

Overview of Current CARE and ESA Programs



2015-2017 Low Income Application Public Input
Meeting February 11, 2014



CARE Authorized Budget

Budget Category	2012	2013	2014	TOTAL
Outreach	\$2,069,410	\$2,283,171	\$2,300,352	\$6,652,933
Processing, Certification, Recert.	\$629,215	\$636,188	\$643,206	\$1,908,609
Post Enrollment Verification	\$403,200	\$403,200	\$403,200	\$1,209,600
IT Programming	\$1,245,390	\$1,224,036	\$1,230,082	\$3,699,509
Cool Centers	\$56,000	\$34,329	\$35,985	\$126,314
Pilots	\$108,000	-	-	\$108,000
Measurement & Evaluation	\$42,500	\$42,500	\$42,500	\$127,500
Regulatory Compliance	\$154,917	\$160,136	\$165,362	\$480,415
General Administration	\$492,559	\$505,430	\$518,406	\$1,516,395
CPUC Energy Division	\$49,535	\$53,002	\$56,712	\$159,249
SUBTOTAL MGMT COSTS	\$5,250,725	\$5,341,992	\$5,395,806	\$15,988,523
Subsidies & Benefits	\$73,857,625	\$82,630,988	\$83,614,933	\$240,103,546
TOTAL PROGRAM COSTS	\$79,108,350	\$87,972,980	\$89,010,739	\$256,092,069

2/11/2014

ESA Program Authorized Budget

	2012	2013	2014	Total
Energy Efficiency (Measures)	\$17,974,949	\$18,480,995	\$18,803,063	\$ 55,259,006
Training Center	\$0	\$0	\$0	\$0
Inspections	\$55,745	\$57,475	\$59,206	\$ 172,426
Marketing & Outreach	\$1,192,282	\$1,153,740	\$1,164,718	\$ 3,510,741
Statewide ME&O	\$60,000	\$60,000	\$0	\$ 120,000
M&E	\$190,000	\$55,000	\$115,000	\$ 360,000
Regulatory Compliance	\$306,554	\$339,384	\$322,214	\$ 968,152
General Administration	\$1,891,477	\$1,948,947	\$2,006,417	\$ 5,846,841
Energy Division	\$45,000	\$45,000	\$45,000	\$ 135,000
Total Program Costs	\$21,716,006	\$22,140,542	\$22,515,618	\$ 66,372,165
NGAT (O&M)	\$535,000	\$535,000	\$535,000	\$1,605,000

2/11/2014

Program Goals

- Homes Treated

ESA Program	2012	2013*	2014	Total
Goal	20,316	20,316	20,316	60,948
Actual	22,415	17,976	N/A	40,391

*Final program numbers will not be available until end of March.

- Penetration Rate

CARE	2012	2013	2014
Goal	90%	90%	90%
Actual	85%	84.6%	N/A

2012-2014 Program Changes

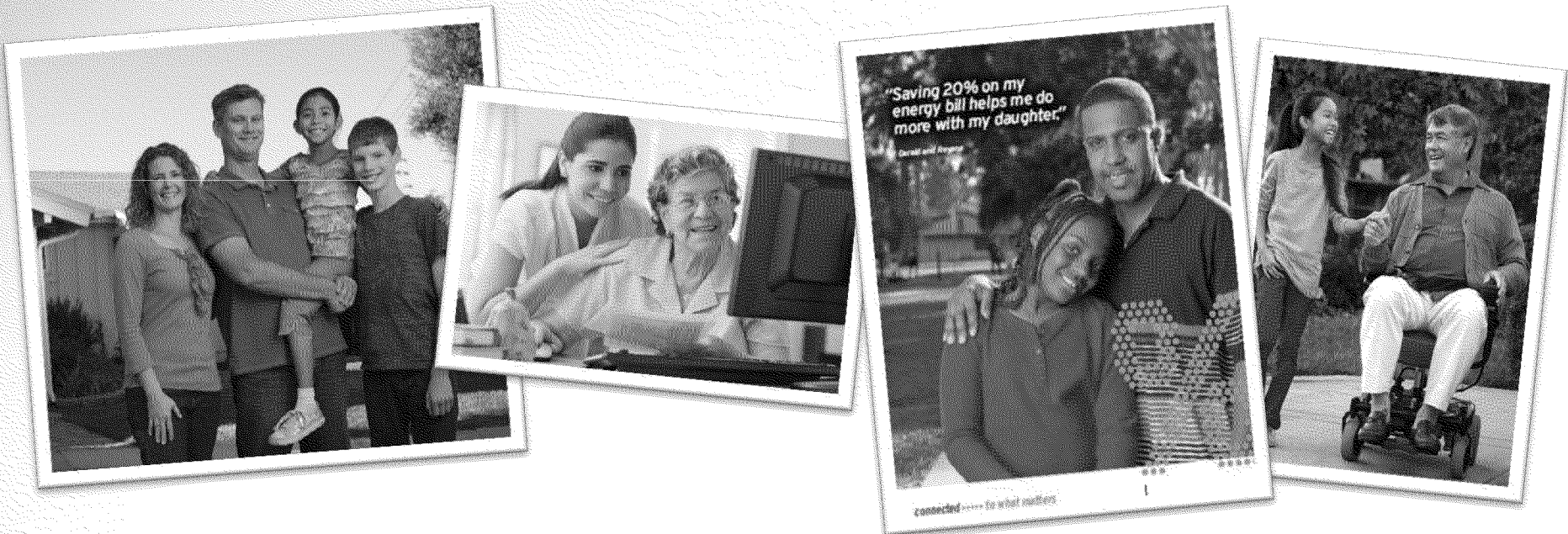
- Implemented the CARE High Usage Process for Customers
- Increased capitation fee from “up to \$15” to “up to \$20” for each new CARE enrollment
- Implemented two paperless initiatives to conduct ESA Program enrollments and assessments
- Added the smart power strip as a new measure in the ESA Program
- Changed criteria for refrigerator replacement from pre 1993 to pre 1999
- Increased the number of measures an Outreach and Assessment contractor may install on the first visit
- Implemented the integrated online enrollment process for CARE and the ESA Program.

Ideas we are exploring...

- New channels to enroll customers on CARE
- A Training component for the ESA Program contractors
- More paperless processes for the ESA Program
- New measures to add to ESA Program

2013 Foundational Platform

Connecting customers to energy saving solutions
to help them save money and energy



Customer Assistance



SDG&E offers bill assistance solutions to help qualified customers.

1

CARE

Provides a discount of 20% on your energy bill



2

Energy Savings Assistance Program

Provides free home improvements and appliance repair or replacement



3

Medical Baseline

Provides an average of \$33 savings per month to households with a member who has a medical condition requiring extra energy use



ENERGY SAVING SOLUTIONS: CONNECT US TO SOMEONE IN NEED

• Collateral

- Brochures
- Flyers & Posters
- Program Fact Sheets
- Customer Letters
- Application Forms
- Online Materials
- Translated Materials

- 12 languages
- Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Russian, Spanish, Tagalog and Vietnamese

Luôn sẵn sàng trợ giúp khi quý vị cần

Manténgase fresco y a salvo este verano
Adentro encontrará información sobre los sitios Cool Zone y sugerencias de seguridad

Tùy vị tiết kiệm
Vị cần thấy hình thức và phương thức thanh toán SDG&E để đăng ký, báo cáo và nâng cấp. Luôn sẵn sàng và dịch vụ chuyên biệt, giờ này có thể giúp quý vị.

tiền tiên & lượng
tiền 20%
Tiền tiên Gia Năng Lượng Thay Thế (CARE) quý vị có thể tiết kiệm được 20% năng lượng hàng tháng của mình. Và điều kiện dựa trên thu nhập hiện tại để xác định mức ưu đãi. Để nộp đơn, xin gọi 211 tại sdge.com/hotlines.

tiền tiên
Trợ Gia Đình Gia Dịch (FERA) cung cấp tiền ưu đãi cho người trả tiền có thu nhập thấp để chuẩn bị cho mùa hè. Tiền ưu đãi dựa trên mức thu nhập hàng năm của quý vị. Để biết thêm chi tiết xin liên hệ nhân viên của chúng tôi.

Các dịch vụ và thiết bị của chúng tôi

SDG&E 20% Ưu đãi

من السهل التمتع بالعميل على المساعدات الخاصة بوقت SDG&E. هناك برنامجان يمكن أن يساعدك على توفير المال في فواتيرك. يمكنك:

برنامج CARE - يحصل العملاء المسجلون على خصم 20% من فواتيرهم كما يحصل عملاء CARE على سعر أقل نظير استخدامهم للكهرباء. ومن أجل التأهل، يجب ألا يتجاوز دخل أسرته المستويات المحددة لبرنامج CARE. إذا كنت أنت أو أحد أفراد أسرته تون بمعايير CARE وتتشارك في برنامج ما للمساعدات الخاصة، فيمكنك أن تتقدم إلى البرنامج (الترافع) في الجزء 2 من الطلب.

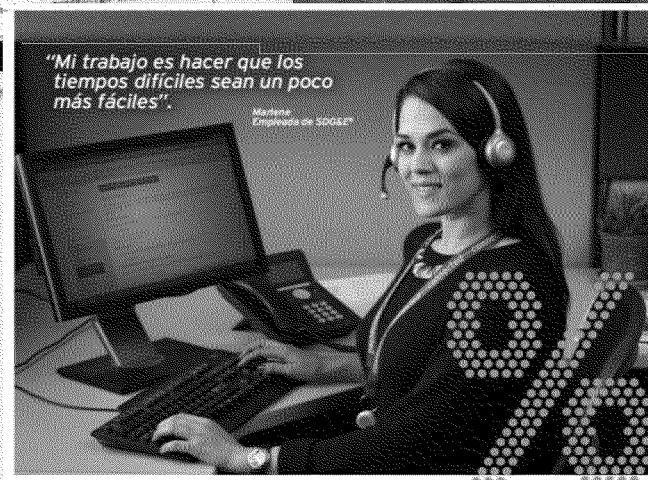
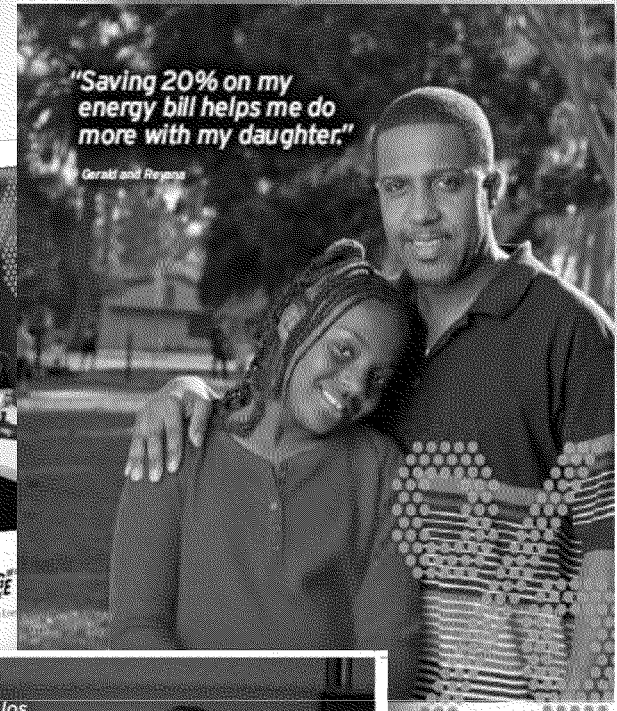
برنامج FERA - يكون العملاء المسجلون مؤهلين للحصول على الكهرباء نظير سعر أقل ضمن مستوى محدد من الانخفاض ومن أجل التأهل، يجب أن تتناسب أسرته 3 أفراد أو أكثر ويجب أن يكون إجمالي دخل أسرته ضمن نطاق الدخل المحدد في برنامج FERA. إذا كنت أنت أو أحد أفراد أسرته تون بمعايير FERA، فترغب عليك فقط أن تذكر ذلك في الجزء 2 ب من الطلب.

الدخل المؤهل لبرنامجي CARE و FERA		بمصري اعتباراً من 1 يناير/كانون الأول 2014 - 31 مايو/أيار 2014	
عدد الأفراد في الأسرة	برنامج CARE إجمالي الدخل السنوي للأشخاص*	برنامج FERA	غير مؤهل
1-2	31,020 دولار أمريكي	39,061 دولار أمريكي	48,825 دولار أمريكي
3	39,060 دولار أمريكي	47,101 دولار أمريكي	58,875 دولار أمريكي
4	47,100 دولار أمريكي	55,141 دولار أمريكي	68,925 دولار أمريكي
5	55,140 دولار أمريكي	63,181 دولار أمريكي	78,975 دولار أمريكي
6	63,180 دولار أمريكي	71,221 دولار أمريكي	89,025 دولار أمريكي
7	71,220 دولار أمريكي	79,261 دولار أمريكي	89,075 دولار أمريكي
8	79,260 دولار أمريكي	8,040 دولار أمريكي	10,050 دولار أمريكي

* الحد الأدنى الإجمالي الدخل السنوي لبرنامجي CARE و FERA هو مجموع الدخل من جميع المصادر. والمساعدات غير القابلة للتحويل عليها كل فرد معين، في منزله (بما يشمل الأجر والشيكات والإعانات الحكومية، وغيرها من أشكال الدعم المالي).

• Messaging

- Direct Mail Campaigns
- Online Campaigns
 - Customer E-Mails
 - Banner Ads
- Customer Testimonials
- Automated Voice Messaging
- SDG&E website



Energy Solutions Partner Network

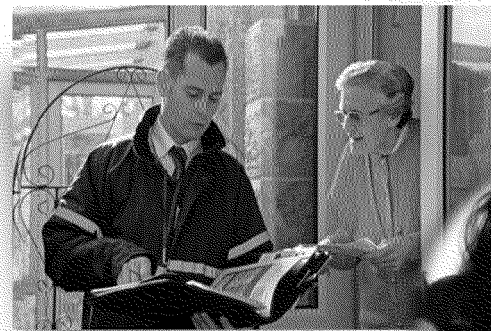
- **CARE Partners (Capitation Agencies)**
 - Network of about 80 community-based organizations
 - Provide constituents with direct services
 - Provided incentives based on number of CARE enrollments
- **Community Based Partners**
 - Network of nearly 200 diverse, “neighborhood” organizations
 - Regional partners serving audiences including:
 - Seniors
 - Disabled & Special Assistance
 - Veterans
 - Multicultural/Multilingual
 - Income-Challenged



*Engage customers at events, presentations and informational sessions/workshops
Promote offerings through e-blasts, newsletters, social media and more*

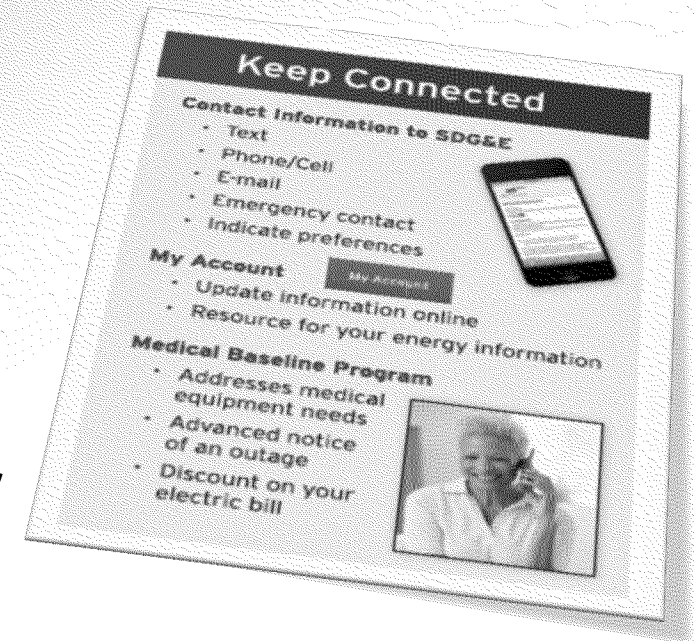
Direct Connect Contractors

- **2-1-1 San Diego**
 - Connects people with health & wellness services through a free, confidential phone service and searchable online database
 - Processes over 30,000+ calls annually for SDG&E/utility needs
 - Enrolls customers in CARE and ESA
 - Distributes Medical Baseline applications
 - Refers calls to agencies for Neighbor-to-Neighbor and LIHEAP programs
- **The Harris Group**
 - Door-to-door outreach contractor
 - Targeted zip code outreach
 - Enroll customers in CARE and ESA



Special Initiatives

- **Community Fire Safety Program**
 - Extensive visibility at fire and police stations
 - Roundtable with Extra Assistance Partners
 - Featured Medical Baseline program
- **Multicultural/Multilingual – The Harris Group**
 - Over 300 community events & presentations annually
 - Focused efforts with groups including:
 - Churches/Religious Leaders
 - Seniors & Special Needs
 - Veterans
- **Cool Zones**
 - Partnership with County of San Diego
 - Runs June – October
 - Over 100 locations county-wide
 - Offers program applications & information



Customized Campaigns

- **SDG&E Branch Office Engagement**

- Year-round effort with team at all Branch Office locations
- Focused on enrollments in CARE, ESA and Medical Baseline

- **Community “Energy Saving Solutions” Tailgates**

- Partnered with community based organizations & SDG&E Branch Office locations
- Capitalized on highest traffic days
- Focused on enrollments in CARE, ESA and Medical Baseline
- Additional offerings like Watering Savings and Lighting kits

- **Energy Savings Solutions Tailgates for Employees**

- Quarterly events at SDG&E campuses
- Employees nominate groups in which to connect
- Become ambassadors for the program



• Opportunities

- *Staying on top of changing program guidelines*
 - *Costs to change all collateral and applications*
 - *Costs to educate/train partners*
- *Finding hardest to reach customers to enroll*
- *Getting customers to bring correct documentation*
- *Engaging in a cost-effective manner*