

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

Applications of Pacific Gas and Electric Company for Approval of the 2009-2011 Energy Savings Assistance Program and California Alternate Rates for Energy Programs and Budget (U39M)	Application 08-05-022 (Filed May 15, 2008)
Application of San Diego Gas & Electric Company (U 902 M) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009 – 2011.	Application 08-05-024 (Filed May 15, 2008)
Application of Southern California Gas Company (U 904 G) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009 – 2011.	Application 08-05-025 (Filed May 15, 2008)
Application of Southern California Edison Company (U 338-E) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009, 2010 and 2011.	Application 08-05-026 (Filed May 15, 2008)

**MONTHLY REPORT OF SAN DIEGO GAS & ELECTRIC COMPANY (U 902 M) ON
LOW-INCOME ASSISTANCE PROGRAMS FOR FEBRUARY 2011**

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**San Diego Gas & Electric Company
Energy Savings Assistance Program (ESAP)
And
California Alternate Rates for Energy (CARE)
Program Monthly Report**

ENERGY SAVINGS ASSISTANCE PROGRAM MONTHLY REPORT

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ENERGY SAVINGS ASSISTANCE PROGRAM MONTHLY REPORT

1. ESAP Executive Summary

1.1. Energy Savings Assistance Program Overview

1.1.1 Provide a summary of the ESAP Program elements as approved in Decision (D.) 08-11-031:

ESAP Program Summary for Month			
	Authorized / Planning Assumptions	Actual to Date	%
Budget	\$20,321,607	\$1,959,597	10%
Homes Treated	20,384	1,139	6%
kWh Saved	8,575,260	572,296	7%
kW Demand Reduced	1,965	56	3%
Therms Saved	452,749	36,259	8%
GHG Emissions Reduced	7,365	527	7%

SDG&E enrolled 1,470 customers in the ESAP program during the month of February. This is 7% of the 2011 annual goal. Of those enrolled, 1,139 have been expensed and counted as homes treated. As a result of the enrollments and homes treated this year, SDG&E has saved 572,296 kWh, reduced 56 kW of demand, saved 36,259 therms and reduced 527 tons of green house gas (GHG) emissions.

Through marketing and outreach efforts, SDG&E generated a total of 2,632 leads for the ESAP program in February, and is currently working to convert these leads into enrollments and homes treated.

1.2 Whole Neighborhood Approach Evaluation (WNA)

1.2.1. Provide a summary of the geographic and customer segmentation strategy employed, (i.e. tools and analysis used to segment "neighborhoods," how neighborhoods are segmented and how this information is communicated to the contractor/CBO).

SDG&E continues to utilize the demographic information provided by Claritas using the PRIZM codes¹ assigned to customer records to target highly eligible customers. This allows SDG&E to target neighborhoods with higher concentrations of income qualified customers in support of the WNA.

Additionally, SDG&E will continue to coordinate its outreach efforts to city and community organizations by neighborhood. SDG&E is also expanding its outreach efforts with CARE Capitation agencies to reach deeper into neighborhoods by leveraging the outreach efforts of our capitation partners.

1.3 ESAP Customer Outreach and Enrollment Update

- 1.3.1. Provide a summary of the ESAP program outreach and enrollment strategies deployed this month.

Direct marketing - In February, direct marketing efforts included direct mail, automated outbound calling and door-to-door canvassing. Below is more detailed information on these activities.

- **Direct Mail**

SDG&E mailed ESAP program information to 15,052 households with high potential for ESAP eligibility. A total of 209 leads were generated from these mailings, and a total of 82 households were enrolled based on previous and current direct mail efforts.

¹ Prizm codes are an area set of customer segmentation data widely used for marketing purposes in the United States. The data consist of demographic clusters that categorize every U.S. household into a segment. These segments were developed in part from the analysis of U.S. census data and categorize U.S. consumers into 14 distinct groups and 66 segments. The segments help marketers tailor content to consumers' needs and look at a variety of factors, including income, likes, dislikes, lifestyles and purchase behaviors.

- **Automated Outbound Calling**

SDG&E contacted 28,045 households about the ESAP program through automated outbound calls. From these calls, 702 leads were generated and 98 of these leads were converted into enrollments.

- **Door-to-Door Canvassing**

SDG&E's door-to-door canvassing contractor, Richard Heath & Associates (RHA) continued to aggressively canvass the SDG&E service territory calling on 8,756 low-income homes. As a result, RHA generated 651 leads and converted 593 into enrollments. Door-to-door canvassing continues to be the most effective direct marketing technique for ESAP.

1.3.2 Customer Assistance Marketing, Education and Outreach for the CARE and ESAP programs.

In February, SDG&E continued to jointly promote CARE and ESAP with advertising, public relations and community outreach.

- **Mass Media**

CARE, ESAP & Medical Baseline – an advertorial ran in the San Diego Union Tribune. The ad featured brief program descriptions and how to enroll in all three programs. The ad ran in support of the Successful Aging Expo which took place on February 19th. A half page, four color print ad also ran in a special section of the Union Tribune dedicated to the event.

Beginning February 14th, the ESAP and CARE programs launched television and radio campaigns. The television ads, both fifteen and thirty seconds, provided program information and how to apply. The ads portray a family in a home setting while the voiceover details the programs' benefits and how to qualify. The

ads are featured on various English and Spanish television stations and will run through April. Radio traffic id's, which are live on air read program messages prior to traffic reports, also occurred on February 14th. The traffic id's were heard on various English and Spanish radio stations. Program information such as program benefits, qualifications and how to apply were intermittently dispersed throughout various radio stations.

- **Media Event**

SDG&E conducted an interview with a customer who recently participated in ESAP. Some of the measures installed were: Furnace Clean and Tune, door repair, Gas Appliance Diagnostic Inspection, faucet aerators, weather-stripping, In-home Energy Education, etc. San Diego Channel 4 on Cox Communications, aired parts of the interview in conjunction with its promotion of the Successful Aging Expo.

- **CARE & ESAP Community Outreach**

In February, community outreach for CARE and ESAP included participation in community events, leveraging efforts with Capitation Contractors, 2-1-1 San Diego and the branch offices.

- **Community Events**

SDG&E and its partners participate in and sponsor a variety of local events in order to educate low-income customers about assistance programs and to help them enroll. SDG&E participated in seven community events in February, which resulted in 38 CARE applications and 53 ESAP interest forms.

Feb 11, 15, 22 & 25 Community Cares Program - Put Pride Aside Campaign

The Community Cares Program and The Put Pride Aside Campaign is a partnership between the San Diego Food Bank and over 30 health and human service organizations. The program operates as a “one-stop shop” at distribution sites selected by the Food Bank. At these events, non-profit partner organizations host information tables advising people on their eligibility for programs including: low-cost health care, food assistance, assistance for the elderly, disabled and mentally ill, and foreclosure counseling. SDG&E representatives alongside representatives from Neighborhood Healthcare, a SDG&E capitation agency, promoted SDG&E’s assistance programs and helped customers enroll in the various programs. Neighborhood Healthcare provides quality health care and promotes wellness to communities in need. Attendance at these events ranged from 150-300 people. For the month of February, SDG&E’s participation included events at the Crosspointe Life Church, Children’s Choice, New Seasons Church, and Samoa Independent Church.

Feb 9 – Kaplan College Student Resource Day

Kaplan University hosted an informational event for recently unemployed students in pursuit of changing careers, due to the current state of the economy. Kaplan University is an accredited institution offering more than 125 degrees and programs. Fifty students were in attendance and received information on SDG&E’s customer assistance programs and had an opportunity to enroll.

Feb 10 – SDCAA Community Partners Coalition Forum

The San Diego County Apartment Association (SDCAA) Community Partners Coalition is comprised of staff from local Community Based Organizations (CBO) under the direction of SD County Health Services. The quarterly forums are geared towards the community agencies to provide the latest updates on programs and services available to their clients. The forums also allow for networking and referrals. Over 100 CBO representatives were in attendance to hear about Healthy Families and Medi-Cal updates, Community Health Worker

Certification program and Cultural/Diversity sensitivity. SDG&E representatives were in attendance to share customer assistance program information with CBO representatives that they may share with their clients.

Feb 19 – Successful Aging Expo

The Successful Aging Expo provides information on health, wealth and wisdom, to help participants age with success. Over 90 vendors and 15 speakers were on hand, with health and wellness information. As an event sponsor, SDG&E hosted a breakout session providing customer assistance program information, and a couple of informational tables, one specifically dedicated to the customer assistance programs. Over 1,000 people attended the event; which received media coverage from channels 8 and 10.

- **Capitation Contractors**

SDG&E leverages the resources of CBOs and agencies called Capitation Contractors to enroll customers in the CARE and ESAP programs. These organizations leverage existing relationships with low-income clients to extend CARE and ESAP program benefits as part of their total assistance offering. As an incentive, SDG&E provides CARE and ESAP Capitation Contractors with a fee for each enrollment generated.

In an effort to maintain relationships with these organizations and keep the ESAP and CARE programs top of mind, SDG&E visits most agency sites each week. In February, SDG&E made 162 visits to 55 different agencies, which resulted in 290 CARE enrollments and 129 Energy Savings Assistance program interest forms.

- **2-1-1 San Diego**

2-1-1 San Diego is a community disaster, health and human services center and resource providing information and referrals to households that need assistance. SDG&E leverages the resources of 2-1-1 San Diego to promote CARE, ESAP

and Medical Baseline programs. Through referrals in February, 2-1-1 provided SDG&E with 218 CARE enrollments, 149 ESAP program interest forms and mailed 144 Medical Baseline program applications.

- **Other Integration and Leveraging Efforts**

Integration with SDG&E Branch Payment Offices

Branch offices are visited weekly by SDG&E's outreach team to encourage customer service representatives to promote CARE and ESAP programs to customers using the branch services. In February, 353 CARE applications and 34 ESAP interest forms were collected by branch offices representatives.

1.4 Leveraging Success Evaluation, Including CSD

1.4.1 Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented? What was the results in terms of new enrollments?

There was no activity with CSD in the month of February.

1.5. Workforce Education & Training

1.5.1 Please summarize efforts to improve and expand ESAP workforce education and training. Describe steps taken to hire and train low-income workers and how such efforts differ from prior program years.

There is no additional information to report this month regarding SDG&E efforts to improve and expand ESAP workforce education and training (WE&T)

2. CARE Executive Summary

2.1. CARE Program Summary

2.1.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Actual Expenses to Date	% of Budget Spent
Outreach	\$1,734,261	\$152,179	9%
Proc., Certification and Verification	\$230,015	\$42,459	18%
Information Tech./Programming	\$452,687	\$19,621	4%
Pilots	N/A	N/A	N/A
Measurement and Evaluation	\$4,326	\$0	0%
Regulatory Compliance	\$196,401	\$30,883	16%
General Administration	\$423,927	\$51,582	12%
CPUC Energy Division Staff	\$102,900	\$10,354	10%
Cooling Centers	N/A	N/A	N/A
Total Expenses	\$3,144,517	\$307,077	10%
Subsidies and Benefits	\$49,919,937	\$12,310,662	25%
Total Program Costs and Discounts	\$53,064,454	\$12,617,739	24%

2.1.2 Please provide the CARE program penetration rate to date

CARE Penetration		
Participants Enrolled	Eligible Participants	Penetration rate
297,666	358,328	83.1%

2.2. Outreach

2.2.1 Discuss utility outreach activities and those undertaken by third parties on the utility's behalf. (For additional CARE Marketing, Education and Outreach efforts, see section 1.3.2)

Direct Marketing – In February, direct marketing efforts included automated outbound calling and Door-to-Door Canvassing. Below is a summary of SDG&E's direct marketing efforts conducted for CARE:

- **Automated Outbound Calling**

SDG&E contacted over 28,000 customers in targeted areas with an automated voice response message offering enrollment for the CARE program. The

message was provided in both English and Spanish. Of the 28,000 customers contacted, SDG&E enrolled 740 customers in CARE.

- **Door-to-Door Canvassing**

SDG&E's door-to-door canvassing contractor, Energy Save generated 842 CARE applications and converted 718 of these applications into enrollments.

2.2.2 Describe the efforts taken to reach and coordinate the CARE program with other related low-income programs to reach eligible customers.

SDG&E works with a number of agencies that offer low-income programs. For complete details on SDG&E's efforts to jointly promote CARE and ESAP through partnerships with other low-income agencies and through community events serving low-income customers, see Section 1.3.2 above.

In addition, other departments within SDG&E contribute to the success of the low-income programs. For example, SDG&E's call center provides customers with program information and referrals for the CARE and ESAP programs. In February, SDG&E enrolled 840 customers in CARE due to referrals from the Call Center.

2.3 CARE Recertification Complaints

There were no CARE certification complaints in February.

3. Appendix: ESAP Tables and CARE Tables

ESAP- Table 1- ESAP Program Expenses

ESAP- Table 2- ESAP Expenses & Energy Savings by Measures Installed
ESAP- Table 3- ESAP Average Bill Savings per Treated Home
ESAP- Table 4- ESAP Homes Treated
ESAP- Table 5- ESAP Customer Summary
ESAP- Table 6- ESAP Expenditures for Pilots and Studies
ESAP- Table 7- Whole Neighborhood Approach
CARE- Table 1- CARE Overall Program Expenses
CARE- Table 2- CARE Enrollment, Recertification, Attrition, and Penetration
CARE- Table 3- CARE Verification
CARE- Table 4- Self Certification and Re-Certification
CARE- Table 5- Enrollment by County
CARE- Table 6- Recertification Results
CARE- Table 7- Capitation Contractors
CARE- Table 8- Participants as of Month End

CERTIFICATE OF SERVICE

I hereby certify that I have this day served a copy of the foregoing **MONTHLY REPORT OF SAN DIEGO GAS & ELECTRIC COMPANY (U 902 M) ON LOW-INCOME ASSISTANCE PROGRAMS FOR FEBRUARY 2011** on all parties of record in A.08-05-022, A.08-05-024, A.08-05-025, and A.08-05-026 by electronic mail and by U.S. mail to those parties who have not provided an electronic address to the Commission. I have also sent a hard copy by overnight mail to the Assigned Administrative Law Judge and Assigned Commissioner in this proceeding.

Dated at Los Angeles, California, this 21st day of March, 2011.

/s/ Becky Roberts

Becky Roberts

CALIFORNIA PUBLIC UTILITIES COMMISSION

Service Lists - Proceedings: A.08-05-022, A.08-05-024, A.08-05-025, and A.08-05-026

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