

JOINT UTILITY ANNUAL REPORT PUBLIC MEETING

Highlights of PY2015 CARE and ESA Program Accomplishments

Agenda

- 1 • Introduction
- 2 • SoCalGas Customer Assistance Programs Background
- 3 • 2015 CARE Program Highlights
- 4 • 2015 ESA Program Highlights
- 5 • Marketing & Outreach Supporting CARE & ESA

Southern California Gas Company

- 140 years young
- The nation's largest natural gas distribution utility
 - 20.9 million consumers
 - 5.8 million meters
 - 500 communities
- Subsidiary of Sempra Energy (SRE)
- Affiliated with SDG&E
- We deliver clean, safe and reliable natural gas



Customer Assistance Programs



CARE Program

- Provides a 20 percent monthly bill discount to eligible customers at their primary residence.
- Customers, approved within 90 days of starting new gas service, receive a \$15 discount on their Service Establishment Charge.
- Customers may apply online, via the IVR, by completing traditional printed forms, or through CARE Clerks by phone.



ESA Program

- Offers no-cost energy-saving home improvements and services for income-qualified renters and homeowners.
- Services provided by ESA Program contractors operating in customer's area.
- Customers may contact SoCalGas by phone or online; enrolled through marketing and outreach and contractor network.



Program Eligibility

- Determined based on:
 - Published income guidelines OR
 - Participation in another designated customer assistance program (categorical eligibility)

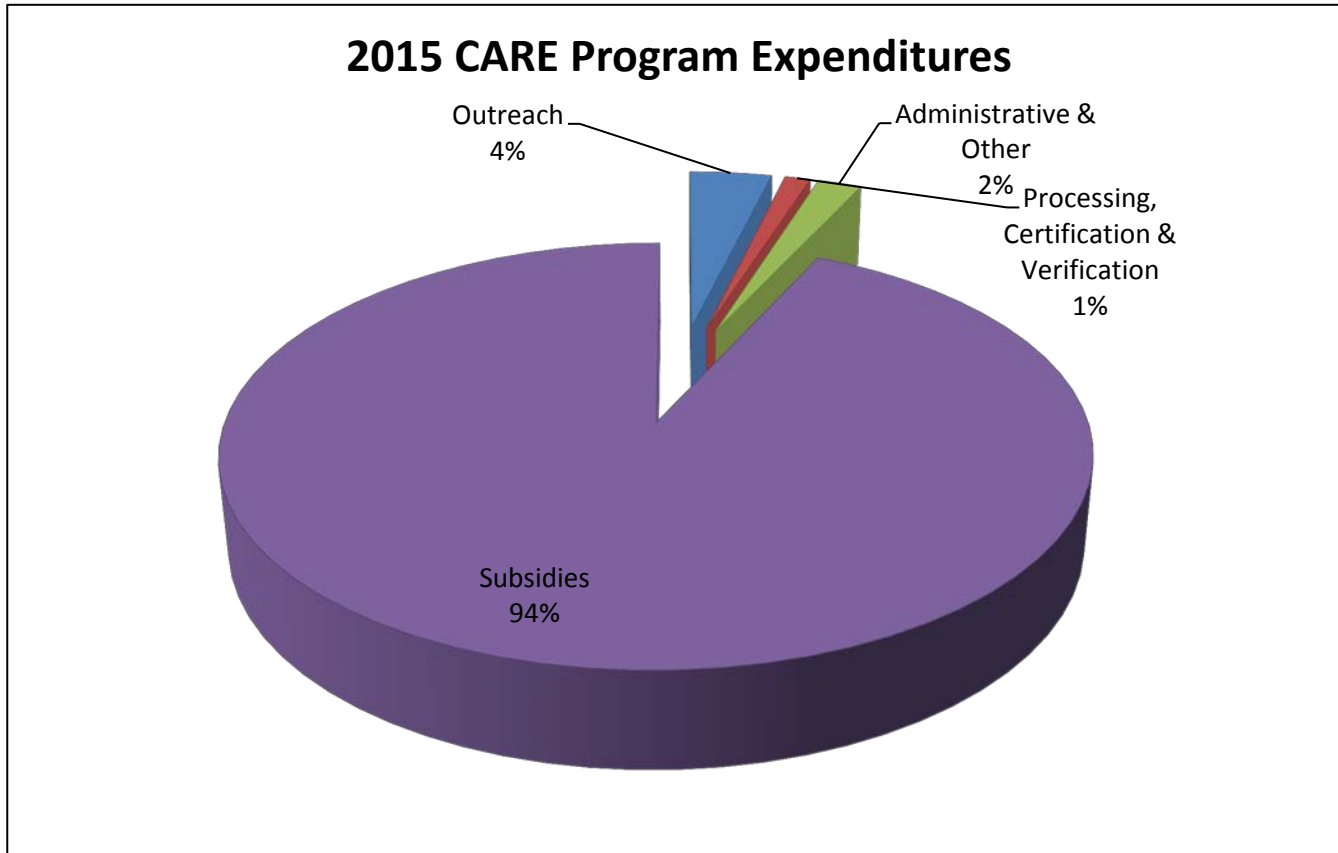
2015 CARE Program Highlights

CARE Program Participation Rate

Month (2015)	Est. Eligible	Participants	Rate
January	1,894,881	1,564,640	82.6%
February	1,894,881	1,555,969	82.1%
March	1,894,881	1,556,961	82.2%
April	1,899,163	1,562,481	82.3%
May	1,899,163	1,568,265	82.6%
June	1,899,163	1,564,499	82.4%
July	1,898,272	1,563,296	82.4%
August	1,898,272	1,558,172	82.1%
September	1,898,272	1,556,125	82.0%
October	1,899,820	1,562,709	82.3%
November	1,899,820	1,558,318	82.0%
December	1,899,820	1,556,906	82.0%

2015 CARE Program Expenditures

Approximately 94% of CARE expenditures was associated with bill assistance.



PY 2015 CARE Authorized Budget \$147.5 Million *

* Pursuant to D.14-08-030, budget reflects Phase II Decision authorized 2014 budget amount for bridge year 2015.

2015 CARE Program Highlights*

<<<< 2015 >>>>

Budget Category	Authorized	Actual
Outreach	\$3,750,223	\$3,882,068
Processing, Certification, Recert.	\$4,488,248	\$1,138,810
Post Enrollment Verification	\$3,744,000	\$129,028
IT Programming	\$2,937,450	\$530,359
Pilots	\$183,600	\$167,700
Measurement & Evaluation	\$18,659	\$0
Regulatory Compliance	\$242,507	\$396,549
General Administration	\$943,426	\$726,496
CPUC Energy Division	\$60,000	\$43,815
SUBTOTAL MGMT BUDGET	\$16,368,113	\$7,014,826
Subsidies & Benefits	\$131,142,177	\$102,281,402
TOTAL PROGRAM BUDGET	\$147,510,290	\$109,296,227

* Table does not reflect fund shift activities performed to align budget with actual expenditures.

2015 CARE Program Highlights

» Average Care Discount Per CARE Customer

Gas	Electric	Total
\$6.17	n/a	\$6.17

» Annual Subsidy for All CARE Customers by Energy Source

Gas	Electric	Total
\$102,281,402	n/a	\$102,281,402

2015 CARE Program Highlights

Continued to scan and electronically maintain all applications for processing and expedite retrieval.

Continued best practices for CARE customer retention:

- 1) Out-bound calls to landline telephones to customers who were mailed a recertification or verification letter.
 - 2) Mail 2nd recertification request for customer who did not respond to the first letter.
 - 3) Utilize the approved probability model twofold to retain eligible CARE customers .
-

Continued data sharing and internal leveraging with GAF, LIHEAP, SCG ESAP, and SCE CARE Program.

2015 CARE Program Highlights

Enhanced system process of CARE applications from IVR, Website, US mail, and data sharing to take effect on accounts in pending turn-on status.

Redesigned and consolidated CARE applications to improve form identification within the scanning system, reduce form maintenance, and expedite processing.

Initiated CARE solicitation to mobile home parks requesting park owners to assist with enrollments which increased enrollment in 2015.

2015 ESA Program Highlights

» ESA Homes Treated

ESA Program	2015
Goal	136,836
Actual	80,316

» ESA Homes Treated by Type

Year	Single Family	Multifamily	Mobile Homes	Total Treated
2015	55,044	17,544	7,728	80,316

2015 ESA Program Highlights

» ESA Energy Savings Achieved (Therms)

Program Year	Estimated *	Actual	Percent
2015	2,426,915	1,565,091	64%

* Values shown represents the estimated energy savings for Program Year 2015 associated with the requested funding in Application (A.) 14-11-011. Funding was established pursuant to D.11-08-044, which did not contain an associated upward energy savings estimate.

2015 ESA Program Highlights

» ESA Program Enrollments 2015

Enrollment Type	Number Enrolled	Percent of Total
Standard Enrollment	21,981	27%
Categorical Enrollment	30,452	38%
Self Certification	27,883	35%
Total	80,316	100%

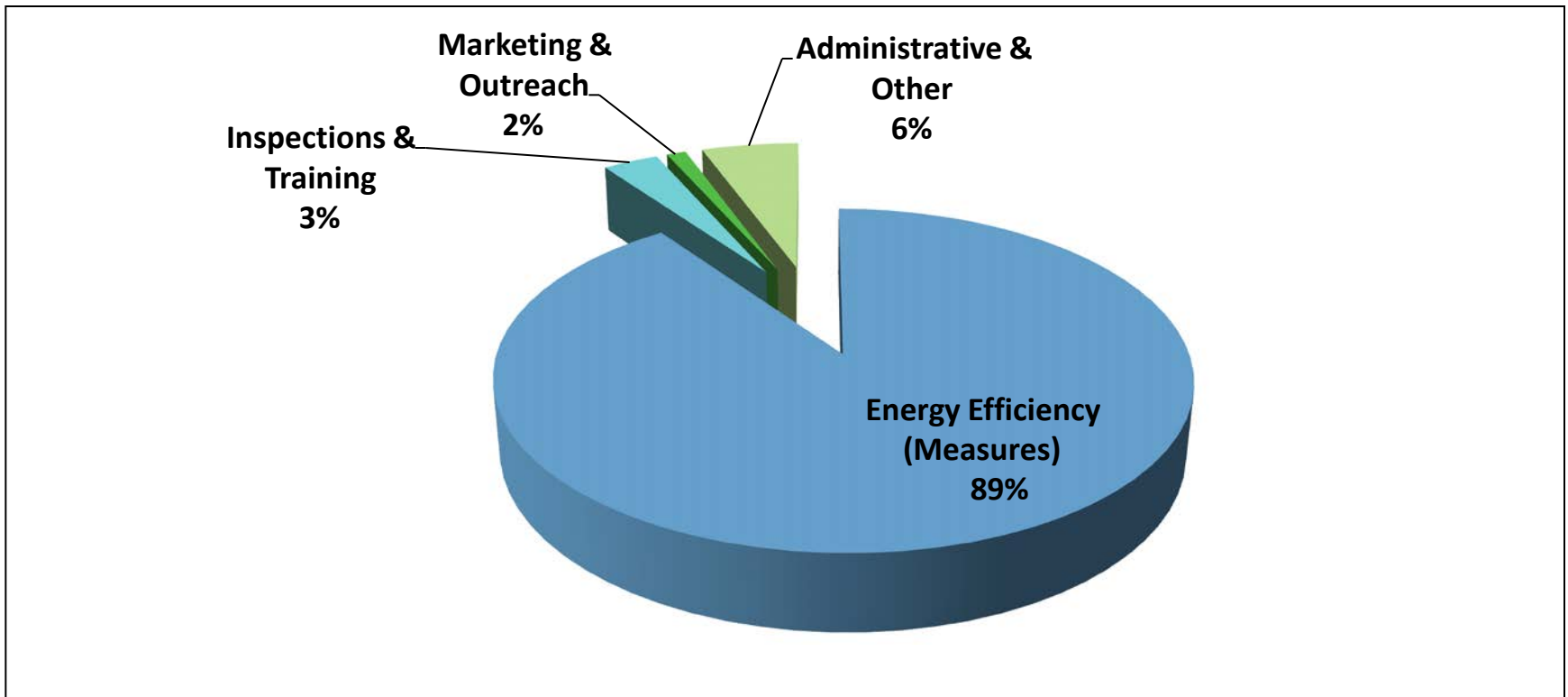
» ESA Program Disability Enrollments

Year	Disability Enrollments	% Target Enrollment rate	% Disability Enrollments
2015	12,644	15%	15.74%

2015 ESA Program Expenditures

Approximately 89% of the 2015 ESA budget was associated with installing energy savings measures.

2015 ESA Program Expenditures

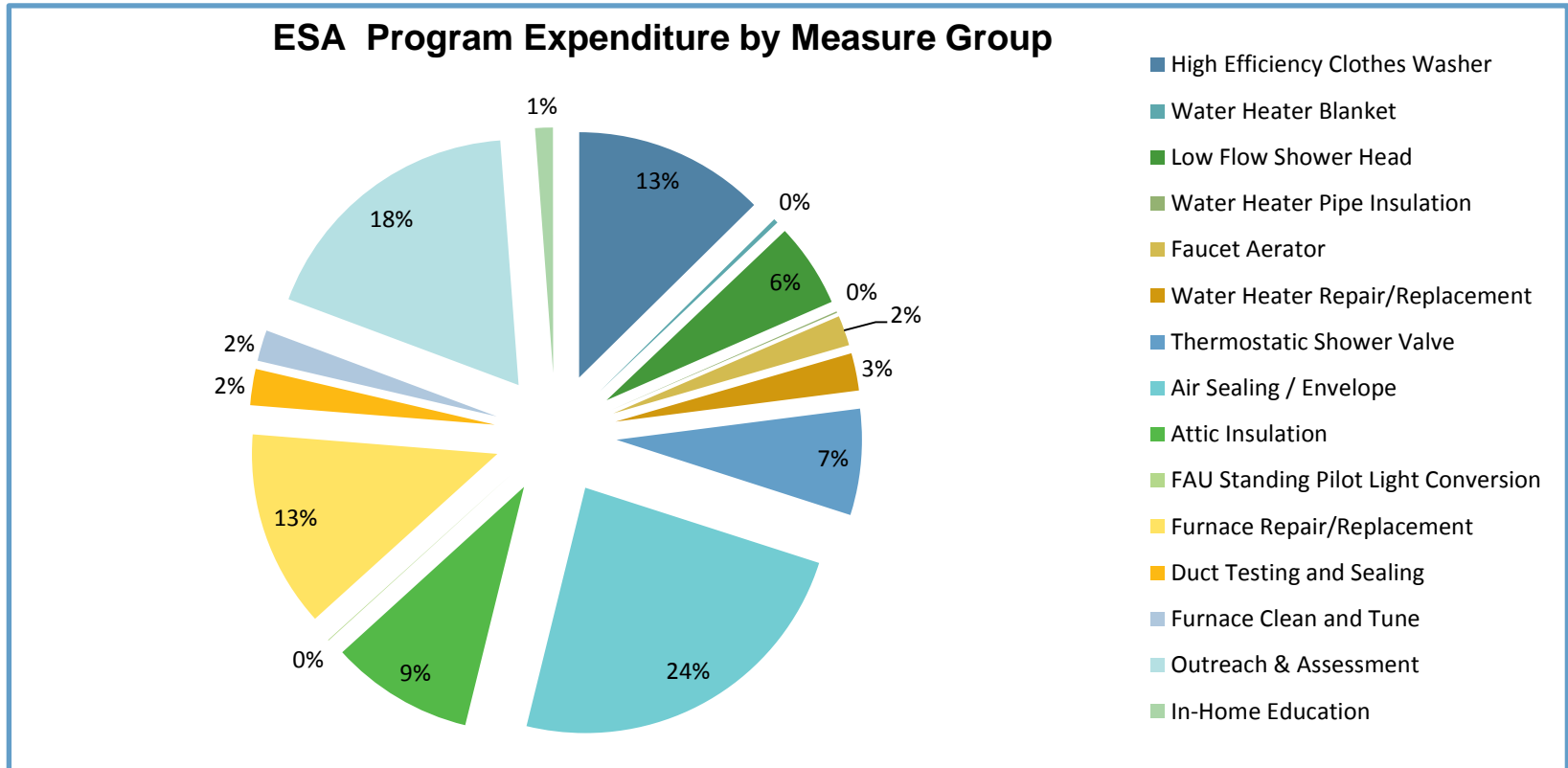


PY 2015 ESA Budget \$132 Million *

* Pursuant to D.14-08-030, budget reflects Phase II Decision authorized 2014 budget amount.

2015 ESA Program Actual Expenditures

Annual Budget for 2015 Program Year



2015 ESA Measures Budget = \$121 Million

2015 ESA Program Highlights*

2015

Budget Category	Authorized	Actual
Energy Efficiency (Measures)*	\$121,317,558	\$66,724,237
Training Center	\$681,105	\$297,204
Inspections	\$3,361,051	\$1,604,154
Marketing & Outreach**	\$1,198,436	\$1,383,640
Statewide ME&O	\$100,000	\$0
Measurement & Evaluation Studies	\$91,667	\$0
Regulatory Compliance	\$295,333	\$281,575
General Administration	\$5,286,041	\$4,508,000
CPUC Energy Division	\$86,000	\$18,778
Total Program Costs	\$132,417,191	\$74,817,588

*Pursuant to D.14-08-030, budgets reflect the Phase II Decision authorized 2014 budget amounts.

**Actual exceeds authorized due to funds shifted to PY2015 Marketing & Outreach from PY2012 unspent funds."

2015 ESA Program Highlights

Generated estimated energy savings of over 1.5 million therms in PY 2015.

ESA Program badges and ESA Program polo shirts were updated to reflect “authorized contractor for SoCalGas” language to support Program Representative legitimacy

A script was developed for Program Representatives to use in conjunction with the Customer Energy Education and Resource Guide to assist in the delivery of In-Home Energy Education.

SoCalGas coordinated resources with SCE to develop a cold water savings tips insert to include in the Customer Energy Education and Resource Guide.

2015 ESA Program Highlights

An ESA Program and MIDI Customer Agreement Form was developed in collaboration with SCE. SoCalGas provided forms training for Enrollment & Assessment contractors in anticipation of implementing the form in Q1 '16.

SoCalGas partnered with LADWP to jointly offer ESA Program in our common territory in the City of Los Angeles.

SoCalGas and SCE aligned their respective Energy Education curriculums to support the standardization of Program Representatives' delivery of In-Home Energy Education to program participants.

CARE/ESA Program Marketing & Outreach

Print

- Targeted direct mail
- Bill inserts
- Bill messages
- Direct mail letters and application
- Print advertising
- Out of Home Advertising

Online

- Facebook
- Twitter
- SoCalGas.com
- Email campaigns
- Online/mobile banners
- Online customer services

Outreach

- Community Based Organization
- Community and Cultural Events
- Hard to Reach Disabled , Veterans, Seniors, and Limited English Proficiency

Leveraging

- Data exchange with other CARE programs
- Partnerships with Municipal Utilities
- Partnerships with Water Districts
- Partnership with Air Quality Management District

Integration

- Integration with EE
- Integrate with GAF for CARE enrollments
- CARE data exchange for ESA Program enrollment
- Field staff, BPOs, CCCs
- Integrated Collateral

CARE & ESA Program Community Outreach

Hard-to-Reach Geographic Regions

- Leveraging with CBOs and non-profit organizations to build program awareness

Customers with Disabilities

- Leverage relationships with organizations that offer services to customers with disabilities.
- Outreach to Medical Baseline participants.
- Increase the value proposition by working with no or low cost broad band providers.

Appeal to customer

- Utilize demographics data and customer segmentation analyses

CARE & ESA Program Marketing & Outreach

SoCalGas
A Sempra Energy utility

고객 지원
20% 할인
CARE 신청서

SoCalGas®는 California Alternate Rates for Energy(CARE) 프로그램을 통하여 저소득 가정을 고객에게 할당 20% 할인된 요금에 가스를 제공합니다. 신청서 가스 서비스 비용을 받지 않거나 50달러 이하에 속할 경우 할인된 요금도 서비스 가능 수수료 5달러 할당 혜택을 받을 수 있습니다. SoCalGas에서 신청서를 승인한 날 이후부터 해당 할당 기간 동안 해당 할인이 적용됩니다. 귀하가 세 부속 계약자를 사용하는 경우 해당 할당 기간이 귀하의 주에 대한 할인 수혜 기간을 통지 받게 합니다.

대외의 신청서를 작성하신 후에 무인이나 팩스로 보내 주시거나 www.socalgas.com/care 홈페이지에서 CARE가에서 온라인으로 신청하시기 바랍니다.

CARE 할인 수혜 자격을 충족시키는 두 가지 방법	
공적 부조 프로그램	최대 가운 소득
비즈니스 가족 일회성 (다음 프로그램으로부터 자격을 얻지 않음)	(2019년 9월 30일 기준) 연소득이 20,000달러 이하인 가구
캘리포니아 (Medi-Cal/Medicaid)	1. \$20,000
연말 소득 지원 및 보충 (Cal for Families ACSI)	2. \$40,000
역외, 동양 및 여학생(OWIC)	3. \$48,000
California Family 7 (연간 소득 75kF)	4. \$48,000
캘리포니아 스톱 워크 - 연간 소득 제한	5. \$56,000
연간 일부 보조금 (Bureau of Public Affairs General Assistance - California) (연간 소득 제한)	6. \$65,000
학교 공적 프로그램 (HSLP)	7. \$23,400
저소득 주택 에너지 지원 프로그램(LHEAP)	8. \$81,700
종자 지원 프로그램 (SIP)	9. \$81,700

합의 조건
당 신청서 검토를 위해 필요한 자료는 귀하의 소득과 주거 정보가 매우 중요한 요소이며 정확해야 합니다. 과 액자사 당에 다른 사람이 소득에 보고하여 환급을 보장하도록 청구하지 않아야 합니다. 과 국정을 경우 CARE 수혜 자격을 제공받지 않습니다. 49년 9월 30일 현재 자격이 있는 가구 30만 가구에 SoCalGas에 등록되어 있습니다. 한 CARE에 대한 수혜 자격을 신청하도록 허용할 수 있습니다.

수혜 대상이 가능한 기타 프로그램과 서비스:
Energy Savings Assistance Program(에너지 절약 지원 프로그램): 소득을 기준으로 자격이 있는 고객에게 에너지 절약에 관한 정보, 자문, 자금을 제공하여 에너지 비용을 줄여줍니다. 프로그램은 전기, 조명 및 에어컨 수리, 교체 및 안전 검사에 관한 에너지 절약 주택 개조 공사를 무료로 제공합니다. 자세한 내용은 1-800-231-7933으로 문의하십시오.
Medical Respite(의료 지원 서비스): 최근 중환자실로 입원한 고객에게 필요한 의료용품 추가 할당액의 가스를 제공합니다. 자세한 내용은 1-800-427-2200으로 문의하십시오.
California Lifeline(캘리포니아의 생명선): CARE에 응시한 소득 기준을 충족시키는 고객에게 위한 할인 전화 서비스를 제공합니다. 자세한 내용은 현지 전화회사에 문의하십시오.
고객 지원에 대한 추가 사항은 다음 번호로 문의하십시오.
English 1-800-427-2200 한국어 1-800-427-0471 중국어 1-800-427-8429
Español 1-800-427-8429 타갈로그 1-800-343-4545 베트남어 1-800-427-0471
필리핀 1-800-343-4666 힌디어 1-800-328-0259 (영어와 스페인어 지원 가능)
말라야 말라야(Malay) 1-800-328-0259

CUSTOMER ASSISTANCE
SAVE MONEY AND ENERGY!
¡AHORRE DINERO Y ENERGÍA!

SoCalGas
A Sempra Energy utility

Energy Savings Assistance Program

ग्राहक सेवा कार्यक्रम

SoCalGas
A Sempra Energy utility

Energy Savings Assistance Program

CUSTOMER ASSISTANCE PROGRAMS
客戶協助計劃 (CHINESE)
CHƯƠNG TRÌNH DỊCH VỤ KHÁCH HÀNG (VIETNAMESE)

SoCalGas
A Sempra Energy utility

Residential Collateral available in English, Spanish, Hindi, Portuguese, Russian, Chinese, Korean, Tagalog, and Vietnamese, among others

2015 CARE/ESA Program Marketing & Outreach

ACTIVITIES

Print Campaigns:

- Bill inserts – to highlight the new CARE eligibility guidelines annually in June.
- Direct Mail letters/applications – to encourage customers to sign-up for the programs throughout the year.

Newspapers & Other Media – Print advertising in ethnic-owned media, targeting Hispanic, African American, and Asian audiences. SoCalGas held 4 media round tables to provide more in-depth program information to media outlets (41 media hits, over 38 million impressions).

- Hispanic: Eastern Group Publications, La Opinión, HOY, La Nueva, San Fernando Valley/El Sol, La Nueva Voz, Vida and El Latino.
- African American: LA Watts Times, Our Weekly, Los Angeles Sentinel, The Wave Publication and LA Focus on the World.

Online/mobile banner ads – Ads to create awareness among customers that may potentially be eligible for CARE, and also offer an opportunity to target customers that have already visited the website.

Out of Home advertising – interior/exterior bus ads, bus shelters, gas station pumps, and convenient store posters.

CARE & ESA Program Marketing & Outreach Ads



At SoCalGas®, we believe that a community is only as strong as its members in need. We understand that sometimes life can take an unexpected turn, and if it does, we'll be there with a variety of Customer Assistance Programs. Our Medical Baseline Allowance is available for customers who need additional heating due to a serious medical condition; the California Alternate Rates for Energy (CARE) program provides qualifying customers a 20% rate discount; and the Energy Savings Assistance Program offers no-cost home improvements to eligible renters and homeowners.

Learn more about our Customer Assistance Programs and apply today at socialgas.com (search "ASSISTANCE").



These programs are funded by California utility customers and administered by Southern California Gas Company (SoCalGas) under the auspices of the California Public Utilities Commission. Eligibility requirements apply.
© 2016 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. Some materials used under license, with all rights reserved by licensor.
N660022A 036

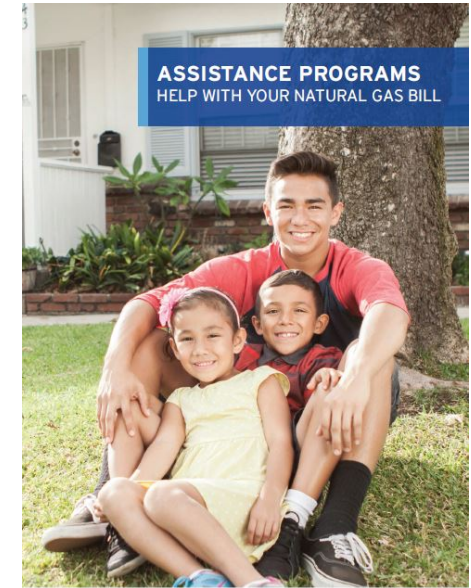


At SoCalGas®, we believe that a community is only as strong as its members in need. We understand that sometimes life can take an unexpected turn, and if it does, we'll be there with a variety of Customer Assistance Programs.

Learn more about our Customer Assistance Programs and apply today at socialgas.com (search "ASSISTANCE").

TDD/TTY, please call 1-800-252-0259 (available in English and Spanish only).

© 2016 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. Some materials used under license, with all rights reserved by licensor.
N660022A 036



Visit socialgas.com/assistance for information.



© 2016 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. N660022A 036



At SoCalGas®, we believe that a community is only as strong as its members in need. We understand that sometimes life can take an unexpected turn, and if it does, we'll be there with a variety of Customer Assistance Programs.

Learn more about our Customer Assistance Programs and apply today at socialgas.com (search "ASSISTANCE").

TDD/TTY, please call 1-800-252-0259 (available in English and Spanish only).

These programs are funded by California utility customers and administered by Southern California Gas Company (SoCalGas) under the auspices of the California Public Utilities Commission. Eligibility requirements apply.
© 2016 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. Some materials used under license, with all rights reserved by licensor.
N660022A 036



En SoCalGas®, creemos que la fortaleza de una comunidad depende de la de sus miembros necesitados. Entendemos que a veces la vida puede dar un giro inesperado, y de ser así, estaremos a su disposición con una variedad de Programas de Asistencia al Cliente.

Infórmese más sobre nuestros Programas de Asistencia al Cliente y presente su solicitud hoy mismo en socialgas.com (busque la palabra clave "ASSISTANCE").

SIEMPRE SIEMPRE EL CALOR.
SOCALGAS® ESTÁ A SU DISPOSICIÓN, CON NUESTRO CONJUNTO DE PROGRAMAS DE ASISTENCIA AL CLIENTE.

Todos los derechos reservados. Este programa es financiado por los clientes de las empresas de servicios públicos de California y es administrado por Southern California Gas Company bajo los auspicios de la Comisión de Servicios Públicos de California.

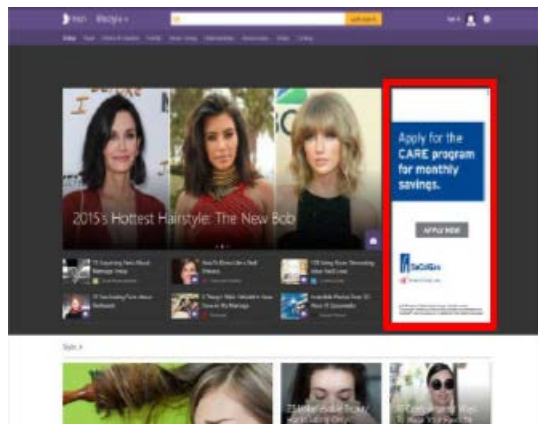
© 2016 Southern California Gas Company. Las marcas registradas son propiedad de sus respectivos dueños. Todos los derechos reservados. Algunos materiales se usan con licencia, con todos los derechos reservados por el licenciante.



N660022A 0416

CARE & ESA Program Marketing & Outreach

Digital Media, Outdoor Ad, Out of home and Social Media encouraging customers to apply for the CARE program.



CARE & ESA Program Marketing & Outreach

