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



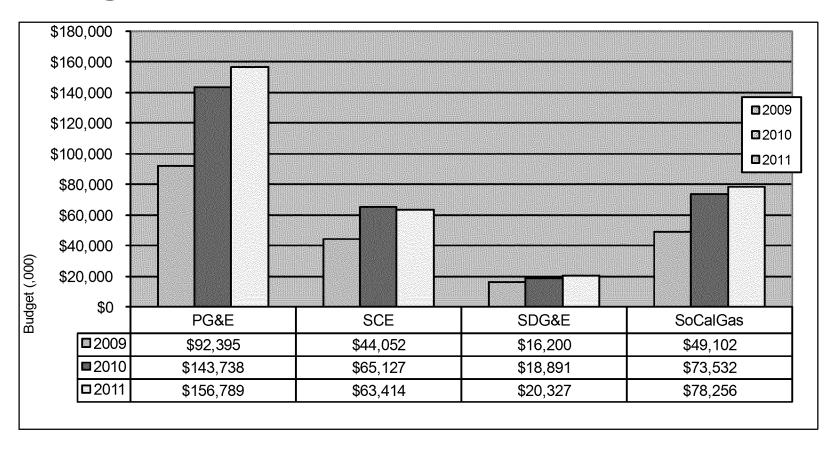






June 17, 2011 Downey, California

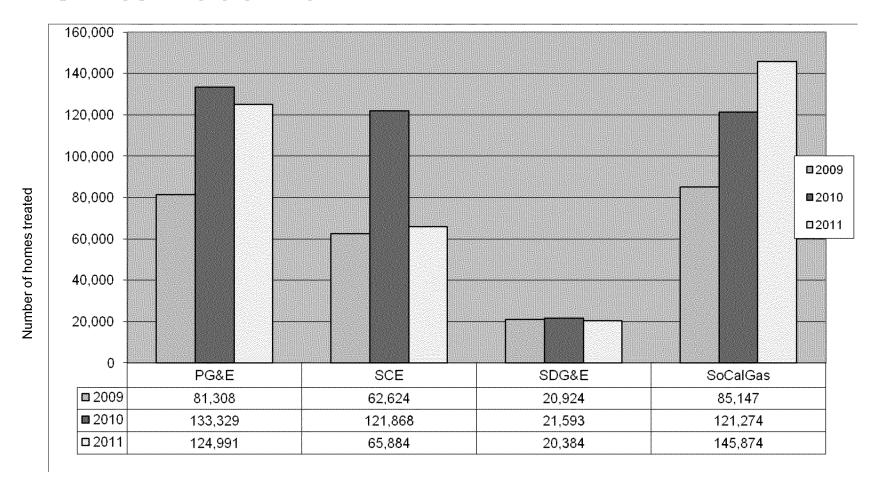
Energy Savings Assistance Program Budget 2009-2011



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

	PG&E	SCE	SDG&E	SoCalGas	
Budgets	Budgets				
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%	31% 28%		33%	
Activity					
Homes Treated	46,088	31,596	4,772	45,318	
Goal	124,991	65,884	20,384	145,874	
Percent Treated	37%	37% 48% 23%		31%	
Energy Savings					
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

Measures	PG&E	SCE	SDG&E	SoCalGas
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
ENERGY SAVINGS ASSISTANCE PROGRAM: • Spanish-language newspaper ads in the San Francisco Bay Area •English, Chinese, Vietnamese language radio ads in the San Francisco Bay Area •Automated voice messaging and free-to-end-user text messaging to "mobile only" customers CARE: •On-line enrollment •Phone enrollment •Direct mail •Door-to-door canvassing •Bill inserts •Community Outreach Contractor (COC) partnerships •Multicultural event participation	ENERGY SAVINGS ASSISTANCE PROGRAM: • Automated Outbound Calls to over 68,000 customers utilizing a 'Local Connect' feature • E-mail blast campaign targeting over 200,000 CARE-enrolled customers on SCE.com's 'My Account' • Direct Connect Campaign targeting over 6,000 customers within Los Angeles County • Direct Mailer to over 11,000 customers in Ventura County CARE: • Launched CHANGES pilot to support efforts of CPUC/IOU efforts to outreach to non-English speaking consumers • Launched final WBC community event to increase awareness/participation to African-American faith-based community on SCE programs • Conducted a direct mail campaign for CARE/FERA programs to potentially eligible customers with special/needs and elderly customers	ENERGY SAVINGS ASSISTANCE PROGRAM and CARE: • English/Spanish television, radio and on-line ads to generate awareness of CARE and Energy Savings Assistance Program • Quarterly email campaigns • Door-to-door canvassing in targeted neighborhoods ENERGY SAVINGS ASSISTANCE PROGRAM: • Weekly direct mail • Weekly automated calling campaigns CARE: • Over 95,000 automated outbound calls • Tweets on SDG&E Twitter page • CARE information printed on 1.2 M bills	ENERGY SAVINGS ASSISTANCE PROGRAM: • Campaigns targeting bilingual CARE customers: • 4.1M bill inserts • 48K direct mail letters • Over 165,800 Automated Outbound Calls • Over 83K emails promoting Energy Savings Assistance Programs CARE: Direct mail to 500k; 24k enrollments 3rd Party door-to-door; 15k enrollments Monthly web-based campaigns; 14k enrollments

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CARE Penetration Through April 2011

	Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
PG&E	1,556,308	1,699,660	91.6%
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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			
LEVERAGING • A portion of contractors continue to offer both ESA Program and LIHEAP WAP services where applicable. •Planning was finalized for three Whole Neighborhood Approach partnerships with the Silicon Valley Energy Watch Program in Santa Clara County. INTEGRATION • Uploading CARE enrollment information to create canvassing lists for Energy Savings Assistance Program contractors. •Automatic CARE enrollment for Energy	LEVERAGING Participated in corporate-sponsored ethnic Community Forums to outreach to small-businesses/non-profits that support SCE customers. Supported corporate Philanthropy initiatives by including SCE program information in East/West education efforts. INTEGRATION Continue to utilize SCE phone centers to enroll eligible participants in low-income programs. Continue to integrate program information into SCE welcome kits to new	■ Energy Savings Assistance Program leveraged existing contractor relationship with Town & Country to make them an Outreach and Assessment contractor. ■ Continue to leverage CBO relationships with the low-income community to enroll customers. INTEGRATION ■ Continue to work with call centers to promote the low- income programs. ■ Worked with Smart Meter, Home Area Network (HAN), and DR for the implementation of the IHD	LEVERAGING Canvassing efforts began on two agreements with non-IOU municipal utilities 'low-income programs. Installs will begin later in the 2 nd Qtr. Agreement with Eastern Municipal Water District provides a rebate to SoCalGas for every high efficiency clothes washer installed in joint service territory. INTEGRATION Worked with EE Multi-family program to identify and outreach to residents in complexes that have a high probability of Energy			
Savings Assistance Program enrollees. •Updated resource guide for	customers.	and PCT pilots. Integrated EE promotions into the Energy Savings	Savings Assistance Program eligibility. • Energy Savings Assistance			

PG&E customer assistance

programs.

into the Energy Savings

Assistance Program

customer letters.

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Program data exchange for

CARE enrollment.

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

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