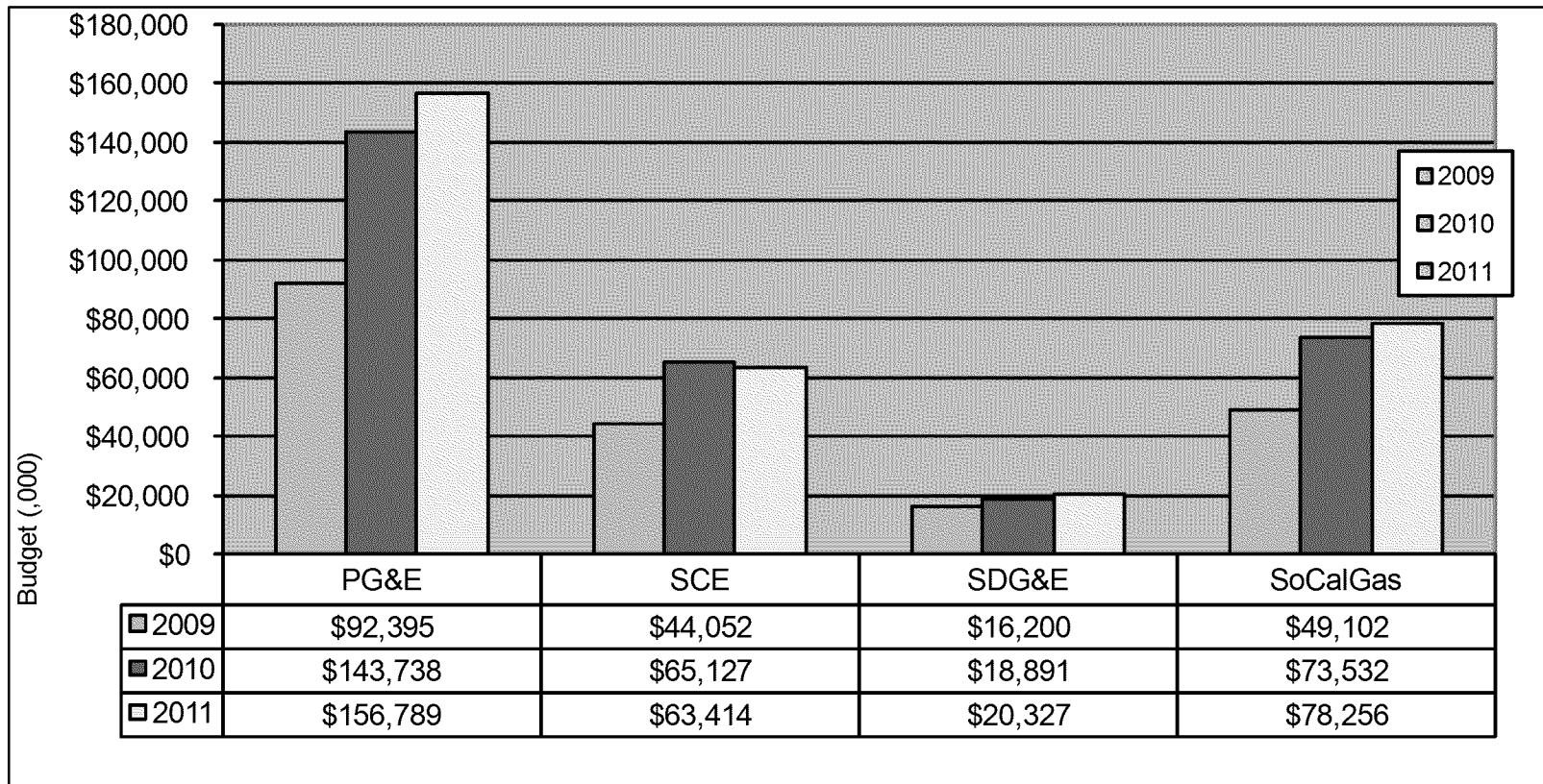


Quarterly Meeting Update on 2009-2011 Energy Savings Assistance Program & CARE Program



June 17, 2011
Downey, California

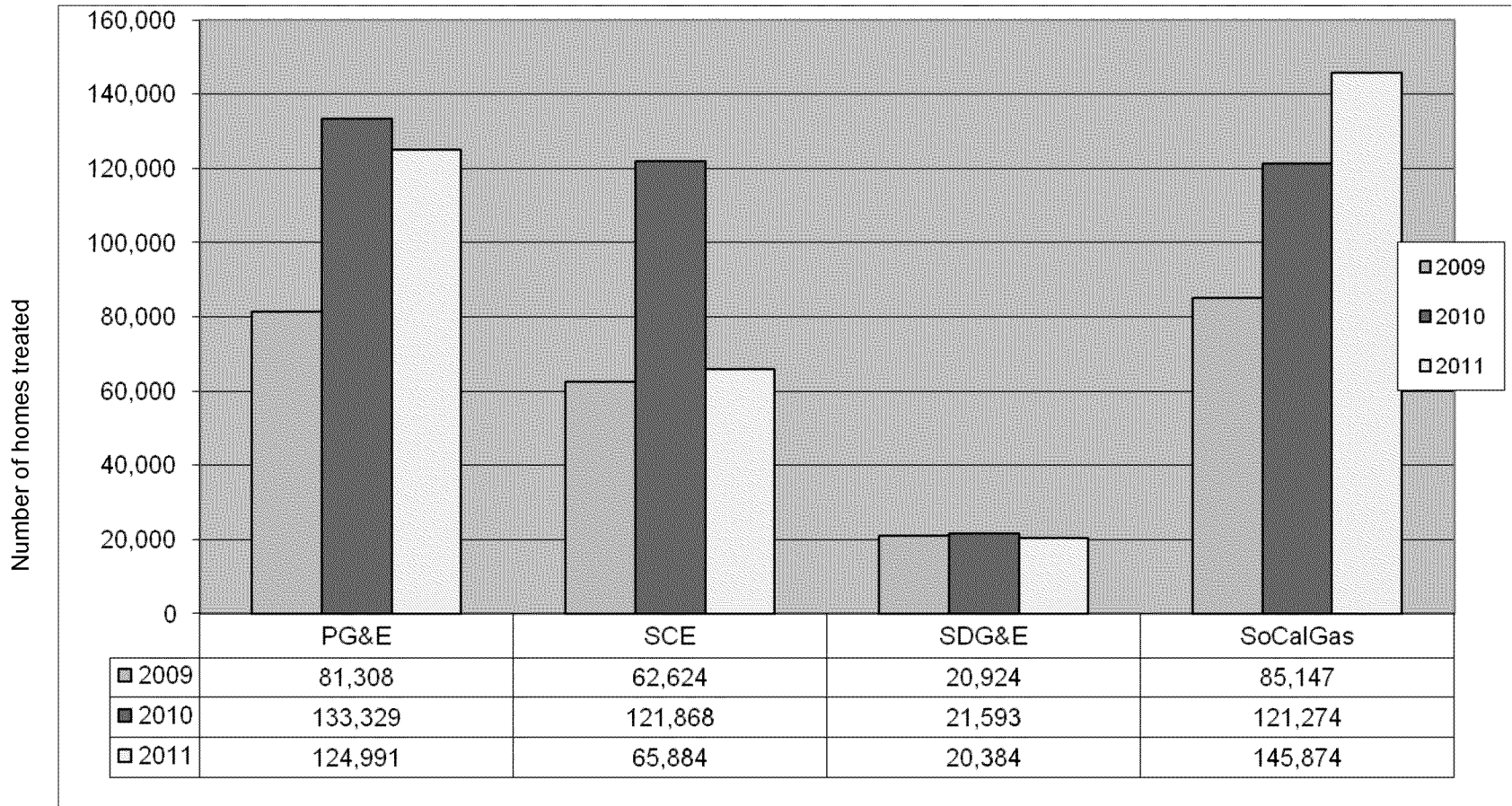
Energy Savings Assistance Program Budget 2009-2011



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
<i>Budgets</i>				
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%
<i>Activity</i>				
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%
<i>Energy Savings</i>				
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
<p>ENERGY SAVINGS ASSISTANCE PROGRAM:</p> <ul style="list-style-type: none"> • 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 <p>CARE:</p> <ul style="list-style-type: none"> • On-line enrollment • Phone enrollment • Direct mail • Door-to-door canvassing • Bill inserts • Community Outreach Contractor (COC) partnerships • Multicultural event participation 	<p>ENERGY SAVINGS ASSISTANCE PROGRAM:</p> <ul style="list-style-type: none"> • 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 <p>CARE:</p> <ul style="list-style-type: none"> • 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 	<p>ENERGY SAVINGS ASSISTANCE PROGRAM and CARE:</p> <ul style="list-style-type: none"> • 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 <p>ENERGY SAVINGS ASSISTANCE PROGRAM:</p> <ul style="list-style-type: none"> • Weekly direct mail • Weekly automated calling campaigns <p>CARE:</p> <ul style="list-style-type: none"> • Over 95,000 automated outbound calls • Tweets on SDG&E Twitter page • CARE information printed on 1.2 M bills 	<p>ENERGY SAVINGS ASSISTANCE PROGRAM:</p> <ul style="list-style-type: none"> • Campaigns targeting bilingual CARE customers: <ul style="list-style-type: none"> ➢ 4.1M bill inserts ➢ 48K direct mail letters ➢ Over 165,800 Automated Outbound Calls • Over 83K emails promoting Energy Savings Assistance Programs <p>CARE:</p> <ul style="list-style-type: none"> Direct mail to 500k; 24k enrollments 3rd Party door-to-door; 15k enrollments Monthly web-based campaigns; 14k enrollments

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><u>LEVERAGING</u></p> <ul style="list-style-type: none"> • 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. <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • Uploading CARE enrollment information to create canvassing lists for Energy Savings Assistance Program contractors. • Automatic CARE enrollment for Energy Savings Assistance Program enrollees. • Updated resource guide for PG&E customer assistance programs. 	<p><u>LEVERAGING</u></p> <ul style="list-style-type: none"> • 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. <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • 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 customers. 	<p><u>LEVERAGING</u></p> <ul style="list-style-type: none"> • 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. <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • 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 and PCT pilots. • Integrated EE promotions into the Energy Savings Assistance Program customer letters. 	<p><u>LEVERAGING</u></p> <ul style="list-style-type: none"> • Canvassing efforts began on two agreements with non-IOU municipal utilities ' low-income programs. Installs will begin later in the 2nd Qtr. • Agreement with Eastern Municipal Water District provides a rebate to SoCalGas for every high efficiency clothes washer installed in joint service territory. <p><u>INTEGRATION</u></p> <ul style="list-style-type: none"> • 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. • Energy Savings Assistance 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