill insert • Bus shelter transit ad/text campaign 	<ul style="list-style-type: none"> ✕ Direct Mail 3 campaigns = 1.3M pieces: Enrollments = 69K App return rate = 10% • 3rd Party door-to-door Ongoing = 36.5K enrollments • Web based activities Ongoing e-mail and web: Enrollments = 28,296 E-Recertifications = 992 • Automated Voice Messaging Enrollments: 9,337 Recertifications = 7,010 • Bill Inserts 2 campaigns = 6m pieces Enrollments = 22,820 • Bill Payment Office Ongoing promotion at SCG offices Enrollments = 4,672

CARE Ethnic Media

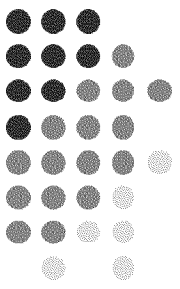
Through August 2010



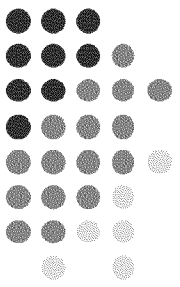
PG&E	SCE	SDG&E	SoCalGas
<p>CARE</p> <ul style="list-style-type: none"> • English television commercial in the Sacramento and the SF Bay Area markets • English radio commercial in the Sacramento, SF Bay Area and Fresno markets • Chinese and Vietnamese radio commercial in the SF Bay Area market 	<p>LIEE/CARE</p> <ul style="list-style-type: none"> • Spanish language TV telecast ---34 A Sul Lado Spanish radio spots to promote IQP Programs <p>CARE:</p> <ul style="list-style-type: none"> • Launched 2nd of 4 community events with WBC Enterprise, a leader among African American FBOs. • Participated in ongoing Forums with African American, Latino & Asian ethnic communities 	<p>LIEE/CARE:</p> <ul style="list-style-type: none"> • Multi-language television spots for LIEE and CARE • Multi-language radio traffic id's for LIEE and CARE • Multi-language print ads for LIEE and CARE • Spanish CARE and LIEE video developed for community organizations, public affairs groups and SDG&E website • Multi-language press release on income guidelines resulted in media coverage through various multi-language print and television networks 	<ul style="list-style-type: none"> • Quarter 1 <p>Continued Dec. 2009 CARE/DAP system wide traffic radio media campaign targeting:</p> <ul style="list-style-type: none"> ➢ General Market ➢ African American ➢ Seniors ➢ Hispanics <p>Provided general assistance information and enrollment opportunities by driving customers to SCG website</p> <ul style="list-style-type: none"> • Quarter 2 <p>Traffic radio, spot TV & print media campaign targeting:</p> <ul style="list-style-type: none"> ➢ Asian* ➢ African American ➢ Senior <p>Provided program information and enrollment opportunities by driving customers to SCG website and general call center</p> <p>*Chinese, Korean, Filipino & Vietnamese</p> <ul style="list-style-type: none"> ✕ Quarter 3 <ul style="list-style-type: none"> - CARE and DAP promoted throughout the San Joaquin Valley on Spanish station Radio Campensia - SCG/SCE Univision Telethon to promote CARE & DAP

CARE Process Improvements

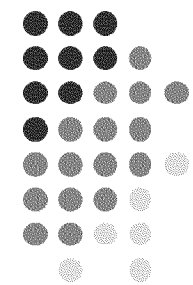
Through August 2010



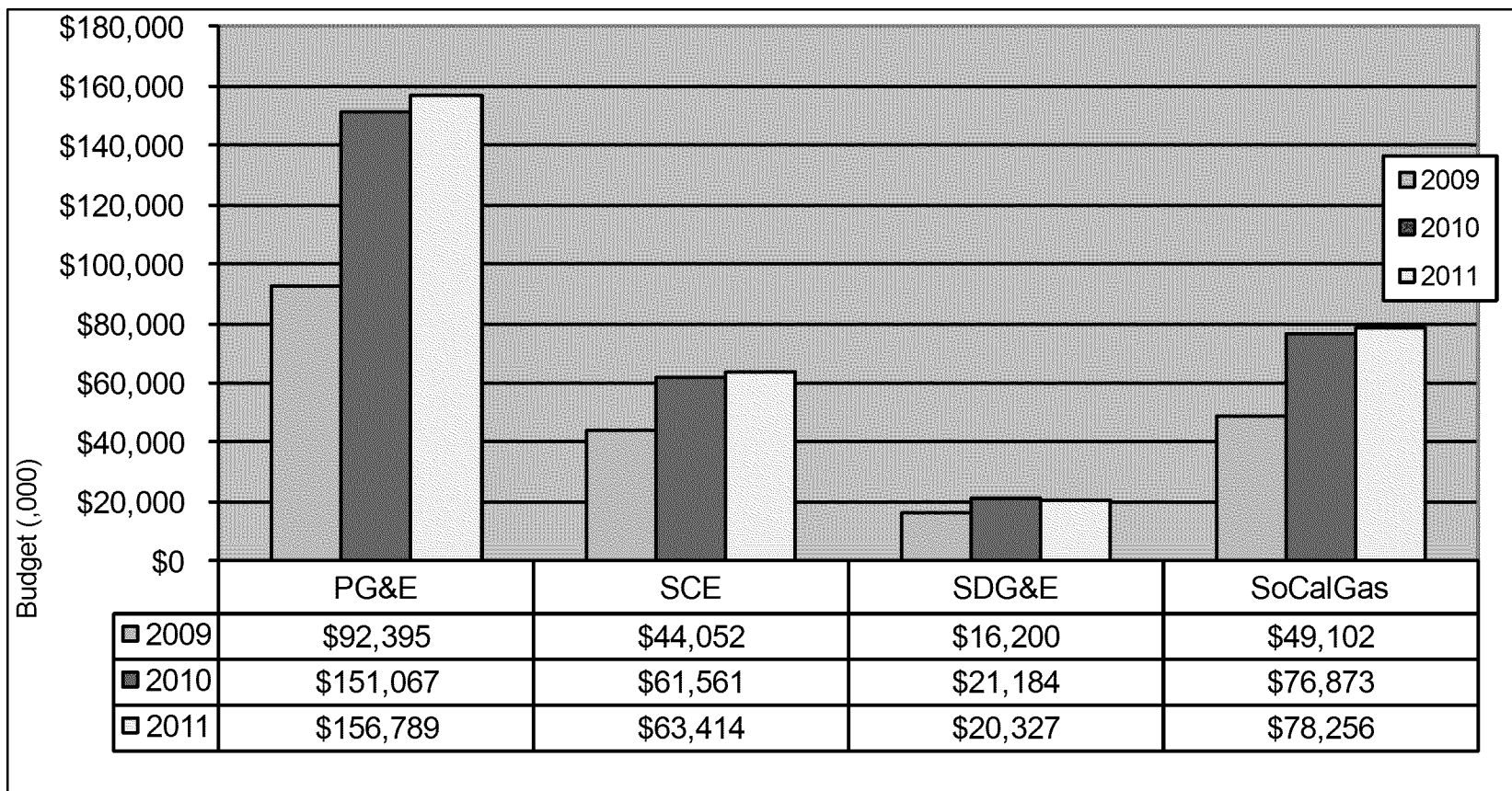
PG&E	SCE	SDG&E	SoCalGas
<ul style="list-style-type: none"> ● Enhanced enrollment effectiveness by following the multi-faceted strategy of automated phone enrollment followed by a direct mail piece and door-to-door canvassing ● Developed a profile of eligible, unenrolled CARE customers broken down by ethnicity, senior, and veteran status through a 3rd party vendor database. 	<ul style="list-style-type: none"> ● Energy Advisor Pilot: For 3 mos. Twelve specialists at the Call Center offered CARE and other SCE Programs at the end of every call. If qualified, the customer was enrolled in the CARE Program. The goal is to improve the overall customer experience by providing a comprehensive approach to assist customers. ● First Direct Marketing Campaign: Outbound IVR follow up to non-responders of 1st Qtr Direct Mail Campaign 	<ul style="list-style-type: none"> ● SDG&E implemented the new renewal process for submetered tenants. Prior to the enhancement, all tenants of submetered facilities were renewed during the same period. The new process mails the individual tenant the renewal notice two or four years after their initial enrollment date. 	<ul style="list-style-type: none"> ● System generated letters to customers auto-enrolled through data sharing activities. Letters offer notification of AE & 'opt out' clause. ● 3rd method for sub-metered customers to recertify; via telephone (Recert IVR). ● CARE Recert IVR system revised; script updated, wait time between public assistance program names and customer responses decreased. ● Bill redesign- CARE participation now an easily identified line item on SCG bill.



Low Income Energy Efficiency Program



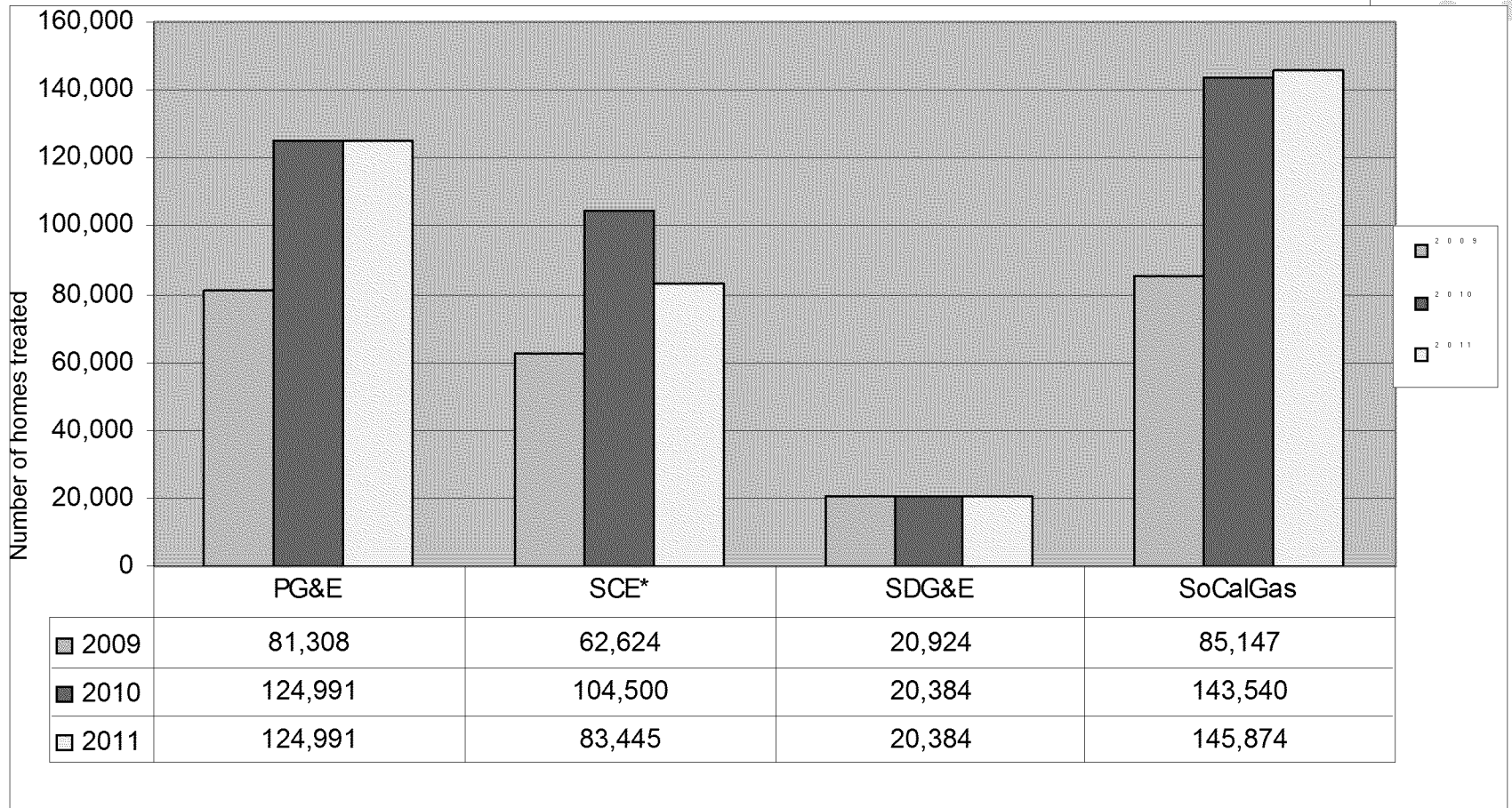
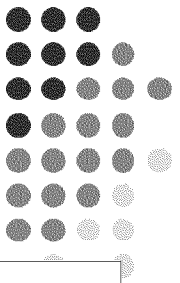
LIEE Program- Budget 2009-2011



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

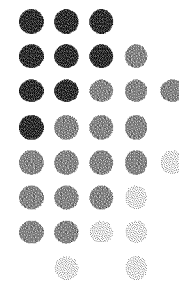


2009 Units: This item shows 2009 LIEE units as reported in the IOUs' 2009 LIEE Program Annual Reports.

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.

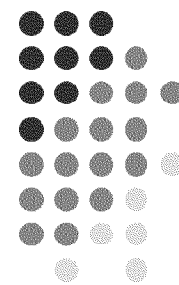
LIEE Year to Date Through August 2010



	PG&E	SCE	SDG&E	SoCalGas
<i>Budgets</i>				
Expenditure	\$90,196,665	\$41,240,670	\$11,588,194	\$42,797,620
Budget	\$151,067,347	\$61,561,081	\$21,184,000	\$76,872,816
Percent Expenditure	59.7%	67%	55%	56%
<i>Activity</i>				
Homes Treated	82,785	76,541	13,362	69,388
Goal	124,991	104,500	20,384	143,540
Percent Treated	66.2%	73%	66%	48%
<i>Energy Savings</i>				
kWh	36,603,369	21,865,737	4,264,405	N/A
kW	7,418	5,933	404	N/A
Therms	1,712,585	N/A	214,561	1,370,221

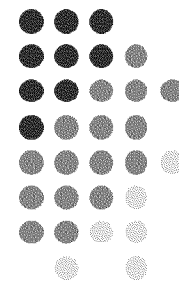
LIEE Measure Installations

Through August 2010



Measures	PG&E	SCE	SDG&E	SoCalGas
Water Heating	63,571	369	11,935	59,027
Envelope & Air Sealing	55,719	1,782	11,222	57,707
Heating	1,703	30	1,247	10,793
Refrigerators	13,781	16,298	1,292	N/A
Lighting	492,648	157,273	114,485	N/A
Cooling	9,667	14,839	366	N/A

Other LIEE Figures Through August 2010



- Percentage of disabled enrolled versus 15% goal.

PG&E	SCE	SDG&E	SoCalGas
17%	5%	6%	8.5%

- LIEE customers participating in CSI

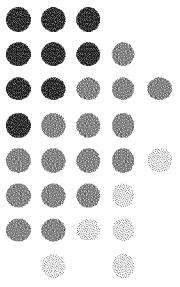
PG&E	SCE	SDG&E	SoCalGas
71	85	24	N/A

- 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
5,608	77,177	1,256	75,285	249	13,133	4,539	64,849

LIEE Outreach

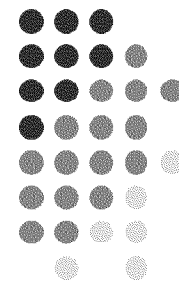
Through August 2010



PG&E	SCE	SDG&E	SoCalGas
<p>LIEE:</p> <ul style="list-style-type: none"> • English/Spanish direct mail campaigns in Sacramento and Central Valley • Outreach events across the service area • Bill inserts and messages to 5.2 million customers • Door-to-door canvassing by third party contractors 	<p>LIEE:</p> <ul style="list-style-type: none"> • Over 100K emails to CARE customers • 150K automated outbound calls to CARE customers • Over 70,000 leads generated, over 29,000 enrollments • Economic Assistance Campaign Mailer of 100k • APA Collaboration • Mid-Year goal of 121,000 leads and over 51,200 homes treated exceeded 	<p>LIEE:</p> <ul style="list-style-type: none"> • Multi-language automated outbound phone campaigns to generate qualified leads • Multi-language direct mails • Door to door canvassing 	<p>The following tactics were utilized to raise general DAP program awareness and move customers to participate:</p> <ul style="list-style-type: none"> • Bill inserts: Over 1.3 million bilingual inserts targeting non-DAPed CARE enrolled customers (Jan/March/June) • Automated Voice Messaging campaigns: Over 211K non-DAPed/CARE customers contacted with bilingual DAP messaging • Direct Mail Letters: Over 136K bilingual DM letters sent to /non-DAPed/CARE customers • Web: Over 55K emails sent to CARE customer

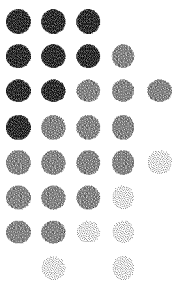
LIEE Ethnic Media

Through August 2010



PG&E	SCE	SDG&E	SoCalGas
<p>LIEE</p> <ul style="list-style-type: none"> • English, Spanish, Chinese and Vietnamese radio ads in Bay Area, Fresno and Sacramento markets • Hmong television ads in Sacramento, Fresno and Stockton markets • Vietnamese and Chinese program description on website 	<p>LIEE/CARE</p> <ul style="list-style-type: none"> • African American Community Forum event • Participated in 3-hour Spanish “Univision Telecast” to enroll/take leads on income qualified programs • Inland Regional Center / Resource Fair – Care Provider Outreach for Seniors 	<p>LIEE/CARE:</p> <ul style="list-style-type: none"> • Multi-language print ads • Developed LIEE Spanish video for community based organizations, public affairs groups and SDG&E website • Multi-language television spots • Multi-language radio id’s 	<ul style="list-style-type: none"> • Quarter 1 Continued Dec. 2009 CARE/DAP system wide traffic radio media campaign targeting: <ul style="list-style-type: none"> ➢ General Market ➢ African American ➢ Seniors ➢ Hispanics Provided general assistance information and enrollment opportunities by driving customers to SCG website ✕ Quarter 2 Participation in 17 events, including a 3-hour Spanish “Univision” telethon Asian* print media campaign *Chinese, Korean, Filipino & Vietnamese ✕ Quarter 3 CARE and DAP programs promoted throughout the San Joaquin Valley on Spanish station Radio Campensia on 60 second traffic radio spots

Leveraging and Integration Efforts Through August 2010



PG&E	SCE	SDG&E	SoCalGas
<p><u>LEVERAGING</u></p> <ul style="list-style-type: none"> • Sacramento PG&E-SMUD-CRP partnership • WNA coordination with City of Fairfield • 230 CARE enrollments from leveraged outreach with VITA/United Way • Data sharing with other utilities and municipalities <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • Partnered with Neighborhood Payment Centers (NPCs) to conduct outreach events at local offices • Shared leads and integrated outreach efforts between CARE, FERA, LIEE and Cooling Centers program 	<p><u>LEVERAGING</u></p> <ul style="list-style-type: none"> • SCE volunteers staffed phone banks at Univision’s “A Su Lado” morning television event to promote CARE and collect enrollment leads. <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • CARE and LIEE share leads between programs • Qualified applicants to SCE’s Energy Assistance Fund (EAF) are also enrolled in CARE. • LIHEAP payment recipients are automatically enrolled in CARE each quarter • CARE & EMA programs integrate efforts and messaging through all marketing events 	<p><u>LEVERAGING</u></p> <p>Capitation contractors provide CARE enrollments and LIEE leads</p> <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • CARE & LIEE joint e-mail campaign to My Account customers • Customer Assistance staff work with Branch Payment offices to conduct outreach and enroll qualified customers • Call center referrals for the CARE program • LIEE and CARE data exchange for enrollments/leads 	<p><u>LEVERAGING</u></p> <ul style="list-style-type: none"> • In partnership with CDPH SCG placed 59 custom designed CARE kiosks in WIC agencies throughout LA County, which are stocked with a bilingual CARE info sheet and CARE applications. • Agreements with two non-IOU municipal utilities’ low-income programs, will produce installations in 3rd Qtr. <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • System wide CARE enrollment at bill payment offices • LIEE data exchange for CARE enrollment • Worked with EE Multi-family program to identify and outreach to residents in complexes that have a high probability of LIEE eligibility. • LIEE data exchange for CARE enrollment. <p style="text-align: right;">15</p>