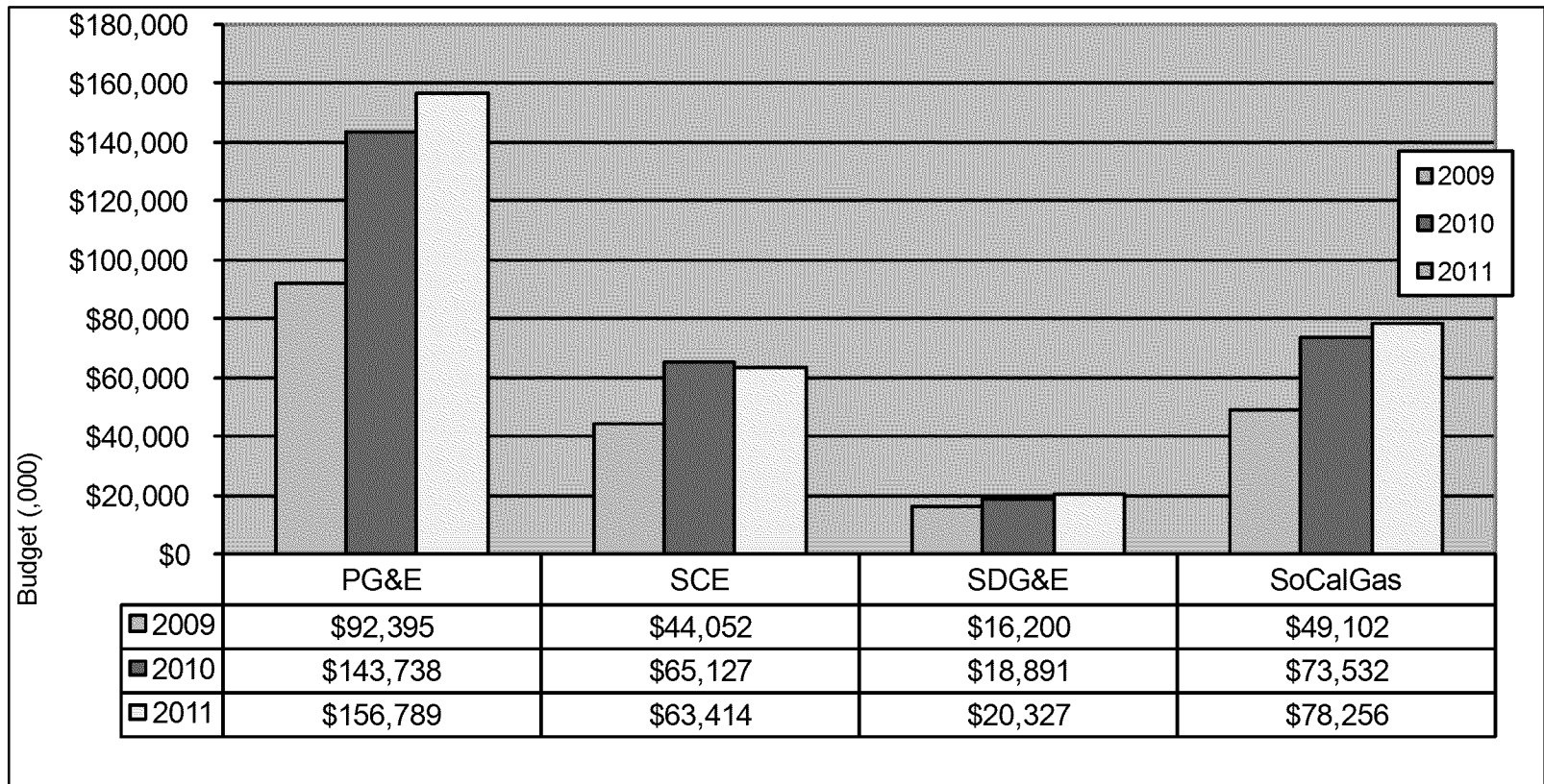


# Quarterly Meeting Update on 2009-2011 Energy Savings Assistance Program & CARE Program



June 17, 2011  
Downey, California

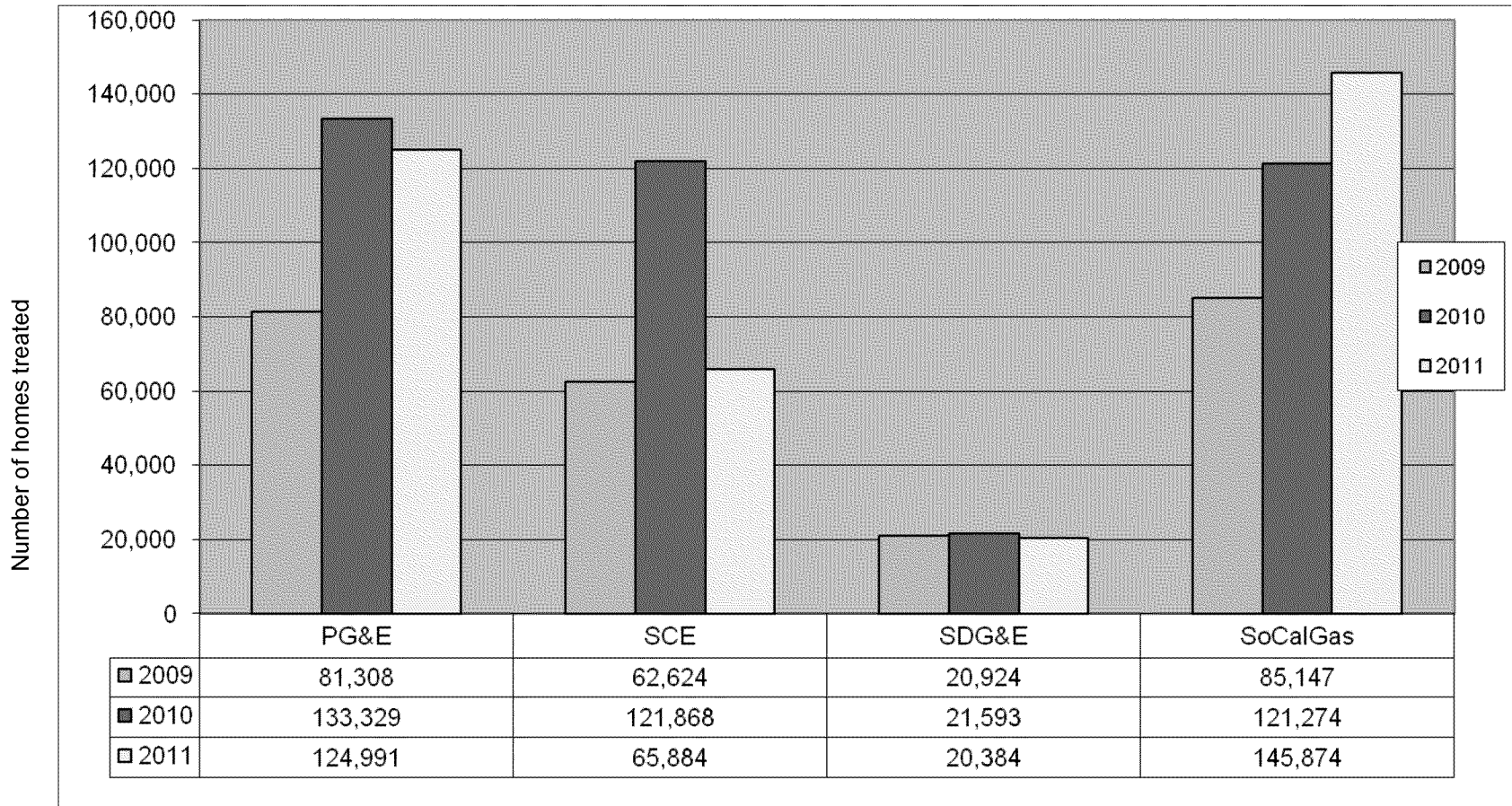
# Energy Savings Assistance Program Budget 2009-2011



2009 and 2010 Budget: This item shows the Energy Savings Assistance Program budget expended, as reported in the IOUs' 2009 & 2010 Low Income Programs Annual Reports.

2011 Authorized Budgets: These budgets are authorized from D. 08-11-031. The 2011 budget does not include carryover funds.

# Energy Savings Assistance Program Units 2009-2011



2009 and 2010 Units: This item shows Energy Savings Assistance Program units as reported in the IOUs' Low Income Assistance Programs Annual Reports.

2011 Targets: These are authorized unit numbers from D.08-11-031 and do not include carry-over. SCE's 2011 goal has been reduced to reflect the 3-year goal.

# Energy Savings Assistance Program Activity Through April 2011

	<b>PG&amp;E</b>	<b>SCE</b>	<b>SDG&amp;E</b>	<b>SoCalGas</b>
<b><i>Budgets</i></b>				
Expenditure	\$49,173,759	\$17,613,707	\$5,512,745	\$25,919,917
Budget	\$156,789,038	\$63,413,858	\$20,327,606	\$78,256,269
Percent Expenditure	31%	28%	27%	33%
<b><i>Activity</i></b>				
Homes Treated	46,088	31,596	4,772	45,318
Goal	124,991	65,884	20,384	145,874
Percent Treated	37%	48%	23%	31%
<b><i>Energy Savings</i></b>				
kWh	15,490,884	8,393,947	1,710,522	NA
kW	3,190	2,314	170	NA
Therms	928,948	NA	95,516	734,083

# Measure Installations Through April 2011

<b>Measures</b>	<b>PG&amp;E</b>	<b>SCE</b>	<b>SDG&amp;E</b>	<b>SoCalGas</b>
Water Heating	36,493	245	4,085	32,514
Envelope & Air Sealing	32,096	320	3,882	33,085
Heating	1,265	NA	1,049	3,454
Refrigerators	6,244	6,158	571	NA
Lighting	274,393	77,474	32,299	NA
Cooling	2,941	5,651	58	NA

# Energy Savings Assistance Program /CARE Outreach Based on 1st Quarter 2011

PG&E	SCE	SDG&E	SoCalGas
<p><b>ENERGY SAVINGS ASSISTANCE PROGRAM:</b></p> <ul style="list-style-type: none"> <li>• Spanish-language newspaper ads in the San Francisco Bay Area</li> <li>• English, Chinese, Vietnamese language radio ads in the San Francisco Bay Area</li> <li>• Automated voice messaging and free-to-end-user text messaging to “mobile only” customers</li> </ul> <p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• On-line enrollment</li> <li>• Phone enrollment</li> <li>• Direct mail</li> <li>• Door-to-door canvassing</li> <li>• Bill inserts</li> <li>• Community Outreach Contractor (COC) partnerships</li> <li>• Multicultural event participation</li> </ul>	<p><b>ENERGY SAVINGS ASSISTANCE PROGRAM:</b></p> <ul style="list-style-type: none"> <li>• Automated Outbound Calls to over 68,000 customers utilizing a ‘Local Connect’ feature</li> <li>• E-mail blast campaign targeting over 200,000 CARE-enrolled customers on SCE.com’s ‘My Account’</li> <li>• Direct Connect Campaign targeting over 6,000 customers within Los Angeles County</li> <li>• Direct Mailer to over 11,000 customers in Ventura County</li> </ul> <p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• Launched CHANGES pilot to support efforts of CPUC/IOU efforts to outreach to non-English speaking consumers</li> <li>• Launched final WBC community event to increase awareness/participation to African-American faith-based community on SCE programs</li> <li>• Conducted a direct mail campaign for CARE/FERA programs to potentially eligible customers with special/needs and elderly customers</li> </ul>	<p><b>ENERGY SAVINGS ASSISTANCE PROGRAM and CARE:</b></p> <ul style="list-style-type: none"> <li>• English/Spanish television, radio and on-line ads to generate awareness of CARE and Energy Savings Assistance Program</li> <li>• Quarterly email campaigns</li> <li>• Door-to-door canvassing in targeted neighborhoods</li> </ul> <p><b>ENERGY SAVINGS ASSISTANCE PROGRAM:</b></p> <ul style="list-style-type: none"> <li>• Weekly direct mail</li> <li>• Weekly automated calling campaigns</li> </ul> <p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>• Over 95,000 automated outbound calls</li> <li>• Tweets on SDG&amp;E Twitter page</li> <li>• CARE information printed on 1.2 M bills</li> </ul>	<p><b>ENERGY SAVINGS ASSISTANCE PROGRAM:</b></p> <ul style="list-style-type: none"> <li>• Campaigns targeting bilingual CARE customers: <ul style="list-style-type: none"> <li>➢ 4.1M bill inserts</li> <li>➢ 48K direct mail letters</li> <li>➢ Over 165,800 Automated Outbound Calls</li> </ul> </li> <li>• Over 83K emails promoting Energy Savings Assistance Programs</li> </ul> <p><b>CARE:</b></p> <ul style="list-style-type: none"> <li>Direct mail to 500k;</li> <li>24k enrollments</li> <li>3<sup>rd</sup> Party door-to-door;</li> <li>15k enrollments</li> <li>Monthly web-based campaigns;</li> <li>14k enrollments</li> </ul>

# CARE Penetration Through April 2011

	Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
PG&E	1,556,308	1,699,660	91.6%
SCE	1,419,180	1,446,114	98.1%
SDG&E	300,424	359,622	83.5%
SoCalGas	1,736,826	1,847,383	94.0%

# Leveraging and Integration Efforts Based on 1st Quarter 2011

PG&E	SCE	SDG&E	SoCalGas
<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>• A portion of contractors continue to offer both ESA Program and LIHEAP WAP services where applicable.</li> <li>• Planning was finalized for three Whole Neighborhood Approach partnerships with the Silicon Valley Energy Watch Program in Santa Clara County.</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>• Uploading CARE enrollment information to create canvassing lists for Energy Savings Assistance Program contractors.</li> <li>• Automatic CARE enrollment for Energy Savings Assistance Program enrollees.</li> <li>• Updated resource guide for PG&amp;E customer assistance programs.</li> </ul>	<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>• Participated in corporate-sponsored ethnic Community Forums to outreach to small-businesses/non-profits that support SCE customers.</li> <li>• Supported corporate Philanthropy initiatives by including SCE program information in East/West education efforts.</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>• Continue to utilize SCE phone centers to enroll eligible participants in low-income programs.</li> <li>• Continue to integrate program information into SCE welcome kits to new customers.</li> </ul>	<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>• Energy Savings Assistance Program leveraged existing contractor relationship with Town &amp; Country to make them an Outreach and Assessment contractor.</li> <li>• Continue to leverage CBO relationships with the low-income community to enroll customers.</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>• Continue to work with call centers to promote the low-income programs.</li> <li>• Worked with Smart Meter, Home Area Network (HAN), and DR for the implementation of the IHD and PCT pilots.</li> <li>• Integrated EE promotions into the Energy Savings Assistance Program customer letters.</li> </ul>	<p><b><u>LEVERAGING</u></b></p> <ul style="list-style-type: none"> <li>• Canvassing efforts began on two agreements with non-IOU municipal utilities ' low-income programs. Installs will begin later in the 2<sup>nd</sup> Qtr.</li> <li>• Agreement with Eastern Municipal Water District provides a rebate to SoCalGas for every high efficiency clothes washer installed in joint service territory.</li> </ul> <p><b><u>INTEGRATION</u></b></p> <ul style="list-style-type: none"> <li>• Worked with EE Multi-family program to identify and outreach to residents in complexes that have a high probability of Energy Savings Assistance Program eligibility.</li> <li>• Energy Savings Assistance Program data exchange for CARE enrollment.</li> </ul>



# Regulatory Updates

- CARE Annual Reports – filed May 2, 2011
- Energy Savings Assistance Program Annual Reports – filed May 2, 2011
- Income Guideline Form updates – filed May 16, 2011
- Low Income Program Applications – filed May 16, 2011