

**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 AUGUST 2011**

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September 21 , 2011

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

This is the eighth monthly report of program year (PY) 2011. The purpose of this report is to consolidate activity for the CARE Program and Energy Savings Assistance Program and provide the Energy Division with all the necessary information to assist in analyzing the low-income programs.

This report presents year-to-date Energy Savings Assistance Program and CARE results and expenditures through August 2011 for San Diego Gas & Electric Company (SDG&E).

Respectfully Submitted,

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

LOW-INCOME ASSISTANCE PROGRAM MONTHLY REPORT

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ENERGY SAVINGS ASSISTANCE PROGRAM MONTHLY REPORT

1. Energy Savings Assistance Program Executive Summary

1.1. Energy Savings Assistance Program Overview

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

Energy Savings Assistance Program Summary for Month			
	Authorized / Planning Assumptions	Actual to Date	%
Budget	\$19,619,145	\$12,161,532	62%
Homes Treated	20,384	12,057	59%
kWh Saved	8,575,260	3,909,461	45%
kW Demand Reduced	1,965	366	19%
Therms Saved	452,749	232,289	51%
GHG Emissions Reduced	7,365	3,509	48%

SDG&E enrolled 2,372 customers in the Energy Savings Assistance Program during the month of August. This brings the year-to-date total for enrollments to 13,928. Of those enrolled, 12,057 have been expensed and counted as homes treated. This is 59% of the 2011 annual goal. As a result of the enrollments and homes treated this year, SDG&E has saved 3,909,461 kWh, reduced 366 kW of demand, saved 232,289 therms and reduced 3,509 tons of green house gas (GHG) emissions.

Through marketing and outreach efforts, SDG&E generated a total of 3,890 leads for the Energy Savings Assistance Program, 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 demographic information provided by Claritas called PRIZM codes¹ to target neighborhoods with higher concentrations of income qualified customers in support of the WNA. The PRIZM codes are assigned to the customer records and allow 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 relationships and individual outreach provided by our capitation partners.

1.3 Energy Savings Assistance Program Customer Outreach and Enrollment Update

1.3.1. Provide a summary of the Energy Savings Assistance Program outreach and enrollment strategies deployed this month.

Direct marketing – In August, direct marketing efforts for the Energy Savings Assistance Program included direct mail, automated voice messaging (AVM) campaigns, email campaigns and door-to-door canvassing. Below is more detailed information on these activities.

- **Direct Mail**

A total of 103 leads were generated as carry over from July mailings, and a total of 40 households were enrolled based on those 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 26,710 households about the Energy Savings Assistance Program through AVM campaigns during the month of August. From these calls, 578 leads were generated and 94 of these leads were converted into enrollments.

- **Door-to-Door Canvassing**

SDG&E's door-to-door canvassing contractors Richard Heath & Associates (RHA) and Energy-Save continued to aggressively canvass the SDG&E service territory in August, calling on 9,042 low-income homes. RHA & Energy Save generated 1,165 leads and converted 1,131 into enrollments as a result. Door-to-door canvassing continues to be the most productive direct marketing technique for Energy Savings Assistance Program, turning out the most leads per contact and the best quality leads as demonstrated by the high conversion of leads to enrollments.

- **Email**

SDG&E emailed Energy Savings Assistance Program information to 15,000 households on August 2nd and another 7,000 on August 16th. These efforts combined generated a total of 273 online leads and 56 online enrollments.

1.3.2 Customer Assistance Marketing, Education and Outreach for the CARE and Energy Savings Assistance Programs.

Community Outreach

In August, community outreach for the CARE Program and the Energy Savings Assistance Program consisted of participation in community events and leveraging efforts with capitation contractors, 2-1-1 San Diego, SDG&E branch offices and the multi-lingual, multi-cultural outreach project designed to reach diverse

communities that might otherwise be unaware of general outreach efforts.

Multi-Cultural & Multi-Lingual Outreach

This outreach is being conducted by two outside contractors who have expertise in in-language and cultural services: The Harris Group (THG) and Catholic Charities (CC). Through The Harris Group efforts, they collected 134 CARE and 22 Energy Savings Assistance Program applications and distributed Medical Baseline applications. CC collected 353 CARE and 266 Energy Savings Assistance Program applications and distributed Medical Baseline applications. Following are the contractors' activities for the month of August:

Faith Based Community Outreach

- August 7, 21, 28 – THG attended the Gospel Series Free Concerts at Market Creek Plaza. This is an annual summer series of free gospel concerts held from July until the end of August. An informational table was set up and a staff person from THG spoke each Sunday by way of an infomercial to over 800 people at each Sunday session.
- August 7 – THG attended 69th Street Church of Christ to inform the congregation about SDG&E's Customer Assistance Programs. They were encouraged to visit the SDG&E table after services, where THG staff person was available to answer questions and provide program information. There were approximately 60 people in attendance.
- August 7 - THG attended Rose of Sharon Baptist Church and presented SDG&E Customer Assistance Programs. In addition, CARE, Medical Baseline and Energy Savings Assistance Program applications were left in the foyer.

- August 14 – THG attended Good Shepherd Baptist Church, with over 40 people in attendance. THG presented SDG&E's Customer Assistance Programs and left program applications in the foyer.
- August 21 – THG attended New Birth Kingdom Covenant Church and presented SDG&E Customer Assistance Programs to the 100 people in attendance; at both their morning services. Additional program applications were left in the foyer.
- August 21 – THG attended Mt. Erie Baptist Church Baptist Training Union (BTU is a common function of the Baptist church where church members come out for specific training in scriptures) to present SDG&E Customer Assistance Programs to a group of 40 parishioners.
- August 28 – THG attended Encanto Southern Baptist Church with approximately 80 members in attendance. Presented SDG&E Customer Assistance Programs and left additional mail-in CARE applications in the foyer.
- August 28 – THG attended New Assurance Baptist Church and distributed CARE and Medical Baseline applications and also left applications in the foyer. THG was asked to return to speak to congregation in the near future.
- August 6 and 7 – CC set up informational tables with a staff person who spoke Vietnamese and English at Holy Spirit Catholic Church. CC distributed brochures, answered questions and signed people up for SDG&E Customer Assistance Programs after all masses. Approximately 1,000 people attended the masses. In-language announcements were made to the congregation one week in advance, and translated fliers were also distributed in advance of the event.
- August 14 – CC attended Nhu Lai Meditation Temple and Van Duc Buddhist Temple where they spoke to Vietnamese-speaking congregants about SDG&E's Customer Assistance Programs. Approximately 350 persons were contacted at both sites.

- August 21 - CC set up a table outside the Dinh Thanh Buddhist Temple displaying SDG&E Customer Assistance posters, distributed brochures, answered questions and aided Vietnamese-speaking attendees in application completion. Approximately 125 persons were contacted.
- August 20 and 21 – CC’s Arabic/English-speaking personnel attended St. Michael’s Chaldean Church and set up informational tables outside of church, distributed brochures and signed people up for SDG&E Customer Assistance Programs. Approximately 3,000 parishioners were in attendance. The Deacon made in-language announcements about the event one week in advance.

Senior Outreach

- August 30 - CC conducted an educational event at Guadalupe Plaza, a living facility for seniors in the heart of San Diego’s Vietnamese community. There were over 25 seniors in attendance. The staff person explained the various SDG&E Customer Assistance Programs and benefits, distributed brochures and answered questions. Applications were left at the facility for future pick up by CC representatives.

Immigrant Outreach

- Throughout the month of August, CC distributed application forms to hundreds of refugees, immigrants and their long-time resident family members visiting their Refugee and Immigrant Services offices for resettlement and immigration services.
- **August 14** – THG attended Samoan Cultural Festival and Gospel Celebration. This is an annual event designed to celebrate the cultural heritage of the Samoan community. A table was set up and a presentation of SDG&E Customer Assistance Programs was made to over 400 people.

- **August 28** – THG attended the Lantern Festival and Street Fair. This is a three-day annual Asian Event (primarily Vietnamese) . On one of the days THG staff person walked the event grounds speaking to attendees about SDG&E’s Customer Assistance Programs and distributing program applications to those interested. There were approximately 1,500 people in attendance.

Miscellaneous Outreach

- **August 10** - CC set up a table outside the World Food Supermarket displaying SDG&E Customer Assistance posters, distributed brochures, answered questions and aided in program application completion. Approximately 300 people were contacted.
- **August 20** – THG attended Bayview Charities Community Health and Resource Fair. The purpose of the event was to distribute food, provide free health screenings and have vendors in attendance who provide services that will best assist families. An informational table was set up to provide SDG&E’s Customer Assistance Program information.
- **August 26-28**: CC staffed a booth at the 2nd Annual San Diego Lantern Festival. This event is organized by the Little Saigon Foundation and thousands of people from the community attended. At least 400 people visited CC’s booth.

Community Events

SDG&E and its partners participate in and sponsor a variety of local events in order to help educate low-income customers about assistance programs that are available to them. SDG&E and its partners also work to assist clients with their enrollment. In August, SDG&E participated in 16 community events, which resulted in 111 CARE and 69 Energy Savings Assistance Program applications collected. The event also provided an opportunity to distribute Medical Baseline fact sheets.

August 2 – Presentation to Second Chance

Second Chance is an organization committed to breaking the cycle of unemployment, poverty and homelessness. They offer a program called STRIVE to homeless and unemployed men, women and youth, to create opportunity for self-sufficiency, by providing job readiness training, employment placement, affordable housing and life skills. This two-year program has placed participants in good jobs at a record-setting pace. This month Customer Assistance Program information was provided to over 50 STRIVE participants.

August 6 – North County Health Services Fair & Expo

It is the Mission of North County Health Services to improve the health status of our diverse communities by providing quality healthcare that is comprehensive, affordable, and culturally sensitive. In honor of National Health Center Week, North County Health Services hosted a Free Health and Fair Expo. Booths providing blood pressure and glucose screening, healthy foods, employment information, and other services were available. SDG&E partnered with this agency to offer Customer Assistance Programs information to families. Approximately 500 people attended the event.

August 10 - Rose House Presentation by Neighborhood Healthcare

The Rose House Kinship Association Center is the only center in San Diego County providing support and services to kinship families (relatives raising a family member). The Rose Kinship services are critical to keeping children with family, rather than adding them to the growing number in the foster care system. The Rose House also provides kinship families with legal services, support groups, trainings, case management, childcare, recreational activities, counseling and

health and fitness programs with overall high quality support and services, enhancing the stability and health of our kinship families.

Neighborhood Healthcare, a SDG&E CARE capitation partner agency, provided a presentation to Rose House on their programs and SDG&E's Customer Assistance Programs. Neighborhood Healthcare provides high quality care for all ages, prenatal, family planning, HIV testing and medical, dental, health education and behavioral health services. They service all ages, low-income, un-insured or under-insured, Latinos, Middle Eastern, Africans, immigrants, farm workers, homeless, etc. Their mission is to "provide quality health care and promote wellness to everyone in our communities, focusing on those most in need".

August 11 – La Maestra National Health Center Week Event

In honor of National Health Center week La Maestra hosted a Health Fair with free screenings and information, SDG&E was there to promote our Customer Assistance Programs. Several agencies and vendors attended the event, ranging from healthy lifestyles and medical suppliers, along with music and a Zumba class, and raffles. Attendees were encouraged to visit each table and discuss the various programs and services. Approximately 500 people attended the event.

It is the mission of La Maestra Community Health Centers' Board and Staff to provide quality health care and education; to improve the overall well being of the family; bringing the under-served, ethnically diverse communities into the mainstream of our society, through a caring, effective, culturally and linguistically competent manner, respecting the dignity of all patients.

SDG&E has partnered with La Maestra to offer Customer Assistance Programs information to families.

August 11 – Summer Fun Café Special Days (Parks & Recs attended: City Heights)

Children in economically challenged areas might not have the opportunity to eat lunch, especially healthy options, while not in school. Through partnerships with the San Diego Unified School District and various agencies, the Summer Fun Café was created for kids to eat healthy food, engage in active play and have fun. All children 18 and under can attend daily for a free lunch and snack at specified locations. In partnership with Feeding America and the San Diego Food Bank, on selected days free fruits and vegetables, and Cal-Fresh (food stamps) pre-screenings are offered to adult participants.

SDG&E is on hand to speak with the parents of the children for possible enrollment in our Customer Assistance Programs. Attendance to the special event days averages 90 kids with 40 adults.

August 11 - New Season's Church Back to School Event

New Season's Church hosted a Back- to- School event to provide backpacks, free meals for kids, games and crafts, T-DAP vaccines, kids insurance information, Cal-Fresh prescreening, and more.

New Seasons Church strives to become a spiritual hospital and training center. They are committed to providing resources to their community by having food drives, and special events to help those in need.

Neighborhood Healthcare attended the event to provide families with information on SDG&E's Customer Assistance Programs. About 500 people attended this event.

August 12, 23, 26 and 31 - 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.

Non-profit partner organizations host information tables advising people on their eligibility for programs including: low-cost healthcare, food assistance, assistance for the elderly, disabled and mentally ill, and foreclosure counseling. SDG&E Representatives were there to promote the Customer Assistance Programs and assist with enrollments at these events. Attendance at these events ranges from 150-300 people.

For the month of August, SDG&E’s participation included events at the Crosspointe Life Church, New Season’s Church, Samoa Independent Church, and Fallbrook.

August 13 & 14 - Fiesta del Sol

Fiesta del Sol is the largest Latino Family Festival in San Diego. The two-day, alcohol-tobacco free festival celebrates the richness of our region, while honoring the Latino communities’ contributions to San Diego. Fiesta del Sol is organized by Justice Overcoming Boundaries with a diverse group of community members from across San Diego County and includes live entertainment, food, art, vendors, and activities for all ages. Fiesta del Sol distinguishes itself by offering resources, education, and advocacy opportunities for San Diego communities.

Justice Overcoming Boundaries is a non-profit multi-racial, interfaith county-wide organization investing in the development of leaders so

they may strengthen their communities and address issues affecting their families and communities.

SDG&E was invited to provide customer assistance information including CARE, Medical Baseline, Energy Savings Assistance Program and other programs of value to the community. Several thousand attended the event.

August 20 - UDWA Local 3930 Health Care Provider Union

The UDWA Local 3930 Homecare Providers Union hosted a Health and Resource Fair at the Salvation Army Kroc Center. There were over 13 different vendors providing health services to the UDWA Local employees and the public. SDG&E was on hand to provide Customer Assistance Program information. Approximately 1,000 people attended the event.

August 20 - ERAA 2011 Back To School Conference and Festival

The Everybody Recommitting to Academic Achievement Committee (ERAA) along with Pazzaz Education Enrichment Center, hosted a conference and festival for the community at large. The festival offered over a dozen vendors with food, school supplies and entertainment. SDG&E was invited to offer Customer Assistance Program information to the festival attendees. Channel 8 News was there covering the festival of over 1000 attendees.

August 23rd – Mountain Health and Community Services

Mountain Health and Community Services hosted their sixth annual Back - to- School Event in the Mountain Empire School District. They provide backpacks and school supplies for the families in rural East County . SDG&E contributed 300 rulers, plus CARE tri-fold brochures and Energy Savings Assistance Program fliers to help the families who qualify for these programs.

August 27 – Lighting Turn-In Event

Customer Assistance teamed up with Energy Efficiency Programs by attending this lighting turn-in event to promote SDG&E's Customer Assistance Programs. Approximately 500 people attended this event.

August 27 – Family Health Fair - Ladies of Hope

2nd Annual Family Health Fair with professional speakers, health screenings, health education, nutrition and fitness. This event was held at the Chaldean Catholic Church which provided Middle Eastern families an opportunity to be aware of the many programs available to help provide assistance.

Neighborhood Healthcare representatives, a SDG&E partner agency, were there to promote the SDG&E Customer Assistance Programs and assist with enrollments. Approximately 100 people were in attendance at this event.

- **Advertising**

SDG&E supported its direct marketing efforts for the CARE Program and Energy Savings Assistance Program with a combination of media campaigns that included English and Spanish television, Spanish and Asian print and online media.

Television – Both CARE and the Energy Savings Assistance Program were featured in fifteen and thirty second television commercials that aired on several networks such as the English language networks (KNSD, KUSI and the Hispanic channels AZSD, KBNT, and XEWT.)

SDG&E, in coordination with Univision, the leading Spanish television network, participated in a customer testimonial segment on a popular Univision interview show featuring radio personality Mery Lopez Gallo. The segment aired on Univision's De Viva Voz, KLNK La Nueva, and

KLQV Recuerdo. The segment featured a SDG&E customer who was enrolled in the CARE Program and received energy saving measures from the Energy Savings Assistance Program.

A representative of SDG&E also took part in the radio show, answering questions about the programs and interacting with the customer. The customer talked about the services she received and how easy it was to apply for the programs, as well as the savings she now enjoys.

Print - The CARE Program and Energy Savings Assistance Program utilized print ads published in various multi-ethnic publications such as; Chinese Weekly News, Filipino Press and Voice & Viewpoint. The ads featured the benefits of both programs and how to apply.

Online – Both the CARE Program and the Energy Savings Assistance Program continued an online media presence with paid search on Google, Yahoo, Bing and Facebook. Display advertising took place on sites such as 10news, Union Tribune, and NBC. The programs also utilized display publisher sites such as Snagajob and Careerbuilder and ad networks like Yahoo and ValueClick. Google paid search out performed all other search sites with a 4.7% click through rate (CTR). CTR is the number of clicks on an ad divided by the number of times the ad is shown.

SDG&E also developed a microsite or landing page that is dedicated to both CARE and Energy Savings Assistance Programs. Customers clicking on any of the ads or searching for key words related to the program will “land” on the microsite which contains program information such as how to qualify and where to apply.

Capitation Contractors

SDG&E leverages the resources of Community-Based Organizations (CBOs) and agencies called Capitation Contractors to enroll customers in the CARE and Energy Savings Assistance Programs. These organizations leverage existing relationships with low-income clients to extend CARE and Energy Savings Assistance Program benefits as part of their total assistance offering.

As an incentive, SDG&E provides CARE and Energy Savings Assistance Program Capitation Contractors with a fee for each enrollment generated.

In an effort to maintain relationships with these organizations and keep the CARE Program and Energy Savings Assistance Program as a priority, SDG&E visits most agency sites each week. In August, SDG&E made 131 visits to over 50 different agencies, which resulted in 774 CARE applications with 227 of them turning into enrollments, and 87 Energy Savings Assistance Program applications.

2-1-1 San Diego

2-1-1 San Diego is a community disaster, health and human services resource center providing information and referrals to households that need assistance. SDG&E leverages the resources of 2-1-1 San Diego to promote the CARE Program, Energy Savings Assistance Program and Medical Baseline Program. Through referrals in August, 2-1-1 provided SDG&E with 178 CARE enrollments and 121 Energy Savings Assistance Program interest forms and mailed 130 Medical Baseline Program applications.

Other Integration and Leveraging Efforts

SDG&E Payment Offices

Branch offices are visited weekly by SDG&E's outreach team to encourage customer service representatives to promote CARE and Energy Savings

Assistance Programs to customers using the branch services. In August, 620 CARE applications and 449 Energy Savings Assistance Program interest forms were collected by branch offices representatives.

SDG&E branch offices are also taking the opportunity when customers are paying their bills to explain how both the CARE Program and Energy Savings Assistance Program can save them money on their energy bill. If a customer is interested in participating in the Energy Savings Assistance Program the SDG&E Customer Service Representative can check their address for eligibility and if their home is eligible submit a lead to the program.

In an effort to integrate with other energy efficiency programs, both CARE and the Energy Savings Assistance Program seek out ways to communicate information to customers on other programs they may be eligible or interested in. The CARE application gives information on the Home Energy Efficiency Survey (HEES) and every CARE customer who enrolls in the program receives an acceptance letter with information on the HEES.

Customers who applied for the Energy Savings Assistance Program, but didn't qualify because the home was previously served, receive a letter communicating this information as well as information on the HEES. The brochure, "Extra Help for those Who Need It Most", contains information on the HEES as well as rebate information and tips. In turn, the Energy Efficiency Programs mention CARE and Energy Savings Assistance Program in the Home Energy Efficiency Rebate application, the Whole House Energy-Savings Guide, and a pocket brochure that contains information on all SDG&E programs.

Energy Efficiency

SDG&E connected with Energy Efficiency's MicroGrid Pilot Program to discuss integration plans. A referral system was set up to refer potential eligible customers to the Energy Savings Assistance Program. An agreement was also made to supply the Energy Efficiency's MicroGrid Pilot contractor

with Energy Savings Assistance Program fliers for distribution during outreach and opportunities to post Energy Savings Assistance Program information on contractor bulletin boards for internal employees and clients, increasing awareness.

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?

CSD LIHEAP Agencies

As part of SDG&E’s commitment to leverage with its LIHEAP agencies, the Energy Savings Assistance Program met with MAAC (Maximizing Access Advancement Communities) and CUI (Campesinos Unidos) to encourage the continuance of leveraging where feasible. SDG&E also provided additional training to new LIHEAP staff members to help track efforts within the Energy Savings Assistance Program database.

1.5. Workforce Education & Training

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

There was no activity with WE&T in the month of August.

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	\$1,087,475	63%
Proc., Certification and Verification	\$230,015	\$171,125	74%
Information Tech./Programming	\$452,687	\$102,771	23%
Pilots	N/A	N/A	N/A

Measurement and Evaluation	\$4,326	\$0	0%
Regulatory Compliance	\$196,401	\$98,062	50%
General Administration	\$423,927	\$175,835	41%
CPUC Energy Division Staff	\$102,900	\$24,950	24%
Cooling Centers	N/A	N/A	N/A
Total Expenses	\$3,144,517	\$1,660,217	53%
Subsidies and Benefits	\$49,919,937	\$42,323,592	85%
Total Program Costs and Discounts	\$53,064,454	\$43,983,809	83%

2.1.2 Please provide the CARE program penetration rate to date

CARE Penetration		
Participants Enrolled	Eligible Participants	Penetration rate
305,264	361,555	84%

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 August, direct marketing efforts for the CARE Program included automated voice messaging (AVM) campaigns, door-to-door canvassing, email campaigns and integration with the Residential Lighting Program.

- **Door-to-Door Canvassing**

SDG&E's door-to-door canvassing contractor, Energy Save generated 1,004 CARE applications and converted 799 applications into enrollments.

- **AVM**

SDG&E's CARE Program, utilizing an (AVM) system, conducted a phone campaign during the month of August. Approximately 40,000 customers were contacted. As a result, 973 customers were enrolled through this effort.

- **Email**

SDG&E conducted an email campaign to approximately 25,000 customers enrolled in the company's My Account program, but not yet enrolled in the CARE Program. During the month of August, 2,000 enrollments for the program came from the web.

- **Lighting Turn-In Program**

The CARE Program continued to leverage outreach efforts with the Residential Lighting Program. Every month the Lighting Program sends out postcards to thousands of customers residing in zip codes where a lighting exchange will take place. CARE Program information is included on the postcards, such as program benefits and how to enroll.

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 local agencies that offer low-income programs. For complete details on SDG&E's efforts to jointly promote the CARE Program and Energy Savings Assistance Program through partnerships with other agencies and through community events serving low-income customers, see Section 1.3.2.

2.3 CARE Recertification Complaints

There were no CARE recertification complaints in August.

3. Appendix: Energy Savings Assistance Program Tables and CARE Tables

Energy Savings Assistance Program - Table 1- Program Expenses

Energy Savings Assistance Program - Table 2- Program Expenses & Energy Savings by Measures Installed

Energy Savings Assistance Program - Table 3- Average Bill Savings per Treated Home

Energy Savings Assistance Program - Table 4- Homes Treated

Energy Savings Assistance Program - Table 5- Customer Summary

Energy Savings Assistance Program - Table 6- Expenditures for Pilots and Studies

Energy Savings Assistance Program - 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