



Pacific Gas and Electric Company

Energy Savings Assistance (ESA) Program and California Alternate Rates for Energy (CARE)

Program Annual Report For Program Year 2011

May 1, 2012

ESA AND CARE PROGRAMS ANNUAL REPORT

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ENERGY SAVINGS ASSISTANCE PROGRAM

1. ESA Program Executive Summary

Pacific Gas and Electric Company (PG&E) has offered free energy efficiency programs to income-qualified customers in its 48 counties since 1983. The Energy Savings Assistance (ESA) Program's objective is to help income-qualified customers reduce their energy consumption and costs while increasing their comfort, health and safety. The ESA Program, marketed to PG&E customers prior to 2011 as the Low Income Energy Efficiency (LIEE) program,¹ utilizes a "whole house" approach to provide free home weatherization, energy efficient appliances and energy education services to income-qualified PG&E customers throughout the Company's service area.

The ESA Program is ratepayer-funded and is available to PG&E customers living in all housing types (single family, multifamily, and mobile homes), regardless of whether they are homeowners or renters. To qualify for the ESA Program, the total customer household income must be equal or less than 200 percent of the Federal Poverty Guidelines, with income adjustments for family size. The 2011 program treated 128,071 homes with a mix of measures and services, including energy education, energy efficient appliances, and home weatherization.

The 2009-2011 ESA Program was authorized by the California Public Utilities Commission on November 10, 2008 in Decision (D.) 08-11-031. PG&E's authorized annual ESA Program budget for 2011, including carryover, was \$180,754,827 million,

1.1. Alignment of ESA Program with Strategic Plan Goals and Strategy

The long-term California Strategic Plan vision for the ESA Program is to have 100% of all eligible and willing low income customers receive all cost effective Energy Savings Assistance Program measures by 2020. The Plan lays out two goals in achieving the ESA Program vision: 1) By 2020, all eligible customers will be given the opportunity to participate in the ESA Program, and 2) The ESA Program will be an energy resource by delivering increasingly cost-effective and longer-term savings.

¹ D.08-11-031 and D.09-10-012 mandated that PG&E and the other investor-owned utilities develop a new statewide name and brand identity for the LIEE program. The IOUs worked with Energy Division to develop a new name during 2010, the *Energy Savings Assistance Program*. This name was implemented in 2011. To avoid confusion, this 2011 Annual Report uses the Energy Savings Assistance Program name, since that was the name used for this program throughout 2011.

**1.1.1. Please identify the IOU strategies employed in meeting
Goal 1: Improve Customer Outreach**

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
1.1: Strengthen ESA Program outreach using segmentation analysis and social marketing tools.	Identify, implement and evaluate effective marketing, education and outreach methods for targeting low income customer segments. Use social marketing to effectively engage low income customers in program participation.	In 2011, PG&E identified and implemented effective outreach methods for segmenting and targeting its low income customers, including: Multilingual television campaigns targeting Vietnamese and Hmong-speaking customers; Bilingual (English/Spanish) bill inserts targeting 4.2 million residential customers; Direct mail letters and automated voice and text messaging to targeted neighborhoods; Radio campaigns in Spanish, Hmong and English; Events and presentations; and Multilingual collateral including door-hangers, postcards and one-page flyers.
1.2: Develop a recognizable and trustworthy Brand/Tagline for the ESA Program.	Develop a statewide program name and description for LIEE Program which is coordinated with the ME&O efforts for energy efficiency, demand response and any other demand-side options. Implement branding.	PG&E worked closely with Energy Division and the other IOUs to finalize and launch a statewide program name and description for LIEE, the “Energy Savings Assistance Program”.
1.3: Improve program delivery	<ul style="list-style-type: none"> • Use information from segmentation analysis to achieve efficiencies in program delivery. • Leverage with local, state, and federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment. 	Final reporting and implementation of PG&E’s Household Market Segmentation study will continue into the first half of 2012. The ESA Program outreach team leveraged various local government and community organizations’ programs and knowledge of their communities to promote the ESA Program and enroll customers.

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
1.4: Promote the growth of a trained ESA Program workforce.	<p>Incorporate ESA Program training needs into the Workforce Training needs assessment.</p> <p>Develop Training Roadmap which includes funding requirements and sources other than IOUs.</p> <p>Implement ESA Program workforce education and training.</p>	<p>PG&E worked with Energy Division to implement the Low Income Workforce, Education and Training pilot.</p> <p>PG&E's ESA Program trainers were actively involved with the Statewide Workforce, Education and Training efforts to help CA education and training facilities develop appropriate curricula for training energy and weatherization specialists capable of working in PG&E and other energy programs.</p> <p>In 2011, PG&E trainers conducted 66 sessions for 848 students representing a total of 3,015 student days of ESA Program training. This constituted a 57% increase in the number of sessions since 2008.</p>

**1.1.2. Please identify the IOU strategies employed in meeting
Goal 2: ESA Program is an Energy Resource**

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
2.1: Increase collaboration and leveraging of other low income programs and services	<p>Identify key areas where data sharing would be possible and advantageous.</p> <p>Develop partnerships with community organizations and other agencies to leverage resources available from local governments, federal, state, and private project funding sources.</p>	<p>Data sharing activities in 2011 allowed:</p> <ul style="list-style-type: none"> • Each utility to automatically enroll customers into their income-qualified programs. • ESA Program subcontractors to target CARE-enrolled customers for program participation. • The ESA Program and local governments and agencies with non-disclosure agreements to conduct targeted, unified outreach to communities.
2.2: Coordinate and communicate between ESA Program, energy efficiency and DSM programs to achieve service offerings that are seamless for the customer.	<p>Ensure ESA Program participants are aware of energy efficiency and DSM/EE programs.</p> <p>Coordinate with CSI programs to provide ESA Program services in qualified low income housing for both single family and multifamily CSI programs.</p> <p>Coordinate AML delivery and</p>	<p>PG&E used an "Integration" team comprised of staff from EE and the ESA Programs, as well as staff from Demand Response (DR) and Distributed Generation (DG) programs--which includes the California Solar Initiative (CSI) and Self-Generation Incentive Program (SGIP)--to provide marketing and integrated service and delivery.</p> <p>Marketing and outreach for the low income programs—including the ESA Program, CARE and the Low income CSI program--was implemented by PG&E's "Hard-to-Reach" group in 2011, allowing better</p>

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
	ESA Programs.	<p>integration of messaging and customer education. PG&E continued distributing an integrated customer assistance program brochure in multiple languages in 2011 and began work on a similar brochure dedicated to Integrated Demand-Side Management programs.</p> <p>PG&E program staff from rates, energy efficiency, solar programs, and metering departments came together at many customer events in 2011 to talk about the services we offer to help customers with their bills and energy use in one place. PG&E staff demonstrated SmartMeters and other new technologies to customers.</p>
2.3: Provide low income customers with measures that result in the most savings in the ESA Program.	<p>Assess design of programs to ensure increasingly cost effective measures, while reducing low income customers' bills and improving quality of life.</p> <p>Continue to include measures that provide long term energy savings, such as refrigerators.</p>	<p>New impact and process evaluations of the 2009 ESA Program were conducted to assess program design and impacts. PG&E also participated with Energy Division and the other utilities on a new study to update and assess non-energy benefits. These studies were completed in 2011.</p> <p>PG&E continued to conduct regular contractor and public meetings. PG&E regularly solicits new measure ideas and suggestions from contractors and others at quarterly public meetings and ESA Program contractor meetings. PG&E also continued to request suggestions from PG&E's EE research and program staff and to look at measures included in other EE and ESA Programs throughout the U.S.</p>
2.4: Increase delivery of efficiency programs by identifying segmented concentrations of customers.	<p>Identify and develop segmented approach to deliver services to households.</p> <p>Improve use of CBOs in delivering services.</p>	<p>PG&E's consultant concluded most of the work on its Low income Household Market Segmentation study, which will allow development of a more precise segmented approach to program marketing. (This study is being finalized in 2012.)</p> <p>Coordination with ESA Program subcontractors and community agencies to target and reach out to hard-to-reach and at-risk customers continued.</p> <p>PG&E provided ZIP-7 eligibility breakdowns to our subcontractors to help them locate and target areas with high poverty demographics. Additionally, PG&E-managed automated outbound voice and text messaging and direct mail campaigns were targeted in areas where customers were likely to qualify for the program.</p>

1.2. Energy Savings Assistance Program Overview

1.2.1. Provide a summary of the ESA Program elements as approved in Decision 08-11-031:

PY 2011 ESA Program Summary			
	Authorized / Planning Assumptions [1]	Actual	%
Budget	\$ 180,754,827	\$ 145,900,978	80.7%
Homes Treated	124,991	128,071	102.5%
kWh Saved	42,600,000	47,826,215	112.3%
kW Demand Reduced	7,560	13,748	181.9%
Therms Saved	1,510,000	2,522,706	167.1%

[1] Budget and Homes Treated were authorized in D.08-11-031; kWh, kW and therm savings are planning assumptions, from PG&E 2009-2011 LIEE-CARE Program Application Testimony, May 15, 2008.

1.3. Whole Neighborhood Approach (WNA) Evaluation

1.3.1. Provide a summary of the geographic 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).

PG&E identified and targeted neighborhoods with large populations of low income customers, usually by utilizing ZIP-7 boundaries. Program staff also used census tract information or even more uniquely defined areas when working with a local government or community agency.

PG&E identified which areas were most likely to result in a high volume of enrollments, and provided these to its implementation contractors on a regular basis via emails and monthly meetings. PG&E also broke out Zip-7 areas eligible for “self-certification” enrollment (by having over 80% of households living at or below 200% of the Federal Poverty Level) so that they could be especially targeted by ESA Program contractors. Most implementation contractors then arranged their appointments geographically to reduce their costs, and typically worked through their assigned areas geographically for the same reason.

1.3.2. Provide a summary of the customer segmentation strategies employed (i.e., tools and analysis used to identify customers based on energy usage, energy burden and energy

insecurity) and how these customer segments are targeted in the Whole Neighborhood Approach to program outreach.

ESA Program outreach employs multiple strategies to reach customers with high energy use, burden and insecurity. In 2011, these included:

- Information on the ESA and bill assistance programs in “48-hour” shutoff notices;
- Partnering annually with CARE outreach staff to conduct a large-scale direct mail campaign to CARE-enrolled customers whose energy use is considered to be above average. In addition to the ESA Program and CARE, this campaign offers information on energy rates and bill assistance programs.
- PG&E’s neighborhood identification strategy as described in Section 1.3.1 allowing ESA Program outreach staff to target customers most likely to be facing high-energy burden and insecurity by virtue of their homes being located in extremely low income areas.
- The ESA Program Household Market Segmentation study, and the resulting segmentation tool, will allow PG&E to more efficiently identify and target customers meeting the above mentioned criteria. Moreover, PG&E expects that contractors will also be able to apply these customized outreach and marketing strategies. By using the segmentation tool to flag customer segments in a PG&E database, outreach staff will have the ability to produce fine-tuned lists for direct outreach.

Outreach

Target customers within each neighborhood based on energy usage, with high energy users targeted more aggressively. (D.08-11-031)

Please see section 1.3.2.

Enrollment

Permit targeted self-certification in certain neighborhoods. (D.08-11-031)

D.08-11-031 permitted targeted self-certification and enrollment activities in areas of the IOUs’ service territories where 80% of the customers were at or below 200% of the federal poverty line. (D.08-11-031, O.P.6) PG&E ranked ZIP-7 areas by percent of ESA estimated eligibility. As described above, areas with the highest estimates of ESA Program eligibility, correlated with high energy usage, the number of 48-hour shut-off notices sent out, actual shut-offs that occurred over the last year, and low previous ESA Program participation, were evaluated and selected first for Whole Neighborhood events. Many of the areas selected were over 80% ESA Program-eligible. These neighborhoods where over 80% of the customers are at or below 200% of the federal poverty level were self-certified.

Assessment/Energy Audit and Measure Installation

Conduct a site-specific energy audit at each residence. Install feasible measures based on housing type and climate zone²; increase measure-level cost effectiveness. (D.08-11-031)

PG&E continued to conduct a site-specific energy assessment at each residence and to install all feasible measures based on housing type and climate zone, as authorized in D.08-11-031. Inasmuch as possible, PG&E minimized the number of visits to a home. During Whole Neighborhood Approach (WNA) events in selected neighborhoods, PG&E ensured that audit and installation personnel were present in the neighborhood at the same time, minimizing the need for separate trips to enroll participants, assess their homes, and install measures. Appointments were scheduled for any follow-up visits necessary for appliance delivery and specialized installation work which cannot occur at the same time as the energy assessment. However, in all neighborhoods, PG&E continued to do its best to minimize contractor visits and schedule installation as close to the home assessment as possible, at the convenience of the customer.

To help make the neighborhood events a success, PG&E worked closely with local government representatives and low income community leaders to coordinate their support and presence for the targeted Whole Neighborhood Approach activities before the neighborhood event was scheduled.

1.3.3. Describe how the current program delivery strategy differs from previous years, specifically relating to Identification, Outreach, Enrollment, Assessment, energy Audit/Measure Installation, and Inspections.

PG&E believes the WNA modified the existing ESA Program approach rather than constituting a completely new approach to program delivery. Many elements of WNA make sense because they work, and PG&E's contractors were already implementing many of these strategies. Many of these were already described in Section 1.3.2, but are discussed below in terms of PG&E's 2011 ESA Program activities and WNA experiences.

PG&E actively partners with community agencies and local governments to promote awareness of the ESA Program and services. In 2011, PG&E promoted the ESA program at 101 community events.

Using this information to help determine potential neighborhoods to approach with the ESA Program, PG&E outreach staff worked with both internal and external groups to help make each neighborhood event a success that could continue to generate ESA

² To the extent the energy audit also examines a customer's energy usage, this information should not be used to determine which measures are "feasible." Feasibility relates to the topics we discuss in the section entitled "Segmentation is a Lawful Means of Focusing ESA Program Resources," below. (D.08-11-031)

Program participation in other neighborhoods in the local community. PG&E worked closely with its ESA Program implementation contractors, CARE outreach contractors, PG&E local government relations and communications staff to help establish contact with government representatives and neighborhood leaders.

PG&E's feedback and information on the status of our Whole Neighborhood Approach implementation strategies and lessons learned are as follows:

An overview of WNA pilots / projects currently being conducted within the IOU's service territory

2011 WNA pilots and projects included:

- San Joaquin pilot: PG&E partnered with a rural, Central Valley city to market multiple programs, provide education and create job opportunities. Further information will be available in the San Joaquin pilot final report in June of 2012.
- Silicon Valley Energy Watch: PG&E's ESA Program and Moderate Income Direct Install (MIDI) program partnered under the collective Energy Watch program in Campbell's Sharmon Palms neighborhood and San Jose's Dorsa-TOCKNA and Meadowfair neighborhoods to reach hundreds of customers with integrated program offerings.
- Fairfield: ESA Program outreach staff partnered with the City of Fairfield to attend a community event and conduct outreach to the surrounding homes with information on available resources.
- San Francisco: ESA Program outreach staff coordinated a large-scale direct marketing effort and contractor canvassing to reach San Francisco's Chinatown, Bayview and South of Market areas.
- Soledad: ESA Program outreach staff coordinated a direct mail campaign to "Old Town Soledad" and event participation with local government leaders.
- American Canyon: ESA Program outreach staff and contractors worked with local government agencies and the CPUC to identify and treat the western half of American Canyon as a self-certification area and invest large amounts of outreach there to drive enrollments.
- Automated voice and text messaging: These outreach tactics were rolled out to geographically-based ZIP-7 neighborhoods, allowing for outreach delivery to a concentrated area before moving on to the next group.

Successful WNA Strategies

PG&E previously used a coordinated low income neighborhood approach to implement its program in the 1980's and continued this coordination in its 2011 WNA efforts. The most successful strategy that PG&E realized was treating each WNA partnership as unique, rather than developing a one-size-fits-all model.

Targeting the Right Events for WNA Outreach

PG&E's ESA Program staff participates in many community events each year, and continued this outreach strategy in 2011. Oftentimes, PG&E's partners in the community selected the best event for this outreach. These community groups and/or cities have the most valuable information about where to find eligible customers and how best to speak to them, and PG&E continued to utilize these successful partnership resources in 2011.

Lessons Learned from PG&E's Previous Neighborhood Approach

Successful outreach strategies implemented by contractors in 2011 have a long history in the ESA Program, and have benefitted from refinement, experience and lessons learned over the years. The current ESA Program is derived from the early 1980's "Project Help Program." Project Help utilized CBOs and contractors to install the "Big Six" energy efficiency measures (caulking, door weather-stripping, duct wrap, attic insulation, water heater blankets and low flow shower heads) using a process that was similar to today's ESA Program. The process began with outreach workers finding and qualifying customers and units. Outreach was followed by the installation crew and later by a third party to conduct inspections. The entire process took less than thirty days and served about 30,000 homes yearly.

Project Help included door-to-door and event-related outreach and also utilized leads from PG&E. The door-to-door approach targeted low income neighborhoods as outreach workers literally walked door-to-door and block-to-block. This approach made sense, as it does today, simply because low income customers live in neighborhoods where they are often located in close proximity to other low income individuals. Given this opportunity, outreach workers usually did not leave the neighborhood until their canvassing was no longer productive. This was an approach very similar to the Whole Neighborhood Approach envisioned in D.08-11-031, and described in the Commission's White Paper.³ Most homes were brought into the Project Help program in this manner with estimates ranging from 60-80% of all participants.

PG&E's ESA Program contractors have always used opportunity and event marketing. An opportunity could range from an individual being offered the Project Help/ESA Program as they signed up for another program in an agency office to a large venue community event, such as a county fair, for example. An event-related effort enrolls individuals directly into the program at the event, and starts the required Property Owner Waiver (POW) process. It also helps brand the program, building awareness of the ESA Program in the targeted community, and making it easier for subsequent door-to-door or other outreach activities. These approaches continue to account for many program leads.

Leads also come from PG&E marketing activities, including flyers, bill inserts, and web-based advertising. Through this type of outreach, interested individuals are directed to

³ Draft CPUC Energy Division White Paper on the Whole Neighborhood Approach. California Public Utilities Commission – Energy Division, April 2009.

call PG&E or another provider's toll-free program phone line to sign up for the program. Based on PG&E's previous experience, leads or referrals from these sources have usually accounted for about 20% of all participants in these ESA Programs.

Long history implementing the ESA Program has taught us that approaches should be modified from area to area as needed. Significant barriers to higher penetration rates continue to be a lack of people home during the day, language and immigration concerns for non-native speakers, fear and suspicion of racially-mixed crews, and the misimpression that any printed material is actually an advertisement ("Where's the catch; you don't get something for nothing").

The variety of outreach techniques utilized by ESA Program contractors has been very successful over the years. Since 2001, PG&E has met every program production goal set by the Commission. During the 2009-2011 program cycle, the program has averaged 114,236 completed units per year.

In 2011, all of the following neighborhood-based approaches were used with varying degrees of success:

- Door-to-door canvassing by an Energy Specialist within a neighborhood.
 - The simplest, most used and often most productive approach. The Energy Specialist's canvassing identified a home where the resident qualifies for the program.
 - Usually based on the ESA Program Database (EPO)-provided lists of customers, their CARE status, and previous program status. ZIP-7 lists were provided by PG&E and noted areas where most residents were expected to meet the program's income requirements.
 - The time between the Energy Specialist outreach and the appearance onsite by the weatherization crew provided time for the required Property Owner Waiver form to be correctly completed and collected.
- Same day neighborhood approach – This emulated the Commission's White Paper vision by attempting to deliver services on the same day as the outreach. Collection of the completed POW forms was identified as a problem, especially in the case of multifamily units with absentee owners. Advance work and preparation was the key to this approach.
 - Multifamily unit approach – The Energy Specialist got a master POW signed by the owners or the management company. Flyers and other outreach materials were distributed to promote the upcoming push. On the day of the event, the contractor arrived with multiple Energy Specialists and weatherization crews. The problem identified with the "one day fits all approach" was that customers were often not all at home on the chosen day, requiring contractors to return in order to complete the effort.
 - A variant of this approach was to get the POW, and permission from the owners to distribute flyers and door hangers advertising the ESA Program. The Energy Specialist then located qualified

households and the installations were handled on an individual basis.

- Single family/mobile home approach – The contractor promoted the program through telemarketing and grouped the appointments into neighborhoods after they received a signed POW form. The contractor then attempted to provide the education and installation efforts at the customer’s home in one step. Homes requiring follow-up visits were for installation of specialty glass, mobile home door or an uncommon part of some kind.
 - Telemarketing or appointment setting was increasingly used by the contractors and CBOs to reduce the number of actual trips to a neighborhood.

The ESA Program has always utilized a Whole Neighborhood Approach, but not always through a single, prescriptive method as outlined in the Commission’s White Paper. Program implementers found it to be cost-effective to drive as few miles as possible and to reduce the number of visits to the customer. Thus, while WNA is not a new idea for the ESA Program, it remains a good idea, and many elements were utilized in 2011.

1.4. ESA Program Customer Enrollment Evaluation

- 1.4.1.** Distinguish between customers treated as “go backs” and brand new customers so that the Commission has a clear idea of how many new customers the IOUs are adding to the ESA Program.

In 2011, 5,787 “Go-Back” customers were treated.

- 1.4.2.** Please summarize new efforts to streamline customer enrollment strategies, including efforts to incorporate categorical eligibility and self-certification.

In 2011, PG&E’s ESA Program contractors streamlined customer enrollment strategies by incorporating categorical eligibility and self-certification into ESA Program processes where applicable and working with property agents to get signed POWs for entire multifamily complexes so they can start work on all of them at the same time. These strategies are described in Section 1.3.2 and 1.3.3.

PG&E added the categorical eligibility programs to the ESA Program enrollment forms for contractors to check off, allowing those eligible customers to skip showing proof of household income. The Commission-approved categorical eligibility programs were also added to the EPO program database.

PG&E continued to encourage contractors to work in the 80% self-certification areas by providing them with breakdowns of estimated eligible customers by ZIP-7 to use in their

customer recruitment activities. PG&E discussed targeting strategies at contractor meetings and helped plan enrollment events with contractors and community organizations.

- 1.4.3.** If the IOU has failed to meet its annual goal of number of households served, please provide an explanation of why the goal was not met. Explain the programmatic modifications that will be implemented in order to accomplish future annual goals of number of households served.

PG&E treated 128,071 customer homes in 2011, and reached 102% of the goal authorized in D.08-11-031 program cycle.

1.5. Disability Enrollment Efforts

- 1.5.1.** Provide a summary of efforts to which the IOU is meeting the 15% penetration goal.

Disabled customers made up approximately 18% of the ESA Program enrollees in 2011. Outreach staff reallocated resources in light of exceeding this goal while continuing to monitor the rate of disabled customers enrolling in the program in case additional outreach was necessary.

- 1.5.2.** Describe how the ESA Program customer segmentation for ME&O and program delivery takes into account the needs of persons with disabilities.

PG&E is currently completing a Low-income Household Market Segmentation study with SCE that is expected to provide a valuable resource for PG&E to reach its customers with the highest energy burden and energy insecurity. Much of the study was conducted in 2010-2011, and it will be completed by mid-2012. Customer segmentation will include information regarding disabilities and targeting strategies. PG&E began using insights from the study to help develop its 2012-2014 marketing and outreach plans, including targeting to disabled persons.

1.5.3. Identify the various resources the IOUs utilize to target the disabled community and the enrollments as a result:

2011 Disability Enrollments			
Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment
Various contractor recruiting and sign-ups			
Total Enrollment Rate	128,071	22,549	18%

At this time, PG&E has no data-sharing agreements with agencies serving disabled clients. PG&E will continue to explore new partnership opportunities and seek out new ways to better reach its disabled customers.

1.5.4. If participation from the disabled community is below the 15% goal, provide an explanation why:

PG&E’s 2011 ESA Program disabled community participation was 18%.

1.6. Leveraging Success Evaluation, Including LIHEAP

Decision 08-11-031 defines leveraging as “an IOU’s effort to coordinate its ESA Program with programs outside the IOU that serve low income customers, including programs offered by the public, private, non-profit or for-profit, local, state, and federal government sectors that result in energy efficiency measure installations in low income households.” Progress will be measured by tracking the following criteria:

- *Dollars saved.* Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/ donated resources, elimination of redundant processes, shared/contributed marketing materials, discounts or reductions in the cost of installation, replacement, and repair of measures, among others are just some examples of cost savings to the IOU).
- *Energy savings/benefits.* Leveraging efforts are measurable and quantifiable in terms of home energy benefits/ savings to the eligible households.
- *Enrollment increases.* Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

1.6.1. Describe the efforts taken to reach out and coordinate the ESA Program with other related low income programs offered outside the IOU that serve low income customers.

ESA Program coordination efforts involved much time and communication with potential partner agencies and local governments. As a result, these efforts resulted directly in ESA Program enrollments but did not deliver financial savings. Efforts included Whole Neighborhood Partnerships in the cities of San Jose, Campbell, Soledad, San Joaquin, American Canyon and San Francisco.

Further details are described in Tables 12 and 14 and of this report.

1.6.2. In addition to tracking and reporting whether each leveraging effort meets the above criteria in order to measure the level of success, please describe the Other Benefits resulting from this particular partnership not captured under the 3 criteria described above.

See ESA Program Table 14.

1.6.3. Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented for this program year? What was the result in terms of new enrollments?

PG&E continued to implement its successful refrigerator leveraging program with LIHEAP.

1.7. Integration Success Evaluation

According to Decision 08-11-031, "Integration constitutes an organization's internal efforts among its various departments and programs to identify, develop, and enact cooperative relationships that increase the effectiveness of customer demand side management programs and resources. Integration should result in more economic efficiency and energy savings than would have occurred in the absence of integration efforts."

1.7.1. Describe the new efforts in program year to integrate and coordinate the ESA Program with the CARE Program.

2011 marked the ESA Program and CARE outreach teams' first full year of planning and executing outreach as members of the same department, "Hard-to-Reach." Most notably, the team coordinated on a major direct mail campaign targeting hundreds of thousands of high-energy users enrolled in CARE. In this campaign, customers living in homes previously treated through the ESA Program received a letter, funded through CARE outreach funds, explaining an upcoming rate change and steps they could take to help offset any financial impact. Customers living in homes not previously treated through the

ESA Program received the same information as the previously mentioned group but the letter was funded using ESA Program outreach funds and included an additional piece of collateral promoting enrollment in the program as a way to help offset any changes in a customer's energy bill.

The integrated team also gave presentations, attended events targeting low income customer segments and worked on joint outreach updates including the Breathe Easy Solutions brochure and website changes. Auto-enrollment of customers from the ESA Program into CARE also continued.

1.7.2. Describe the new efforts in program year to integrate and coordinate the ESA Program with the Energy Efficiency Residential Program.

The ESA Program team worked closely with the statewide marketing team to ensure coordinated efforts related to statewide branding. Web portal staff from multiple PG&E programs participated together in integrated program events to provide information to customers on many PG&E programs available to them.

The following activities also took place in 2011:

- **Direct Install for Manufactured and Mobile Homes Program:** Implemented by Synergy EE. This ongoing EE program installed a comprehensive set of energy efficiency measures in the customer's mobile home, at no cost to the customer.
- **Energy Upgrade California program:** Rolled out in August, 2010, the ongoing program promoted the "house as a system" approach by providing customer incentives for comprehensive retrofits that improve a home's energy efficiency. The program outlined two upgrade paths: A Basic (Prescriptive) Path included individual measures with required minimum energy efficiency performance values. The Advanced (Performance) Path delivered comprehensive improvement packages tailored to the needs of each existing home and its owner. PG&E's teams are currently exploring the feasibility of integrating the ESA Program, Energy Upgrade California and the MIDI program (see above). In 2011, PG&E filed an Advice Letter describing plans to integrate the programs to provide whole building services to multifamily buildings.
- **Home Energy Efficiency Rebates (HEER):** PG&E's ESA Program-EE integrated outreach continued to be aimed at encouraging customers to participate in energy efficiency programs by applying for rebates.
- **Multifamily Energy Efficiency Rebate Program (MFEER):** Offered property owners and managers incentives for installing energy efficient measures, related to the retrofit of existing multifamily properties of two or more units. ESA Program outreach was integrated into outreach for MFEER. The ESA Program, as well as the CARE/FERA programs, was also promoted at MFEER outreach events and property owner/manager conferences. Income-eligible residents were encouraged to enroll in the ESA Program to receive measures not provided by the MFEER program.

- Energy Efficiency partnership agreements with public sector agencies--including cities, counties, and quasi-government organizations--were designed to help these partners achieve energy efficiency in their facilities and communities. Recognizing that the EE Partnerships provided a vital channel for promoting the ESA Program, PG&E's ESA Program worked with EE Partnerships to identify potential integrated outreach opportunities through presentations to community leaders and stakeholders--highlighting the opportunity for eligible customers to receive energy efficiency improvements in their homes. In addition, several PG&E EE Partnerships worked closely with the ESA Program to coordinate the MIDI.⁴

1.7.3. Describe the new efforts in program year to integrate and coordinate the ESA Program with the Energy Efficiency Government Partnerships Program.

In 2011, PG&E worked with the Government Partnerships program to identify opportunities to leverage efforts with the ESA Program. PG&E will continue to work with new and old government partners to promote channel strategies. PG&E also launched a pilot effort in 2011 that focused on moderate income level residents. PG&E launched a MIDI pilot program during 2011 through a number of Local Government Partnerships. A large amount of time and effort went into launching the MIDI program, especially the effort coordinated through the Silicon Valley Energy Watch. Several Whole Neighborhood Approach efforts occurred through this partnership including one in Campbell's "Sharmon Palms" neighborhood and two in San Jose's Dorsa-TOCKNA and Meadowfair neighborhoods.

In each of these areas, the local implementation contractor, the Energy Watch program, PG&E outreach and program teams and the local government coordinated the selection of each neighborhood, worked to seamlessly integrate MIDI and ESA Program offerings, and conducted outreach through events, direct mailings and neighborhood canvassing.

Outreach at the Meadowfair launch was especially noteworthy and included an event attended by various departments from the City of San Jose, the area's city council member and staff, the Silicon Valley Energy Watch program, Grid Alternatives, Our City Forest, Meadowfair Neighborhood Association, PG&E and its local implementation contractor.

Please see table 12 for a complete list of homes treated through these partnerships.

⁴ From the 2011 Report: Building Energy Efficiency Opportunities For Low Income Customers, page 4.

1.7.4. Describe the new efforts in program year to integrate and coordinate the ESA Program with any additional Energy Efficiency Programs.

In 2011, all PG&E efforts to integrate and coordinate the ESA Program with other Energy Efficiency Programs occurred with the Energy Efficiency Residential Program and the Energy Efficiency Government Partnership Programs. These efforts are described in Sections 1.7.2. and 1.7.3.

1.7.5. Describe the new efforts in program year to integrate and coordinate the ESA Program with the Demand Response Programs.

In 2011, PG&E worked with the Demand Response team to include SmartAC in the local roll-outs of the ESA Program. Demand Response staff joined ESA Program staff at various events and public forums to encourage customers to sign up for both programs. The two teams worked together to ensure opportunities for enrollment in SmartAC were not missed when PG&E contractors installed energy efficiency measures in 2011. PG&E installed 650 SmartAC's as part as the leveraging effort between the ESA Program and the Smart AC team.

1.7.6. Describe the new efforts in program year to integrate and coordinate the ESA Program with the California Solar Initiative Programs.

Multifamily Affordable Solar Housing Program (MASH)

In 2011, PG&E took steps to coordinate MASH and low income hot water heating program outreach with ESA Program outreach by moving them both under the Hard-to-Reach outreach department that was formed to provide outreach and marketing for low income customers and other hard-to-reach customer segments. ESA Program outreach staff worked to develop collateral to help customers understand the importance of energy efficiency as a part of an overall Integrated Demand-Side Management strategy.

Additionally, since all tenants living in MASH-enrolled units were required to have an energy efficiency audit conducted, opportunities were identified to add complimentary material regarding solar installations to the ESA Program enrollment process. In 2011, the ESA Program continued to integrate with solar programs to fast-track qualifying low income customers through the ESA Program prior to them receiving solar measures.

Single Family Affordable Solar Housing Program (SASH)

In 2011, PG&E's ESA Program continued to work with Grid Alternatives to deliver ESA services to customers that were approved to participate in SASH. Grid Alternatives referred SASH-eligible homes into PG&E's ESA Program on a regular basis. Customers that had not yet participated in the ESA Program were placed in the program. The home was assessed, and delivery of all eligible measures was expedited. Following measure installation, PG&E notified Grid Alternatives regarding the measures that were installed

in the home. Grid Alternatives used this data in their calculations to accurately size the SASH solar unit installation. ESA Program staff supplied measure installation data for 144 homes and treated 111 homes from referrals from SASH.

Low Income Solar Water Heating

The low income component of the CSI-Thermal (solar water heating) program was planned in 2011, and is expected to launch in March 2012. All single-family customers looking to participate in the low income CSI-Thermal Program must have already participated in an ESA Program. One of the two options for multifamily customers looking to participate in the low income CSI-Thermal Program is that at least 50% of all units in the structure are occupied by ratepayers participating in the ESA Program.

Instead of requiring customers to provide specific documentation proving participation in the ESA Program, the CSI-Thermal Program will gain access to the ESA Program database and verify participation on the program side.

1.8. Workforce Education & Training

1.8.1. Please summarize efforts to improve and expand ESA Program workforce education and training. Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.

In 2011, PG&E’s Energy Training Center (ETC) – Stockton provided training for a total of 848 students or 3,015 “student days” in five different sessions (listed below). Each of the students attending sessions at the ETC were hired by a participating contractor prior to attending.

1.8.2. Please list the different types of training conducted and the various recruitment efforts employed to train and hired from the low income energy efficiency workforce.

Type of training or recruitment conducted	2011 Employees trained	2010 Employees trained	2009/2008 Employees trained
EP Energy Specialists Certification Training	150	282	270/105
EP Energy Specialists WE&T Training (NEW in 2010)	20	23	NA/NA
EP Crew Training	164	272	293/112
EP NGAT Training	100	197	141/77
EP NGAT Tune Up (not held in 2010)	314	NA	46/NA
EP ES Installer (not held in 2010)	11	NA	29/NA
EP Duct Testing & Sealing	89	23	113/47

1.9. Legislative Lighting Requirements Status

1.9.1. Provide a summary on current and future CFL supply issues, as experienced by the IOU. Any current / future problems as well as potential solutions should be discussed in this paragraph.

In 2011, PG&E continued the upstream residential lighting program. This program mitigates the high initial cost of compact fluorescent lamps (CFLs) with its upstream incentive structure, which results in low retail pricing. CFLs were carried in more than 2,000 retail locations; however, CFL availability is still low at discount retailers, independently owned retailers and small grocery retailers.

1.9.2. Provide a summary explaining how IOU promotes the recycling/ collection rules for CFLs.

In collaboration with local governments, PG&E's Green Communities and Innovator Pilots group launched the Fluorescent Lamp Recycling Outreach and Marketing (FLR) Program in six counties in 2011 for the proper disposal of fluorescent lamps by residential customers. The counties of Humboldt, Sonoma, Napa, Alameda, Santa Clara, and Santa Cruz have established retail partnerships for fluorescent lamp drop-off and collection. At present, over one-hundred retail collection sites are participating in the programs and in the coming months we expect this number to reach 128 sites. At the end of 2011, the FLR program had collected 57,747 fluorescent bulbs from residents.

In addition to fluorescent lamp recycling, the Green Communities program collaborated with Alameda County StopWaste to develop engaging and consistent marketing and branding materials to communicate the importance of proper disposal of fluorescent bulbs. The program developed designs for web badges, posters, newspaper ads, shelf-talkers and counter-cards, bill inserts, school handouts, and a variety of elements that make up a toolkit for any local government interested in launching their own fluorescent lamp recycling program. These free marketing and outreach templates are available to all local governments on the PG&E website at www.pge.com/sustainablecommunities and are customizable for any city and county that wants to communicate about collection locations. Several counties are already using these materials in their outreach with the goal of establishing a recognizable and actionable message to residents disposing of fluorescent bulbs.

PG&E developed a simple, easy-to-understand CFL Recycling fact sheet. This fact sheet is distributed to all ESA Program participants by the ESA Program Energy Specialist during the energy education/energy assessment home visit. The fact sheet explains what mercury is and why it is harmful to people and the environment and describes safe removal and storage of CFLs, safe disposal of used CFLs, and what to do when a CFL breaks. Safe CFL recycling practices are also covered during ESA Program contractor training modules.

Currently, ENERGY STAR[®] requires manufacturers to print a CFL recycling resource website on CFL packages. Additionally, PG&E encourages lighting manufacturers we work with to also print this same information on the base of the bulb, so it is handy for the customer when they are ready to dispose of it, long after the package is gone. This information is also available on PG&E's website.

1.9.3. Complete Table 16 (in Appendix). In addition, please briefly summarize the CFL procurement process for the IOU, including manufacturers, distributors, warehousing, and contractor delivery.

Traditionally, the electric IOUs have procured CFLs and other lighting measures independently of each other. For the 2009-2011 ESA Program cycle, the electric IOUs coordinated the procurement of CFLs in order to obtain the highest quality at the lowest possible price. Each IOU remained responsible for issuing their own agreement to the successful bidder to authorize the purchase of CFLs.

The successful lighting supplier was selected based on product availability, quality, pricing, experience, warranty, location, and warehousing. The ESA Program agreement requires the supplier to maintain at least a 30-day supply of the product for all service providers and to deliver the product to the service provider's facility within 14 days from the order date. In addition, the supplier will include a unique identifier, currently stating "CA LIEE" on the ballast of the CFL.

1.9.4. Provide a summary of IOU activities in preparation for a draw down of CFL-supporting subsidies at the end of the 2009-2011 cycle, and where, as experienced by the IOU, they feel new lighting technologies could be used in the ESA Program

CFLs provide cost-effective energy savings, but as long as less expensive incandescent choices are widely available, these less energy efficient measures will continue to be purchased and used by low income customers. Customers with limited income during the drawdown period will continue to purchase less expensive incandescent bulbs and pay higher operating costs. CFLs are among the most cost-effective energy measures and can provide immediate and measurable bill savings to customers who need it most. Increasing awareness of CFLs in advance of the standards will increase customer awareness of available options and help ease the transition when incandescent bulbs begin to disappear from store shelves.

PG&E is decreasing the budget spent on subsidizing basic spiral CFLs in certain retail channels but has refocused efforts in channels that service low income customers (mom and pop grocery and hardware/ discount stores). PG&E is also working to add light emitting diodes (LEDs) to the residential lighting portfolio, but with quality and pricing concerns, fluorescent products still provide the most cost-effective alternative for lighting energy efficiency.

At some point, PG&E assumes that Assembly Bill (AB) 1109 will require customers to buy only CFLs in California. As the effects of this legislation become more widespread, it will be even more important to provide CFL fixture assistance to ESA Program customers, who will find it harder to perform the necessary rewiring than the average customer. At that point, PG&E will reassess the efficacy of ESA Program CFL measures. One option would be to decrease the number of CFLs that are provided through the ESA Program and increase the number of CFL fixtures.

1.10. Studies

- 1.10.1.** For each Study, provide 1) a summary describing the activities undertaken in the study since its inception; 2) the study progress, problems encountered, ideas on solutions; and 3) the activities anticipated in the next quarter and the next year.

Four statewide studies were planned for the 2009 to 2011 program cycle. These included: (1) an impact evaluation, (2) a process evaluation, (3) a study of non-energy benefits, and (4) a study of refrigerator degradation. Each of these is described below. In addition to these four statewide studies, PG&E and SCE together conducted a low income household market segmentation study for the ESA Program. Each of these five studies is described below.

Joint Utility 2009 LIEE Impact Evaluation

The Impact Evaluation was a statewide study managed and directed by Energy Division. The prime research contractor for the 2009 impact evaluation was ECONorthwest. SCE held the contract for the project.

The objective of the Impact Evaluation research was to provide electric and gas savings estimates by measure, utility, household, weather zone, and other relevant dimensions for the 2009 LIEE Program. The results provided data to quantify the 2009 program achievements and document the relative value of various measures in producing energy savings. Analyses of the program impacts on energy savings were used to update savings forecasts, and meet filing and reporting requirements (including informing the development of our 2012-2014 Energy Savings Assistance Program Application).

The impact evaluation conducted during this 2009-2011 program cycle focused additional resources on understanding behavioral and/or housing-related variables relevant to heating and cooling impacts. In particular, more in-depth data were collected and further analyses were conducted on furnaces and evaporative coolers.

The primary analyses of the data were done via utility billing data. Additional primary data collection included phone surveys with participants and nonparticipants, as well as in-home audits and interviews with a smaller sample of participants. Engineering analyses of some small and new measures were also conducted. In the end, while the study made use of extensive data collection via phone surveys and outside audits, the

evaluators concluded that the additional data was not as useful as they had hoped and the primary tool of analysis was still a billing regression model.

Overall, the study found that in general the impacts for the 2009 program were lower than the 2005 program (the year the last impact evaluation was conducted). As was the case in 2005, refrigerators and lighting still accounted for most of the program savings. In addition, the study revealed that evaporative coolers exhibited significant program savings and demonstrated nearly two times the savings estimates provided in the 2005 evaluation. According to the study, other factors influencing lower energy savings included the fact that many customers are not using their poorly functioning units very much prior to program intervention. As a result, when a new unit is installed and customers begin to use it more, the associated usage for that measure increases, thus reducing the overall impacts.

The following study activities took place between 2009 and 2011: a Request for Proposals was written and approved by the participating utilities and Energy Division in June 2009; the RFP was distributed in July 2009; and ECONorthwest was selected as the contractor for the project in August 2009. The project kick-off meeting was held in September 2009. The research plan was presented at an initial public workshop held in November 2009. The utilities provided customer data to the contractor in December 2009 and January 2010. A sample plan was finalized for the survey data collection effort (one component of the project) in January 2010. During 2010, the participant survey instrument was developed, and survey data was collected for LIEE participants and nonparticipants, on-site audits were conducted, and the billing analyses were completed. The engineering analyses of selected measures and additional billing analyses on all of the measures were conducted in 2010 and 2011. The draft report on the project was completed in March 2011, and a public workshop was held on March 28, 2011, to discuss evaluation results. The draft impact results were used for planning PG&E's 2012-2014 Energy Savings Assistance Program Application. The final report and impact results were completed on June 6, 2011 and presented to the Low Income Oversight Board (LIOB) on June 21, 2011.

The final report is available at California Measurement Advisory Council (CALMAC): http://www.calmac.org/publications/LIEE_FINAL_2009_Impact_Eval_Report.pdf

Joint Utility 2009 LIEE/ESA Process Evaluation

The prime research contractor for the process evaluation was Research Into Action. As was the case with the Impact Evaluation, Energy Division staff confirmed selection of the contractor and managed the study with the assistance of the Joint Utilities. PG&E held the contract with the contractor for the project. The statewide process evaluation commenced with a kickoff meeting for all interested parties in August 2010 and the evaluation was completed in 2011.

The Process Evaluation assessed the effectiveness of 2009-2011 LIEE/ESA Program processes, and developed recommendations for program design and delivery to help improve the effectiveness of the program. The primary deliverable was a final report that presented the findings and recommendations for possible program changes for the 2012-

2014 program cycle; however, the Joint Utilities also sought usable information and recommendations as the evaluation progressed, to allow the ESA program managers to get timely feedback and take action on it in real time.

The 2009-2011 LIEE/ESA Program included several new components, such as the Whole Neighborhood Approach and a statewide awareness campaign. For example, the 2009 Process Evaluation gave the Joint Utilities and the Commission their first opportunity to understand how these new approaches impacted key Commission and utility program objectives, so that program elements could be fine-tuned to increase program participation and effectiveness.

A new process for obtaining bids from contractors for this evaluation was introduced in 2009. As such, a Request for Qualifications was posted during the first quarter of 2010. The Request for Proposals was disseminated to qualified bidders in the first quarter 2010. The Process Evaluation Team selected a contractor, Research Into Action, and began work on this evaluation during the third quarter 2010. A Draft Report was completed in February 2011. A public workshop to discuss Study results was held on March 28, 2011, in San Francisco. The Final report was completed on June 10, 2011, and presented to the LIOB on June 21, 2011. PG&E used the results from this study to develop the 2012-2014 Energy Savings Assistance Program Application.

Key findings and recommendations presented in the report included:

- Increase efforts to better educate customers;
- Simplify and streamline the enrollment processes – for both customers and contractors;
- Continue to use multiple methods to outreach and market for different purposes and markets;
- Focus some attention on reaching and enrolling customers for whom the common outreach methods may be less effective;
- Find other ways to help customers without heat and hot water who do not qualify for program intervention;
- Increase outreach with new cell phone protocols and customer testimonials; and
- Develop new marketing messages and contractor training to work with renters and landlords.

The final report is available at:

http://www.calmac.org/publications/LIEEFinal_Report_w_study_number.pdf

Joint Utility⁵ Non-Energy Benefits (NEBs) Study

The Non-Energy Benefits (NEBs) Study was a statewide study managed by San Diego Gas & Electric. The Study was designed to be carried out in two phases, at the discretion of the NEB Study team (the Joint Utilities and Energy Division). The first phase provided an extensive literature review describing the use of NEBs in the industry. The ranges of relevant values used in other low income energy efficiency programs were summarized, and the consultant recommended an approach for updating NEBs estimates and incorporating them into the required cost-effectiveness tests for the ESA Program. The second phase of the study, which was not conducted, would have provided updated calculations for estimating the NEBs used in the program.

The activity for this study occurred during 2009 and 2010. In July 2009, following a request for proposal (RFP) process, Skumatz Economic Research Associates (SERA), located in Boulder, Colorado, was selected as the contractor for the project. The Cadmus Group, located in Portland, OR, worked as a subcontractor to SERA. A project kick-off meeting was held in San Diego in August 2009. A subsequent follow-up meeting was held in San Francisco in October 2009, and the project tasks and schedule were finalized later that month. A draft literature review was presented in December 2009.

During 2010, the Phase 1 deliverable was finalized. This report included the literature review and recommendations for Phase 2. A public workshop was held to present the study results. The results of the study showed that the current NEB values used by the utilities fall within the range of values reported from other low income and energy efficiency programs. There were a few exceptions where the values currently used by the California utilities were under or over the reported range. Initially, a Phase 2 study had been planned to conduct further analyses of specified NEBs based on recommendations from this study; however, further analyses combined with the results of the first phase of the study led the statewide advisory group to concur that pursuing the second phase of the project would not be an optimal use of the remaining funding allocated for the project at this time. The results of the Phase 1 study showed that values were for the most part consistent with other low income energy efficiency programs, and minor updates could be performed by the IOUs with data on hand.

The final report for Phase 1 is available on the CALMAC website.

Joint Electric Utility Refrigerator Degradation Study

Typically, appliance replacement is based on the effective useful life (EUL) and degradation of measures, from which is determined at what stage of their lifecycle it becomes cost-effective to replace them to receive the most energy savings benefits. In the 2009-2011 ESA Program, old refrigerators were eligible for replacement with new energy

⁵ The Joint Utilities are PG&E, Southern California Edison Company (SCE), Southern California Gas Company (SCG), and San Diego Gas and Electric Company (SDG&E).

efficient refrigerators in the ESA Program if they are manufactured before 1993. ESA Program statistics indicated that the pre-1993 refrigerator replacement market is already saturated as evidenced in the declining number of eligible refrigerators identified and replaced through the ESA Program; however, the Joint Electric Utilities believe energy efficient refrigerators are still one of the most cost-effective, energy-saving measures in the ESA Program. This study was undertaken to update refrigerator replacement criteria in order to garner new, significant and cost-effective energy savings for the ESA Program for the 2012-2014 program cycle.

The central goal of the refrigerator degradation study was to determine which, if any, alternate refrigerator replacement criteria lead to maximum, cost-effective energy and demand savings for the ESA Program. Specifically, the Joint Electric Utilities were looking for a criterion for refrigerator replacement in the form of either a date at which manufacturer and technological changes in efficiency occurred or an age at which refrigerators need to be replaced.

KEMA conducted the research under contract to PG&E, and PG&E is the contract manager. The study will be completed in 2012. Phase 1 of the study, summarizing energy savings potential for 1993-2000 replacement refrigerators, was completed in April 2011 and was used by the utilities to recommend new refrigerator replacement criteria for the 2012-2014 ESA Program. KEMA's analysis showed that early replacement of refrigerators manufactured after 1993 remains a cost-effective source of energy and demand savings should be included in the 2012-2014 ESA Program portfolio. Based upon these results, the Joint Electric Utilities proposed changing the replacement criterion to include refrigerators manufactured before 1999. A public presentation of the study will occur in 2012.

PG&E/SCE ESA Program Household Market Segmentation Study

The Household Segmentation Study is a joint study between PG&E and SCE. It will be completed in 2012. The results of this study will assist program managers in developing more effective and streamlined targeting and outreach methods. In addition, it was intended to gather information to enable program managers to improve program delivery, marketing and educational materials that are more precisely tailored to the needs and issues of various groups (segments) of customers.

The following program activities took place during 2009-2011: A request for proposal with a project scope and project objectives was written and approved by the two participating utilities and the Energy Division staff. The RFP was distributed to potential bidders in June 2009. Proposals were reviewed and scored by the study team. HINER and Partners was selected as the Evaluation Contractor for the project in July 2009. A project kick-off meeting was conducted in September 2009. A draft research plan was created and modified based on feedback from the team. A revised research plan was presented at a public workshop in November 2009. The project included multiple phases of data collection, which began with analyses of customer usage and billing data, and initial focus groups. This was followed by a phone survey and followed up with other

focus groups. All of these data were used to build the segments with an approach that can relate back to utility customer data identifiers for the segments.

While the study is jointly funded, the research contractor executed parallel projects for the two utilities because the primary utility databases are not the same. Specific project activities during 2010 focused on SCE data collection and analyses, with these early SCE results informing the PG&E analyses conducted throughout 2011. Particular attention was paid to examining differences in customer needs based on variables such as high usage, disability, energy burden, bill payment issues and other database-driven variables that may be relevant to improving program outreach and targeting practices. The phone survey data and focus group data were then used to further understand and build on the understanding of these segments.

During 2011, additional primary data was gathered via qualitative and quantitative methods of data collection. These data were analyzed in conjunction with the analyses of the existing utility customer data to provide details on customer segments.

Throughout this process, efforts were made to coordinate the planning and execution of this study with the Statewide EE Marketing Education and Outreach Segmentation Study. In particular, the results, data, and instruments were reviewed by the ESA Program project team in order to both capitalize on what has been already done, as well as to ensure that these efforts could appropriately inform one another. The resulting segmentation tool developed by the Study Team was able to better identify and target geographic areas with high concentrations of “high priority” segments. Relevant findings from the SCE data analyses were also incorporated into PG&E’s 2012-2014 ESA Program Application, and PG&E anticipates that once the targeting tool is operational, these segmentation results will continue to inform and improve our program delivery efforts throughout the 2012-2014 program cycle.

The study identified key segments differentiated largely by usage, bill payment problems and some relevant demographic variables that are relevant to improving program marketing, outreach and targeting practices. The report included recommendations regarding more customized marketing, education, and program delivery for customers based on the segments they are identified with. A public workshop for the PG&E component of the project was held in February 2012. The final report for PG&E will be issued during 2012 and posted on the CALMAC website.

- 1.10.2.** If applicable, submit Final Study Report describing: 1) Overview of study; 2) Budget spent vs. authorized budget; 3) Final results of study; and 4) Recommendations.

Two studies were completed in 2011. Final Study Reports of the Impact and Process Evaluations, completed in 2011, were submitted to the Commission in 2011 and are available on the CALMAC and LIOB websites.

1.11. Pilots

- 1.11.1.** For each Pilot, provide 1) a summary describing the activities undertaken in the study since its inception; 2) the study progress, problems encountered, ideas on solutions; 3) the activities anticipated in the next quarter and the next year; and 4) Status of Pilot Evaluation Plan (PEP).

Microwaves

While researching new ESA Program measures to include in its 2009-2011 ESA Program Application, PG&E looked at microwave ovens. Some studies suggest microwave ovens may use approximately 50% less energy than conventional ovens and can provide both electric and gas savings depending on the type of oven or stovetop that is being displaced. Because they don't generate as much heat in the kitchen, microwaves may also save on air conditioning costs during the summer.

Microwave ovens impact both total energy use and demand. The KEMA Low Income Needs Assessment report indicated that 96% of low income homes have a microwave oven.⁶ As many as 9.3% of very low income families do not have microwave ovens, according to the 2004 CA Statewide Residential Appliance Saturation Survey (RASS).

Initially the objective of this pilot was to partner with the Meals on Wheels Program in local communities to provide energy saving microwave ovens to customers who did not have one. Meals on Wheels is a community-based program through which local volunteers deliver meals to homebound seniors.

As PG&E's ESA Program staff researched this opportunity, we found that there were significant barriers for Meals on Wheels volunteers to deliver and install microwave ovens at customers' homes that were enrolled in the Meals on Wheels program. PG&E discovered two major barriers to the originally proposed Meals on Wheels delivery. First, Meals on Wheels clients are not income-qualified. PG&E's original proposal was predicated on the belief that Meals on Wheels clients, in addition to being homebound seniors and disabled persons, were low income customers. Although many of them are low income, income is not a criteria for participation in Meals on Wheels.

The second major barrier was the equipment and outlet feasibility checks that would need to be performed by the Meals on Wheels volunteers. The volunteer would have to ensure that the outlet was grounded prior to installing the microwave, in accordance with ESA Program Policies and Procedures prohibiting appliances from being installed in ungrounded outlets. This extra step would require the volunteer to physically reach the outlet behind the microwave and test it with a grounding device.

⁶ Table 4-47, p. 4-49. KEMA, Phase 2 Low Income Needs Assessment. Final Report to the CA Public Utilities Commission, September 7, 2007.

Meals on Wheels volunteers are not trained to check outlets and this work was outside of their normal scope, creating additional work and liabilities for them. The additional grounding check also created an additional visit to the customer's home. The volunteer also needed to check the customer's oven to ensure it was working properly and was served by PG&E's fuel commodity. Making volunteers responsible for performing these extra tasks was a significant barrier to participation for Meals on Wheels.

As specified in PG&E's ESA Program 2009-2011 Application, our goal for this pilot was to install up to 3,750 microwave oven units throughout PG&E's service territory in program years 2009-2011. PG&E came to the conclusion that the microwave pilot project as proposed was not the most feasible or effective way to deliver the microwave ovens. The Meals on Wheels organizations PG&E contacted thought they could deliver 5-10 microwaves each, and estimated up to a maximum of 25 microwaves delivered per year because most of their customers already had microwaves.

Following additional research of microwave delivery options, PG&E modified its pilot implementation plan with the Commission to propose that microwave identification and delivery occur as part of PG&E's ESA Program. Participant homes needing microwaves were identified by PG&E's energy specialists during their initial home energy assessment.

Implementation of the Microwave Pilot began in the fourth quarter of 2009 following approval of PG&E's pilot Advice Letter. PG&E identified and installed 117 microwaves in 2009 and 3,055 in 2010.

The Microwave Pilot was completed in 2010, and an impact evaluation was conducted by ECONorthwest in 2011. The evaluation will be available on the CALMAC website. PG&E proposed to continue this measure in its 2012-2014 ESA Program Application.

High Efficiency Clothes Washers

In its 2009-2011 ESA Program Application, PG&E proposed the High Efficiency Clothes Washer Measure Pilot to explore the feasibility of adding high efficiency Energy Star rated clothes washers into the ESA Program.

The goal of this pilot was to replace up to 1,000 standard clothes washers with new high efficiency clothes washers in 2009. Implementation began in the fourth quarter of 2009 following approval of PG&E's pilot advice letter. PG&E installed 27 clothes washers in 2009 and 902 in 2010.

PG&E customers were eligible to participate in the pilot if they were enrolled in the ESA Program, had five or more people living at the residence, and had a non-landlord owned standard, non-energy efficient clothes washer that was at least seven years old.

PG&E used its existing refrigerator delivery contractors to market and assess ESA Program customers for participation in this pilot program. The refrigerator contractor assessed the home for a washer installation at the time of the refrigerator delivery. If the customer qualified for a washer replacement, the refrigerator delivery contractor installed one at that time. The delivery contractor was also responsible for disposing of and recycling the original, replaced clothes washers in an environmentally safe manner and in accordance with federal, state, and local regulations and codes.

PG&E installed 27 clothes washers during 2009 and 902 in 2010. An impact evaluation was conducted by ECONorthwest in 2011. The evaluation will be available on the CALMAC website. Because of the high cost and low cost-effectiveness of the clothes washer measure, PG&E does not propose to continue this measure in its 2012-2014 ESA Program Application.

City of San Joaquin (Fresno County)

A 2009-2011 pilot project was proposed by the Energy Coalition with the City of San Joaquin and was an integrated effort under the San Joaquin Energy Watch Partnership Program (one of PG&E's EE Partnership programs). This pilot project was designed to target the hardest-to-reach low income residential market segment using new and creative outreach strategies.

San Joaquin is a small, closely knit, rural community. The majority of its 4,000 residents are of Hispanic descent, many of whom are non-English speakers and agricultural workers. Additionally, there is a high rate of poverty, low rates of high school graduation, and a small tax base with which to finance community public services. These characteristics have traditionally served as barriers to the adoption of the energy ethic the utilities and Commission seek to create.

The goal of the pilot project was to demonstrate the effectiveness of a city-utility partnership model that empowers rural municipal governments--with hard-to-reach low income customers--to take a leadership role in integrating utility energy efficiency programs and services into their portfolio of city services and to explore innovative outreach methods for community engagement.

This pilot project did not begin implementation until 2011. 2009-2010 efforts focused more on the non-low income components of the San Joaquin Energy Watch Partnership Pilot. Planning discussions between PG&E, the City, and the Energy Coalition largely focused on value-adds that the City was in a unique position to create and contribute to. These included developing additional program collateral and strategies that would most effectively communicate the many benefits of participation in the pilot program to Spanish speaking residents of the city and to other low income PG&E customers beyond the city limits. Discussions and follow-up also allowed PG&E to establish that the city is estimated at over 80% eligible for the ESA Program, therefore qualifying the entire population for "self-certification."

The pilot concluded in December 2011, and an evaluation of the project is currently being conducted in 2012.

On-Line Training Pilot

PG&E requested \$150,000 for this on-line training pilot, to be conducted during the 2009-2011 program cycle. In D.08-11-031, the Commission authorized \$150,000 for each year, for a total of \$450,000. However, PG&E only budgeted \$150,000 to perform this study, as requested in its application and the subsequent expanded Pilot Implementation Plan filing. This pilot was conducted in 2011 and was completed in early 2012.

The goal of this pilot is to explore what ESA Program training currently conducted on-site at the PG&E Energy Training Center (ETC) in Stockton California could be moved to a web-based and/or off-site curriculum without decreasing either effectiveness or results. The On-Line Training Pilot was envisioned as a way to support the Strategic Plan's vision that "By 2020, California's [ESA] Program workforce is trained and engaged to provide the human capital necessary to achieve California's economic energy efficiency and demand-side management potential." The On-Line Training Pilot is one of a variety of field staff development strategies that PG&E is exploring to encourage and nurture the development of green collar jobs and attitudes through new Workforce Development.

This training project was integrated into PG&E's ESA Program Weatherization Specialists Certification Training during 2011. Final evaluation of results will be available in 2012. Specifically, the pilot tested the effectiveness of using on-line training for selected certification topics in lieu of sending all students to a single classroom location for training in all elements of the required certification program. Both PG&E and its contractors were interested in testing the integration of an on-line training component as a means of reducing program training costs associated with the training of the ESA Program Weatherization Specialist (WS).

PG&E ran the on-line pilot (beta version) simultaneously with the current five-day WS training. Students enrolled in a class with the on-line element also attended appropriate sessions at the ETC that requiring use of the extensive labs, props, and materials unique to the facilities. Student success with the on-line training will be evaluated through observation and performance in the field during 2012.

On-line students were given a finite amount of time with a pre-test limited to 20 minutes. The exit exam covered the same material. The On-Line Training Pilot compared pre-test and post-test scores and new WS field performance to determine where topics could be improved.

The On-Line Training Pilot was awarded to an outside training consultant in late 2010 through an RFP process. The on-line training pilot began implementation in 2011. Results will be evaluated in 2012.

- 1.11.2.** If applicable, submit Final Pilot Report describing: 1) Overview of pilot; 2) Description of Pilot Evaluation Plan (PEP); 3) Budget spent vs. authorized budget; 4) Final results of pilot (including effectiveness of the program, increased customer enrollments or enhanced program energy savings); and 5) Recommendations.

One study evaluating impacts of both PG&E's ESA Program clothes washer and microwave pilot measures was completed by ECONorthwest in 2011 and will be available on the CALMAC website.

1.12. “Add Back” Measures

For measures that fall below the cost effectiveness threshold under Decision 08-11-031, we require additional reporting to show the cost, energy savings impacts, and related metrics.

- 1.12.1.** If the "add-backs" compromise the IOUs' ability to meet the 2020 Plan goal that 100% of eligible and willing customers will have received all cost effective ESA Program measures, how does the IOU propose to address the shortfall in other parts of the ESA Program?

See Table 18. The add-back measure expenditures (\$6,485,587) comprised 5.1% of PG&E's total \$127,309,984 ESA measure expenditure in 2011 and are well within the program's approved budget.

CARE Program

2. CARE Executive Summary

The California Alternate Rates for Energy (CARE) program provides a monthly discount on energy bills for income-qualified residential single-family households, tenants of sub-metered residential facilities, nonprofit group living facilities, agricultural employee housing facilities and migrant farm worker housing centers throughout PG&E's service area.

The CARE program was originally referred to as the Low Income Rate Assistance (LIRA) Program, as authorized in D.89-07-062 and D.89-09-044 by the California Public Utilities Commission (CPUC) on November 1, 1989, to provide a 15 percent discount on energy rates to residential households with income at or below 150 percent of the Federal Poverty Guidelines. The program name was later changed from LIRA to CARE as authorized in D.92-04-024.

In D.01-06-010 and D.02-01-040, the CPUC authorized an increase in CARE eligibility from 150 percent to 175 percent of Federal Poverty Guidelines and the rate discount from 15 percent to 20 percent. The CARE eligibility level was later increased to 200 percent of Federal Poverty Guidelines in D.05-10-044.

In D.08-11-031, the CPUC approved the CARE program for Program Years (PY) 2009-2011.

2.1. Participant Information

2.1.1. Provide the total number of residential CARE customers, including sub-metered tenants, by month, by energy source, for the reporting period and explain any variances of 5% or more in the number of participants.

See CARE-Table 8.

During the 2011 program year, no monthly variances of 5 percent or more occurred.

2.1.2. Describe the methodology, sources of data, and key computations used to estimate the utility's CARE penetration rates by energy source.

PG&E and the other California investor-owned utilities (IOUs) used the joint utility methodology adopted by the Commission in D.01-03-028 for developing quarterly and monthly penetration estimates in 2011. This method entails annual estimation of eligibility for CARE, Energy Savings Assistance (ESA) Program, and other income-by-household size parameters in a small area (block group, census tract, zip+2, etc.) for each IOU's territory and for the state as a whole.

Sources for this estimation include the Commission's current guidelines, current year small area vendor marginal distributions on household characteristics, Census PUMS 2000 and PUMS 2006-2010 sample data, utility meter and master meter household counts, Department of Finance Consumer Price Index (CPI) series, and various Geographic Information System (GIS) sources.

Estimates from the block group level are aggregated to the county/utility and whole utility level, among other aggregations. Each quarter, the utility applies county/utility level eligibility fractions to a new set of "technical eligibility counts," (for CARE, these are metered and sub-metered occupied housing units) obtaining an estimate of income/demographic eligibility in household count form.

Every month, including each quarter, the utility counts the number of households (by small area, by county, and overall) that are enrolled in CARE. The CARE household total, including individually metered and sub-metered occupied housing units, is divided by the total income/demographic eligibility.

In November 2007, Athens Research made a refinement to the joint utility method. This method uses available (and legitimately obtainable) Census data (Advance Query, PUMS, and SF3) tabulations to produce block group level estimates of eligibility at 200 percent of Federal Poverty Guidelines among individual metered, sub-metered, and non-sub-metered master metered households. These estimates may be aggregated in various ways to provide current year estimates of eligibility by "payer status," i.e., individually metered, sub-metered, and non-sub-metered.

In 2009, the method was augmented to better incorporate the impact of labor force changes (unemployment and other forms of job separation, as well as positive changes that are expected to occur in California subsequent to the recession). The method adjusted block group marginal distributions on household income based on sub-state modeling that incorporated Current Population Survey, Integrated Public Use Microdata Survey data, American Community Survey Data, and California Employment Development Department county and MSA level labor force series. This adjustment to the block group income marginal distribution is then incorporated into the otherwise "standard" estimation approach to produce small area estimates reflecting small area income changes due to labor market forces.

The most recent estimates of eligibility by payer status, from December 2010, are used to disaggregate the overall CARE eligibility rate that has been estimated historically, yielding CARE eligibility and penetration estimates that differ between individual and sub-metered households (and which are consistent with the overall estimate).

2.1.2.1. Describe how the estimates of current demographic CARE-eligibility rates, by energy source for the pre-June 1st periods, were derived.

The joint utility methodology, as described above, was used throughout 2011.

- 2.1.2.2.** Describe how the estimates of current CARE-eligible meters were derived. Explain how total residential meters were adjusted to reflect CARE-eligible meters (i.e., master meters that are not sub-metered or other residential meter configurations that do not provide residential service.).

CARE eligibility rates by small and large areas are developed so that they apply to individual residential meters and sub-metered dwelling units only. Non-sub-metered master meters and other meters that do not provide residential service are not included in the “technical eligibility” meter counts.

- 2.1.2.3.** Discuss how the estimates of current CARE-eligible households were developed.

See PG&E’s response above to Section 2.1.2. Note that the methodology is based on estimating small area (block group) level household size, by income and householder-age tabulations for the current year and connecting these estimates with small area counts of households that are individually metered or sub-metered. Block group/utility-specific estimates are then disaggregated/aggregated to various geographic levels within a given utility area: zip+2, zip, tract, county, territory, etc. Statewide estimates, regardless of utility boundaries, are also provided at small and large area levels.

- 2.1.2.4.** Describe how current CARE customers were counted.

PG&E runs a monthly report of the billing system for all accounts currently enrolled in CARE. This monthly report includes all CARE customer information necessary for reporting, including energy source information (electric, gas, or both) and CARE enrollment and recertification dates.

In the case of sub-metered tenants receiving CARE discounts from their master-metered facilities, PG&E runs a separate monthly report to count the number of sub-metered dwelling units that are flagged as being enrolled in CARE.

- 2.1.2.5.** Discuss how the elements above were used to derive the utility’s CARE participation rates by energy source.

The participation rate by energy source is the total number of participating CARE customers by energy source divided by the estimated eligible CARE population by energy source.

2.1.3. Provide the estimates of current demographic CARE-eligibility rates by energy source at year-end.

Electric-only:	34.2%
Gas-only:	32.5%
Combined electric/gas:	29.4%
Total:	31.1%

2.1.4. Provide the estimates of current CARE-eligible sub-metered tenants of master-meter customers by energy source at year-end.

50,654 electric and 37,344 gas sub-metered tenants were estimated to be eligible for CARE at year-end.

2.1.5. Provide the current CARE sub-metered tenant counts by energy source at year-end.

31,588 electric and 27,724 gas sub-metered tenants were enrolled in CARE at year-end.

2.1.6. Provide the current CARE sub-metered penetration rates by energy source at year-end.

As of year-end 2011, 62 percent of the estimated CARE-eligible sub-metered electric tenants and 74 percent of the estimated CARE-eligible sub-metered gas tenants were enrolled in CARE.

2.1.7. Discuss any problems encountered during the reporting period administering the CARE program for sub-metered tenants and/or master-meter customers.

To make the CARE program available to eligible tenants of sub-metered residential facilities, PG&E mailed information packages containing program applications and posters to landlords/managers in January. However, some of these packages were either returned or undelivered due to high turnover of landlords/managers, which resulted in lower new enrollments than expected.

Some landlords/managers were concerned that their tenants who enrolled in the CARE program used more energy than the average tenant in the facility. This resulted in the master-metered customer having to pass on more of a discount than they received from PG&E. In these cases, PG&E explained to the landlord/manager how the sub-metered discount works. If the landlords/managers were not satisfied, PG&E advised the

landlords/managers to contact the CPUC or their County's Department of Weights and Measures.

Another problematic issue was the insufficient discount information on the tenant bill from the facility billing agency. For example, the CARE discount might not be shown as a separate line item, making it difficult for the tenant to verify whether they were receiving the discount. When a tenant called PG&E with questions, PG&E confirmed that the tenant was certified for the program and reviewed the bill with the tenant to ensure they were receiving the discount. If it appeared the tenant was not receiving the CARE discount, the tenant was advised to contact their manager or billing agency for further clarification. California Civil Code Section 798.43.1(c) required that: "The management shall notice the discount on the billing statement of any homeowner or resident who has qualified for the CARE rate schedule as either the itemized amount of the discount or a notation on the statement that the homeowner or resident is receiving the CARE discount on the electric bill, the gas bill, or both the electric and gas bills."

If the tenant did not find resolution with their billing agency and/or sub-metered facility manager, PG&E advised the tenant to contact their County's Department of Weights and Measures (DWM). DWM could help tenants with meter reading accuracy/testing, proper meter installation, billing accuracy, and verification of correct rate. If contacting the DWM did not resolve the tenant's billing question, the tenant was advised to file a complaint with the CPUC.

PG&E provided a CARE certification report to landlords/managers at regular intervals. PG&E also requested landlords/managers to contact PG&E when information needed to be updated. Nonetheless, some landlords/managers still failed to notify PG&E when a CARE-certified tenant moved out of the facility.

PG&E observed an increase in turnover within Mobile Home Park ownership and management. When change of ownership happened, PG&E worked with new owners to transfer existing CARE-certified tenant data to new accounts and informed them about the CARE program and the processes involved. When landlords changed managers, they often failed to notify PG&E with new contact information, which resulted in undelivered reports and delayed communication.

PG&E implemented a new CARE electric rate on November 1, 2011. Though PG&E communicated information about this new electric rate to CARE sub-metered tenants two months prior to the implementation, there were still a fair amount of inquiries from tenants about the new electric rate and the increase in their bills in December 2011.

2.2. CARE Program Summary

2.2.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Actual Expenses	% of Budget Spent
Outreach	\$5,900,000	\$5,625,012	95%
Automatic Enrollment	\$150,000	\$0	0%
Proc., Certification and Verification	\$2,000,000	\$1,782,066	89%
Information Tech./Programming	\$150,000	\$283,926	189%
Pilots	\$0	\$0	0%
Measurement and Evaluation	\$0	\$161,700	0%
Regulatory Compliance	\$115,000	\$189,332	165%
General Administration	\$550,000	\$569,082	103%
CPUC Energy Division Staff	\$206,000	\$101,058	49%
Cooling Centers	\$450,000	\$145,835	32%
Total Expenses	\$9,521,000	\$8,858,011	93%
Subsidies and Benefits	\$479,707,435	\$776,229,292	162%
Total Program Costs and Discounts	\$489,228,435	\$785,087,303	160%

2.2.2. Please provide the CARE program penetration rate to date

CARE Penetration

Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,532,692	1,699,660	90.2%	Yes

2.2.3. Report the number of customer complaints received (formal or informal, however and wherever received) about their CARE recertification efforts, and the nature of the complaints.

CARE Recertification

Month	Complaints Received	Nature of Complaint	Cases Resolved
January	0	n/a	n/a
February	0	n/a	n/a
March	0	n/a	n/a
April	0	n/a	n/a
May	0	n/a	n/a
June	0	n/a	n/a

July	0	n/a	n/a
August	0	n/a	n/a
September	0	n/a	n/a
October	0	n/a	n/a
November	0	n/a	n/a
December	0	n/a	n/a

2.3. CARE Program Costs

2.3.1. Discount Cost

2.3.1.1. State the average monthly CARE discount received, in dollars, per CARE customer by energy source.

Electric: \$43.33

Gas: \$7.97

2.3.1.2. State the annual subsidy (discount) for all CARE customers by energy source.

Electric: \$664,311,791

Gas: \$111,917,500

Total: \$776,229,292

2.3.2. Administrative Cost

2.3.2.1. Show the CARE Residential Program’s administrative cost by category.

See CARE-Table 1, Overall Program Expenses.

2.3.2.2. Explain what is included in each administrative cost category.

Outreach: This category includes bill inserts, applications (printing and mailing), posters, brochures, postage, direct mail, sub-metered outreach, information technology (technical support and software licensing), staff labor, outbound and inbound automated phone enrollment, toll-free line, event staffing, website design, capitation fees, mass media and other outreach.

Automatic Enrollment: This category includes staff labor and information technology for automatically enrolling customers from other agencies or utilities.

Processing, Certification and Verification: This category includes staff labor for application processing, certification, recertification, verification, and training.

Information Technology/Programming: This category includes manual rebilling, IT programming, software enhancements, system maintenance, on-line application development, and IT labor.

Pilots: This category includes any pilot projects for the program. There were no approved pilots in 2011.

Measurement & Evaluation: This category includes all Measurement and Evaluation costs such as contract expenses for studies such as annual CARE eligibility estimates, and contractor for data support.

Regulatory Compliance: This category includes program applications and advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions.

General Administration: This category includes office supplies, printing, market research, program management labor, travel expenses, conference, training, and information technology (technical support and software licensing).

CPUC Energy Division Staff: This category includes funding for the Energy Division staff.

Cooling Centers: This category includes outreach, direct funding and general administration of the Cooling Centers Program.

2.3.3. Provide the year-end December 31 balance for the CARE balancing account.

The year-end December 31, 2011 balance for the CARE balancing account (electric and gas) was under-collected and reflected a year-end debit balance of \$70,434,634.

2.3.4. Describe which cost categories are recorded to the CARE balancing account and which are included in base rates.

D.02-09-021 authorized the recording of all CARE administrative costs as well as the revenue shortfall associated with the CARE discount in the CARE balancing account.

2.3.5. Provide a table showing, by customer class, the CARE surcharge paid, the average bill paid, the percentage of CARE surcharge paid relative to the average bill, the total CARE surcharge collected, and the percentage of total CARE revenues paid.

See CARE-Table 10.

2.4. Outreach

2.4.1. Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.

2011 CARE Outreach Campaign Activity Highlights

The successful 2011 CARE outreach campaign included automated phone enrollment and recertification, targeted direct mail projects, online enrollment, door-to-door canvassing, participation in community events, integration with other departments and assistance programs, cross-utility data sharing, a capitation fee program and ethnic media.

Listed below are the top four methods PG&E utilized to reach customers during its 2011 CARE program outreach campaign: phone enrollment, direct mail, door-to-door canvassing and online enrollment.

Automated Phone Enrollment

The phone enrollment initiative continued to be vital in the CARE program's outreach efforts by providing a quick and efficient way to reach income-qualified customers via automated outbound phone calls. Working with a third-party vendor, PG&E utilized Automated Voice Messaging (AVM) technology, allowing customers to self-certify their eligibility and enroll/recertify in the program via a touchtone phone. Over 1.8 million calls were placed, resulting in 36,566 new enrollments and 77,888 recertifications.

Direct Mail

Bilingual applications were mailed to customers' homes, thereby reducing barriers to accessibility of enrollment information. Current CARE-enrolled customers are removed from the mailing lists, lowering duplication rates. CARE orchestrated the following direct mail projects:

- 237,863 direct mail pieces were mailed to customers residing at addresses of recently-closed CARE accounts, resulting in 4,234 new enrollments.
- 550,000 direct mail pieces were mailed utilizing data from PG&E's customer information system. The list included customers who were on Medical Baseline or receiving life support, customers who had received a 48-hour notice within the past year, and customers who were required to submit a credit deposit within the past year. This initiative resulted in 5,465 new enrollments.
- 113,571 direct mail pieces were mailed to customers who had previously requested an application but did not mail it in or complete the enrollment process, resulting in 1,445 new enrollments.
- Every month, a direct mail piece was mailed to customers who were removed from CARE due to failure to recertify, asking them to re-apply for the program if they still qualified. A total of 82,022 direct mail pieces were mailed, resulting in 12,364 customers re-enrolling in the program.
- 1,400 direct mail pieces were mailed to a database of African American customers provided by a data source company, resulting in 12 new enrollments.

- 5,500 direct mail pieces were mailed to a database of Chinese customers provided by a data source company, resulting in 45 new enrollments.
- 2,000 direct mail pieces were mailed to a database of Vietnamese customers provided by a data source company, resulting in 3 new enrollments.
- 28,500 direct mail pieces were mailed to a database of Hispanic customers provided by a data source company, resulting in 265 new enrollments.
- 70,900 direct mail pieces were mailed to a database of senior customers provided by a data source company, resulting in 576 new enrollments.
- 10,900 direct mail pieces were mailed to a database of veteran customers provided by a data source company, resulting in 85 new enrollments.
- 84,100 direct mail pieces were mailed to a database of general audience customers provided by a data source company, resulting in 390 new enrollments.
- 650,000 direct mail pieces were mailed to customers on the Third Party Notification Program, which allows a customer to designate a friend or relative to receive duplicate copies of past-due payment notices, resulting in 7,818 new enrollments.
- 1,050,000 direct mail pieces were mailed to customers in specific zip codes with the highest percentages of CARE-eligible, unenrolled customers, resulting in 17,307 new enrollments.
- 3,300,000 direct mail pieces were inserted in 15-day notices, resulting in 3,778 new enrollments.
- 1,200,000 direct mail pieces were inserted in welcome packets, resulting in 20,870 new enrollments.

Door-to-Door Canvassing

PG&E contracted with third-party vendors who conducted door-to-door canvassing using a zip code list that targeted income-qualified neighborhoods. Authorized canvassers asked customers to verify their eligibility and enroll in the program at their place of residence. Canvassers assisted customers in completing the applications, then collected and mailed them to PG&E. One vendor focused on urban areas, and the other vendor focused on hard-to-reach rural areas. This initiative resulted in 15,222 new enrollments.

Online Enrollment

PG&E continued to utilize its website to promote the CARE program. Each application was posted in-language and in a format that allowed easy downloading and printing. Detailed information about the program was provided and links to other assistance programs were made available. This initiative resulted in 3,827 new enrollments.

With the online application available in English, Spanish and Chinese on PG&E's website, customers enrolled online using one of two options: completion of a simple form which requires no registration or via "My Energy", which requires registration. Customers were able to complete the necessary household and income eligibility information, accept the declaration which states that the information they provided is true,

and submit the application electronically. Online enrollment resulted in 72,642 new enrollments.

PG&E also utilized an online mailbox – CAREandFERA@pge.com – as an internal and external communication tool for any program-related inquiries.

Listed below are the other highlights of the 2011 CARE program outreach campaign:

African American Outreach

PG&E participated in a variety of events to distribute CARE applications and collateral materials directly to members of the African American community. These events included the 2011 Dr. Martin Luther King, Jr. Mind Body and Soul Festival, 7th Annual African American Breast Cancer Conference and San Jose Juneteenth Festival 2011.

Hosted interview segments targeting the African American community were aired on KOFY Television in the San Francisco Bay Area. These segments featured a PG&E representative discussing the program and ways to apply.

3,500 direct mail pieces were mailed to a database of African American customers provided by a data source company, resulting in 12 new enrollments.

Asian American Outreach

PG&E participated in a variety of events to distribute CARE applications and collateral materials directly to members of the Asian American community. These events included the National Asian American Coalition Grand Opening, Sacramento Vietnamese New Year Celebration, Sacramento Chinese New Year Celebration, Asian Americans for Community Involvement Presentation, San Francisco Chinese Lunar New Year Festival, Bok Kai Festival, Stockton Chinese New Year Festival, Fresno Lao New Year Celebration, Yu-Ai-Kai Health Faire, Pacific Rim Street Festival, Filipino Fiesta, Southeast Asian Games, Pistahan Parade and Festival, Barrio Filipino Fiesta, Adobo Festival, 2011 5th Annual Chinatown Mall Culture Fair and 6th Annual KBIF 900AM Asian Resource Fair.

In-language prompts were featured on the CARE toll-free line for Cantonese, Mandarin and Vietnamese callers. Collateral materials in Chinese and Vietnamese languages were distributed via community events and Community Outreach Contractors (COCs). 5,500 direct mail pieces were mailed to a database of Chinese customers provided by a data source company, resulting in 45 new enrollments.

2,000 direct mail pieces were mailed to a database of Vietnamese customers provided by a data source company, resulting in 3 new enrollments.

Targeted media was also an essential part of the Asian American campaign. A radio commercial in Chinese and Vietnamese aired on 1400 AM KVTO and 1430 AM KVVN throughout the greater San Francisco Bay Area.

Bill Inserts

PG&E continued to insert postage-paid bilingual mini applications into customers' paper bills or e-Bills (in the January, June, August and November billing cycles). CARE inserted 11,200,000 applications, resulting in 14,568 new enrollments.

Community Events

One of the most effective ways to break down barriers, engage community leaders, and build trust in communities is through community events. PG&E participated in 101 multicultural events, bringing a face and personality to the CARE program. These events provided an opportunity for CARE staff to distribute collateral materials, hold face-to-face conversations with customers and network with organizations with similar goals. In many cases, staff members assisted customers in applying via paper or with an online application. These events also allowed PG&E to partner with COCs to rally further support for the program.

Community Outreach Contractors (COCs)

PG&E recruited and contracted with a diverse group of community-based organizations already recognized and trusted by their constituents. 184 organizations representing a wide array of communities signed on to promote CARE. There was at least one COC covering each of PG&E's 48 counties.

All newly contracted COCs participated in program training and were provided collateral materials (e.g., applications, brochure holders, posters, poster stands, banners, event giveaways, clipboards, notebooks, polybags, t-shirts, and buttons) to display at their organizations and at outreach events.

Additionally, PG&E supported COCs by providing monthly electronic newsletters, a toll-free phone/fax line, an e-mail address, monthly progress reports, mid-year incentives, an end-of-year survey and holding a kick-off meeting, regional meetings, on-site visits, training sessions and partnered outreach events. COCs helped enroll 3,013 new customers.

Employee Involvement

PG&E continued its annual Employee Involvement initiative by engaging employees in promoting the CARE program. Throughout PG&E's service area, employees were encouraged to distribute applications to family, friends and neighbors who may be eligible. CARE distributed applications during PSEA's (Pacific Service Employee Association) retiree picnic. To further increase awareness, a letter and application were electronically inserted with online paychecks. These efforts resulted in 46 new enrollments.

Hispanic Outreach

PG&E participated in a variety of events to distribute CARE applications and collateral materials directly to members of the Hispanic community. These events included the El

Migrant Parent Conference, Salud es Vida Health Fair, 9th Annual Cinco de Mayo con Orgullo, Fiestas Patrias and Vamos a Leer.

In-language prompts for Hispanic callers were featured on the CARE toll-free line. Collateral materials in Spanish were distributed via community events and COCs.

28,500 direct mail pieces were mailed to a database of Hispanic customers provided by a data source company, resulting in 265 new enrollments.

PG&E created an English/Spanish print advertisement in El Observador in the South Bay Area and inserted an application. This initiative resulted in 5 new enrollments.

Integration and Leveraging

PG&E's CARE program integrated with other PG&E assistance programs to generate enrollments. CARE applications were on display and available to visitors at Cooling Centers. The Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) program was provided training and collateral by PG&E to help customers enroll in CARE and other assistance programs. Data exchanges were conducted monthly with the ESA Program to automatically enroll eligible customers in CARE. PG&E also ran monthly reports of customers receiving bill payments through the Low Income Home Energy Assistance Program (LIHEAP) and Relief for Energy Assistance through Community Help (REACH) programs and automatically enrolled eligible customers in CARE. These efforts resulted in 39,693 new enrollments.

PG&E leveraged with other utilities by exchanging data of enrolled CARE customers in the shared service areas with Southern California Gas (SCG), Southern California Edison (SCE), Sacramento Municipal Utility District (SMUD) and Modesto Irrigation District (MID). These efforts resulted in 8,262 new enrollments.

Representatives from PG&E, SCG, SCE, SDG&E, SMUD, and Southwest Gas (SWG) held bi-monthly meetings to discuss best practices. During these meetings, representatives shared details of their current outreach initiatives, costs and recommendations as to whether others should incorporate them. These joint meetings provided significant value to the utilities by leveraging ideas, creating communication channels and promoting teamwork between programs.

Kiosks

Through the Local Office initiative implemented in 2004, PG&E installed ADA (Americans with Disabilities Act)-compliant self-service kiosks in local offices throughout the service area. These kiosks included an application holder and a slot where the customer could deposit the completed application. Each kiosk came with a lock and key in order to help maintain security and confidentiality. The kiosks helped raise awareness and generated new enrollments while providing a convenient way for customers to fill out a CARE application while waiting in line. In addition to the kiosks, customer service representatives were trained to speak about the benefits of CARE with every customer. This initiative resulted in 19,543 new enrollments.

Multicultural Collateral

A variety of collateral materials was produced and utilized to help PG&E and its partners in grassroots outreach efforts. Brochure applications were printed and distributed to potential CARE customers. These brochures came in three versions: English/Spanish, English/Chinese and English/Vietnamese. Bilingual posters, banners, brochure holders, in-language buttons, clipboards, enrollment tips booklets and t-shirts were distributed to various organizations and constituted great tools to share information about the program. Collateral giveaway materials included pens, mirror brushes, coin purses, first-aid kits, pill boxes and coloring books. These items were distributed to potential customers at multicultural events as well as through COCs. All items contained the CARE tagline (“Save Money on your PG&E bill”) and the toll-free phone number.

Native-American Outreach

PG&E participated in the Standing Bear Powwow to distribute CARE applications and collateral materials directly to members of the Native American community.

Paid Media

PG&E utilized local radio and television to reach large numbers of eligible customers. Grassroots media builds awareness quickly and enhances the effectiveness of marketing and outreach initiatives.

Hosted interview segments targeting the African American community were aired on KOFY Television in the San Francisco Bay Area. These segments featured a PG&E representative discussing the program and ways to apply.

PG&E created an English/Spanish print advertisement in El Observador in the South Bay Area and inserted an application. This initiative resulted in 5 new enrollments.

A radio commercial in Chinese and Vietnamese aired on 1400 AM KVTO and 1430 AM KVVN throughout the greater San Francisco Bay Area.

Public Affairs

The PG&E CARE program kept PG&E’s governmental relations representatives informed of major outreach efforts on a monthly basis. The representatives served as a conduit between CARE and the community and connected the program with community-based organizations that were interested in becoming COCs.

Recertification Efforts

Customers are required to recertify for CARE every two years or four years if they are on a fixed income.

PG&E placed automated phone calls to customers 120 days prior to the expiration of their CARE discount, giving them an opportunity to recertify.

PG&E mailed a recertification application package in four languages (English, Spanish, Chinese and Vietnamese) to customers 90 days prior to the expiration of their CARE discount. A reminder letter was mailed to customers who still had not responded 30 days prior to the expiration of their discount which served as a final reminder to recertify.

PG&E continued working with a third-party vendor to place CARE recertification outbound phone calls. To reduce mailing costs, the initial phone call was placed prior to the recertification package being mailed. Calls were then made monthly throughout the 90-day recertification period to allow customers the opportunity to recertify by phone instead of filling out the application.

Through these combined outreach efforts, CARE recertified 301,396 customers for a retention rate of 74 percent.

Senior and Disabled Outreach

PG&E continued its outreach to seniors and those with disabilities. PG&E distributed large-print applications and implemented a targeted direct mail project. 70,900 pieces were mailed to a database of senior customers provided by a data source company. This initiative resulted in 576 new enrollments. Additionally, 10,900 direct mail pieces were mailed to a database of veteran customers provided by a data source company. This initiative resulted in 85 new enrollments.

PG&E participated in a number of community events providing face-to-face interaction. These events included Tropics Senior Resource Fair, Christmas for Seniors, 10th Annual Healthy Aging Fair, Senior Resource Fair, Westlake Park, Senior Health and Resource Fair, Seniors Day Expo, Dixon Senior Resource Fair and the Saratoga Area Senior Centers Annual Health Fair.

Social Online Media

PG&E maintained its CARE Facebook fan page to promote the program and its benefits. Social online networking media creates a fan base for the CARE program. The page prompts customers to apply online using a Facebook link to the CARE website. With a fan base of over 500, customers also have the ability to ask questions, make comments about CARE and learn about upcoming events. This medium gives customers another method of communication with PG&E.

Sub-Metered

PG&E reached out to sub-metered tenants by mailing enrollment packets to sub-metered facility managers across its service area. The packets informed the managers about the benefits of CARE and encouraged them to distribute applications to their tenants.

Toll-Free Line

PG&E's CARE outreach campaign utilized a toll-free line (1-866-743-2273) to help customers learn about CARE and address questions. The 24-hour toll-free line operated in five languages: English, Spanish, Mandarin, Cantonese and Vietnamese. It provided customers with the following information: general program information, option to enroll and recertify over the phone, option to request a CARE application mailed to customer's home, answers to frequently-asked questions, a list of COCs by zip code/area code, a listing of CARE events and information about the verification process.

PG&E also utilized additional phone and fax lines to assist customers: COC (1-800-239-5170/1-800-239-6410); Post Enrollment Verification (1-877-302-8558/1-877-302-7563);

Sub-Metered (415-972-5732); and Nonprofit (415-973-7288). These lines operated Monday through Friday from 8:00 a.m. – 5:00 p.m.

All calls were monitored and tracked as part of the ongoing effort to provide effective customer service.

2.4.2. Discuss the most effective outreach method, including a discussion of how success is measured.

The most effective outreach method in 2011 was online enrollment. With the application available in English, Spanish and Chinese on PG&E's website, customers enrolled online using one of two options: completion of a simple form which requires no registration or via "My Energy", which requires registration. Customers were able to complete the necessary household and income eligibility information, accept the declaration which states the information they provided is true, and submit the application electronically. This allowed customers to complete the application process at their convenience from their location of choice. The online enrollment initiative was successful and resulted in an extremely high number of new enrollments (72,642) with a minimal cost for PG&E.

2.4.3. Discuss barriers to participation encountered during the reporting period and steps taken to mitigate them

Trust

Lack of trust and customers questioning the legitimacy of the program continued to present a significant barrier to participation. To counter customer misperceptions, PG&E implemented outreach methods to hold face-to-face interactions with customers about the benefits of CARE. These methods included participation in 101 community events and presentations and partnerships with 184 COCs, which were instrumental in breaking down the trust barrier and enrolling new customers.

Geography

Another barrier to enrollment is the extent to which customers are dispersed throughout the PG&E service area. The geographic dispersion of the rural customer population presents challenges to informing customers about the CARE program, and PG&E has made a concerted effort to find and enroll customers in these less populated locations. PG&E partnered with a third-party vendor to perform door-to-door canvassing in remote locations, speaking to customers face-to-face and helping them to complete the application. These efforts resulted in 4,949 new enrollments.

Language

Given the extremely diverse population of California, language continues to be a significant barrier to communicating program information to eligible customers. PG&E published a Breathe Easy Solutions brochure, highlighting information about CARE and other assistance programs in seven languages (English, Spanish, Chinese, Vietnamese, Hmong, Korean and Russian). Also, PG&E produced all CARE applications and collateral in four languages (English, Spanish, Chinese and Vietnamese) and provided a toll-free line in English, Spanish, Vietnamese, Mandarin and Cantonese. Furthermore,

PG&E is requesting additional funding in the 2012-2014 application filing to accommodate production of collateral and applications in three additional languages (Hmong, Korean and Russian).

2.4.4. Discuss how CARE customer data and other relevant program information is shared by the utility with other utilities sharing its service territory

A small geographic location of PG&E's service area is shared with other investor owned or municipal utilities. PG&E continued automatic enrollment agreements with SCG, SCE, SMUD, and MID to exchange listings of enrolled CARE customers that are identified in the shared service areas. By sharing customer data, PG&E was able to enroll qualified customers in CARE and vice versa. Through these exchanges, PG&E enrolled 8,262 customers in the CARE program in 2011.

2.4.5. Discuss how CARE customer data and other relevant program information is shared within the utility, for example, between its ESA Program and other appropriate low income programs.

A database of CARE customer contact information is uploaded for weekly distribution to PG&E's ESA Program providers to use for their outreach. Since November 1, 2005, when the ESA Program and CARE income guidelines became the same at 200 percent of the Federal Poverty Guidelines, CARE has been able to automatically enroll customers who have participated in the ESA Program.

Since the CARE discount is noted in the customer information system, Customer Service Representatives (CSRs) are able to see the CARE status of any customer calling PG&E's contact centers for assistance. This provides important information for CSRs to use when discussing other benefits and services that may be of assistance to the income-qualified customer.

CARE features other financial assistance information on its applications. Each 8.5" x 11" application provides a brief description of other assistance programs available as well as contact numbers.

PG&E's CARE program integrated with other PG&E assistance programs to generate enrollments. CARE applications were on display and available to visitors at Cooling Centers. The Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) program was provided training and collateral by PG&E to help customers enroll in CARE and other assistance programs. Data exchanges were conducted monthly with the ESA Program to automatically enroll eligible customers in CARE. PG&E also ran monthly reports of customers receiving bill payments through the Low Income Home Energy Assistance Program (LIHEAP) and Relief for Energy Assistance through Community Help (REACH) programs and automatically enrolled eligible customers in CARE. These efforts resulted in 39,693 new enrollments.

2.4.6. Describe the efforts taken to reach and coordinate the CARE program with other related low income programs to reach eligible customers.

PG&E leveraged with other utilities by exchanging data about of enrolled CARE customers in the shared service areas with SCG, SCE, SMUD and MID. These efforts resulted in 8,262 new enrollments.

Representatives from PG&E, SCG, SCE, SDG&E, SMUD, and Southwest Gas (SWG) held bi-monthly meetings to discuss best practices. During these meetings, representatives shared details of their current outreach initiatives, costs and recommendations as to whether others should incorporate them. These joint meetings provided significant value to the utilities by leveraging ideas, creating communication channels and promoting teamwork between programs.

2.4.7. Describe the process for cross-referral of low income customers between the utility and CSD. Describe how the utility's CARE customer discount information is provided to CSD for inclusion in its federal funds leveraging application. (Note: These agreements are limited to sharing 1-800 phone numbers with customers and providing CARE benefit information for the federal fiscal year, October 1 of the current year through September 30 of the subsequent year. There are no tracking mechanisms in place to determine how many customers contact the other programs or actually become enrolled in other program(s) as a result of these agreements.)

PG&E has provided assistance by leveraging federal funding through the Home Energy Assistance Program (HEAP) on an annual basis since 1989. The primary information provided to the California Department of Community Services and Development (CSD) is a monthly breakdown of the total number of participants (residential and sub-metered tenant count) along with the total dollar amount of discount provided to that portion of the population during that period.

2.4.8. Discuss any recommendations to improve cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties under contract to the utility to improve outreach and enrollment services to non-participating households in the prior year. Provide cost-effectiveness assessments, if available.

In order to streamline efforts and cost-efficiencies, PG&E enhanced its CARE enrollment process by contacting income-qualified customers using multiple communication methods. Initial contact began by reaching out to customers to apply for CARE via their land-line phone. The phone enrollment effort resulted in a \$4.67 cost per enrollment.

Customers who could not be reached by phone later received a direct mail piece which included a CARE application. The direct mail enrollment effort resulted in a \$21.78 cost per enrollment. Customers who did not reply to the direct mail piece were later visited by an authorized third party to enroll in CARE. The door-to-door canvassing resulted in a \$19.88 cost per enrollment. These communication methods were cost-effective for PG&E and allowed income-qualified customers to enroll in CARE as conveniently as possible. The multifaceted approach helped minimize geographical barriers and enabled CARE to enroll 102,660 new customers.

2.5. Processing Care Applications

2.5.1. Describe the utility's process for recertifying sub-metered tenants of master-meter customers.

Decision 08-11-031, Ordering Paragraph 100, authorized PG&E to change the certification period for sub-metered tenants from one year to two years. PG&E mails the recertification package to sub-metered tenants 90 days prior to their CARE expiration date. The tenants are removed from the CARE rate if they do not respond.

2.5.2. Describe any contracts the utility has with third parties to conduct certification, recertification and/or verification on the utility's behalf. Describe how these third-party efforts compare to the utility's efforts in comparable customer segments, such as hard-to-reach or under-served. Include comparisons of effectiveness and cost-effectiveness of comparable customer segments, if available.

PG&E had three contracts with third-party vendors to conduct certification and recertification in 2011. These vendors were SoundBite Communications, Energy Save and Trimmer Agency. Their functions are described in detail in Section 2.4.

2.6. Program Management

2.6.1. Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.

In D.08-11-031, the CPUC approved the CARE Program for Program Years (PY) 2009-2011, with the following requirements:

1. Change the certification period for sub-metered and expansion programs from one year to two years.
2. Make all categorical eligibility requirements that apply to LifeLine the same as those for CARE, except for Public Housing Section 8.
3. Coordinate all ESA Program outreach with CARE.

4. One-e-App Pilot in 2009.
5. CARE Recertification and Post Enrollment Verification Non-Response Study in 2010.
6. CARE penetration goal of 90 percent by 2011.

PG&E successfully implemented all requirements ordered in D.08-11-031 during PY 2009 - 2011.

As PG&E achieved the 90 percent penetration goal in 2010 and again in 2011, CARE electric and gas subsidies also increased significantly from \$450.1 million in 2008 to \$776.2 million in 2011. PG&E strives to maintain the 90 percent penetration and ensure that the CARE subsidy goes to customers that are truly in need by focusing on targeted outreach efforts, refining the Post Enrollment Verification (PEV) process, and retaining more than 400,000 customers that are due to recertify in 2012.

Process improvement ideas to reduce cost and improve outreach effectiveness were encouraged, promoted, reviewed and implemented. PG&E implemented multiple process improvements in 2011 to increase enrollment and recertification efficiency, enhance the PEV process to cut down verification time, and improve the customer opinion survey questionnaire and interview process. In an ongoing effort to protect the environment and reduce printing and mailing costs, PG&E encouraged sub-metered facility landlords/managers to sign-up to receive their monthly CARE certification reports via e-mail. Many facilities had requested receipt of their reports electronically.

3. CARE Expansion Program

3.1. Participant Information

- 3.1.1.** Provide the total number of residential and/or commercial facilities by month, by energy source for the reporting period.

See CARE-Table 12.

- 3.1.1.1.** State the total number of residents (excluding caregivers) for residential facilities, and for commercial facilities, by energy source, at year-end.

There were around 63,000 tenants residing within facilities receiving the CARE discount by December 31, 2011. This information is not available by energy source. The resulting numbers were representative of the total number of residents housed in all facilities, both residential and commercial, and for both energy commodities.

3.2. Usage Information

3.2.1. Provide the average monthly usage by energy source per residential facility and per commercial facility.

See CARE-Table 12.

3.3. Program Costs

3.3.1. Administrative Cost (Show the CARE Expansion Program's administrative cost by category)

See CARE-Table 1.

3.3.1.1. Discount Information

Following is the total annual discount, by energy source, for the CARE Expansion Program:

Electric: \$6,841,841

Gas: \$1,112,734

Total: \$7,954,575

3.3.1.2. State the average annual CARE discount received per residential facility by energy source

Electric: \$773.76

Gas: \$138.96

3.3.1.3. State the average annual CARE discount received per commercial facility by energy source.

Electric: \$4,730.40

Gas: \$1,173.24

3.4. Outreach

3.4.1. Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.

Agricultural employee housing facilities continue to be a difficult demographic for the CARE program to reach. To be certified for CARE, these facilities must be permitted by the California Housing and Community Development Department (HCD) in addition to meeting CARE income guidelines. PG&E continued to utilize a list of currently permitted facilities from the HCD and mailed a CARE outreach packet to the operators. As a result, one new facility was enrolled on CARE.

PG&E continued to utilize a nonprofit mailing list from the United Way Bay Area to outreach to group living facilities/shelters within its network. PG&E also utilized its database of facilities previously dropped from CARE due to lack of recertification. As a result, nine new facilities were enrolled in CARE.

CARE continued to use the PG&E website as a useful source of information. As new program information and income guidelines became available, applications were updated online in formats that allowed for easy download and printing. As a result, 52 new facilities were enrolled on CARE.

PG&E did not work with third parties on the utility's behalf.

3.4.2. Discuss each of the following:

3.4.2.1. Discuss the most effective outreach method, including a discussion of how success is measured.

The downloading and printing of the nonprofit group living facility application became the most effective outreach method because nonprofit organizations seeking financial assistance could easily obtain program information online. In addition, PG&E was available via telephone or e-mail to address any questions pertaining to their eligibility and account information.

3.4.2.2. Discuss how the CARE facility data and relevant program information is shared by the utility with other utilities sharing service territory.

PG&E does not currently exchange CARE facility data or expansion program information with other utilities in the shared service areas.

3.4.2.3. Discuss barriers to participation encountered in the prior year and steps taken to mitigate these, if feasible, or not, if infeasible.

The certification period for nonprofit group living facilities is two years. At the end of the two-year period, PG&E mails a recertification packet to the listed primary contact. Due to an organization's frequent personnel changes, the current staff is not always aware of the CARE program or the recertification process. As a result, approximately half of the organizations did not recertify though they still qualified for the discount. To address this barrier, PG&E proactively called customers to remind them to recertify, answer questions they might have and guide them through the process.

For the agricultural employee housing facilities, the barriers were the lack of understanding of the CARE program criteria and the perception of inconvenient paperwork. Facility owners and managers were unsure about the type of permit requirements. Some believed their facility would not qualify because the company is a

business or the tenants did not pay for utilities or did not live in the housing facility year-round. PG&E overcame these barriers by working one-on-one with the facility owners and managers to ensure successful enrollment.

- 3.4.3.** Discuss any recommendations to improve the cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties on the utility's behalf to improve outreach and enrollment services to non-participating facilities in the prior year. Provide cost-effectiveness assessments, if available.

PG&E continued to reach out to agricultural facilities and implemented a targeted approach to those facilities not currently enrolled in the CARE program. The Nonprofit and Agricultural Housing mass mailing initiative was created and mailed by program staff to make the initiative cost-effective. Additionally, the CARE application is available online for interested organizations to apply.

3.5. Program Management

- 3.5.1.** Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.

The most significant event that affected program management in 2011 was the economic downturn. Because of this downturn, many organizations were forced to either downsize, resulting in frequent personnel changes, or close down due to lack of funding. PG&E addressed these by being more proactive in contacting the organizations and working closely with them one-on-one.

4. Cooling Centers Program

Cooling centers are facilities opened to the public and operated during hot summer months in order to provide the elderly and others with shelter from heat. The use of cooling centers can reduce the risk of experiencing heat-induced ailments for the targeted population of elderly and low income citizens.

PG&E's Cooling Centers Program worked with local governments to support their existing cooling center programs, to educate targeted customers on heat preparedness, and to publicize the location and accessibility of cooling center locations within PG&E's service area. In addition, PG&E provided material, financial and other support to selected local government-operated cooling centers for the purpose of increasing participation among low- and fixed-income customers. D.08-11-031 adopted the Cooling Centers Program for 2009 – 2011, funded under the CARE Program.

4.1. Local Government Partnerships

PG&E believes that local governments who operate existing cooling centers have a greater familiarity with the needs of their respective populations, as well as an understanding of the optimal locations and what is needed to improve participation. Additionally, many local governments in heat-susceptible areas have already established cooling centers or have filed emergency plans with the Governor's Office of Emergency Services (OES).

In order for any local government to participate in PG&E's Cooling Centers Program and receive the grant, it needs to meet the following criteria:

- Free entrance for all customers;
- No discrimination in admitting attendees;
- Be accessible via public transportation or shuttle service;
- Provide a safe and comfortable atmosphere;
- Provide seating areas;
- Provide complimentary water;
- List disability access;
- Have specific trigger criteria to open cooling centers; and
- Distribute brochures advertising other PG&E services such as CARE, FERA, and ESA Program.

Through existing partnerships and integration efforts between programs and its internal Governmental Relations department, PG&E was able to establish partnerships with the following 11 local government organizations in 2011:

- Sanger City Fire Department;
- Fresno Rural Transit Agency;
- City of Fresno, Parks, Recreation, After School and Community Services;
- City of Fowler;
- City of Arvin;
- Kern County Aging and Adult Services / Kern County Department of Parks and Recreation;
- Merced County Office of Emergency Services;
- City of Madera Office of Emergency Services;
- City of San Jose Department of Parks, Recreation and Neighborhood Services;
- City of Riverbank; and
- Contra Costa County Area Agency on Aging.

4.2. Outreach

Marketing and Outreach

Through discussions with cooling center coordinators and other sources, PG&E learned that customer awareness of cooling centers was minimal. Despite the availability of cooling centers in their counties, many customers did not go to these centers because they were either unaware of their existence or unaware of the serious risks of extended heat exposure and how to address these risks. Moreover, most customers preferred to go to more familiar locations, like the local shopping center or friend/relative's homes to stay cool. PG&E maintained a supply of bilingual brochures at local offices to inform customers about how to stay cool and how to locate and contact a cooling center.

Website

PG&E continued to use a dedicated cooling center website - www.pge.com/coolingcenters - as a communication channel to cooling centers in PG&E's service area. On the website, customers can use an interactive map to locate cooling centers in their area. The website provides contact information, hours of operation, and disability access information as available for each cooling center registered. The website also provides a link to local governments' emergency websites related to cooling centers, transportation services, general heat-related health and safety information, and PG&E assistance programs that might benefit customers (e.g., CARE, FERA and the ESA Program).

Safety information is available in four languages: English, Spanish, Chinese and Vietnamese. The PG&E Cooling Centers website is also American Disability Act (ADA)-compliant to assist visually disabled customers.

Information about cooling centers was also posted on local government websites about their respective centers.

Toll-free Line

PG&E continued to use an automated phone information system. Customers can call toll-free at 1-877-474-3266 to access information regarding cooling center locations, contact information, operating hours, and the accessibility of cooling centers in their area. Customers with speech and hearing impairments can also call the TDD/TTY 1-800-652-4712 to access cooling center information.

PG&E contact center staff were trained on heat preparedness education and on the Cooling Centers Program to serve customers who prefer to speak to a customer service representative.

Bill Insert

Information on the PG&E Cooling Centers Program and heat-preparedness was made available to customers in the form of a bill insert that was sent to customers via their paper bills or e-Bills.

Radio and Other Media

During the summer when cooling centers received notice from the Mayor, City Council and City Manager's Offices to open, each local government informed customers via local media outlets of the risks associated with heat exposure, to take shelter during periods of extreme heat, and to find the cooling center nearest to them.

Within its resources, each local government also employed channels such as fliers, posters, and local newspapers to raise awareness about cooling center availability and to make announcements of when cooling centers would be open in the area.

Collateral

PG&E distributed Cooling Center brochures at PG&E events where other assistance programs were promoted. Cooling Center brochures provided tips for preparing for hot weather, identified symptoms of heat-related illnesses, and explained how to locate cooling centers. The brochure was designed utilizing a large font and was available in English, Spanish, Chinese, and Vietnamese. PG&E distributed cooling center information through CARE events, local governments, community-based organizations, and nonprofit organizations in targeted regions. Cooling Center stickers were distributed to partnered local governments to help customers identify cooling centers in their area.

4.3. Program Management

It was PG&E's goal to establish more partnerships and give out more grants to cooling centers. Although PG&E's grant helped to subsidize some or most of the costs, the state budget deficit and economic crisis forced many local governments to cut back on locations, their hours of operation or no longer provide cooling centers, making it more difficult for PG&E to continue its partnerships and establish new ones. With this in mind, PG&E plans to reevaluate and adjust its outreach strategy and the grant amounts in 2012 to ensure more locations will be open and available to public.

Through reports from local governments, PG&E learned cooling centers were not always utilized by local citizens and it was hard to differentiate between cooling center patrons and regular business patrons. Due to short notice, especially when cooling centers were open on the weekends, it was also a challenge for local governments to advertise and to get the word out to communities.

5. Fund Shifting

5.1.1. Report ESA Program fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031

In Compliance with Ordering Paragraph 85 of D.08-11-031, which states: "Fund shifting from one year to another within 2009-11 cycle: Allowed up to 15% of total [ESA] budget without Advice Letter subject to limitation below; Tier 2 Advice Letter pursuant to General Order 96-B required for larger amounts. . ." PG&E filed Advice Letter 3075-G/3585-E requesting approval to carry forward its remaining Program Year (PY) 2009

funds to PY 2010. The actual under-spending for PY 2009 was 15.3%, or \$16.6 million. For Program Year 2010, the underspend is \$24.1 million, or 14.4% of its budget which includes the PY 2009 carryover funding. PG&E used these funds to augment PY 2011 measure funding.

5.1.2. Report CARE fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031

In compliance with Ordering Paragraph 85 of D.08-11-031, authorizing CARE fund shifting between categories, PG&E shifted \$133,926 from the Automatic Enrollment category to the Information Technology/ Programming category, and \$255,114 from the Outreach category to Measurement and Evaluation, Regulatory Compliance, and General Administration category to cover the overspend. The CARE total administrative expenses in 2011 did not exceed the overall authorized budget.

5.1.3. Was there any ESA Program or CARE fund shifting activity that occurred that falls OUTSIDE the rules laid out in Section 20.1 of D. 08-11-031?

There was no ESA Program or CARE fund shifting activity that occurred that falls outside the rules laid out in section 20.1 of D.08-11-031.

6. Appendix: ESA Program⁷ Tables and CARE Tables

ESAP - Table 1- ESA Program Overall Program Expenses

ESAP - Table 2- ESA Program Expenses & Energy Savings by Measures Installed

ESAP - Table 3- ESA Program Cost Effectiveness

ESAP - Table 4- ESA Program Penetration

ESAP - Table 5- ESA Program Direct Purchases & Installation Contractors

ESAP - Table 6- ESA Program Installation Cost of Program Installation Contractors

ESAP - Table 7- Expenditures by Cost Elements

ESAP - Table 8- Detail by Housing Type and Source

ESAP - Table 9- Life Cycle Bill Savings by Measure

ESAP - Table 10- Energy Rate Used for Bill Savings Calculations

ESAP - Table 11- Bill Savings Calculations by Program Year

ESAP - Table 12- Whole Neighborhood Approach

ESAP - Table 13- Categorical Enrollment

⁷ ESA Program or ESAP

ESAP - Table 14- Leveraging

ESAP - Table 15- Integration

ESAP - Table 16- Lighting

ESAP - Table 17- Studies & Pilots Status

ESAP - Table 18- "Add Back" Measures

ESAP - Table 19-ESA Program Fund Shifting

CARE- Table 1- Overall Program Expenses

CARE- Table 2- Enrollment, Recertification, Attrition, and Penetration

CARE- Table 3- Standard Random Verification Results

CARE- Table 4- Self-Certification and Self-Recertification

CARE- Table 5- Enrollment by County

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants per Month

CARE- Table 9- Average Monthly Usage & Bill

CARE- Table 10- CARE Surcharge & Revenue

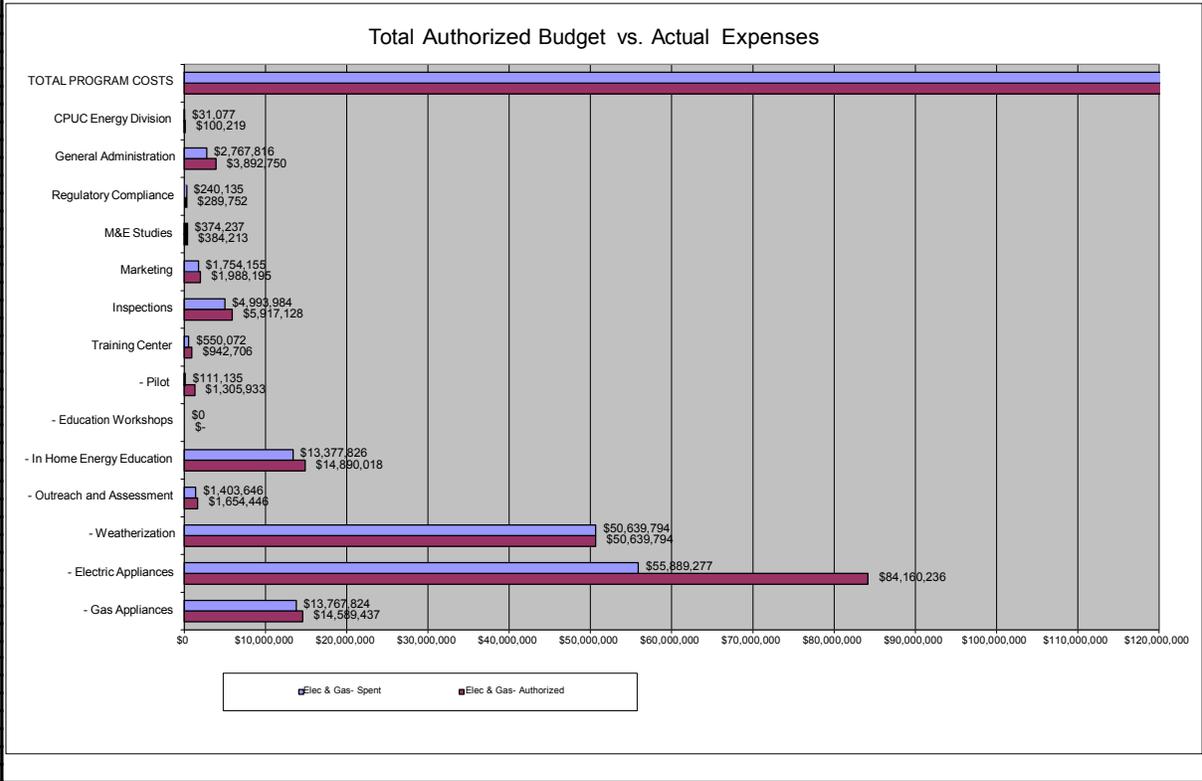
CARE- Table 11- CARE Capitation Applications

CARE- Table 12- CARE Expansion Program

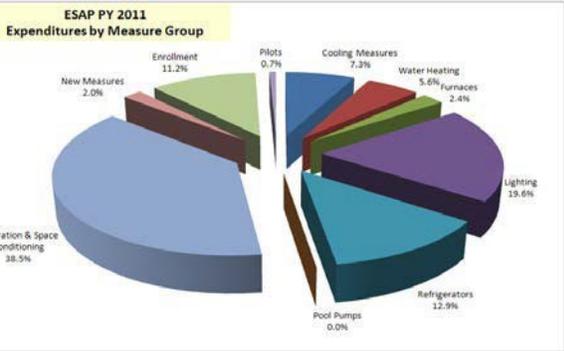
CARE- Table 13- Fund Shifting by Category

	A	B	C	D	E	F	G	H	I	J
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 1 ESAP Overall Program Expenses PACIFIC GAS AND ELECTRIC COMPANY									
2		2011 Authorized Budget[1]			2011 Annual Expenses			% of 2011 Budget Spent		
3	ESAP Program:	Electric	Gas	Elec & Gas- Authorized	Electric	Gas	Elec & Gas- Spent	Electric	Gas	Elec & Gas
4	Energy Efficiency									
5	- Gas Appliances	\$-	\$ 14,589,437	\$ 14,589,437	-	\$ 13,767,824	\$ 13,767,824		94.4%	94.4%
6	- Electric Appliances	\$ 84,160,236	\$-	\$ 84,160,236	\$ 55,889,277	-	\$ 55,889,277	66.4%		66.4%
7	- Weatherization	\$ 7,595,969	\$ 43,043,825	\$ 50,639,794	\$ 7,595,969	\$ 43,043,825	\$ 50,639,794	100.0%	100.0%	100.0%
8	- Outreach and Assessment	\$ 1,075,390	\$ 579,056	\$ 1,654,446	\$ 912,370	\$ 491,276	\$ 1,403,646	84.8%	84.8%	84.8%
9	- In Home Energy Education	\$ 9,678,511	\$ 5,211,507	\$ 14,890,018	\$ 8,695,587	\$ 4,682,239	\$ 13,377,826	89.8%	89.8%	89.8%
10	- Education Workshops	\$-	\$-	\$-	\$-	\$-	\$-			
11	- Pilot	\$ 924,963	\$ 380,970	\$ 1,305,933	\$ 16,670	\$ 94,465	\$ 111,135	1.8%	24.8%	8.5%
12	Energy Efficiency	\$ 103,435,069	\$ 63,804,795	\$ 167,239,864	\$ 73,109,873	\$ 62,079,629	\$ 135,189,502	70.7%	97.3%	80.8%
13										
14	Training Center	\$ 612,759	\$ 329,947	\$ 942,706	\$ 357,547	\$ 192,525	\$ 550,072	58.4%	58.4%	58.4%
15	Inspections	\$ 3,846,133	\$ 2,070,995	\$ 5,917,128	\$ 3,246,090	\$ 1,747,894	\$ 4,993,984	84.4%	84.4%	84.4%
16	Marketing	\$ 1,292,327	\$ 695,868	\$ 1,988,195	\$ 1,140,201	\$ 613,954	\$ 1,754,155	88.2%	88.2%	88.2%
17	M&E Studies	\$ 249,739	\$ 134,474	\$ 384,213	\$ 243,254	\$ 130,983	\$ 374,237	97.4%	97.4%	97.4%
18	Regulatory Compliance	\$ 188,338	\$ 101,414	\$ 289,752	\$ 156,088	\$ 84,047	\$ 240,135	82.9%	82.9%	82.9%
19	General Administration	\$ 2,530,287	\$ 1,362,463	\$ 3,892,750	\$ 1,799,080	\$ 968,736	\$ 2,767,816	71.1%	71.1%	71.1%
20	CPUC Energy Division	\$ 65,142	\$ 35,077	\$ 100,219	\$ 20,200	\$ 10,877	\$ 31,077	31.0%	31.0%	31.0%
21		\$ 8,784,725	\$ 4,730,238	\$ 13,514,963	\$ 6,962,460	\$ 3,749,016	\$ 10,711,476			
22										
23	TOTAL PROGRAM	\$ 112,219,794	\$ 68,535,033	\$ 180,754,827	\$ 80,072,333	\$ 65,828,645	\$ 145,900,978	71.4%	96.1%	80.7%
24	Funded Outside of ESA Program Budget									
25	Indirect Costs				\$ 1,107,565	\$ 623,959	\$ 1,731,524			
26										
27	NGAT Costs				\$ 2,633,000	\$ 2,633,000				

[1] Total authorized funding allocation as approved in AL 2979-G/3375-E, plus additional \$23.9 M in carryover funding from 2009-2010.



PY 2011 Energy Savings Assistance Program Annual Report							
ESAP Table 2							
ESAP Expenses and Energy Savings by Measures Installed							
Pacific Gas & Electric Company							
Measures	Units	PY Completed & Expensed Installations					
		Quantity Installed	kWh [5] (Annual)	kW [5] (Annual)	Therms [5] (Annual)	Expenses (\$) [6]	% of Expenditure
4 Heating Systems							
5 Furnaces [1]	Each	3,485	-	-	11,348	3,824,031	3.00%
6 Cooling Measures							
7 A/C Replacement - Room	Each	3,385	373,520	567	-	3,492,116	2.74%
8 A/C Replacement - Central	Each	92	27,741	43	-	170,843	0.13%
9 A/C Tune-up - Central	Each	12,888	2,871,897	4,427	-	3,258,107	2.56%
10 A/C Sandblow - Central	Each						
11 Heat Pump	Each						
12 Evaporative Coolers	Each	6,048	1,585,690	991	-	3,855,738	3.03%
13 Evaporative Cooler Maintenance	Each						0.00%
14 Infiltration & Space Conditioning							
15 Envelope and Air Sealing Measures [1]	Home	84,754	703,131	128	733,203	36,715,536	28.84%
16 Duct Sealing [8]	Home	3,730	432,556	38	120,537	2,821,376	2.22%
17 Attic Insulation	Home	7,764	368,503	468	453,042	10,702,321	8.41%
18 Water Heating Measures							
19 Water Heater Conservation Measures [2]	Home	96,224	2,382,273	524	1,187,768	5,983,540	4.70%
20 Water Heater Replacement - Gas [7]	Each	1,389	-	-	16,807	1,091,051	0.86%
21 Water Heater Replacement - Electric [7]	Each						0.00%
22 Tankless Water Heater - Gas	Each						
23 Tankless Water Heater - Electric	Each						
24 Lighting Measures							
25 CFL	Each	496,584	7,945,296	993	-	3,565,288	2.80%
26 Interior Hard wired CFL fixtures	Each	225,683	12,863,817	2,855	-	17,967,497	14.11%
27 Exterior Hard wired CFL fixtures	Each	42,046	672,656	-	-	3,537,919	2.78%
28 Torchiere	Each						
29 Refrigerators							
30 Refrigerators - Primary	Each	17,958	13,791,608	2,341	-	14,356,640	11.28%
31 Refrigerators - Secondary	Each						0.00%
32 Pool Pumps							
33 Pool Pumps	Each						
34 New Measures							
35 Forced Air Unit Standing Pilot Change Out	Each						
36 Furnace Clean and Tune	Each						
37 High Efficiency Clothes Washer	Each						
38 Microwave	Each						
39 Thermostatic Shower Valve	Each						
40 LED Night Lights	Each						
41 Occupancy Sensor	Each	21,595	861,521	86	-	1,255,666	0.99%
42 Torchiere	Each	14,449	2,946,007	286	-	1,168,171	0.92%
43							
44							
45							
46							
47							
48 Pilots							
49 A/C Tune-up Central	Home						
50 Interior Hard wired CFL fixtures	Each						
51 Ceiling Fans	Each						
52 In-Home Display	Each						
53 Programmable Controllable Thermostat	Each						
54 Forced Air Unit	Each						
55 Microwave	Each	-	-	-	-	-	0.00%
56 High Efficiency Clothes Washer	Each	-	-	-	-	-	0.00%
57							
58 Customer Enrollment							
59 Outreach & Assessment	Home	128,071				1,281,611	1.01%
60 In-Home Education	Home	128,071				12,262,524	9.63%
61 Education Workshops	Participant						0.00%
62							
63							
64 Total Savings			47,826,215	13,748	2,522,706	127,309,984	
65							
66 Homes Weatherized [3]	Home	106,271					
67							
68 Homes Treated							
69 - Single Family Homes Treated	Home	96,339					
70 - Multi-Family Homes Treated	Home	23,314					
71 - Mobile Homes Treated	Home	8,418					
72 - Total Number of Homes Treated	Home	128,071					
73 # Eligible Homes to be Treated in 2011 [4]	Home	124,991					
74 % Of Homes Treated	%	102.46%					
75							
76 - Total Master-Metered Homes Treated	Home	8,454					
77							
78 [1] Envelope and Air Sealing Measures may include outlet cover plate gaskets, attic access weatherstripping, weathersripping - door, caulking and minor home repairs. Minor home repairs predominantly are door jamb repair / replacement, door repair, and window putty.							
79 [2] Water Heater Conservation Measures may include water heater blanket, low flow showerhead, water heater pipe wrap, and faucet aerators.							
80 [3] Weatherization may consist of attic insulation, attic access weatherstripping, weatherstripping - door, caulking, and minor home repairs.							
81 [4] Based on Attachment H of D.08-11-031.							
82 [5] All savings are calculated based on the following sources:							
83 - M&E is from the Impact Evaluation of the 2005 California LIEE Program, Final Report submitted to							
84 - SCE by West Hill Energy & Computing, Inc., December 19, 2007.							
85 - M&E is from the Report on the Assessment of Proposed New Program Year 2006.							
86 - LIEE Program Measures by LIEE Standardization Team, April 25, 2005.							
87 - M&E is from the LIEE Measure Cost Effectiveness, Final Report, June 2, 2003.							
88 - 2006-2008 DEER and PG&E Workpapers.							
89 [6] Costs exclude support costs that are included in Table 1.							
90 [7] Includes both Replacement and Repair.							
91 [8] Includes the Expenses of duct testing, but Quantity Installed does not include the number of test only.							
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Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 3 ESAP COST-EFFECTIVENESS PACIFIC GAS AND ELECTRIC COMPANY						
2	PY - Recorded						
3	Ratio of Benefits Over Costs			Net Benefits; \$ Millions			
4	Program Year	Utility Cost Test	Total Resource Cost Test	Modified Participant Test	Utility Cost Test	Total Resource Cost Test	Modified Participant Test
5	2011	0.58	0.46	0.64	(58.896)	(75.618)	(52.146)
6	2010	0.59	0.47	0.66	(56.165)	(73.190)	(48.719)
7	2009	0.59	0.45	0.61	(36.590)	(48.748)	(35.826)
8	2008	0.48	0.37	0.62	(33.801)	(40.880)	(28.635)
9	2007	0.46	0.36	0.63	(39.902)	(47.085)	(27.536)
10	2006	0.48	0.48	0.68	(45.470)	(45.470)	(27.922)
11	2005	N/A	N/A	N/A	N/A	N/A	N/A
12	2004	N/A	N/A	N/A	N/A	N/A	N/A
13	2003	N/A	N/A	N/A	N/A	N/A	N/A
14	2002	N/A	N/A	N/A	N/A	N/A	N/A

	A	B	C	D	E
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 4 ESAP PENETRATION PACIFIC GAS AND ELECTRIC COMPANY				
2					
3	Customer	Housing Type	# Homes Treated	2011 Penetration Rate for Homes Treated	
4	Gas and Electric Customers				
5	Owners - Total				
6		Single Family	37,448		
7		Multi Family	564		
8		Mobile Homes	4,384		
9	Renters - Total				
10		Single Family	30,633		
11		Multi Family	16,640		
12		Mobile Homes	534		
13	Electric Customers (only)				
14	Owners - Total				
15		Single Family	9,629		
16		Multi Family	160		
17		Mobile Homes	1,923		
18	Renters - Total				
19		Single Family	5,927		
20		Multi Family	4,208		
21		Mobile Homes	783		
22	Gas Customers (only)				
23	Owners - Total				
24		Single Family	7,636		
25		Multi Family	28		
26		Mobile Homes	728		
27	Renters - Total				
28		Single Family	5,066		
29		Multi Family	1,714		
30		Mobile Homes	66		
31					
32	Total Homes Treated in PY		128,071	102.46%	
33	Total Homes Eligible in PY[1]		124,991		
34					
35	[1] Based on Attachment H of D.08-11-031.				
36					
37	Penetration History				
38	Year	Homes Treated[2]	Ineligible & Unwilling[3]	Estimated Eligible in 2011	2011 Penetration Rate for Homes Treated
39	2002	70,683	N/A		
40	2003	47,271	N/A		
41	2004	48,456	N/A		
42	2005	57,700	N/A		
43	2006	66,043	N/A		
44	2007	63,319	N/A		
45	2008	61,034	N/A		
46	2009	81,308	2,946		
47	2010	133,329	8,272		
48	2011	128,071	11,535		
49	2012				
50	2013				
51	2014				
52	2015				
53	2016				
54	2017				
55	2018				
56	2019				
57	2020				
58	Total Homes Treated since 2002	757,214	22,753	1,821,950	41.6%
59					
60	[2] Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative.				
61	[3] PG&E did not track ineligible and unwilling customers prior to 2009. "Ineligible" customers are those that were not successfully enrolled due to income verification failure or to a technical infeasibility. "Unwilling" customers are those that specifically state that they are not interested or that request to be added to our "do not call" list. The number reported in this column does not include non-responses to mailings, canvassing or other attempted contacts.				
62					
63					
64		Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory	
65	Year				
66	2011	SCG	113,654	3,740	
67	2011	SCE	5,610	N/A	
68					

	A	B	C	D	E	F	G
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 5 ESAP Direct Purchases & Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY						
2			Contractor Type				2011 Annual Expenditures [1] [2]
3			(Check one or more if applicable)				
4	Contractor	County	Private	CBO	WMDVBE	LIHEAP	
5	HVAC Contractors						
6	AAA Air Conditioning	Stanislaus, Merced, San	X				\$ 330,821
7	Acosta Heating Air Conditioning	San Francisco, Marin	X				\$ 48,383
8	Action Air	Fresno, Madera, Kings	X				\$ 151,606
9		Alameda, Contra Costa, Fresno, Kern, Kings, Marin, Mendocino, Monterey, Napa, San Benito, Santa Clara, Shasta, Solano, Sonoma, Yolo, Santa Clara					
10	Agbayani Construction		X		X		\$ 1,100,214
11	Air Tech Heating & Air Conditioning	San Joaquin, Sacramento	X				\$ 292,895
12	Airco Heating & Cooling	Kern	X				\$ 258,797
13	Airtec Services	Monterey, Santa Cruz, San Benito	X				\$ 205,820
14	All Bay Heating	Alameda, Contra Costa, San Joaquin, Santa Clara	X				\$ 564,744
15	Allied Aire Services	Alameda, Santa Clara	X				\$ 76,505
16	Barker Mechanical Services	Alameda, Contra Costa	X				\$ 370,275
17	Bellows Plumbing Heating & Sewer	Santa Clara, Santa Cruz, Monterey, San Benito	X				\$ 398,035
18	Bickley's Air Conditioning & Heating	Tehama, Shasta, Humboldt	X				\$ 97,091
19	Brian's Heating & Cooling	Fresno, Madera, Merced, Kings	X				\$ 47,266
20	Evans Mechanical	Humboldt, Mendocino, Sonoma	X				\$ 115,411
21	FTE General Contractors	Joaquin, Solano, Yolo	X				\$ 568,216
22	Innovative Mechanical	Marin, San Francisco	X				\$ 196,578
23	John Brown Heating & Air	Butte, Yuba, Sierra, Placer, Sutter	X				\$ 111,730

	A	B	C	D	E	F	G
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 5 ESAP Direct Purchases & Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY						
2	Contractor	County	Contractor Type				2011 Annual Expenditures [1] [2]
3			(Check one or more if applicable)				
			Private	CBO	WMDVBE	LIHEAP	
		Yolo, Solano, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Madera, Mariposa, Merced, Nevada, Placer, Plumas, Sacramento, San Joaquin, Stanislaus, Sutter, Tehama, Tulare, Tuolumne, Yuba, San Joaquin, Stanislaus					
22	Lovotti Air / Lovotti, Inc.		X				\$ 2,631,228
23	Pelle Heat & Air Conditioning	Santa Clara	X				\$ 684,038
24	Plumblin Plumbing, Inc.	Fresno, Madera, Kings	X				\$ 53,879
25	Reliable Energy	Kern	X		X		\$ 391,503
26	Residential Weatherization, Inc.	Butte, Yuba, Sutter	X		X		\$ 18,180
27	Roman's Heating & Air	San Joaquin	X		X		\$ 235,648
28	Santa Cruz Mechanical	Monterey, Santa Cruz, San Benito	X				\$ 269,800
29	Statewide Construction Services	Napa, Sonoma, Solano, Marin, Alameda, Contra Costa, San Joaquin	X				\$ 332,894
30	Synergy Companies	Alameda	X		X		\$ 10,905
31	Thomas Frank Heating & Air	Fresno, Madera, Kings	X				\$ 282,996
32							
33	Weatherization Contractors						
34	Allen Temple Housing and Economic Development Corporation	Alameda	X				\$ 293,751
35	American Eco Services, Inc.	San Luis Obispo, Santa Barbara	X		X		\$ 1,009,752
36	American Insulation, Inc.	Merced, Stanislaus, San Joaquin	X		X		\$ 3,360,991
37	Applied Building Science	Lake, Mendocino	X				\$ 614,312
38	Assert, Inc.	Kern	X				\$ -
39	Atlas Systems, Inc.	Humboldt, Marin, Napa, Sonoma	X				\$ 5,144,921
40	Bo Enterprises	Alameda, Santa Clara, Santa Cruz	X				\$ 7,475,688
41	Bright Ideas, Inc.	Merced	X				\$ 2,216,957
42	Butte County Community Action Agency	Butte		X		X	\$ 2,374,667
43	Community Housing Opportunities Corp.	Sacramento, San Joaquin, Solano, Yolo		X			\$ 2,026,183
44	California Human Development Corp.	Napa, Sonoma		X			\$ 930,587
45	Carroll Co.	Humboldt, Sacramento, Trinity	X				\$ 150,987
46	CDC of Mendocino County	Lake, Mendocino		X			\$ 29,450

	A	B	C	D	E	F	G
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 5 ESAP Direct Purchases & Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY						
2			Contractor Type				2011 Annual Expenditures [1] [2]
3	Contractor	County	(Check one or more if applicable)				
			Private	CBO	WMDVBE	LIHEAP	
47	Community Action Partnership of SLO	Monterey, San Luis Obispo, Santa Barbara		X		X	\$ 1,339,505
48	Community Energy Services Corp.	Alameda, Contra Costa, Marin		X			\$ 11,975
49	CWES Inc.	Fresno	X		X		\$ 2,068,138
50	EJA Builders	Santa Clara, Santa Cruz	X				\$ 1,852,003
51	El Concilio of San Mateo County	San Mateo		X			\$ 1,746,078
52	Empire Construction	Sacramento	X				\$ 3,042,915
53	Energy Efficiency, Inc	Alameda, San Francisco, Santa Clara	X		X		\$ 9,379,765
54	Fresno County EOC	Fresno		X	X	X	\$ 3,088,106
55	Glenn County HRA	Colusa, Glenn, Trinity		X		X	\$ 510,246
56	Highlands Energy Services, Inc.	San Joaquin, Stanislaus	X		X		\$ 6,999,893
57	Naildown Construction	Madera, Mariposa, Merced, Sacramento	X		X		\$ 3,055,014
58	Pacific Coast Energy Cons. Serv. Inc.	Kern, San Bernardino	X				\$ 3,137,755
59	Proteus Inc.	Kings, Tulare, Fresno		X			\$ 1,810,011
60	Quality Conservation Services, Inc.	Alameda, Contra Costa, San Francisco, Santa Clara	X				\$ 8,383,434
61	Renaissance, Inc.	Fresno, Sacramento, Humboldt, Trinity	X		X		\$ 3,934,065
62	Residential Weatherization, Inc.	Colusa, Glenn, Lake, Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yuba, Yolo	X		X		\$ 5,224,741
63	Self Help Home Improvement Project	Shasta, Tehama		X		X	\$ 1,572,893
64	Silicon Valley Foundation	Santa Clara	X				\$ 3,001,511
65	Staples & Associates, Inc.	Alpine, Amador, El Dorado, Alpine, Amador, Calaveras, El Dorado, Kern, Monterey, Nevada, San Benito, Santa Cruz, Kern, Monterey, Nevada, San Benito, Santa Cruz	X				\$ 5,383,011
66	Sundowner Insulation Company, Inc.	Calaveras, San Bernardino, Tuolumne	X				\$ 692,725
67	Western Insulation LP	Merced, Sacramento, San Benito, San Joaquin, Solano, Yolo, Stanislaus	X				\$ 7,792,031
68	Winegard Energy, Inc.	Fresno, Kern, Kings, Madera, Mariposa, Merced	X		X		\$ 5,435,444
69							

	A	B	C	D	E	F	G
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 5 ESAP Direct Purchases & Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY						
2			Contractor Type				2011 Annual Expenditures [1] [2]
3	Contractor	County	(Check one or more if applicable)				
			Private	CBO	WMDVBE	LIHEAP	
70	Refrigerator Contractors						
71	Standards of Excellence	Alameda, Alpine, Amador, Butte, Calaveras, Colusa, Contra Costa, El Dorado, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Napa, Nevada, Placer, Plumas, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Shasta, Sierra, Siskiyou, Solano, Sonoma, Stanislaus, Sutter Tehama, Trinity, Tuolumne, Yuba, Yolo	X				\$ 8,550,205
72	Ventura TV and Appliance	Fresno, Kern, Kings, Madera, Mariposa, Merced, Monterey, San Benito, San Bernardino, San Luis Obispo, Santa Barbara, Santa Cruz, Tulare	X				\$ 5,632,870
73							
74	LIHEAP Leveraging Contractors						
75	Amador-Tuolumne Community Action	Amador, Tuolumne, Calaveras		X		X	\$ 12,000
76	Central Coast Energy Services	Monterey, San Benito, Santa Clara, Santa Cruz		X		X	\$ 36,000
77	Project GO, Inc.	Placer		X		X	\$ 4,800
78	Redwood Community Action Agency	Humboldt		X		X	\$ 47,200
79	San Joaquin County Human Services	San Joaquin		X		X	\$ 57,600
80							
81	Total Contractor Expenditures						\$ 129,275,639
82							
83	[1] These costs exclude PG&E support costs that are included in Table 1.						
84	[2] Total Contractor Expenditures will be higher than Table 6 and Table 2 due to costs not reported in these tables, such as NGAT tests, support allocations, penalties/credits and Training No-Shows.						
85							

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 6 ESAP Installation Cost of Program Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY																		
2		Unit of Measure	CBO/WMDVBE						Non-CBO/WMDVBE						2011 Program Total				
3			Installations		Dwellings		Costs		Installations		Dwellings		Costs						
4			Units	%	Units	%	\$	%	Units	%	Units	%	\$	%	Units Installed	Households	Costs [1][4]	Cost/ Unit	Cost/ Household
5	Dwellings	Each																	
6	Heating Systems																		
8	Furnaces[2]	Each	399	11.4%	399	11.4%	437,816	11%	3,086	88.6%	3,086	88.6%	3,386,215	89%	3,485	3,485	3,824,031	1,097	1,097
9	Cooling Measures																		
10	A/C Replacement - Room	Each	2,257	66.7%	2,252	66.7%	2,328,421	67%	1,128	33.3%	1,125	33.3%	1,163,695	33%	3,385	3,377	3,492,116	1,032	1,034
11	A/C Replacement - Central	Each	40	43.5%	40	43.5%	74,280	43%	52	56.5%	52	56.5%	96,563	57%	92	92	170,843	1,857	1,857
12	A/C Tune-up - Central	Each	3,794	29.4%	3,620	28.8%	959,129	29%	9,094	70.6%	8,942	71.2%	2,298,978	71%	12,888	12,562	3,258,107	253	259
13	A/C Services - Central	Each																	
14	Heat Pump	Each																	
15	Evaporative Coolers	Each	4,078	67.4%	4,077	67.4%	2,599,818	67%	1,970	32.6%	1,969	32.6%	1,255,920	33%	6,048	6,046	3,855,738	638	638
16	Evaporative Cooler Maintenance	Each																	
17	Infiltration & Space Conditioning																		
18	Envelope and Air Sealing Measures	Home	44,147	52.1%	44,147	52.1%	19,124,534	52%	40,607	47.9%	40,607	47.9%	17,591,002	48%	84,754	84,754	36,715,536	433	433
19	Duct Sealing [5]	Home	1,876	50.3%	1,876	50.3%	1,419,008	50%	1,854	49.7%	1,854	49.7%	1,402,368	50%	3,730	3,730	2,821,376	756	756
20	Attic Insulation	Home	4,043	52.1%	4,043	52.1%	5,573,092	52%	3,721	47.9%	3,721	47.9%	5,129,229	48%	7,764	7,764	10,702,321	1,378	1,378
21	Water Heating Measures																		
22	Water Heater Conservation Measures	Home	49,351	51.3%	49,351	51.3%	3,068,820	51%	46,873	48.7%	46,873	48.7%	2,914,729	49%	96,224	96,224	5,983,549	62	62
23	Water Heater Replacement - Gas [3]	Each	53	3.8%	53	3.8%	41,631	4%	1,336	96.2%	1,336	96.2%	1,049,420	96%	1,389	1,389	1,091,051	785	785
24	Water Heater Replacement - Electric	Each	0	0.0%		0.0%		0%		0.0%		0.0%		0%	0	0	-	-	-
25	Tankless Water Heater - Gas	Each																	
26	Tankless Water Heater - Electric	Each																	
27	Lighting Measures																		
28	CFLs	Each	246,244	49.6%	52,432	49.5%	1,767,940	50%	250,340	50.4%	53,417	50.5%	1,797,348	50%	496,584	105,849	3,565,288	7	34
29	Interior Hard wired CFL fixtures	Each	114,591	50.8%	45,194	51.1%	9,123,033	51%	111,092	49.2%	43,199	48.9%	8,844,464	49%	225,683	88,393	17,967,497	80	203
30	Exterior Hard wired CFL fixtures	Each	18,811	44.7%	18,809	44.7%	1,582,833	45%	23,235	55.3%	23,234	55.3%	1,955,086	55%	42,046	42,043	3,537,919	84	84
31	Torchiere	Each																	
32	Refrigerators																		
33	Refrigerators -Primary	Each	197	1.1%	197	1.1%	157,493	1%	17,761	98.9%	17,760	98.9%	14,199,147	99%	17,958	17,957	14,356,640	799	800
34	Refrigerators - Secondary	Each																	
35	Pool Pumps																		
36	Pool Pumps	Each																	
37	New Measures																		
38	Forced Air Unit Standing Pilot Change Out	Each																	
39	Furnace Clean and Tune	Each																	
40	High Efficiency Clothes Washer	Each																	
41	Microwave	Each																	
42	Thermostatic Shower Valve	Each																	
43	LED Night Lights	Each																	
44	Occupancy Sensor	Each	9,352	43.3%	6,911	44.0%	543,783	43%	12,243	56.7%	8,813	56.0%	711,883	57%	21,595	15,724	1,255,666	58	80
45	Torchiere	Each	7,388	51.1%	7,383	51.1%	597,304	51%	7,061	48.9%	7,061	48.9%	570,867	49%	14,449	14,444	1,168,171	81	81
50																			
51	Pilots																		
52	A/C Tune-up Central	Home																	
53	Interior Hard wired CFL fixtures	Each																	
54	Ceiling Fans	Each																	
55	In-Home Display	Each																	
56	Programmable Controllable Thermostat	Each																	
57	Forced Air Unit	Each																	
58	Microwave	Each																	
59	High Efficiency Clothes Washer	Each																	
60																			
61	Customer Enrollment																		
62	Outreach & Assessment	Home	64,888	50.7%	64,888	50.7%	649,336	51%	63,183	49.3%	63,183	49.3%	632,275	49%	128,071	128,071	1,281,611	10	10
63	In-Home Education	Home	64,888	50.7%	64,888	50.7%	6,212,887	51%	63,183	49.3%	63,183	49.3%	6,049,637	49%	128,071	128,071	12,262,524	96	96
64	Education Workshops	Participant																	
65																			
66	[1] These costs exclude PG&E support costs that are included in Table 1.																		
67	[2] Furnaces includes costs for service calls.																		
68	[3] Water Heater Replacement - Gas includes costs of water heater repair.																		
69	[4] Table 6 is less than Table 5 due to costs in Table 5 such as NGAT test, support allocations, penalties/credits and Training No Shows.																		
70	[5] Includes the Costs of duct tests but duct tests only are not counted in Units.																		

	A	B	C	D	E	F
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 7 Expenditures by Cost Elements PACIFIC GAS AND ELECTRIC COMPANY					
2	2011 Expenditures Recorded by Cost Element					
3	ESA Program:	Labor[1]	Non-Labor[2]	Contract[3]	Total	
4	Energy Efficiency					
5	- Gas Appliances	-	\$ 1,065,732	\$ 12,702,092	\$ 13,767,824	
6	- Electric Appliances	-	\$ 4,106,198	\$ 51,783,079	\$ 55,889,277	
7	- Weatherization	-	\$ 5,203,995	\$ 45,435,799	\$ 50,639,794	
8	- Outreach and Assessment	-	\$ 10,904	\$ 1,392,742	\$ 1,403,646	
9	- In Home Energy Education	-	\$ 99,501	\$ 13,278,325	\$ 13,377,826	
10	- Education Workshops	-			\$ -	
11	- Pilot	-	\$ 928	\$ 110,207	\$ 111,135	
12	Energy Efficiency TOTAL	\$ -	\$ 10,487,258	\$ 124,702,244	\$ 135,189,502	
13						
14	Training Center	\$ 235,876	\$ 141,138	\$ 173,059	\$ 550,073	
15	Inspections	\$ 4,598,875	\$ 395,109		\$ 4,993,984	
16	Marketing	\$ 332,746	\$ 1,082,380	\$ 339,029	\$ 1,754,155	
17	M&E Studies			\$ 374,236	\$ 374,236	
18	Regulatory Compliance	\$ 233,608	\$ 1,527	\$ 5,000	\$ 240,135	
19	General Administration	\$ 1,747,114	\$ 181,260	\$ 839,442	\$ 2,767,816	
20	CPUC Energy Division		\$ 31,077		\$ 31,077	
21						
22	TOTAL PROGRAM COSTS	\$ 7,148,219	\$ 12,319,749	\$ 126,433,010	\$ 145,900,978	
23						
24						
25	[1] Labor costs include any internal direct (administrative and/or implementation) costs (indirect costs are a separate line item), burdened by overhead, that represents person hours.					
26	[2] Non-Labor costs include all direct internal (administrative and/or implementation) costs (indirect costs are given as a separate line item) not covered under labor.					
27	[3] Contract costs include all outsourced costs (administrative and/or implementation). Contract costs do not need to be further broken out by labor/non-labor. This category includes agency employees.					
28						

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 8 Detail by Housing Type and Source PACIFIC GAS AND ELECTRIC COMPANY							
2			2011 Energy Savings					
3	Customer	Housing Type	GWh	MW	mTherm*	2011 Expenses[1]	2011 Households Treated	2011 Households Eligible
4	Gas and Electric Customers							
5	Owners - Total							
6		Single Family	15.2189	4.3782	1.0531	\$42,886,799	37,448	
7		Multi Family	0.1458	0.0649	0.0050	\$408,643	564	
8		Mobile Homes	1.6136	0.3372	0.0761	\$3,557,967	4,384	
9	Renters - Total							
10		Single Family	13.3661	3.3072	0.7595	\$30,013,893	30,633	
11		Multi Family	4.3571	2.1233	0.1376	\$10,876,024	16,640	
12		Mobile Homes	0.2283	0.0514	0.0086	\$436,626	534	
13	Electric Customers (only)							
14	Owners - Total							
15		Single Family	5.6241	1.4460	0.0074	\$6,681,734	9,629	
16		Multi Family	0.0731	0.0247	-	\$95,603	160	
17		Mobile Homes	1.0201	0.2259	0.0007	\$1,179,399	1,923	
18	Renters - Total							
19		Single Family	3.8385	0.9367	0.0059	\$4,697,334	5,927	
20		Multi Family	1.6412	0.6229	0.0001	\$2,414,156	4,208	
21		Mobile Homes	0.4777	0.1085	0.0006	\$581,212	783	
22	Gas Customers (only)							
23	Owners - Total							
24		Single Family	0.1373	0.0734	0.2650	\$5,963,937	7,636	
25		Multi Family	0.0000	0.0000	0.0003	\$11,721	28	
26		Mobile Homes	0.0103	0.0015	0.0186	\$345,624	728	
27	Renters - Total							
28		Single Family	0.0703	0.0448	0.1646	\$2,847,913	5,066	
29		Multi Family	0.0035	0.0019	0.0181	\$738,209	1,714	
30		Mobile Homes	0.0002	0.0000	0.0016	\$29,056	66	
31								
32	Total Homes Treated in 2011 [3]		47.8262	13.7484	2.5227	\$113,765,849	128,071	
33	Total Homes Eligible in 2011 [2]							124,991
34								
35	* Million Therms							
36	[1] Excluding indirect program costs.							
37	[2] Based on Attachment H of D.08-11-031.							
38	[3] Includes savings for measures installed in homes treated in prior program year that did not received all the measures in prior program year.							

	A	B	C	D	E	F
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 9 Life Cycle Bill Savings by Measure PACIFIC GAS AND ELECTRIC COMPANY					
2	Measure Description	2011 Number Installed	Per Measure Electric Impact - Average (kWh)	Per Measure Gas Impact (Therms)	Effective Useful Life (EUL)	2011 Total Measure Life Cycle Bill Savings
3						
4	Heating Systems					
5	Furnaces	3,485	-	3	16	\$ 103,300.75
6	Cooling Measures					
7	A/C Replacement - Room	3,385	110	-	15	\$ 364,700.90
8	A/C Replacement - Central	92	302	-	18	\$ 30,309.38
9	A/C Tune-up - Central	12,888	223	-	15	\$ 2,804,087.13
10	A/C Services - Central					
11	Heat Pump					
12	Evaporative Coolers	6,048	262	-	15	\$ 1,548,249.27
13	Evaporative Cooler Maintenance					
14	Infiltration & Space Conditioning					
15	Envelope and Air Sealing Measures	84,754	8	9	7	\$ 4,030,633.24
16	Duct Sealing	3,730	116	32	25	\$ 1,926,702.71
17	Attic Insulation	7,764	47	58	20	\$ 5,130,898.58
18	Water Heating Measures					
19	Water Heater Conservation Measures	96,224	25	12	8	\$ 8,043,062.37
20	Water Heater Replacement - Gas	1,389	-	12	13	\$ 133,497.92
21	Water Heater Replacement - Electric					
22	Tankless Water Heater - Gas					
23	Tankless Water Heater - Electric					
24	Lighting Measures					
25	CFLs	496,584	16	-	8	\$ 4,911,460.31
26	Interior Hard wired CFL fixtures	225,683	57	-	16	\$ 13,085,897.12
27	Exterior Hard wired CFL fixtures	42,046	16	-	20	\$ 780,373.75
28	Torchiere					
29	Refrigerators					
30	Refrigerators -Primary	17,958	768	-	15	\$ 13,465,969.18
31	Refrigerators - Secondary					
32	Pool Pumps					
33	Pool Pumps					
34	New Measures					
35	Forced Air Unit Standing Pilot Change Out					
36	Furnace Clean and Tune					
37	High Efficiency Clothes Washer					
38	Microwave					
39	Thermostatic Shower Valve					
40	LED Night Lights					
41	Occupancy Sensor	21,595	40	-	8	\$ 532,557.28
42	Torchiere	14,449	204	-	9	\$ 1,997,688.33
43						
44						
46	Pilots					
47	A/C Tune-up Central					
48	Interior Hard wired CFL fixtures					
49	Ceiling Fans					
50	In-Home Display					
51	Programmable Controllable Thermostat					
52	Forced Air Unit					
53	Microwave					
54	High Efficiency Clothes Washer					
55						
56	Total Homes Served By the Program	128,071				
57	Life Cycle Bill Savings Per Home					\$ 459.82

	A	B	C
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 10 Energy Rate Used for Bill Savings Calculations PACIFIC GAS AND ELECTRIC COMPANY		
2	Year	\$/kWh [1]	\$/Therm
3	2011	0.0928	0.8308
4	2012	0.0956	0.8557
5	2013	0.0985	0.8814
6	2014	0.1014	0.9078
7	2015	0.1045	0.9351
8	2016	0.1076	0.9631
9	2017	0.1109	0.9920
10	2018	0.1142	1.0218
11	2019	0.1176	1.0524
12	2020	0.1211	1.0840
13	2021	0.1248	1.1165
14	2022	0.1285	1.1500
15	2023	0.1324	1.1845
16	2024	0.1363	1.2201
17	2025	0.1404	1.2567
18	2026	0.1446	1.2944
19	2027	0.1490	1.3332
20	2028	0.1535	1.3732
21	2029	0.1581	1.4144
22	2030	0.1628	1.4568
23	2031	0.1677	1.5005
24	2032	0.1727	1.5455
25	2033	0.1779	1.5919
26	2034	0.1832	1.6397
27	2035	0.1887	1.6889
28			
29	[1] For 2011 the average cost per kWh paid by participants. Cost is escalated 3% annually in 24 subsequent years.		

	A	B	C	D	E
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 11 Bill Savings Calculations by Program Year PACIFIC GAS AND ELECTRIC COMPANY				
2	Program Year	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings
3	2008	\$ 75,245,556	\$ 37,193,972	0.49	\$ 609
4	2009	\$ 92,395,409	\$ 41,452,757	0.45	\$ 510
5	2010	\$ 143,737,628	\$ 61,245,861	0.43	\$ 459
6	2011	\$ 145,900,978	\$ 58,889,388	0.40	\$ 460

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F
1	PY 2011 Energy Savings Assistance Program Annual Report					
2	ESAP Table 12					
3	Whole Neighborhood Approach					
4	PACIFIC GAS AND ELECTRIC COMPANY					
5	A	B	C	D	E	F=(D+E)/C
6	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2010	Total Treated PY2011	Penetration Rate
7	Meadowfair, San Jose, 95122-13	577	197	212	90	1.533
8	Sharmon Palms, Campbell, 95008-60	345	55	9	9	0.326
9	Sharmon Palms, Campbell, 95008-52	268	54	16	60	1.418
10	Sharmon Palms, Campbell, 95008-46	192	40	0	5	0.124
11	TOCKNA, San Jose, 95122-25	255	104	31	32	0.606
12	TOCKNA, San Jose, 95122-22	688	267	34	66	0.375
13	TOCKNA, San Jose, 95122-20	631	204	366	64	2.108
14	TOCKNA, San Jose, 95122-19	248	89	88	24	1.258
15	TOCKNA, San Jose, 95122-17	621	192	265	67	1.729
16	TOCKNA, San Jose, 95122-16	467	121	65	87	1.256
17	TOCKNA, San Jose, 95122-12	551	188	65	25	0.479
18	City of San Joaquin	931	670	427	133	0.835
19	Fairfield, 94533-36	190	78	23	10	0.424
20	Fairfield, 94533-37	293	117	107	9	0.990
21	Fairfield, 94533-38	164	67	66	17	1.234
22	Bayview, San Francisco, 94124-23	863	432	395	27	0.978
23	Bayview, San Francisco, 94124-24	613	435	296	40	0.772
24	Chinatown, San Francisco, 94108-35	261	151	47	20	0.443
25	SOMA, San Francisco, 94103-41	1,333	1,137	570	4	0.505
26	Old Town, Soledad	Unknown	Unknown	Unknown	9	-
27	American Canyon, 94503-30	462	189	181	217	2.101

	A	B
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 13 Categorical Enrollment PACIFIC GAS AND ELECTRIC COMPANY	
2		
3		
4		
5		
6	Type of Enrollment	Number of customers enrolled
7	WIC	11,302
8	SSI	6,688
9	Food Stamps	3,840
10	CARE Income Qualified	2,393
11	Zip - 7	1,860
12	TANF	1,590
13	Medi-Cal	1,072
14	Healthy Families	648
15	NSL - Free Lunch	594
16	LIHEAP	58
17	80/20	34
18	Indian Affairs General Assistance	31
19	Issuance History	4
20	Qualified Public Housing	3
21	Head Start - Tribal	2
22	Total Number of Customers Enrolled	30,119

	A	B	C	D	E	F	G	H	I
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 14 Leveraging PACIFIC GAS AND ELECTRIC COMPANY								
2	Partner	Relationship outside the IOU?	MOU Present? [4]	Amount of Dollars Saved [1]	Amount of Energy Savings [2]	Other Measurable Benefits [2]	Enrollments Resulting from Leveraging Effort [3]	Meets all Criteria	If not, Explain
3	GRID Alternatives	Yes	Yes	Unknown	Unknown	PG&E's ESA Program works with Grid Alternatives to deliver ESA services to customers that have been approved to participate in the Single Family Affordable Solar Housing Program (SASH).	Unknown	N	Unknown amount of dollars saved and energy savings
4	City of San Joaquin	Yes	No	Unknown	Unknown	PG&E partnered with a rural, Central Valley city to market multiple programs, provide education and create job opportunities.	133	N	Unknown amount of dollars saved and energy savings
5	City of Soledad	Yes	No	Unknown	Unknown	ESA Program outreach staff coordinated a direct mail campaign to "Old Town Soledad" and event participation with local government leaders.	9		Unknown amount of dollars saved and energy savings
6	Silicon Valley Energy Watch	Yes	No	Unknown	Unknown	PG&E's ESA Program and MIDI program partnered under the collective Energy Watch program in Campbell's Sharmon Palms neighborhood and San Jose's Dorsa-TOCKNA and Meadowfair neighborhoods to reach hundreds of customers with integrated program offerings. Outreach was also leveraged with program contractor QCS.	529	N	Unknown amount of dollars saved and energy savings
7	City of Fairfield	Yes	No	Unknown	Unknown	ESA Program outreach staff partnered with the City of Fairfield to attend a community event and conduct outreach to the surrounding homes with information on available resources.	26	N	Unknown amount of dollars saved and energy savings
8	Allen Temple Housing	Yes	Yes	\$121,500	Unknown	417 ESA Program enrolled participants referred to the City of Oakland Weatherization Loan Program			Unknown amount of dollars saved and energy savings
9	Applied Building Science	Yes	Yes	Unknown	Unknown	371 ESA Program enrolled participants referred to LIHEAP/HEAP	Unknown	N	Unknown amount of energy savings
10	American Eco Services	Yes	Yes	\$229,297	Unknown	340 ESA Program enrolled participants referred to So Cal Gas	Unknown	N	Unknown amount of dollars saved and energy savings
11	American Insulation	Yes	Yes	\$99,521	Unknown	201 ESA Program enrolled participants referred to LIHEAP. Bulk purchased 128 Air Conditioners, 80 Evap coolers, 2,500 CFLs and 235 lifeline applications distributed. \$29,170 paid to Ikes Refrigeration, a minority owned firm, for refrigerators delivered for MID ESA Program program.	201	N	Unknown amount of dollars saved and energy savings
12	Atlas Systems Inc	Yes	Yes	Unknown	Unknown	1,215 ESA Program enrolled participants referred to LIHEAP	Unknown	N	Unknown amount of dollars saved and energy savings
13	Bright Ideas Inc.	Yes	Yes	Unknown	Unknown	400 ESA Program enrolled participants referred to LIHEAP, HEAP and Salvation Army	Unknown		Unknown amount of dollars saved and energy savings
14	C AA Butte	Yes	Yes	\$720 spent on LIHEAP	Unknown	1 ESA Program enrolled participants referred to LIHEAP	1	N	Unknown amount of energy savings
15	California Human Development (CHDC)	Yes	Yes	Unknown	Unknown	131 ESA Program enrolled participants referred to LIHEAP, 355 referred to HEAP, 177 referred to REACH, 239 referred to lifeline and 2 referred to Salvation Army & sent CARE applications to all other 13 CHD offices and asked outreach staff to talk to clients about their utility bills and explained programs that can help.	3	N	Unknown amount of dollars saved and energy savings
16	California Human Development (CHDC)	Yes	Yes	Unknown	Unknown	ESA Program outreach staff and CHDC worked with local government agencies and the CPUC to identify and treat the western half of American Canyon as a self-certification area and invest large amounts of outreach there to drive enrollments.	217	N	Unknown amount of dollars saved and energy savings

	A	B	C	D	E	F	G	H	I
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 14 Leveraging PACIFIC GAS AND ELECTRIC COMPANY								
2	Partner	Relationship outside the IOU?	MOU Present? [4]	Amount of Dollars Saved [1]	Amount of Energy Savings [2]	Other Measurable Benefits [2]	Enrollments Resulting from Leveraging Effort [3]	Meets all Criteria	If not, Explain
17	Community Energy Services Corporation (CESC)	Yes	Yes	\$2,023 spent	Unknown	1 ESA Program enrolled participants referred to Healthy Homes Alameda	Unknown	N	Unknown amount of energy savings
18	Community Energy Services Corporation (CESC)	Yes	Yes	\$5,855 spent	Unknown	4 ESA Program enrolled participants referred to ARRA/WAP	Unknown	N	Unknown amount of energy savings
19	Community Energy Services Corporation (CESC)	Yes	Yes	\$661 spent	Unknown	1 ESA Program enrolled participants referred to LIHEAP	Unknown	N	Unknown amount of energy savings
20	Community Housing Opportunities Corp (CHOC)	Yes	Yes	Unknown	Unknown	4 ESA Program enrolled participants referred to LIHEAP	6	N	Unknown amount of dollars saved and energy savings
21	CWES, Inc.	Yes	Yes	Unknown	Unknown	Customers served in ESA prior to 2009 contacted our office for R&R work. We referred them to the nearest LIHEAP provider	Unknown	N	Unknown amount of dollars saved and energy savings
22	Energy Efficiency Inc	Yes	Yes	\$93,137 spent	Unknown	74 ESA Program enrolled participants referred to LIHEAP	11	N	Unknown amount of dollars saved and energy savings
23	EJA Builders, Inc	Yes	Yes	Unknown	Unknown			N	Unknown amount of dollars saved and energy savings
24	El Concillo of San Mateo County	Yes	Yes	Unknown	Unknown	50 ESA Program enrolled participants referred to LIHEAP, DOE and HEAP	Unknown	N	Unknown amount of dollars saved and energy savings
25	Empire	Yes	Yes	Unknown	Unknown	51 ESA Program enrolled participants referred to LIHEAP. Submitted 303 Lifeline applications	Unknown	N	Unknown amount of dollars saved and energy savings
26	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$174,066 spent on So Cal Gas Direct Asst. Program	Unknown	362 ESA Program enrolled participants referred to So Cal Gas Direct Asst. Program	362	N	Unknown amount of energy savings
27	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$79,683 spent on DOE	Unknown	76 ESA Program enrolled participants referred to DOE	76	N	Unknown amount of energy savings
28	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$14,182 spent on LIHEAP	Unknown	18 ESA Program enrolled participants referred to LIHEAP	18	N	Unknown amount of energy savings
29	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$5,268 spent on ECIP	Unknown	4 ESA Program enrolled participants referred to LIHEAP	4	N	Unknown amount of energy savings
30	Fresno County Economic Opportunities Commission/Sundowner	Yes	Yes	\$6,430,942 spent on DOE	Unknown	6,144 ESA Program enrolled participants referred to DOE	6,144	N	Unknown amount of energy savings
31	Fresno County Economic Opportunities Commission/Sundowner	Yes	Yes	\$4,848,500 spent on LIHEAP/DOE	Unknown	2,985 ESA Program enrolled participants referred to LIHEAP/DOE	2,985	N	Unknown amount of energy savings
32	Glenn County HRA	Yes	Yes	\$893,745 spent on LIHEAP/ARRA	Unknown	406 ESA Program enrolled participants referred to LIHEAP/DOE ARRA	406	N	Unknown amount of energy savings
33	Highlands Energy Services, Inc.	Yes	Yes	Unknown	Unknown	1,371 ESA Program enrolled participants referred to HEAP, REACH and 38 referred to LIHEAP	Unknown	N	Unknown amount of dollars saved and energy savings

	A	B	C	D	E	F	G	H	I
1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 14 Leveraging PACIFIC GAS AND ELECTRIC COMPANY								
2	Partner	Relationship outside the IOU?	MOU Present? [4]	Amount of Dollars Saved [1]	Amount of Energy Savings [2]	Other Measurable Benefits [2]	Enrollments Resulting from Leveraging Effort [3]	Meets all Criteria	If not, Explain
34	Pacific Coast Energy Services	Yes	Yes	\$1,672 spent on LIHEAP	Unknown	4 ESA Program enrolled participants referred to LIHEAP	4		Unknown amount of dollars saved and energy savings
35	QCS	Yes	Yes	Unknown	Unknown	9 ESA Program enrolled participants referred to Oakland (OCCUR)	9	N	Unknown amount of dollars saved and energy savings
36	QCS	Yes	Yes	Unknown	Unknown	909 ESA Program enrolled participants referred to WMDVBE Energy Efficiency Inc	909	N	Unknown amount of dollars saved and energy savings
37	QCS	Yes	Yes	Unknown	Unknown	ESA Program outreach staff coordinated a large-scale direct marketing effort and QCS canvassing to reach San Francisco's Chinatown, Bayview and South of Market areas	91	N	Unknown amount of dollars saved and energy savings
38	Renaissance, Inc.	Yes	Yes	Unknown	Unknown	138 ESA Program enrolled participants referred to LIHEAP	138	N	Unknown amount of dollars saved and energy savings
39	Residential Weatherization, Inc.	Yes	Yes	Unknown	Unknown	34 ESA Program enrolled participants referred to LIHEAP	34	N	Unknown amount of dollars saved and energy savings
40	Self Help Home Improvement	Yes	Yes	\$33,919 spent	Unknown	24 ESA Program enrolled participants referred to DOE/WAP	24	N	Unknown amount of dollars saved and energy savings
41	Self Help Home Improvement	Yes	Yes	\$17,757 spent	Unknown	13 ESA Program enrolled participants referred to HCS	13	N	Unknown amount of dollars saved and energy savings
42	Self Help Home Improvement	Yes	Yes	\$110,206 spent	Unknown	38 ESA Program enrolled participants referred to LIHEAP	38	N	Unknown amount of dollars saved and energy savings
43	Self Help Home Improvement	Yes	Yes	\$55,348 spent	Unknown	50 ESA Program enrolled participants referred to HEAP	50	N	Unknown amount of dollars saved and energy savings
44	Staples	Yes	Yes	\$18,286 spent	Unknown	39 ESA Program enrolled participants referred to So Cal Gas Direct Assistance Program	39	N	Unknown amount of dollars saved and energy savings
45	Sundowner	Yes	Yes	Unknown	Unknown	1,333 ESA Program enrolled participants referred to DOE	1,333	N	Unknown amount of energy savings
46	Sundowner	Yes	Yes	Unknown	Unknown	1,380 ESA Program enrolled participants referred to LIHEAP	1,380	N	Unknown amount of energy savings
47	Western Insulation LLP	Yes	Yes	Unknown	Unknown	115 ESA Program enrolled participants referred to HEAP	115	N	Unknown amount of energy savings
48	Western Insulation LLP	Yes	Yes	Unknown	Unknown	43 ESA Program enrolled participants referred to LIHEAP	43	N	Unknown amount of dollars saved and energy savings
49	Winegard Energy	Yes	Yes	Unknown	Unknown	10 ESA Program enrolled participants referred to LIHEAP	10	N	Unknown amount of dollars saved and energy savings
50	Amador-Tuolumne Community Action Agency	Yes	Yes	15 refrigerators installed	11520 KWh	Refrigerator Leveraging Contract	0	Y	
51	Central Coast Energy Services	Yes	Yes	45 refrigerators installed	34560 KWh	Refrigerator Leveraging Contract	0	Y	
52	Project GO	Yes	Yes	6 refrigerators installed	4608 KWh	Refrigerator Leveraging Contract	0	Y	
53	Redwood Community Action Agency	Yes	Yes	59 refrigerators installed	45312 KWh	Refrigerator Leveraging Contract	0	Y	

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1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 14 Leveraging PACIFIC GAS AND ELECTRIC COMPANY								
2	Partner	Relationship outside the IOU?	MOU Present? [4]	Amount of Dollars Saved [1]	Amount of Energy Savings [2]	Other Measurable Benefits [2]	Enrollments Resulting from Leveraging Effort [3]	Meets all Criteria	If not, Explain
54	San Joaquin Human Services Agency	Yes	Yes	72 refrigerators installed	55295 KWh	Refrigerator Leveraging Contract	0	Y	
55									
56	[1] Dollars saved. Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/donated resources, elimination of redundant processes, shared/contributed marketing materials, discounts or								
57	[2] Energy savings/benefits. Leveraging efforts are measurable and quantifiable in terms of home energy benefits/ savings to the eligible households.								
58	[3] Enrollment increases. Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.								
59	[4] "MOU" (Memorandum of Understanding) in this context includes any written agreements either directly between PG&E and the Partner, or between the Partner and a third party.								

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

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4	PACIFIC GAS AND ELECTRIC COMPANY				
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6	Integration Efforts				
7	Coordination Type	New Integration Efforts in PY 2011	Results		
8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
10	ME&O	CARE Community Outreach Contractors received Breathe Easy Solutions brochures for distribution	\$0	N/A	N/A
11	Program Coordination	PG&E has taken steps to coordinate MASH and low-income hot water heating programs outreach with ESA Program outreach by moving them under the low-income programs (Hard-to-Reach) outreach department. The ESA Program continues to integrate with solar programs to fast-track qualifying low income customers through ESA Program participation prior to receiving solar measures.	Unknown	N/A	Savings would be realized in MASH and LISWH budgets by their ability to leverage existing ESA Program outreach and collateral
12	Program Coordination	PG&E launched a Moderate Income Direct Install (MIDI)/ESA Program pilot program during 2011 through a number of Local Government Partnerships.	Unknown	N/A	
13	Program Coordination	Direct Install for Manufactured and Mobile Homes Program: implemented by Synergy EE. This EE program installs a comprehensive set of energy efficiency measures in the customer's mobile home, at no cost to the customer.	Unknown	N/A	
14	Program Coordination	Multifamily Energy Efficiency Rebate Program (MFEER)- offers property owners and managers incentives for installing energy efficient measures, slated for the retrofit of existing multifamily properties of two or more units. ESAP outreach is integrated into outreach for MFEER. CARE/FERA programs and ESAP are also promoted at MFEER outreach events and property owner/manager conferences. Income-eligible residents may enroll in ESAP to receive measures not provided by the MFEER program.	Unknown	N/A	

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7	Coordination Type	New Integration Efforts in PY 2011	Results		
8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
15	Program Coordination	PG&E worked with the Demand Response team to include SmartAC in the local roll-outs of ESA Programs. Demand Response staff joined ESA Program staff at various events and public forums to encourage customers to sign up for both programs. The two teams are also working together to ensure opportunities for enrollment in SmartAC are not missed when PG&E contractors install energy efficiency measures.	Unknown	N/A	
16	Data Sharing	Integrating CARE enrollment lists into ESA Program outreach	Unknown	N/A	ESA Program implementation contractors are provided lists of customers enrolled in CARE but not ESA Program.
17	Data Sharing	Auto-enrollment of customers onto CARE rate when enrolling in the ESA Program	Unknown	N/A	
18	Interdepartmental	Marketing collateral integration	\$0	N/A	ESA Program program produces brochure listing most PG&E customer assistance programs and provides information about HEAP.
19	Interdepartmental	Winter Career Fair	\$100	Costs savings from CARE outreach offering information on ESA Program at event	
20	Interdepartmental	2011 Dr. Martin Luther King, Jr. Mind, Body and Soul Festival	\$319	Costs savings from CARE outreach offering information on ESA Program at event	
21	Interdepartmental	Job and Education Expo 2011	\$368	Costs savings from CARE outreach offering information on ESA Program at event	
22	Interdepartmental	National Asian American Coalition Grand Opening	\$0	Event participation was no-cost	
23	Interdepartmental	Vietnamese New Year	\$0	Event participation was included in cost of media package. Cost savings would apply to CARE.	
24	Interdepartmental	Up with Education	\$663	Costs savings from CARE outreach offering information on ESA Program at event	

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8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
25	Interdepartmental	Bay Point Health Clinic	\$60	Costs savings from CARE outreach offering information on ESA Program at event	
26	Interdepartmental	Meadowfair WNA- San Jose	\$0	Event participaton was no-cost	
27	Interdepartmental	Sacramento Chinese New Year Celebration	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
28	Interdepartmental	Asian Americans for Community Involvement Presentation	\$49	Costs savings from CARE outreach offering information on ESA Program at event	
29	Interdepartmental	Department of Family and Children Svcs Presentation	\$743	Costs savings from CARE outreach offering information on ESA Program at event	
30	Interdepartmental	Department of Family and Children Svcs Presentation II	\$720	Costs savings from CARE outreach offering information on ESA Program at event	
31	Interdepartmental	SF Chinese Lunar New Year Festival	\$1,391	Costs savings from CARE outreach offering information on ESA Program at event	
32	Interdepartmental	Sacramento City College EOPS/CARE Presentations	\$122	Costs savings from CARE outreach offering information on ESA Program at event	
33	Interdepartmental	Tropics Senior Resource Fair	\$1,086	Costs savings from CARE outreach offering information on ESA Program at event	
34	Interdepartmental	El Migrant Parent Conference	\$1,916	Costs savings from CARE outreach offering information on ESA Program at event	
35	Interdepartmental	Bok Kai Festival	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
36	Interdepartmental	Stockton Chinese New Year Festival	\$557	Costs savings from CARE outreach offering information on ESA Program at event	
37	Interdepartmental	Berkeley City College Workshop	\$630	Costs savings from CARE outreach offering information on ESA Program at event	

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8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
38	Interdepartmental	Salud es Vida Health Fair	\$500	Costs savings from CARE outreach offering information on ESA Program at event	
39	Interdepartmental	Stockton Local Office Outreach	\$867	Costs savings from CARE outreach offering information on ESA Program at event	
40	Interdepartmental	Colusa County Family Faire	\$1,301	Costs savings from CARE outreach offering information on ESA Program at event	
41	Interdepartmental	17th Annual Spring Garden Market	\$25	Costs savings from CARE outreach offering information on ESA Program at event	
42	Interdepartmental	2011 Spring Career Fair	\$25	Costs savings from CARE outreach offering information on ESA Program at event	
43	Interdepartmental	Lao New Year Celebration	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
44	Interdepartmental	City of San Jose 23rd Annual Children's Faire	\$125	Costs savings from CARE outreach offering information on ESA Program at event	
45	Interdepartmental	Earth Day at Retailers	\$115	Costs savings from CARE outreach offering information on ESA Program at event	
46	Interdepartmental	Spring in Guadalupe Gardens	\$25	Costs savings from CARE outreach offering information on ESA Program at event	
47	Interdepartmental	2011 Spring Health and Nutrition Fair	\$695	Costs savings from CARE outreach offering information on ESA Program at event	
48	Interdepartmental	Spring in to Health Community Fair	\$19	Costs savings from CARE outreach offering information on ESA Program at event	
49	Interdepartmental	Yu-Ai-Kai Health Fair	\$20	Costs savings from CARE outreach offering information on ESA Program at event	

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8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
50	Interdepartmental	CPUC Earth Awareness Day	\$19	Costs savings from CARE outreach offering information on ESA Program at event	
51	Interdepartmental	2011 Health and Wellness Fair	\$641	Costs savings from CARE outreach offering information on ESA Program at event	
52	Interdepartmental	Access to Adventure	\$0	Event participation was no-cost	
53	Interdepartmental	7th Annual African American Breast Cancer Conference	\$20	Costs savings from CARE outreach offering information on ESA Program at event	
54	Interdepartmental	9th Annual Cinco De Mayo con Orgullo	\$880	Costs savings from CARE outreach offering information on ESA Program at event	
55	Interdepartmental	Work2Future, San Jose One Stop	\$494	Costs savings from CARE outreach offering information on ESA Program at event	
56	Interdepartmental	Russian Yamarkia	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
57	Interdepartmental	Pacific Rim Street Fest	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
58	Interdepartmental	NOVA Private Industry	\$0	Costs savings from CARE outreach offering information on ESA Program at event	
59	Interdepartmental	International Kids	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
60	Interdepartmental	Work2Future, Gilroy One Stop	\$510	Costs savings from CARE outreach offering information on ESA Program at event	
61	Interdepartmental	Standing Bear POWWOW	N/A	ESA Program paid fee to attend event	
62	Interdepartmental	Filipino Fiesta	\$100	Costs savings from CARE outreach offering information on ESA Program at event	

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6	Integration Efforts				
7	Coordination Type	New Integration Efforts in PY 2011	Results		
8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
63	Interdepartmental	Second Harvest Food Bank Brown Bag Senior Program	\$685	Costs savings from CARE outreach offering information on ESA Program at event	
64	Interdepartmental	Juneteenth Festival 2011	\$150	Costs savings from CARE outreach offering information on ESA Program at event	
65	Interdepartmental	Manteca Senior Breakfast	\$63	Costs savings from CARE outreach offering information on ESA Program at event	
66	Interdepartmental	Unity in Community	\$672	Costs savings from CARE outreach offering information on ESA Program at event	
67	Interdepartmental	The Kings Fair	\$395	Costs savings from CARE outreach offering information on ESA Program at event	
68	Interdepartmental	Southeast Asian Games	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
69	Interdepartmental	Christmas for Seniors	\$2,318	Costs savings from CARE outreach offering information on ESA Program at event	
70	Interdepartmental	Solar Habitat Night at the Fresno Grizzlies	\$1,499	Costs savings from CARE outreach offering information on ESA Program at event	
71	Interdepartmental	Healthy Eating-Healthy Living Fair	\$790	Costs savings from CARE outreach offering information on ESA Program at event	
72	Interdepartmental	Red Cross Capitol Region Prep Rally	\$650	Costs savings from CARE outreach offering information on ESA Program at event	
73	Interdepartmental	Community Celebration & Health Fair	\$793	Costs savings from CARE outreach offering information on ESA Program at event	
74	Interdepartmental	10th Annual Healthy Aging Fair	\$867	Costs savings from CARE outreach offering information on ESA Program at event	
75	Interdepartmental	Back to School Resource Fair	N/A	ESA Program paid fee to attend event	

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6	Integration Efforts				
7	Coordination Type	New Integration Efforts in PY 2011	Results		
8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
76	Interdepartmental	Pistahan Parade & Festival	\$13	Costs savings from CARE outreach offering information on ESA Program at event	
77	Interdepartmental	Revitalizing Our Children's Success (ROCS) Backpack Event	\$16	Costs savings from CARE outreach offering information on ESA Program at event	
78	Interdepartmental	Barrio Filipino Fiesta	\$0	Event participaton was included in cost of media package. Cost savings would apply to CARE.	
79	Interdepartmental	Merced Free Senior Breakfast	\$1,005	Costs savings from CARE outreach offering information on ESA Program at event	
80	Interdepartmental	Senior Resource Fair	\$663	Costs savings from CARE outreach offering information on ESA Program at event	
81	Interdepartmental	2011 Back to School Health Fair	\$50	Costs savings from CARE outreach offering information on ESA Program at event	
82	Interdepartmental	Adobo Festival	\$0	Costs savings from CARE outreach offering information on ESA Program at event	
83	Interdepartmental	Unity in Divertsity	\$50	Costs savings from CARE outreach offering information on ESA Program at event	
84	Interdepartmental	CAPE Inc 2011 Health Fair	\$650	Costs savings from CARE outreach offering information on ESA Program at event	
85	Interdepartmental	First Time Homebuyers Workshop	\$752	Costs savings from CARE outreach offering information on ESA Program at event	
86	Interdepartmental	2011 5th Annual Chinatown Mall Culture Fair	\$100	Costs savings from CARE outreach offering information on ESA Program at event	
87	Interdepartmental	Monterey County Fair	\$500	Costs savings from CARE outreach offering information on ESA Program at event	
88	Interdepartmental	Soledad Fiesta Days	N/A	ESA Program paid fee to attend event	

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6	Integration Efforts				
7	Coordination Type	New Integration Efforts in PY 2011	Results		
8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
89	Interdepartmental	Free Disaster Preparedness Prep-Rally	\$1,301	Costs savings from CARE outreach offering information on ESA Program at event	
90	Interdepartmental	3rd Annual California Lifeline Awareness Fair	\$717	Costs savings from CARE outreach offering information on ESA Program at event	
91	Interdepartmental	6th Annual KBIF 900AM Asian Resource Fair	\$500	Costs savings from CARE outreach offering information on ESA Program at event	
92	Interdepartmental	Fiestas Patrias	\$500	Costs savings from CARE outreach offering information on ESA Program at event	
93	Interdepartmental	3rd Annual Health and Benefit Fair	\$499	Costs savings from CARE outreach offering information on ESA Program at event	
94	Interdepartmental	2011 Humboldt Health Fair	\$50	Costs savings from CARE outreach offering information on ESA Program at event	
95	Interdepartmental	Sunday Funday	\$35	Costs savings from CARE outreach offering information on ESA Program at event	
96	Interdepartmental	2011 Leland Avenue Street Fair	\$200	Costs savings from CARE outreach offering information on ESA Program at event	
97	Interdepartmental	27th Annual UNCF Walk for Education	\$704	Costs savings from CARE outreach offering information on ESA Program at event	
98	Interdepartmental	Westlake Park Senior Health and Resource Fair	\$660	Costs savings from CARE outreach offering information on ESA Program at event	
99	Interdepartmental	11th Annual Monument Community Health Fair	\$513	Costs savings from CARE outreach offering information on ESA Program at event	
100	Interdepartmental	2011 Fall Career Fair	\$100	Costs savings from CARE outreach offering information on ESA Program at event	

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6	Integration Efforts				
7	Coordination Type	New Integration Efforts in PY 2011	Results		
8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
101	Interdepartmental	Pumpkins in the Park	\$25	Costs savings from CARE outreach offering information on ESA Program at event	
102	Interdepartmental	Seniors Day Expo	\$100	Costs savings from CARE outreach offering information on ESA Program at event	
103	Interdepartmental	Chamber Day on the Quad	\$113	Costs savings from CARE outreach offering information on ESA Program at event	
104	Interdepartmental	St. Regis Retirement Center Annual Health Fair 2011	\$409	Costs savings from CARE outreach offering information on ESA Program at event	
105	Interdepartmental	Dixon Senior Resource Fair	\$539	Costs savings from CARE outreach offering information on ESA Program at event	
106	Interdepartmental	Youth Enrichment Programs Lights On Afterschool	\$228	Costs savings from CARE outreach offering information on ESA Program at event	
107	Interdepartmental	Saratoga Area Senior Center's Annual Health Fair	\$38	Costs savings from CARE outreach offering information on ESA Program at event	
108	Interdepartmental	DSL Tech Expo & More 2011	\$145	Costs savings from CARE outreach offering information on ESA Program at event	
109	Interdepartmental	Annual Community Health Fair 2011	\$500	Costs savings from CARE outreach offering information on ESA Program at event	
110	Interdepartmental	Community Forum - Avenal	\$115	Costs savings from CARE outreach offering information on ESA Program at event	
111	Interdepartmental	Central Coast Energy Services (CCES) CARE Awareness Event	\$119	Costs savings from CARE outreach offering information on ESA Program at event	
112	Interdepartmental	Annual Health and Fitness Expo 2011	\$0	Event participation was no-cost	
113	Interdepartmental	4th Annual Ability Resource Fair	\$150	Costs savings from CARE outreach offering information on ESA Program at event	

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6	Integration Efforts				
7	Coordination Type	New Integration Efforts in PY 2011	Results		
8			Cost and/or Resource Savings		
9	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
114	Interdepartmental	The Second Annual Youth Transition Conference	\$500	Costs savings from CARE outreach offering information on ESA Program at event	
115	Interdepartmental	Access Resource Fair	\$15	Costs savings from CARE outreach offering information on ESA Program at event	
116	Interdepartmental	The 2011 Green Building Expo	\$125	Costs savings from CARE outreach offering information on ESA Program at event	
117	Interdepartmental	Thanksgiving Turkey and Food Basket Giveaway	\$37	Costs savings from CARE outreach offering information on ESA Program at event	
118	Interdepartmental	San Francisco Fire Department Toy Drive	\$50	Costs savings from CARE outreach offering information on ESA Program at event	
119	Interdepartmental	Vamos A Leer	\$46	Costs savings from CARE outreach offering information on ESA Program at event	

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1	PY 2011 Energy Savings Assistance Program Annual Report					
2	ESAP Table 16					
3	Lighting					
4	PACIFIC GAS AND ELECTRIC COMPANY					
5	ESA Program CFL Tracking Table [1]					
6	Instructions: Please identify the CFL bulbs used within your ESA program and fill in the remaining columns for each					
7	Bulb Name / Identification	Bulb Description (wattage, lumens)	Bulb Cost (material)	Admin Cost (overhead, contractor fee, marketing, etc.)	Total Bulb Cost (material + admin)	AB 1109 Compliant? [2]
8	Lights of America	14 wattage - 900 Lumens	1.18	5	6.18	Yes
9	Lights of America	20 wattage - 1200 Lumens	1.38	5	6.38	Yes
10	Lights of America	23 wattage - 1600 Lumens	1.57	5	6.57	Yes
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27	[2]Compliant in regards to: 1) Do bulbs meet or exceed CEC energy efficiency standards for general purpose lighting? 2) Do all models comply with Europe's RoHS standards on toxicity?					
28						
29						
30						
31	Year	Number of Homes Treated in ESA Program	Number of Homes Provided CFLs	Avg. # of CFL bulbs given per home	Est. total energy savings from installed CFLs [1]	
32						
33	2009	81,308	69,970	4.57	5.12	
34	2010	133,329	109,663	4.69	8.23	
35	2011	128,071	105,849	4.69	7.95	
36						
37	[1] Savings in GWH					

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1	PY 2011 Energy Savings Assistance Program Annual Report ESAP Table 17 Studies & Pilots Status PACIFIC GAS AND ELECTRIC COMPANY												
2		PY Authorized Budget [1]				PY Actual Expenses				% of Budget Spent [2]	% of Project Completed	On Schedule?	Energy Savings Measured
3		2009	2010	2011	Total	2009 [2]	2010	2011	Total				
4	Studies												
5	Jt Utility Non-Energy Benefits (NEBs) Study	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000	\$ -	\$ 35,513		\$ 35,513	39%	100%	Yes	N/A
6	Jt Utility 2009 LIEE Process Evaluation [2]	\$ 25,000	\$ 25,000	\$ 25,000	\$ 75,000	\$ -	\$ 94,288	\$ (19,486)	\$ 74,802	100%	100%	Yes	N/A
7	Jt Utility 2009 LIEE Impact Evaluation [3]	\$ -	\$ -	\$ 180,000	\$ 180,000	\$ -	\$ 90,104	\$ 81,529	\$ 171,633	95%	100%	Yes	N/A
8	Jt Electric Utility Refrigerator Degradation Study [5]	\$ 66,667	\$ -	\$ -	\$ 66,667	\$ -		\$ 192,192	\$ 192,192	288%	90%	No	N/A
9	PG&E/SCE LI Market Segmentation Study [9]	\$ 40,000	\$ 40,000	\$ 40,000	\$ 120,000	\$ -		\$ 120,000	\$ 120,000	100%	90%	No	N/A
10	CARE Recert & PEV Non-Response Study [4]	\$ -	\$ 75,000	\$ -	\$ 75,000	N/A	N/A	N/A	N/A	N/A	100%	Yes	N/A
11													
12													
13	Pilots												
14	Microwaves [6]	\$ 90,000	\$ 90,000	\$ 120,000	\$ 300,000	\$ 10,323	\$ 264,592		\$ 274,915	92%	100%	Yes	-15,626 kWh 4,745 Therms 383 kWh 699 Therms
15	High Efficiency Clothes Washers [6]	\$ 750,000	\$ -	\$ -	\$ 750,000	\$ 18,088	\$ 618,381	\$ (1,974)	\$ 634,495	85%	100%	Yes	N/A
16	City Of San Joaquin (Fresno Co) [7]	\$ 164,000	\$ 164,000	\$ 82,000	\$ 410,000	\$ -	\$ -	\$ 28,402	\$ 28,402	7%	100%	Yes	N/A
17	On-Line LIEE-EPO Training [8]	\$ 150,000	\$ 150,000	\$ 150,000	\$ 450,000	\$ -		\$ 147,164	\$ 147,164	33%	100%	Yes	N/A
18	CPUC-WE&T [10]	N/A	N/A	N/A	N/A		\$ 203,400	\$ (62,457)	\$ 140,943	N/A	100%	Yes	N/A
19													
20													
21													
22													
23	[1] All Pilots and Studies were authorized in D.08-11-031 (Tables on p.142) for the 2009-11 ESA program. Outstanding pilots and studies are being completed in 2012.												
24	[2] PG&E was the project-manager of the Process Evaluation; paying the consultant the total Joint Utility contracted amount, and cross-billing SCE, SCG, and SDG&E for their shares. The credit is due to cross-billing payments in 2011 for 2010 contract expenditures.												
25	[3] The \$600,000 requested to conduct the Joint Utility Impact Evaluation was denied in D.08-11-031. The IOUs were directed by the Commission to utilize \$600,000 authorized in D.06-12-038 for this purpose, and to carry it over to 2009-2011. PG&E's portion of the Joint Utility budget was \$180,000. PG&E spent \$171,633.												
26	[4] This is a CARE study, and expenditures were recorded in the CARE Program and are not shown on this ESA Program table.												
27	[5] The Refrigerator Degradation study is occurring during 2010-2012, and is being completed in 2012. Data was available for use in the 2012-2014 ESA Program Applications. PG&E is the project manager and will invoice SCE, and SDG&E in 2012. When cross-billing occurs, PG&E's study expenditures will be under 100% of authorized budget.												
28	[6] These pilots did not begin until late 2009 due to delayed CPUC approval of expanded program implementation plans (PIPs). The On-Line EP Training Pilot and the City of San Joaquin Pilot were completed in 2011, but evaluations are being completed in 2012.												
29	[7] The City of San Joaquin began this pilot project in 2011. It was completed in 2011, but evaluations are being completed in 2012.												
30	[8] This training pilot began in 2010 and concluded in 2011. The pilot budget adopted in D.08-11-031 was triple the requested amount, and PG&E expected to expend \$150,000. The On-Line EP Training Pilot was completed in 2011, but evaluations are being completed in 2012.												
31	[9] The Household Segmentation study is being completed in 2012. SCE is the project manager and will invoice PG&E for its share in 2012. SCE did not invoice PG&E during 2011, however PG&E accrued the entire authorized budget at												
32	[10] The CPUC-WE&T Pilot was authorized in D.08-11-031, but no budget amount was specified or listed.												

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H
1	PY 2011 Energy Savings Assistance Program Annual Report							
2	ESAP Table 18 "Add							
3	Back" Measures							
4	PACIFIC GAS AND ELECTRIC COMPANY							
5								
6		Ratio of Benefits Over Costs						
7	Measure	Climate Zone	Utility Cost Test	Modified Participant Test	Total Resource Cost Test	Quantity Installed	Budget Impact of "add Back"	Energy Savings Impact
8	A/C Replacement - Room /MF	11	0.06	0.04	0.05	41	\$42,297	\$4,417
9	A/C Replacement - Room /MH	11	0.15	0.12	0.13	37	\$38,171	\$3,986
10	A/C Replacement - Room /SF	11	0.16	0.12	0.14	323	\$333,221	\$34,800
11	A/C Replacement - Room /MF	12	0.04	0.03	0.03	380	\$392,025	\$40,941
12	A/C Replacement - Room /MH	12	0.15	0.11	0.12	103	\$106,259	\$11,097
13	A/C Replacement - Room /SF	12	0.15	0.11	0.13	1,510	\$1,557,783	\$162,688
14	A/C Replacement - Room MF only	13	0.09	0.07	0.08	49	\$50,551	\$5,279
15	A/C Replacement - Central MH/SF ONLY	11	0.23	0.18	0.19	3	\$5,571	\$988
16	A/C Replacement - Central MH	12	0.22	0.17	0.19	1	\$1,857	\$329
17	A/C Replacement - Central SF	12	0.21	0.16	0.18	24	\$44,568	\$7,907
18	Evaporative Coolers SF	11	0.35	0.29	0.30	140	\$89,253	\$35,839
19	Furnace Repair/Replace - GAS MH	1	0.12	0.29	0.10	2	\$2,195	\$59
20	Furnace Repair/Replace - GAS SF	1	0.07	0.16	0.06	46	\$50,475	\$1,364
21	Furnace Repair/Replace - GAS MH/SF ONLY	2	0.05	0.11	0.04	92	\$100,950	\$2,727
22	Furnace Repair/Replace - GAS MF/MH	3	0.08	0.18	0.06	2	\$2,195	\$59
23	Furnace Repair/Replace - GAS SF	3	0.04	0.10	0.03	731	\$802,114	\$21,668
24	Furnace Repair/Replace - OTHER GAS SF	3	0.04	0.10	0.03	1	\$1,097	\$30
25	Furnace Repair/Replace - GAS MH	4	0.08	0.18	0.06	2	\$2,195	\$59
26	Furnace Repair/Replace - GAS SF	4	0.04	0.09	0.03	498	\$546,447	\$14,761
27	Furnace Repair/Replace - GAS	11	0.04	0.10	0.04	174	\$190,927	\$5,158
28	Furnace Repair/Replace - GAS SF	12	0.04	0.09	0.03	1,200	\$1,316,740	\$35,570
29	Furnace Repair/Replace - OTHER GAS SF	12	0.04	0.09	0.03	1	\$1,097	\$30
30	Furnace Repair/Replace - GAS MH	12	0.07	0.16	0.06	3	\$3,292	\$89
31	Furnace Repair/Replace - GAS MF	13	(0.16)	(0.34)	(0.13)	1	\$1,097	\$30
32	Furnace Repair/Replace - GAS MH	13	0.06	0.14	0.05	1	\$1,097	\$30
33	Furnace Repair/Replace - GAS SF	13	0.03	0.08	0.03	727	\$797,725	\$21,549
34	Furnace Repair/Replace - GAS SF ONLY	16	0.04	0.09	0.03	4	\$4,389	\$119
35								
36								
37	TOTAL					6,096	\$6,485,587	\$411,574

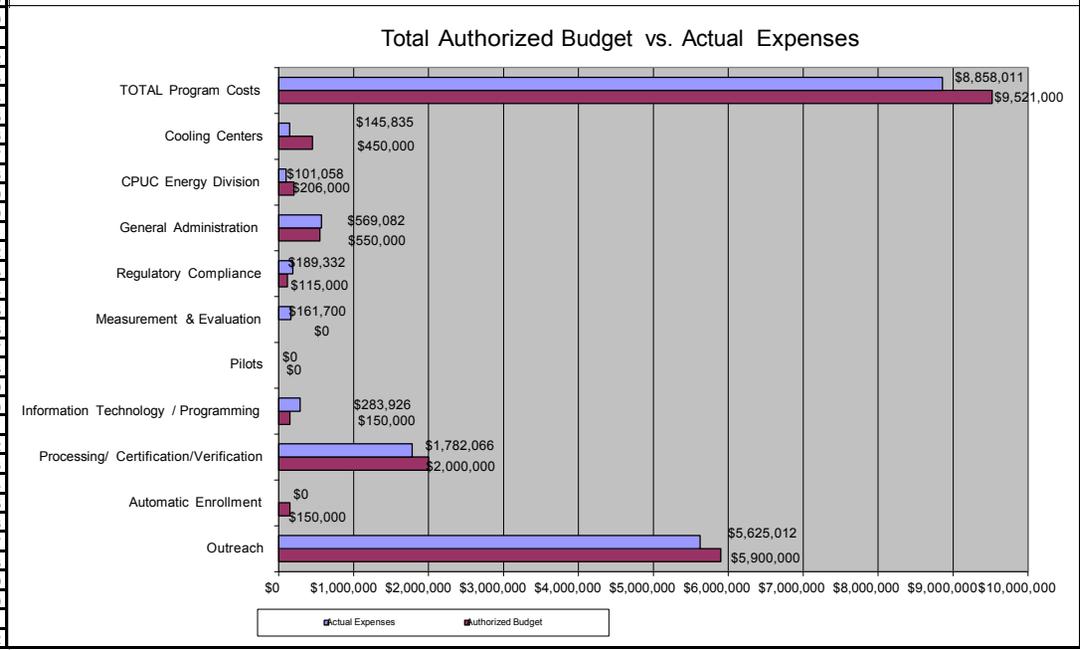
Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H
1	PY 2011 Energy Savings Assistance Program Annual Report							
2	ESAP Table 19							
3	ESA Fund Shifting							
4	PACIFIC GAS AND ELECTRIC COMPANY							
5								
6	Program Year 2011	Total Authorized [1]	Total Shifted [2]	% of Authorized Total [3]	Carried Forward/Carried Back	To/From Year	To/From Category-Subcategory	Advice Letter Number
7	ESA Program:							
8	Energy Efficiency							
9	- Gas Appliances	\$16,457,630	-\$1,868,193	-11%	Transfer to Weatherization	2011 to 2011	To Weatherization	D. 08-11-031
10	- Electric Appliances	\$65,830,522	\$18,329,714	28%	Carried Forward fr 2010 to 2011 / Transfer to Weatherization	To 2011 From 2009 and 2010	To Electric Appliances and Weatherization	D.08-11-031
11	- Weatherization	\$44,309,005	\$6,330,789	14%	Carried Forward	To 2011 From 2009 and 2010	To Weatherization	D.08-11-031
12	- Outreach and Assessment	\$1,654,446	\$0		N/A	N/A		N/A
13	- In Home Energy Education	\$14,890,018	\$0		N/A	N/A		N/A
14	- Education Workshops	\$0	\$0	N/A	N/A	N/A	N/A	N/A
15	- Pilot	\$516,666	\$789,267	153%	Carried Forward and Carried Back	To 2011 From 2009 and 2010	To Pilot	D.08-11-031
16	Energy Efficiency TOTAL	\$143,658,287	\$23,581,577					
17								
18	Training Center	\$942,706	\$0	0%	N/A	N/A		N/A
19	Inspections	\$5,917,128	\$0	0%	N/A	N/A		N/A
20	Marketing	\$1,988,195	\$0	0%	N/A	N/A		N/A
21	M&E Studies	\$0	\$384,213	0%	Carried Forward	To 2011 From 2009 and 2010	To M&E Studies From M&E Studies	D.08-11-031
22	Regulatory Compliance	\$289,752	\$0	0%	N/A	N/A		N/A
23	General Administration	\$3,892,750	\$0	0%	N/A	N/A		N/A
24	CPUC Energy Division	\$100,219	\$0	0%	N/A	N/A		N/A
25								
26	Total Program Costs	\$156,789,037	\$23,965,790					
27								
28	[1] Total authorized funding allocation as approved in AL 2979-G/3375-E. This AL approved a 41% gas and 59% electric funding allocation.							
29	[2] Amounts shown in 'Total Shifted' column are unspent amounts that were carried forward to augment PY 2010 funding.							
30	[3] The 'Percent of Authorized Total' is the percentage of the total authorized budget the PG&E is carrying forward to augment PY 2011 funding.							

	A	B	C	D	E	F	G	H
1	2011 CARE Annual Report							
2	CARE Table 1 - Overall Program Expenses							
3	Pacific Gas and Electric Company							
4	Standardized CARE Administrative Cost Reporting Categories							
5	2011 Costs by Energy Source							
6	Category	Residential		Expanded		Total	Authorized Budget	% of Budget Spent ⁽¹⁾
7		Electric	Gas	Electric	Gas			
8	Outreach	\$4,499,734	\$1,124,934	\$275	\$69	\$5,625,012	\$5,900,000	95%
9	Automatic Enrollment	\$0	\$0	\$0	\$0	\$0	\$150,000	0%
10	Processing/ Certification/Verification	\$1,425,653	\$356,413	\$0	\$0	\$1,782,066	\$2,000,000	89%
11	Information Technology / Programming	\$227,141	\$56,785	\$0	\$0	\$283,926	\$150,000	189%
12	Pilots	\$0	\$0	\$0	\$0	\$0	\$0	0%
13	Measurement & Evaluation	\$129,360	\$32,340	\$0	\$0	\$161,700	\$0	0%
14	Regulatory Compliance	\$151,466	\$37,866	\$0	\$0	\$189,332	\$115,000	165%
15	General Administration	\$455,266	\$113,816	\$0	\$0	\$569,082	\$550,000	103%
16	CPUC Energy Division	\$80,846	\$20,212	\$0	\$0	\$101,058	\$206,000	49%
17	Cooling Centers	\$145,835	\$0	\$0	\$0	\$145,835	\$450,000	32%
18								
19	TOTAL Program Costs	\$7,115,301	\$1,742,366	\$275	\$69	\$8,858,011	\$9,521,000	93%
20								
21	CARE Rate Discount	\$657,469,950	\$110,804,767	\$6,841,841	\$1,112,734	\$776,229,292	\$479,707,435	162%
22	Service Establishment Charge Discount	\$0	\$0	\$0	\$0	\$0	\$0	0%
23								
24	TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS	\$664,585,251	\$112,547,133	\$6,842,116	\$1,112,803	\$785,087,303	\$489,228,435	160%

[1] See CARE Table 13 for fund shifting information regarding categories that were overspent.

Bar Chart 1 - Total Authorized Budget vs. Actual Expenses by Category



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	2011 CARE Annual Report																		
2	CARE Table 2 - Enrollment, Recertification, Attrition, & Penetration																		
3	Pacific Gas and Electric Company																		
4		Gross Enrollment											Enrollment						
5		Automatic Enrollment																	
6	2011	Inter-Utility ¹	Intra-Utility ²	Leveraging ³	One-e-App ⁴	SB580	Combined (B+C+D+E+F)	Capitation	Other Sources ⁵	Total (G+H+I)	Recertification	Total Adjusted (J+K)	Attrition (Drop Offs)	Net (L-M)	Net Adjusted (N-K)	Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (P/Q)	
7	January	0	6,017	1,686	0	0	7,703	241	36,382	44,326	49,425	93,751	23,951	69,800	20,375	1,520,317	1,699,660	89%	
8	February	0	2,575	0	0	0	2,575	434	29,074	32,083	37,014	69,097	17,852	51,245	14,231	1,534,548	1,699,660	90%	
9	March	0	2,977	0	0	0	2,977	224	31,522	34,723	51,742	86,465	23,626	62,839	11,097	1,545,645	1,699,660	91%	
10	April	0	3,355	0	0	0	3,355	375	24,942	28,672	46,171	74,843	18,009	56,834	10,663	1,556,308	1,699,660	92%	
11	May	1,794	3,150	0	0	0	4,944	403	19,960	25,307	56,127	81,434	28,828	52,606	-3,521	1,552,787	1,699,660	91%	
12	June	0	3,305	0	0	0	3,305	140	24,901	28,346	60,954	89,300	33,522	55,778	-5,176	1,547,611	1,699,660	91%	
13	July	0	3,554	1,616	0	0	5,170	216	21,773	27,159	73,781	100,940	30,003	70,937	-2,844	1,544,767	1,699,660	91%	
14	August	0	2,880	0	0	0	2,880	266	30,607	33,753	63,042	96,795	56,261	40,534	-22,508	1,522,259	1,699,660	90%	
15	September	0	3,364	0	0	0	3,364	299	35,095	38,758	58,812	97,570	39,137	58,433	-379	1,521,880	1,699,660	90%	
16	October	0	2,901	0	0	0	2,901	361	29,114	32,376	55,280	87,656	34,794	52,862	-2,418	1,519,462	1,699,660	89%	
17	November	1,484	2,810	0	0	0	4,294	214	33,564	38,072	56,036	94,108	25,150	68,958	12,922	1,532,384	1,699,660	90%	
18	December	0	2,805	1,682	0	0	4,487	178	29,310	33,975	56,109	90,084	33,667	56,417	308	1,532,692	1,699,660	90%	
19	YTD Total	3,278	39,693	4,984	0	0	47,955	3,351	346,244	397,550	664,493	1,062,043	364,800	697,243	32,750	1,532,692	1,699,660	90%	

21 ¹ Enrollments via data sharing between the IOUs.

22 ² Enrollments via data sharing between departments and/or programs within the utility.

23 ³ Enrollments via data sharing with programs outside the IOU that serve low-income customers.

24 ⁴ One-e-App is a pilot program set up by The Center to Promote Healthcare Access (The Center) and PG&E. The pilot will occur within two PG&E counties to implement a strategy of automatic enrollment for low income customers into the CARE program based on customers' applications or reapplications for related low income health and social welfare services (e.g., MediCAL, Healthy Families, CALKids, etc.). The goal is to develop another means by which low income families can be introduced into the CARE program and, depending on the success of the pilot, possibly expand this pilot to other counties within PG&E's service area as well as to the other IOUs.

25 ⁵ Not including Recertification.

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H	I
1	2011 CARE Annual Report								
2	CARE Table 3 - Standard Random Verification Results								
3	Pacific Gas and Electric Company								
4	2011	Total CARE Population	Participants Requested to Verify	% of Population Total	Participants Dropped (Due to no response)	Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification	% of Total Population Dropped
5	January	1,520,317	1,298	0.09%	576	70	646	49.77%	0.04%
6	February	1,534,548	3,198	0.21%	1,831	197	2,028	63.41%	0.13%
7	March	1,545,645	18,883	1.22%	9,510	1,233	10,743	56.89%	0.70%
8	April	1,556,308	35,516	2.28%	17,831	2,233	20,064	56.49%	1.29%
9	May	1,552,787	24,892	1.60%	13,259	1,742	15,001	60.26%	0.97%
10	June	1,547,611	12,911	0.83%	6,364	763	7,127	55.20%	0.46%
11	July	1,544,767	4,291	0.28%	1,980	258	2,238	52.16%	0.14%
12	August	1,522,259	7,389	0.49%	4,258	292	4,550	61.58%	0.30%
13	September	1,521,880	15,110	0.99%	9,126	626	9,752	64.54%	0.64%
14	October	1,519,462	17,653	1.16%	10,814	1,079	11,893	67.37%	0.78%
15	November	1,532,384	12,994	0.85%	7,915	854	8,769	67.48%	0.57%
16	December	1,532,692	7,602	0.50%	5,075	673	5,748	75.61%	0.38%
17	YTD Total	1,532,692	161,737	10.55%	88,539	10,020	98,559	60.94%	6.43%

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G
1	2011 CARE Annual Report						
2	CARE Table 4 - CARE Self-Certification and Self-Recertification Applications						
3	Pacific Gas and Electric Company						
4		Provided ²	Received	Approved	Denied	Pending/ Never Completed	Duplicates
5	Total ¹	21,024,787	867,115	792,618	12,736	61,761	150,509
6	Percentage ³		100.00%	91.41%	1.47%	7.12%	17.36%
7							
8	Footnotes:						
9	¹ Includes sub-metered customers.						
10	² Includes the number of applications provided via direct mail campaigns, call centers, bill inserts and other outreach methods. Because there are other means by which customers obtain applications which are not counted, this number is only an approximation.						
11	³ Percent of Received. Duplicates are also counted as Approved, so the total will not add up to 100%.						

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H	I	J
1	2011 CARE Annual Report									
2	CARE Table 5 - Enrollment by County									
3	Pacific Gas and Electric Company									
4	County	Estimated Eligible			Total Participants			Penetration Rate		
5		Urban	Rural ^[1]	Total	Urban	Rural ^[1]	Total	Urban	Rural ^[1]	Total
6	ALAMEDA	165,093	11	165,103	146,165	5	146,170	89%	46%	89%
7	ALPINE	0	209	209	0	20	20	n/a	10%	10%
8	AMADOR	0	4,751	4,751	0	4,377	4,377	0%	92%	92%
9	BUTTE	28,897	14,779	43,675	25,766	13,099	38,865	89%	89%	89%
10	CALAVERAS	71	7,901	7,973	42	6,124	6,166	59%	78%	77%
11	COLUSA	16	3,003	3,019	10	3,139	3,149	63%	105%	104%
12	CONTRA COSTA	98,419	1	98,420	93,245	1	93,246	95%	157%	95%
13	EL DORADO	5,972	6,602	12,574	6,337	6,493	12,830	106%	98%	102%
14	FRESNO	143,380	313	143,693	138,684	159	138,843	97%	51%	97%
15	GLENN	0	5,153	5,153	1	4,760	4,761	248%	92%	92%
16	HUMBOLDT	0	26,145	26,145	0	21,929	21,929	0%	84%	84%
17	KERN	37,776	57,798	95,575	38,278	55,577	93,855	101%	96%	98%
18	KINGS	176	8,404	8,580	145	8,454	8,599	82%	101%	100%
19	LAKE	1	15,003	15,004	1	12,839	12,840	111%	86%	86%
20	LASSEN	0	274	274	0	198	198	n/a	72%	72%
21	MADERA	15,189	6,766	21,955	15,116	5,447	20,563	100%	80%	94%
22	MARIN	21,722	0	21,722	15,560	0	15,560	72%	n/a	72%
23	MARIPOSA	24	3,687	3,711	17	2,650	2,667	72%	72%	72%
24	MENDOCINO	31	16,337	16,367	7	11,783	11,790	23%	72%	72%
25	MERCED	19,796	19,286	39,082	19,094	19,214	38,308	96%	100%	98%
26	MONTEREY	41,179	5,228	46,407	35,354	5,457	40,811	86%	104%	88%
27	NAPA	15,504	0	15,504	12,651	0	12,651	82%	n/a	82%
28	NEVADA	13	11,813	11,826	4	10,254	10,258	30%	87%	87%
29	PLACER	16,907	10,307	27,214	14,728	9,003	23,731	87%	87%	87%
30	PLUMAS	100	2,793	2,893	18	1,993	2,011	18%	71%	70%
31	SACRAMENTO	131,318	1	131,319	121,014	0	121,014	92%	0%	92%
32	SAN BENITO	151	5,344	5,495	89	4,958	5,047	59%	93%	92%
33	SAN BERNARDINO	61	340	401	50	329	379	82%	97%	94%
34	SAN FRANCISCO	95,409	0	95,409	73,499	0	73,499	77%	n/a	77%
35	SAN JOAQUIN	75,521	8,083	83,604	75,982	9,465	85,447	101%	117%	102%
36	SAN LUIS OBISPO	13,888	22,510	36,398	7,532	16,653	24,185	54%	74%	66%
37	SAN MATEO	54,905	0	54,905	45,198	0	45,198	82%	n/a	82%
38	SANTA BARBARA	18,554	1,521	20,076	17,490	895	18,385	94%	59%	92%
39	SANTA CLARA	133,325	3,885	137,210	120,943	3,238	124,181	91%	83%	91%
40	SANTA CRUZ	28,698	8	28,706	23,347	2	23,349	81%	24%	81%
41	SHASTA	14,032	13,352	27,384	12,684	11,304	23,988	90%	85%	88%
42	SIERRA	4	293	297	2	158	160	47%	54%	54%
43	SISKIYOU	0	21	21	0	10	10	n/a	49%	49%
44	SOLANO	40,592	1	40,593	41,011	0	41,011	101%	0%	101%
45	SONOMA	53,629	2,943	56,572	45,288	3,010	48,298	84%	102%	85%
46	STANISLAUS	32,180	27,879	60,059	31,514	26,276	57,790	98%	94%	96%
47	SUTTER	12,902	0	12,902	13,435	0	13,435	104%	0%	104%
48	TEHAMA	21	13,659	13,679	11	11,740	11,751	53%	86%	86%
49	TRINITY	1	874	874	0	357	357	0%	41%	41%
50	TULARE	664	7,902	8,566	395	8,494	8,889	59%	107%	104%
51	TUOLUMNE	0	10,947	10,947	0	8,054	8,054	0%	74%	74%
52	YOLO	26,612	1	26,613	22,438	1	22,439	84%	91%	84%
53	YUBA	10,675	128	10,803	11,515	113	11,628	108%	88%	108%
54										
55	Total	1,353,408	346,252	1,699,660	1,224,660	308,032	1,532,692	90%	89%	90%
56										
57	[1] "Rural" includes ZIP Codes classified as such by either the Rural Health Council or the Goldsmith modification that was developed to									
58	identify small towns and rural areas within large metropolitan counties. ZIP Codes not defined as rural are classified as urban.									

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H
1	2011 CARE Annual Report							
2	CARE Table 6 - Recertification Results							
3	Pacific Gas and Electric Company							
4	2010	Total CARE Population	Participants Requested to Recertify ¹	% of Population Total	Participants Recertified ²	Participants Dropped ²	Recertification Rate % (E/C)	% of Total Population Dropped (F/B)
5	January	1,520,317	20,180	1.33%	16,151	4,029	80.03%	0.27%
6	February	1,534,548	19,331	1.26%	14,559	4,772	75.31%	0.31%
7	March	1,545,645	27,661	1.79%	18,899	8,762	68.32%	0.57%
8	April	1,556,308	31,715	2.04%	24,813	6,902	78.24%	0.44%
9	May	1,552,787	31,332	2.02%	24,652	6,680	78.68%	0.43%
10	June	1,547,611	30,229	1.95%	21,099	9,130	69.80%	0.59%
11	July	1,544,767	33,892	2.19%	25,156	8,736	74.22%	0.57%
12	August	1,522,259	45,588	2.99%	34,368	11,220	75.39%	0.74%
13	September	1,521,880	45,478	2.99%	34,480	10,998	75.82%	0.72%
14	October	1,519,462	43,304	2.85%	32,454	10,850	74.94%	0.71%
15	November	1,532,384	35,737	2.33%	26,348	9,389	73.73%	0.61%
16	December	1,532,692	40,332	2.63%	28,417	11,915	70.46%	0.78%
17	YTD Total	1,532,692	404,779	26.41%	301,396	103,383	74.46%	6.75%
18								
19	¹ Does not include participants who closed their accounts during the 90-day response period.							
20	² Results are based on the month initiated.							

	A	B	C	D	E	F	G	H
1	2011 CARE Annual Report							
2	CARE Table 7 - Capitation Contractors							
3	Pacific Gas and Electric Company							
4	Contractor Name	Contractor Type (Check one or more if applicable)				Year to Date Enrollments		
5		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
6	Advancing Vibrant Communities, Inc.					0	1	1
7	Airport Neighbors United Inc.					0	0	0
8	Alameda County Associated Community Action (ACAP)		X			0	3	3
9	Allen Temple Health and Social Services Ministries					0	10	10
10	Amador-Tuolumne Community Action Agency		X			48	0	48
11	American Canyon Family Resource Center		X			0	9	9
12	Anderson Cottonwood Christian Assistance					0	21	21
13	Arc of San Francisco					0	0	0
14	Area 12 Agency on Aging					6	0	6
15	Area Agency on Aging Serving Napa and Solano					0	2	2
16	Arriba Juntos					0	1	1
17	Asian Community Center		X			1	33	34
18	Asian Community Mental Health Services		X			0	3	3
19	Asian Pacific American Community Center		X			0	2	2
20	Asian Resources					0	16	16
21	Berkeley Housing Authority	X				0	7	7
22	Boys and Girls Clubs of Stockton					0	0	0
23	Breathe California of the Bay Area					0	1	1
24	Building A Generation					0	0	0
25	California Association of Area Agencies on Aging	X			X	36	394	430
26	California Council of the Blind					0	0	0
27	California Diversified Services					0	0	0
28	California Human Development Corporation					1	5	6
29	California Welfare To Independence Network 2000, Inc.					0	0	0
30	Canal Alliance		X			0	3	3
31	Capture the Dream, Inc.					0	0	0
32	CARECEN Family Services Program					0	0	0
33	Catholic Charities Diocese of Fresno					18	86	104
34	Catholic Charities of the Diocese of Stockton					1	1	2
35	Catholic Council for the Spanish Speaking of the Diocese of Stockton					0	0	0
36	Center for Employment and Training					0	0	0
37	Center for Training and Careers, Inc.					0	3	3
38	Center of Vision Enhancement					3	3	6
39	Central California Legal Services, Inc.					0	12	12
40	Central Coast Center for Independent Living					0	1	1
41	Central Coast Energy Services, Inc.					25	279	304
42	Central Sierra Planning Council					6	0	6
43	Central Valley Opportunity Center					1	4	5
44	Centro La Familia Advocacy Services					0	6	6
45	Centro Legal de la Raza, Inc.					0	1	1
46	Charles P. Foster Foundation					0	0	0
47	Charterhouse Center for Families					1	4	5
48	Child Abuse Prevention Council of San Joaquin County					1	8	9
49	Child Care Links					0	3	3
50	Chinese Christian Herald Crusades					0	9	9
51	Chinese Newcomers Service Center					0	13	13
52	Christ Temple Community Church					0	0	0
53	Civicorps Schools					0	0	0
54	Communication Services, LLC					1	44	45
55	Community Action Marin		X			6	368	374
56	Community Action of Napa Valley		X			1	4	5
57	Community Action Partnership of Madera County, Inc.		X		X	25	90	115
58	Community Action Partnership of Sonoma County		X			0	9	9
59	Community Alliance for Career Training and Utility Solutions		X			0	0	0
60	Community Gatepath		X			0	0	0
61	Community Legal Services in East Palo Alto, Inc.		X			0	1	1
62	Community Pantry of San Benito County		X			4	0	4
63	Community Resource Project, Inc.		X		X	0	354	354
64	Community Resources for Independent Living		X			0	2	2
65	County of San Benito					11	1	12
66	CSU Chico Research Foundation - Passages					0	0	0
67	Davis Street Community Center		X			0	6	6

	A	B	C	D	E	F	G	H
2	CARE Table 7 - Capitation Contractors							
3	Pacific Gas and Electric Company							
4	Contractor Name	Contractor Type (Check one or more if applicable)				Year to Date Enrollments		
5		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
68	Delta Community Services, Inc.		X			0	7	7
69	Disability Resource Agency for Independent Living					2	1	3
70	Dixon Family Services					0	2	2
71	Eastern European Service Agency					0	0	0
72	Ebony Counseling Center					2	1	3
73	Enlightened Minds Groups, Inc.					0	0	0
74	Familia Center					0	2	2
75	Familia Unidas					0	0	0
76	Filipino American Development Foundation					1	1	2
77	Folsom-Cordova Community Partnership		X			0	0	0
78	Food Bank of El Dorado County					1	0	1
79	Fort Ord Environment Justice Network					2	26	28
80	Fresno Center for New Americans		X			0	17	17
81	Fresno Rescue Mission					0	0	0
82	Friends of Emeryville Senior Center					0	0	0
83	Give Every Child A Chance					0	0	0
84	Global Center for Success					0	8	8
85	GOD Financial Plan, Inc.					78	81	159
86	Golden Umbrella					2	2	4
87	Greater Hill Zion Missionary Baptist Church					0	0	0
88	Habitat for Humanity, Stanislaus					1	1	2
89	Help Line Information & Assistance/Area 4 Agency on Aging					2	0	2
90	Heritage Institute for Family Advocacy					0	14	14
91	Hip Housing Human Investment Project, Inc.					0	3	3
92	Housing Authority of Alameda County	X				0	12	12
93	Housing Authority of Kings County	X				1	1	2
94	Housing Authority of the City and County of San Francisco	X				0	0	0
95	Housing Authority of the City of Fresno	X				0	18	18
96	Housing Authority of the County of Kern	X				44	7	51
97	Housing Authority of the County of Stanislaus	X				17	19	36
98	Housing Rights					0	0	0
99	Independent Living Center of Kern County, Inc.					9	8	17
100	Independent Living Resource Center of San Francisco					0	2	2
101	Independent Living Resource of Contra Costa					0	0	0
102	Independent Living Services of Northern California					0	1	1
103	Indian Health Center of Santa Clara Valley					0	0	0
104	Instituto Laboral de la Raza					0	0	0
105	International Humanities Center dba The Companion Line					0	0	0
106	Jewish Family and Children Services East Bay					0	0	0
107	KidsFirst					0	21	21
108	Kimochi, Inc.					0	1	1
109	Kings Community Action Organization, Inc.		X			4	0	4
110	La Luz Bilingual Center					0	15	15
111	Lao Family Community of Fresno Inc.		X			0	4	4
112	Lao Family Community of Stockton		X			0	1	1
113	Lao Khmu Association., Inc.		X			1	38	39
114	Lighthouse Learning Resource Center, Inc.					0	0	0
115	Local Indians for Education					0	0	0
116	Marin Center for Independent Living					0	0	0
117	Mendocino Latinos Para La Comunidad, Inc.					4	1	5
118	Merced County Community Action Agency		X	X	X	30	35	65
119	Merced Lao Family Community Inc.		X			5	26	31
120	Mission Economic Development Agency					0	0	0
121	Mission Language & Vocational School					0	0	0
122	Moncada Outreach	X				0	9	9
123	Monument Crisis Center					0	4	4
124	Mutual Assistance Network of Del Paso Heights		X	X	X	0	13	13
125	National Alliance on Mental Illness-Santa Clara County					1	10	11
126	National Asian American Coalition					0	3	3
127	Native American Health Center					0	3	3
128	Network for Elders					0	1	1
129	New Connections					0	2	2
130	New Direction Christian Center					0	0	0

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H
2	CARE Table 7 - Capitation Contractors							
3	Pacific Gas and Electric Company							
4	Contractor Name	Contractor Type (Check one or more if applicable)				Year to Date Enrollments		
5		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
131	North Peninsula Neighborhood Services Centerr					0	1	1
132	Northeast Community Federal Credit Union					0	1	1
133	Nuestra Alianza de Willits					0	0	0
134	NuGate Group					0	5	5
135	Oakland Citizens Committee for Urban Renewal (OCCUR)		X			1	36	37
136	Opportunity Junction		X			0	0	0
137	Pack N Ship					0	1	1
138	People of Purpose					0	0	0
139	People Resources					0	0	0
140	Pilipino Senior Resource Center					0	0	0
141	Plumas County Community Development Commission					2	0	2
142	Plumas Crisis Intervention & Resource Center					2	0	2
143	Progress Financial Corporation, Inc., dba Progreso Financiero					0	0	0
144	Project Access, Inc.					0	6	6
145	Promise Land Ministries					0	6	6
146	Q Foundation DBA Aids Housing Alliance SF					0	5	5
147	Rebuilding Together Sacramento					0	0	0
148	REDI (Renewable Energy Development Institute)					6	0	6
149	Redwood Community Action Agency		X			51	0	51
150	Redwood Empire Food Bank					0	49	49
151	Resources for Independence - Central Valley					0	6	6
152	Resources for Independent Living Inc. - Sacramento					0	1	1
153	Richland School District	X				4	0	4
154	Rising Sun Energy Center		X			1	47	48
155	Ritter Center					0	4	4
156	Roseville Housing Authority	X				0	4	4
157	Sacramento Housing and Redevelopment Agency		X			0	24	24
158	Sacred Heart Community Service		X		X	0	52	52
159	Salvation Army Golden State Divisional Headquarters					30	120	150
160	San Francisco Community Power					0	54	54
161	San Francisco Women's Center					0	0	0
162	Second Harvest Food Bank of Santa Cruz County					0	1	1
163	Self-Help Federal Credit Union					0	4	4
164	Self-Help for the Elderly		X	X	X	0	48	48
165	Seniors First, Inc.					0	0	0
166	Shasta County Child Abuse Prevention Council		X			1	3	4
167	Shasta Women's Refuge					0	0	0
168	Silicon Valley Independent Living Center					0	1	1
169	Slavic Community Center		X			0	0	0
170	Southeast Asian Assistance Center		X			0	0	0
171	Southeast Asian Community Center		X			0	9	9
172	St. Helena Family Center					0	11	11
173	Suscol Intertribal Council					7	8	15
174	The Resource Connection of Amador and Calaveras Counties, Inc.					11	0	11
175	Transitions Mental Health Association					1	1	2
176	Tri-County Independent Living, Inc.					0	0	0
177	Tri-Valley Haven					0	1	1
178	United Way of Fresno County					0	8	8
179	Upwardly Global					0	0	0
180	Valley Oak Children's Services, Inc.					9	11	20
181	Vietnamese Elderly Mutual Assistant Association					0	2	2
182	Volunteer Center of Sonoma County					1	6	7
183	West Bay Pilipino Multi-Service Center		X			0	0	0
184	West Valley Community Services		X			0	5	5
185	YMCA of the East Bay West Contra Costa Branch		X			0	2	2
186	Yolo County Housing Authority	X				0	10	10
187	Yolo Family Resource Center					0	21	21
188	Yuba Sutter Legal Center					0	3	3
189	Total Enrollments and Expenditures					530	2,821	3,351

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F	G	H
1	2011 CARE Annual Report							
2	CARE Table 8 - Participants per Month							
3	Pacific Gas and Electric Company							
4	2011	Gas and Electric	Gas Only	Electric Only	Total	Eligible Households	Penetration Rate	% Change ¹
5	January	904,725	251,279	364,313	1,520,317	1,699,660	89%	12.5%
6	February	913,707	253,908	366,933	1,534,548	1,699,660	90%	0.9%
7	March	922,502	254,477	368,666	1,545,645	1,699,660	91%	0.7%
8	April	929,374	256,211	370,723	1,556,308	1,699,660	92%	0.7%
9	May	926,174	256,008	370,605	1,552,787	1,699,660	91%	-0.2%
10	June	920,903	257,550	369,158	1,547,611	1,699,660	91%	-0.3%
11	July	919,589	257,601	367,577	1,544,767	1,699,660	91%	-0.2%
12	August	903,087	257,598	361,574	1,522,259	1,699,660	90%	-1.5%
13	September	902,874	257,475	361,531	1,521,880	1,699,660	90%	0.0%
14	October	900,997	257,521	360,944	1,519,462	1,699,660	89%	-0.2%
15	November	908,354	259,011	365,019	1,532,384	1,699,660	90%	0.9%
16	December	905,906	261,983	364,803	1,532,692	1,699,660	90%	0.0%
17								
18	¹ No monthly variance of 5% or more in the number of participants occurred in 2010.							

	A	B	C	D
1	2011 CARE Annual Report			
2	CARE Table 9 - Average Monthly Usage & Bill			
3	Pacific Gas and Electric Company			
4				
5	Average Monthly Gas / Electric Usage			
6	Residential Non-CARE vs. CARE Customers ¹			
7	Customer	Gas Therms	Gas Therms	Total
8		Tier 1	Tier 2	
9	Non-CARE	26.7	14.4	41.1
10	CARE	25.8	10.8	36.5
11	Customer	Electric KWh	Electric KWh	Total
12		Tier 1	Tier 2 ²	
13	Non-CARE	323	224	547
14	CARE	361	217	578
15				
16				
17	Average Monthly Gas / Electric Bill			
18	Residential Non-CARE vs. CARE Customers ¹			
19	(Dollars per Customer)			
20	Customer	Gas	Electric	
21	Non-CARE	\$47.57	\$99.94	
22	CARE	\$33.05	\$51.26	
23				
24	¹ Excludes master-meter usage			
25	² All usage above baseline			

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F
1	2011 CARE Annual Report					
2	CARE Table 10 - CARE Surcharge & Revenue					
3	Pacific Gas and Electric Company					
4						
5	Electric					
6	CARE Surcharge and Revenue Collected by Customer Class					
7	Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
8		CARE	Monthly Bill			
9		Surcharge				
10	Residential ¹	\$4.71	\$100.80	4.67%	\$186,227,732.88	29.63%
11	Commercial	\$43.95	\$744.64	5.90%	\$279,379,949.25	44.46%
12	Agricultural	\$40.14	\$695.61	5.77%	\$40,267,924.43	6.41%
13	Large/Indust	\$8,018.26	\$89,293.21	8.98%	\$122,556,194.16	19.50%
14						
15						
16	Gas					
17	CARE Surcharge and Revenue Collected by Customer Class					
18	Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
19		CARE	Monthly Bill			
20		Surcharge				
21	Residential ¹	\$1.00	\$47.57	2.11%	\$39,189,097.77	38.20%
22	Commercial	\$8.01	\$209.13	3.83%	\$20,777,491.78	20.25%
23	NG Vehicle	\$14.21	\$430.25	3.30%	\$553,736.26	0.54%
24	Industrial ²	\$5,688.20	\$24,672.55	23.05%	\$42,076,148.39	41.01%
25						
26	¹ Excludes CARE customers.					
27	² Includes both G-NT(D), G-NT(T), G-NT(BB), and GNGV4 and is net of volumes qualifying for G-COG.					

	A	B	C	D	E	F
1	2011 CARE Annual Report					
2	CARE Table 11 - CARE Capitation Applications					
3	Pacific Gas and Electric Company					
4	Entity	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
5	Advancing Vibrant Communities, Inc.	1	1	0	0	0
6	Alameda County Associated Community Action (ACAP)	5	3	0	0	2
7	Allen Temple Health and Social Services Ministries	23	10	2	0	11
8	Amador-Tuolumne Community Action Agency	79	48	6	1	24
9	American Canyon Family Resource Center	14	9	0	1	4
10	Anderson Cottonwood Christian Assistance	55	21	9	5	20
11	Area 12 Agency on Aging	11	6	1	0	4
12	Area Agency on Aging Serving Napa and Solano	4	2	0	0	2
13	Arriba Juntos	1	1	0	0	0
14	Asian Community Center	59	34	6	1	18
15	Asian Community Mental Health Services	9	3	2	0	4
16	Asian Pacific American Community Center	6	2	1	1	2
17	Asian Resources	25	16	3	0	6
18	Berkeley Housing Authority	16	7	2	0	7
19	Breathe California of the Bay Area	6	1	0	0	5
20	California Association of Area Agencies on Aging	1,986	430	308	36	1,212
21	California Council of the Blind	1	0	0	0	1
22	California Diversified Services	1	0	0	0	1
23	California Human Development Corporation	11	6	1	1	3
24	Canal Alliance	4	3	0	0	1
25	Catholic Charities Diocese of Fresno	205	104	19	2	80
26	Catholic Charities of the Diocese of Stockton	5	2	0	0	3
27	Center for Training and Careers, Inc.	11	3	2	2	4
28	Center of Vision Enhancement	11	6	3	0	2
29	Central California Legal Services, Inc.	38	12	6	0	20
30	Central Coast Center for Independent Living	1	1	0	0	0
31	Central Coast Energy Services, Inc.	1,261	304	103	17	837
32	Central Sierra Planning Council	15	6	0	0	9
33	Central Valley Opportunity Center	11	5	1	0	5
34	Centro La Familia Advocacy Services	9	6	0	0	3
35	Centro Legal de la Raza, Inc.	1	1	0	0	0
36	Charterhouse Center for Families	13	5	0	2	6
37	Child Abuse Prevention Council of San Joaquin County	20	9	2	0	9
38	Child Care Links	5	3	0	0	2
39	Chinese Christian Herald Crusades	21	9	2	0	10
40	Chinese Newcomers Service Center	28	13	2	0	13
41	Communication Services, LLC	83	45	5	0	33
42	Community Action Marin	521	374	36	6	105
43	Community Action of Napa Valley	11	5	2	0	4
44	Community Action Partnership of Madera County, Inc.	198	115	23	7	53
45	Community Action Partnership of Sonoma County	17	9	5	0	3
46	Community Alliance for Career Training and Utility Solutions	1	0	0	0	1
47	Community Legal Services in East Palo Alto, Inc.	4	1	1	1	1
48	Community Pantry of San Benito County	6	4	0	0	2
49	Community Resource Project, Inc.	659	354	63	10	232
50	Community Resources for Independent Living	8	2	1	0	5
51	County of San Benito	25	12	2	0	11
52	Davis Street Community Center	14	6	3	0	5
53	Delta Community Services, Inc.	8	7	0	0	1
54	Disability Resource Agency for Independent Living	8	3	2	1	2
55	Dixon Family Services	5	2	1	0	2
56	Ebony Counseling Center	6	3	1	0	2
57	Familia Center	7	2	0	0	5
58	Familia Unidas	3	0	0	0	3
59	Filipino American Development Foundation	6	2	2	0	2
60	Food Bank of El Dorado County	1	1	0	0	0
61	Fort Ord Environment Justice Network	79	28	27	0	24
62	Fresno Center for New Americans	41	17	3	2	19
63	Friends of Emeryville Senior Center	6	0	1	0	5

	A	B	C	D	E	F
1	2011 CARE Annual Report					
2	CARE Table 11 - CARE Capitation Applications					
3	Pacific Gas and Electric Company					
4	Entity	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
64	Global Center for Success	11	8	1	0	2
65	GOD Financial Plan, Inc.	210	159	12	0	39
66	Golden Umbrella	12	4	2	0	6
67	Habitat for Humanity, Stanislaus	3	2	0	0	1
68	Help Line Information & Assistance/Area 4 Agency on Aging	3	2	0	1	0
69	Heritage Institute for Family Advocacy	44	14	6	10	14
70	Hip Housing Human Investment Project, Inc.	5	3	1	0	1
71	Housing Authority of Alameda County	20	12	1	1	6
72	Housing Authority of Kings County	2	2	0	0	0
73	Housing Authority of the City of Fresno	22	18	0	0	4
74	Housing Authority of the County of Kern	128	51	21	4	52
75	Housing Authority of the County of Stanislaus	60	36	12	5	7
76	Independent Living Center of Kern County, Inc.	25	17	2	2	4
77	Independent Living Resource Center of San Francisco	4	2	0	0	2
78	Independent Living Resource of Contra Costa	1	0	0	0	1
79	Independent Living Services of Northern California	2	1	0	0	1
80	KidsFirst	37	21	3	0	13
81	Kimochi, Inc.	2	1	0	0	1
82	Kings Community Action Organization, Inc.	8	4	1	1	2
83	La Luz Bilingual Center	25	15	4	0	6
84	Lao Family Community of Fresno Inc.	19	4	1	0	14
85	Lao Family Community of Stockton	6	1	0	0	5
86	Lao Khmu Association., Inc.	90	39	7	2	42
87	Local Indians for Education	1	0	0	0	1
88	Mendocino Latinos Para La Comunidad, Inc.	6	5	0	0	1
89	Merced County Community Action Agency	141	65	14	2	60
90	Merced Lao Family Community Inc.	49	31	1	0	17
91	Moncada Outreach	34	9	23	0	2
92	Monument Crisis Center	16	4	3	0	9
93	Mutual Assistance Network of Del Paso Heights	22	13	1	0	8
94	National Alliance on Mental Illness-Santa Clara County	15	11	0	0	4
95	National Asian American Coalition	7	3	0	1	3
96	Native American Health Center	3	3	0	0	0
97	Network for Elders	1	1	0	0	0
98	New Connections	3	2	0	0	1
99	North Peninsula Neighborhood Services Centerr	2	1	0	0	1
100	Northeast Community Federal Credit Union	1	1	0	0	0
101	Nuestra Alianza de Willits	1	0	0	1	0
102	NuGate Group	6	5	0	0	1
103	Oakland Citizens Committee for Urban Renewal (OCCUR)	204	37	22	52	93
104	Pack N Ship	4	1	0	0	3
105	People Resources	3	0	1	0	2
106	Pilipino Senior Resource Center	3	0	1	0	2
107	Plumas County Community Development Commission	5	2	2	0	1
108	Plumas Crisis Intervention & Resource Center	7	2	1	0	4
109	Project Access, Inc.	7	6	0	0	1
110	Promise Land Ministries	15	6	1	0	8
111	Q Foundation DBA Aids Housing Alliance SF	5	5	0	0	0
112	REDI (Renewable Energy Development Institute)	6	6	0	0	0
113	Redwood Community Action Agency	84	51	5	1	27
114	Redwood Empire Food Bank	217	49	25	0	143
115	Resources for Independence - Central Valley	8	6	2	0	0
116	Resources for Independent Living Inc. - Sacramento	5	1	1	0	3
117	Richland School District	16	4	4	0	8
118	Rising Sun Energy Center	139	48	68	0	23
119	Ritter Center	4	4	0	0	0
120	Roseville Housing Authority	9	4	2	0	3
121	Sacramento Housing and Redevelopment Agency	53	24	3	0	26
122	Sacred Heart Community Service	125	52	12	3	58

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E	F
1	2011 CARE Annual Report					
2	CARE Table 11 - CARE Capitation Applications					
3	Pacific Gas and Electric Company					
4	Entity	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
123	Salvation Army Golden State Divisional Headquarters	425	150	65	5	205
124	San Francisco Community Power	99	54	8	1	36
125	Second Harvest Food Bank of Santa Cruz County	6	1	0	0	5
126	Self-Help Federal Credit Union	12	4	0	1	7
127	Self-Help for the Elderly	90	48	2	3	37
128	Seniors First, Inc.	3	0	0	0	3
129	Shasta County Child Abuse Prevention Council	5	4	0	0	1
130	Silicon Valley Independent Living Center	2	1	0	1	0
131	Slavic Community Center	7	0	0	0	7
132	Southeast Asian Community Center	10	9	0	0	1
133	St. Helena Family Center	27	11	2	1	13
134	Suscol Intertribal Council	51	15	9	0	27
135	The Resource Connection of Amador and Calaveras Counties, Inc.	19	11	2	2	4
136	Transitions Mental Health Association	5	2	2	0	1
137	Tri-Valley Haven	1	1	0	0	0
138	United Way of Fresno County	42	8	11	1	22
139	Valley Oak Children's Services, Inc.	42	20	10	0	12
140	Vietnamese Elderly Mutual Assistant Association	5	2	0	0	3
141	Volunteer Center of Sonoma County	12	7	1	0	4
142	West Valley Community Services	9	5	1	0	3
143	YMCA of the East Bay West Contra Costa Branch	5	2	0	0	3
144	Yolo County Housing Authority	24	10	2	1	11
145	Yolo Family Resource Center	31	21	3	0	7
146	Yuba Sutter Legal Center	6	3	0	0	3
147	Totals	8,593	3,351	1,043	198	4,001

	A	B	C	D	E	F	G
1	2011 CARE Annual Report						
2	CARE Table 12 - CARE Expansion Program						
3	Pacific Gas and Electric Company						
4							
5	Participating Facilities by Month						
6	2011	Gas			Electric		
7		CARE Residential Facilities	CARE Commercial Facilities	Total Gas	CARE Residential Facilities	CARE Commercial Facilities	Total Electric
8	January	3,543	561	4,104	4,055	833	4,888
9	February	3,634	564	4,198	4,143	842	4,985
10	March	3,628	565	4,193	4,144	840	4,984
11	April	3,635	562	4,197	4,148	837	4,985
12	May	1,499	309	1,808	1,470	453	1,923
13	June	3,687	658	4,345	4,203	848	5,051
14	July	3,672	559	4,231	4,208	852	5,060
15	August	3,672	560	4,232	4,210	852	5,062
16	September	3,702	564	4,266	4,248	865	5,113
17	October	3,708	564	4,272	4,251	867	5,118
18	November	3,711	564	4,275	4,253	870	5,123
19	December	3,731	566	4,297	4,269	877	5,146
20							
21							
22	Average Monthly Gas / Electric Usage						
23	Customer	Gas	Electric				
24		Therms	KWh				
25	Residential Facilities	49	693				
26	Commercial Facilities	626	6,653				
27							
28							
29	CARE Expansion Self-Certification and Self-Recertification Applications						
30		Received	Approved	Denied	Pending/Never Completed	Duplicates	
31	Total	364	283	25	53	3	
32	Percentage	100.00%	77.75%	6.87%	14.56%	0.82%	

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2011 Annual Report

	A	B	C	D	E
1	2011 CARE Annual Report				
2	CARE Table 13 - Fund shifting by Category				
3	Pacific Gas and Electric Company				
4	Category	Total Authorized	Total Shifted	% of Authorized Total	Shifted to/from?
5	Outreach	\$5,900,000	\$ (255,114)	4%	To Measurement and Evaluation, Regulatory Compliance, and General Administration
6	Automatic Enrollment	\$150,000	\$ (133,926)	89%	To Information Tech./Programming
7	Processing, Certification, and Verification	\$2,000,000	\$ -	0%	
8	Information Tech./Programming	\$150,000	\$ 133,926	89%	From Automatic Enrollment
9	Pilots	\$0	\$ -	0%	
10	Measurement and Evaluation	\$0	\$ 161,700	0%	From Outreach
11	Regulatory Compliance	\$115,000	\$ 74,332	65%	From Outreach
12	General Administration	\$550,000	\$ 19,082	3%	From Outreach
13	CPUC Energy Division Staff	\$206,000	\$ -	0%	
14	Cooling Centers	\$450,000	\$ -	0%	
15					
16	Total Expenses	\$9,521,000			
17	Subsidies and benefits	\$479,707,435			
18					
19	Total Program Costs and Discounts ^[1]	\$489,228,435			
20					
21	<p>^[1] Total administrative expenses did not exceed the overall authorized budget. The CARE discount exceeded the authorized amount by \$296,521,857. Per D.02-09-021, PG&E can recover the full value of the discount through the CARE 2-way balancing account without a reasonableness review. PG&E continues to report CARE expenses against the authorized budget in CARE Table 1. This table is for illustrative purposes only, to disclose how funds from the overall authorized budget can be shifted between categories per Section 20.3.3 in D.08-11-031.</p>				