

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**

Application of Southern California Edison Company (U 338-E) for Approval of its 2012-2014 California Alternate Rates for Energy and Energy Savings Assistance Programs and Budgets.	Application 11-05-017 (Filed May 16, 2011)
Application of Southern California Gas Company (U904G) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2012-2014.	Application 11-05-018 (Filed May 16, 2011)
Application of Pacific Gas and Electric Company for Approval of the 2012-2014 Energy Savings Assistance and California Alternate Rates for Energy Programs and Budget (U39M).	Application 11-05-019 (Filed May 16, 2011)
Application of San Diego Gas & Electric Company (U902M) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2012-2014.	Application 11-05-020 (Filed May 16, 2011)

**ANNUAL REPORT ACTIVITY OF SOUTHERN CALIFORNIA GAS COMPANY  
(U 904 G) ON LOW INCOME ASSISTANCE PROGRAMS FOR 2011**

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# ENERGY SAVINGS ASSISTANCE PROGRAM & CARE ANNUAL REPORT

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# ENERGY SAVINGS ASSISTANCE PROGRAM ANNUAL REPORT

## 1. Energy Savings Assistance Program Executive Summary

The California Public Utilities Commission (CPUC) authorized Southern California Gas Company's (SoCalGas) Energy Savings Assistance Program<sup>1</sup> (ESA Program) for program year 2011 (PY2011) in Decision (D.) 08-11-031. This report provides information on SoCalGas' ESA Program accomplishments and expenditures for PY2011. SoCalGas' ESA Program offers low-income customers weatherization services, energy efficient appliances, and energy education at no cost to qualified natural gas customers within its service territory.

In D.07-12-051, the CPUC updated its policy objectives for the ESA Program stating:

“[T]he key policy objective for the LIEE Programs, like that of our non-LIEE Energy Efficiency Programs, is to provide cost-effective energy savings that serve as an energy resource and to promote environmental benefits. We retain our commitment to ensuring the LIEE Programs add to the participant's quality of life, which implicates, equity, energy affordability, bill savings and safety and comfort for those customers who participate in LIEE Programs.”<sup>2</sup>

To achieve these objectives, the CPUC adopted a programmatic ESA Program initiative (programmatic initiative) “to provide all eligible LIEE customers the opportunity to participate in LIEE programs and to offer those who wish to participate all cost effective energy efficiency measures in their residences by 2020.”<sup>3</sup>

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<sup>1</sup> Energy Savings Assistance Program (ESAP) was formerly known as Low-income Energy Efficiency (LIEE) Program.

<sup>2</sup> D.07-12-051 at p. 25.

<sup>3</sup> *Id.*

The California Energy Efficiency Strategic Plan (Strategic Plan) lays out two goals: 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.

In D.08-11-031, the CPUC reinforced its key policy objective of making the ESA Program a reliable energy resource by adopting goals to accomplish the programmatic initiative by assigning the treatment of 25% of all SoCalGas’ willing and eligible households to the 2009-2011 program cycle. SoCalGas continues to work towards meeting the CPUC-directed ESA Program goals and objectives.

**Annual Report Corrections**

SoCalGas has recently identified two system and reporting errors that caused the miscalculation of the number of homes treated in 2007 – 2010. Due to these errors, which occurred when SoCalGas’ Home Energy Assistance Tracking (HEAT) database system was installed in 2007, SoCalGas incorrectly reported the number of homes treated by the ESA program in its Annual Reports for 2007, 2008, 2009, 2010. Below, is the corrected data:

<b>Year</b>	<b>Filed Numbers</b>	<b>Revised Numbers</b>	<b>Difference</b>
2007	44,176	44,048	128
2008	58,800	58,773	27
2009	85,147	83,493	1,654
2010	121,274	120,358	916
<b>TOTAL</b>	309,397	306,672	2,725

SoCalGas is correcting these errors related to its HEAT database system and plans to discuss this issue further with representatives of the Commission's Utility Audit, Finance and Compliance Branch during their upcoming audit of SoCalGas' ESA program.

**1.1. Alignment of Energy Savings Assistance Program with Strategic Plan Goals and Strategy**

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

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>1.1:</b> Strengthen program outreach using segmentation analysis and social marketing tools.</p>	<ul style="list-style-type: none"> <li>• Identify, implement and evaluate effective marketing, education and outreach methods for targeting low-income customer segments.</li> <li>• Use social marketing to effectively engage low-income customers in program participation.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing campaigns such as targeted direct mailings, bill inserts, and automated voice messaging (AVM) were effective, as well as using information resources such as demographics and energy usage for contacting various customer segments and educating them on the ESA Program. For example, in 2011 there were 15 AVM Campaigns, deployed to 547,631 eligible customers. This generated 35,398 eligible leads with a total cost of \$35,500 which averaged \$1.09 per lead with a return of 6.5%.</li> <li>• 10,170 customers enrolled in the ESA Program which cost \$3.49 cost per enrollment</li> <li>• The Whole Neighborhood Approach (WNA) continues to be used to identify and reach out to targeted low-income customer segments. Additionally, a pre-canvassing letter was developed and is sent by SoCalGas to the customers targeted in a WNA effort to receive ESA Program services.</li> <li>• SoCalGas implemented its new ESA Program web page and interest form which improves user friendliness and creates the basic functionality that would help generate better leads by allowing the customer to specify whether they qualify through income and/or categorical eligibility. The web page captures additional customer information in order to better identify potentially eligible customers and accelerate the enrollment process.</li> </ul>

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
<p><b>1.2:</b> Develop a recognizable and trustworthy Brand/Tagline for the programs.</p>	<ul style="list-style-type: none"> <li>• Develop a statewide program name and description for the Energy Savings Assistance Program which is coordinated with the ME&amp;O efforts for energy efficiency, demand response and any other demand-side options.</li> <li>• Implement branding.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2011, SoCalGas implemented the statewide branding initiative that included the replacement of the former utility program name with the new statewide name “Energy Savings Assistance Program” and logo on all promotional, marketing, education, and outreach documents and materials.<sup>4</sup></li> </ul>

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<sup>4</sup> See Assigned Commissioner’s Ruling Providing Guidance Concerning the California Alternative Rates for Energy (CARE) Program and Energy Savings Assistance Program (Formerly and Generally Referred to as Low-income Energy Efficiency (LIEE) Program) and Related 2012-2014 Budget Applications, at p. 4 (issued March 30, 2011).

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
1.3: Improve program delivery	<ul style="list-style-type: none"> <li>• Use information from segmentation analysis to achieve efficiencies in program delivery.</li> <li>• Leverage with Local, State, and Federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment</li> </ul>	<ul style="list-style-type: none"> <li>• SoCalGas continued to utilize segmentation analysis to improve efficiencies in the program. For example, the WNA and targeted marketing efforts described under the bulleted Strategy 1.1 above.</li> <li>• SoCalGas partnered with LA County Department of Public Social Services, to leverage promotion of the ESA Program to categorically eligible Food Stamps/Supplemental Nutritional Assistance Program (SNAP) participants.</li> <li>• SoCalGas continued to work with the USC Family of Schools and Kid Watch program. SoCalGas provided ESA Program information directly to community members at local events.</li> <li>• SoCalGas Public Affairs representatives used their contacts to help promote the ESA Program to local, state and federal agencies.</li> <li>• SoCalGas continued implementing its ESA Program/Low-Income Home Energy Assistance Program (LIHEAP) leveraging framework which streamlines the enrollment process for joint ESA Program /LIHEAP enrollments.</li> <li>• Under a signed agreement, Eastern Municipal Water District (EMWD) continues to provide a rebate to SoCalGas for every High Efficiency Clothes Washer (HECW) installed within the two utilities' joint service territories.</li> <li>• Community Based Organizations (CBOs) working with SoCalGas, continue to utilize their intake processes to promote the ESA Program along with the other services they provide.</li> </ul>

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
1.4: Promote the growth of a trained Energy Savings Assistance Program workforce.	<ul style="list-style-type: none"> <li>• Incorporate Energy Savings Assistance Program training needs into the Workforce Training needs assessment.</li> <li>• Develop Training Roadmap which includes funding requirements and sources other than IOUs.</li> <li>• Implement Energy Savings Assistance Program workforce education and training.</li> </ul>	<ul style="list-style-type: none"> <li>• To help contractors improve program delivery, SoCalGas held Outreach and Assessment Workshops which improved the participants' understanding of the enrollment and assessment process.</li> <li>• SoCalGas held focused weatherization, heating ventilating and air conditioning (HVAC), and natural gas appliance testing (NGAT) training classes to improve installers' technical expertise.</li> </ul>

**1.1.2. Please identify the IOU strategies employed in meeting Goal 2:  
Energy Savings Assistance 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	<ul style="list-style-type: none"> <li>• Identify key areas where data sharing would be possible and advantageous.</li> <li>• Develop partnerships with community organizations and other agencies to leverage resources available from local governments, federal, state, and private project funding sources.</li> </ul>	<ul style="list-style-type: none"> <li>• SoCalGas began implementation of its capitation program in 2011 to gain enrollments using agencies who may serve Limited English Proficient, disabled and elderly community groups. As of 12/31/2011, SoCalGas had contracted with four Community Based Organizations and had approximately 100 enrollments from this endeavor.</li> </ul>
2.2: Coordinate and communicate between Energy Savings Assistance Program, energy efficiency and DSM programs to achieve service offerings	<ul style="list-style-type: none"> <li>• Ensure Energy Savings Assistance Program participants are aware of energy efficiency and DSM/EE programs.</li> <li>• Coordinate with CSI programs to provide Energy Savings Assistance Program services in qualified low-</li> </ul>	<ul style="list-style-type: none"> <li>• SoCalGas and Southern California Edison use a joint energy education guide as a primary tool for joint utility enrollments and leveraging opportunities. Additionally, the Energy Education guide promotes all of SoCalGas' Energy Efficiency programs.</li> </ul>

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
that are seamless for the customer.	<p>income housing for both single family and multi-family CSI programs.</p> <ul style="list-style-type: none"> <li>• Coordinate AMI delivery and Energy Savings Assistance Program.</li> </ul>	<ul style="list-style-type: none"> <li>• SoCalGas continues coordinating with EE programs to ensure that potentially eligible low-income customers first receive ESA Program outreach.</li> <li>• The CPUC approved SoCalGas' advanced metering infrastructure (AMI) program. The deployment of this project presents potential opportunities that SoCalGas can pursue and communication to plan for future coordination continues between the two programs.</li> <li>• SoCalGas continues to pursue opportunities to leverage program funds with water districts for the installation of HECWs under SoCalGas' ESA Program. The program currently leverages with EMWD for the installation of HECWs and is working to establish a similar partnership with Metropolitan Water District.</li> </ul>
<b>2.3:</b> Provide low-income customers with measures that result in the most savings in the Energy Savings Assistance Program	<ul style="list-style-type: none"> <li>• Assess design of programs to ensure increasingly cost effective measures, while reducing low-income customers' bills and improving quality of life.</li> <li>• Continue to include measures that provide long term energy savings, such as refrigerators.</li> </ul>	<ul style="list-style-type: none"> <li>• As a single commodity utility, SoCalGas has relied on the installation of standalone measures to increase enrollments when the three measure minimum could not be met.</li> <li>• SoCalGas continued to provide all feasible measures to customers' homes, such as attic insulation, furnace pilot retrofit kit, and HE clothes washers, which should lead to long-term energy savings. Also by completing minor home repairs such as door and building envelope repairs, SoCalGas assisted customers by increasing health, comfort and safety, and reducing air infiltration.</li> </ul>

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
<p><b>2.4:</b> Increase delivery of efficiency programs by identifying segmented concentrations of customers.</p>	<ul style="list-style-type: none"> <li>• Identify and develop segmented approach to deliver services to households</li> <li>• Improve use of CBOs in delivering services</li> </ul>	<ul style="list-style-type: none"> <li>• SoCalGas continues in its use of PRIZM codes<sup>5</sup> and delivers this information in Zip-7 lists through its WNA efforts allowing SoCalGas' ESA Program contractors to reach geographically concentrated eligible customer segments.</li> <li>• SoCalGas used 19 CBOs as ESA Program contractors, and hosted bimonthly contractor meetings for its entire ESA Program contractor network to coordinate resources, update program changes and improve ESA Program delivery.</li> <li>• LIHEAP agencies that are also ESA Program contractors are able to leverage services offered to their in-take customers with the ESA Program. LIHEAP agencies are CBOs who offer services such as: <ul style="list-style-type: none"> <li>◦Support for child, youth, and family development,</li> <li>◦Support for seniors and the disabled community,</li> <li>◦Utility bill payment assistance,</li> <li>◦Health services, and</li> <li>◦Homeless services.</li> </ul> </li> </ul>

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<sup>5</sup> PRIZM codes are a set of area-based customer segmentation data widely used for marketing purposes in the United States. The data consist of demographic clusters that categorize every U.S. household into a segment. These segments were developed in part from the analysis of U.S. census data and categorize U.S. consumers into 14 distinct groups and 66 segments. The segments help marketers tailor content to consumers' needs and look at a variety of factors, including income, likes, lifestyles and purchasing behaviors.

## 1.2. Energy Assistance Savings Program Overview

The SoCalGas ESA Program serves all eligible low-income customers, willing to participate in the program, by providing all feasible ESA Program measures<sup>6</sup> as determined through its outreach and assessment and installation process. In PY2011, SoCalGas saw continued growth in the number of homes treated through its ESA Program. SoCalGas' ESA Program treated<sup>7</sup> a total of 161,020 homes,<sup>8</sup> which exceeded the 2011 CPUC Treated Goal by more than 10%. Also in PY2011, 129,514 homes were weatherized.<sup>9</sup>

As part of its comprehensive services to eligible ESA Program participants, SoCalGas provided: in-home energy education to 163,172 customers, 117,617 envelope and air sealing measures, 7,836 attic insulation improvements, 123,805 water heater conservation measures, 21,265 furnace clean and tune measures, 127 forced air unit standing pilot change outs, and 2,478 duct seal weatherization measures. In addition, SoCalGas serviced 16,844 appliances including 1,635 water heater replacements, and 13,090 furnaces, and 2,119 high efficiency clothes washers. A total of 23,765 customers were classified as "ineligible" or "unwilling"<sup>10</sup> to participate in PY2011 which represents 15% of the number of homes treated in PY2011.

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<sup>6</sup> See D. 08-11-031, at Ordering Paragraph (OP) 15.

<sup>7</sup> Per D.02-12-019, the CPUC defines a "treated" home as an income-qualified home that has received any measure or service under the ESA Program, including energy education, compact fluorescent lamps, weatherization and appliances. Under the ESA Program, a treated home must receive all feasible measures for which it qualifies.

<sup>8</sup> SoCalGas has recently identified two system and reporting errors that caused the miscalculation of the number of homes treated in 2007 – 2010. Due to these errors, which occurred when SoCalGas' HEAT database system was installed in 2007, SoCalGas incorrectly reported the number of homes treated by the ESA program in its Annual Reports for 2007-2010. The enrollment counts for the period covering 2007-2010 have decreased by 2,725 enrollments (or a 1% decrease in the treated enrollments that were reported previously).

<sup>9</sup> Per D.02-12-019, the CPUC defines a "weatherized" home as a subset of treated homes, and are defined as income-qualified homes that have received any weatherization measures (e.g., weather-stripping and caulking) under the ESA Program.

<sup>10</sup> Ineligible & Unwilling is defined as leads that do not result in a customer enrollment based on one of the following reasons: customer refused; home does not meet minimum measure requirement; customer is moving;

*Footnote continued on next page*

The average per home lifecycle bill savings for the PY2011 ESA Program was \$161. Weatherization and appliance installations resulted in energy savings of 3,044,033 therms. The energy savings achieved through the 2011 ESA Program will contribute to the CPUC's energy savings goals adopted for program year 2006 and beyond as set forth in D.04-09-060.<sup>11</sup> Furthermore, SoCalGas' ESA Program contributes to the CPUC's programmatic initiative. Associated ESA Program expenditures and therm savings are reflected in the following summary table.

**1.2.1. Provide a summary of the Energy Savings Assistance Program elements as approved in Decision 08-11-031:**

<b>Program Summary<sup>12</sup></b>			
	<b>Authorized / Planning Assumptions</b>	<b>Actual</b>	<b>%</b>
Budget	\$78,256,269	\$ 102,229,848	131%
Homes Treated	145,874	161,020	110%
Therms Saved	3,345,967	3,044,033	91%

SoCalGas achieved a historic high in the number of homes treated during 2011, the last year of the 2009-2011 program cycle. When compared to 2008, the last year of the prior program cycle, SoCalGas' ESA Program almost tripled the number of homes treated in 2011. This is significant in the challenges that the ESA Program faced in ramping up so dramatically over the 2009-2011 program cycle. Continual coordination between SoCalGas and its contractor network was

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over income; owner refused for renter occupied single family; unable to provide homeownership documentation; or home weatherized under another program.

<sup>11</sup> Findings of Fact 13

<sup>12</sup> In 2010 SoCalGas filed a petition for modification (PFM) to request the inclusion of certain measures that were inadvertently omitted from its Application for its 2009–2011 Energy Savings Assistance Program Cycle. All measure expenditures and energy savings are reflected in Section 1.2.1 summary table, because eligible customers received the benefits of the ESA Program and the energy savings contributed to the Commission's

*Footnote continued on next page*

essential to address resource requirements to quickly build the needed infrastructure and capacity to treat a larger number of homes. For SoCalGas' contractor network, this included the hiring of new personnel, the purchase of additional equipment and supplies to deliver ESA Program measures and the capability to deal with the associated increase in administrative workload. Additionally, to address the increase in ESA Program goals, SoCalGas added five new contractors during 2011, three of which are Diverse Business Enterprises (DBE).

As SoCalGas' ESA Program contractors ramped up to work towards increasing the number of homes they serviced, close attention to customer satisfaction remained a top priority for SoCalGas. Overall, 84% of customers reported being highly satisfied with their overall experience with the ESA Program in PY2011. In addition, throughout the program year 90% of the customers reported being highly satisfied with the ESA Program overall installation experience and 96% of customers reported being highly satisfied with the overall inspections experience. Customer satisfaction, a key goal for SoCalGas, was partially managed through periodic evaluations that provided quarterly results specific to ESA Program contractors servicing customers. The customized evaluations assisted ESA Program contractors in understanding customer viewpoints and presented additional insight on ways to enhance and improve service delivery. SoCalGas maintains its commitment to work closely with its ESA Program contractor network to seek innovative channels for program improvement to retain these high customer service results.

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energy savings goal adopted by D.04-09-060. The CPUC issued D.10-12-002 December 2, 2010 on SoCalGas' PFM.

### **1.3. Whole Neighborhood Approach 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).**

Throughout PY2011, SoCalGas used Zip-7 codes (the five-digit postal zip code plus the first two digits of the four-digit zip code extension), which provided a greater level of detail on a neighborhood than traditional five-digit zip codes. SoCalGas used 200% of the federal poverty level as a factor to calculate the “estimated eligible” population in each Zip-7 area. SoCalGas extracted Zip-7 codes, identified smaller areas to target, and then used this data to create more refined canvass lists for contractors. Zip-7 codes also represent the highest level of detail included in the demographic information provided to SoCalGas by Athens Research.<sup>13</sup>

In addition, SoCalGas continued to provide contractors with canvass lists utilizing PRIZM codes, a data source that allows contractors to better determine the likelihood of a particular household’s potential eligibility for participation in the ESA Program based on their market characteristics. A set of instructions was included with every canvass list provided to contractors. Contractors also received regular information updates at the ESA Program contractor meetings. In 2011, the Whole Neighborhood Approach methodology used a geographic segmentation strategy that compared customer account numbers contained in Zip-7 and other canvass lists against the HEAT system, a database used for program tracking and reporting. This process determined if a particular household had previously been served by the ESA Program. Only households

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<sup>13</sup> Athens Research is a contractor that develops large and small area estimates of demographic eligibility on behalf of the Joint Utilities.

that had not yet been served would appear on canvass lists. Other useful information, such as a customers' CARE status also appeared for the contractors' information.

**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.**

Since 2009<sup>14</sup>, SoCalGas revised its strategy for targeting customers based on energy usage, energy burden<sup>15</sup>, and energy insecurity.<sup>16</sup> Continuing in 2011, SoCalGas conducted WNA efforts, reaching high energy burden customers without neglecting low income customers with other energy needs. SoCalGas also conducted WNA efforts to target low income areas using PRIZM code demographic information on households, which can be analyzed according to geographic social groups<sup>17</sup> and sorted on a scale from highest incomes to lowest incomes. The PRIZM code tool allows SoCalGas to analyze energy burden, assuming that the lowest incomes have the highest energy burden.

By using WNA to outreach to eligible customers with varying energy needs along with PRIZM code tools to analyze results, the ESA Program was able to use remaining program resources to focus on other high priority segments through its general marketing. A key high priority segment was customers with disabilities. Overall, the purpose of employing this strategy was to promote the ESA Program to a greater number of customers and special segments, and

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<sup>14</sup> Although a focus in marketing outreach in 2009, energy insecure and high energy users were not targeted in 2010.

<sup>15</sup> High energy burden is the ratio of customer energy bills to income.

<sup>16</sup> High energy insecurity is related to late payments, and/or threatened service shut-off.

<sup>17</sup> Urban, Suburban, Second City, Town and County

advance the Commission's goal of increasing the enrollment of disabled customers.<sup>18</sup>

**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.**

SoCalGas began its WNA effort in PY2009 and made adjustments that year to refine processes. In PY2010 and again in PY2011, SoCalGas maintained program delivery strategies related to Identification, Outreach, Enrollment, Assessment, Measure Installation, and Inspections.

PY2011 saw a greater increase in the number of WNA efforts than in both PY2009 and PY2010 and ultimately the number of customers enrolled via WNA. The Zip-7 methodology coupled with PRIZM codes appears to be a worthwhile strategy for identifying smaller, more manageable canvassing lists that contain households more likely to meet ESA Program eligibility requirements. WNA efforts are also a good way to help new ESA Program contractors get established and achieve success in their endeavors. However, SoCalGas still faces the challenge of getting those contractors to document the status of every single customer. SoCalGas has initiated a process that captures WNA efforts and documents which customers it has attempted to contact via this methodology. Beginning in 2010 and continuing throughout 2011, SoCalGas started the process of uploading WNA campaign information and data tracking using the HEAT System. Reports are prepared using data from the HEAT System to determine

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<sup>18</sup> D. 08-11-031, Ordering Paragraph 29.

the results of each WNA effort. These reports provide an exhaustive list of customers that were included in each WNA effort.

Beyond the WNA efforts, SoCalGas has expanded outreach to deliver ESA Program information to customers using automated voice messaging (AVM) campaigns. This methodology helps to streamline the enrollment process by putting customers in direct contact with an ESA Program contractor in their area and thus eliminating the step requiring SoCalGas to act as an intermediary and assigning a contractor. In PY2011, SoCalGas deployed 15 AVM campaigns targeting 547,631 bi-lingual customers. SoCalGas hopes to expand the number of contractors participating in the AVM campaigns. By utilizing electronic outreach and processing technologies, SoCalGas' AVM campaigns provide considerable cost savings, are environmentally friendly and offer customers an easy method for them to identify their interest in the ESA Program.

#### **1.4. Energy Savings Assistance Program Customer Enrollment Evaluation**

##### **1.4.1. Distinguish between customers treated as “go backs” and brand new customers so that the CPUC has a clear idea of how many new customers the IOUs are adding to the Energy Savings Assistance Program.**

SoCalGas continues its focus on offering the ESA Program to dwellings that have not been served by the program in previous years. SoCalGas enrolled a total of 161,020 customers and 243 (0.2%) of the homes treated during 2011 were considered “go backs.”<sup>19</sup>

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<sup>19</sup> Under the Statewide Low-Income Energy Efficiency 2010 Policy and Procedures Manual (P&P Manual), certain restrictions apply to homes that have been previously treated under the Energy Savings Assistance Program.

*Footnote continued on next page*

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

In 2011, SoCalGas continued to use categorical eligibility<sup>20</sup> and self certification<sup>21</sup> as tools to streamline customer enrollments to the ESA Program. Categorical eligibility and self certification streamline program enrollment because they decrease required income documentation. With categorical eligibility, customers who can provide documents proving participation in one of several state or federal programs do not need to provide additional income documentation in order to qualify for enrollment in the ESA Program and CARE.

SoCalGas implemented its new ESA Program web page in 2011 which captures additional customer information in order to better identify potentially eligible customers and accelerate the enrollment process. The ESA Program web page is linked to the HEAT System, which is the first time SoCalGas has linked a web page to an independent production system. SoCalGas intends to make continuous web page improvements to improve the delivery of the program and improve customer service by making the web page more user-friendly.

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Under Section 2.8 of the P&P Manual, the IOUs are allowed to go back and treat any dwelling served prior to 2002, but they will first seek out new dwellings that have yet to be treated.

<sup>20</sup> Categorical programs include: Medicaid/Medi-Cal, Women, Infants, and Children Program (WIC), and LIHEAP, SNAP, Tribal Temporary Assistance to Needy Families (TANF), Bureau of Indian Affairs General Assistance (BIA GA), National School Lunch Program (NSLP), Tribal Head Start, State Supplemental Security Income (SSI), and Healthy Families A & B.

<sup>21</sup> In D.05-10-044 the CPUC allowed SDG&E and SoCalGas to use 2000 census tract data to identify neighborhoods where they could suspend income documentation requirements enroll customers in the Energy Savings Assistance Program through self-certification, if those customers lived in areas where 80% of the households were at or below 200% of the federal poverty line. In D.06-08-025, D.06-12-038, and D. 08-11-031, the CPUC allowed continuation of the self-certification process described above.

In August 2011, SoCalGas implemented the use of tablet PCs as part of its Go Green initiative and plans to increase the use of tablet PCs moving forward to reduce customer visits, improve the enrollment and assessment experience for customers, support data collection, and minimize hard copy documentation collection. The Go Green initiative was established to streamline and reduce the amount of paper used during the enrollment and invoicing process. A major component of the initiative is the tablet PC which is used by outreach workers in the field to connect wirelessly to the HEAT System and enroll customers. Between August when the initiative was implemented and the end of 2011 there were 1,799 customers enrolled in the ESA Program. SoCalGas anticipates that the volume of enrollments done through the **Go Green** initiative will increase in 2012 which will ultimately increase the efficacy of the enrollment and assessment process.<sup>22</sup>

**Categorical Eligibility:**

SoCalGas educates its contractors and community partners on the ESA Program, including enrollment through categorical eligibility. SoCalGas' Public Affairs Department also continued to inform the public at-large on the ESA Program and enrollment requirements. SoCalGas continues to provide lists of categorical programs on [www.SoCalGas.com] and in ESA Program brochures.

SoCalGas further streamlined the enrollment process by continuing to use categorical eligibility through its LIHEAP leveraging model framework. The framework identifies the measures common to the ESA Program and LIHEAP and outlined documentation and enrollment and assessment requirements that were necessary for the ESA Program. The leveraging of ESA Program measures

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<sup>22</sup> The Go Green initiative was established to streamline and reduce the amount of paper used during the enrollment and invoicing process. A major component of the initiative is the tablet PC which is used by outreach

*Footnote continued on next page*

installed by LIHEAP helped SoCalGas to meet the three measure minimum requirement and also resulted in savings to the SoCalGas ESA Program. Results of this effort are discussed in Section 1.6.3 and savings are identified in Table 14.

**Self-certification:**

SoCalGas conducted outreach and assessment refresher classes to help increase awareness of all customer and home eligibility requirements of the ESA Program. These courses addressed topics related to the various avenues to income qualify households such as self-certification, categorical eligibility, CARE PEV, full documentation, as well as structure eligibility such as minimum measure/therm requirements and other measure leveraging opportunities within low income programs.

SoCalGas enrolled 5,261<sup>23</sup> customers through the WNA. The WNA generated canvassing lead lists for outreach contractors notate the Zip-7 codes and the CARE Post-Enrollment Verification status. Zip-7 codes and CARE PEV streamlined customer enrollments by highlighting households that meet the self-certification criteria adopted in D. 05-10-044 against those that do not. In addition to WNA lead lists, contractors also used PRIZM codes to streamline their enrollment process through non-WNA efforts.

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workers in the field to connect wirelessly to the HEAT System and enroll customers.

<sup>23</sup> This number is based on contractor inputs of enrollment “lead source” into the HEAT system. The WNA total treated number reflected in Energy Savings Assistance Program Table 12 is based on a HEAT query that identifies all customers provided on WNA canvass lists that enrolled in PY2010.

**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.**

SoCalGas met and surpassed its annual goal of treating 145,874 homes; thus, this section is not applicable to SoCalGas.

**1.5. Disability Enrollment Efforts**

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

SoCalGas targeted low income Medical Baseline<sup>24</sup> and customers with disabilities<sup>25</sup> through a variety of approaches, such as bill inserts, direct mail campaigns, AVM, and special events. The direct mail letters used large font and were also translated into Spanish.

- In July 2011, SoCalGas conducted two personalized direct mailings to over 7,290 existing residential CARE and Medical Baseline customers. The second mailing was deployed to over 1,458 customers who have self-identified as having a disability. Disability status was determined for customers that used a Telecommunications Device for the Deaf (TDD or TTY) to contact SoCalGas, customers who voluntarily identified themselves as being disabled, and customers currently enrolled in SoCalGas' Medical Baseline program. The

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<sup>24</sup> The Medical Baseline program is CPUC mandated and provides additional baseline allowance (gas at the lowest rate) for people with specific medical needs.

<sup>25</sup> Customer Service Representatives categorized customers as having a disability when they either called in on a Telecommunications Device for the Deaf (TDD or TTY), or because they self-identified as, or stated having at least one of nine conditions (Blind, Deaf, Hemiplegic, Paraplegic, Quadriplegic, Scleroderma, Life Threatening Illness, Multiple Sclerosis, and Compromised Immune System) classified as disabilities. Customer Service records of customers with disabilities were used in targeted marketing campaigns.

mailings focused on the benefits of no-cost energy efficient home improvements and the letters issued were in large font print to better assist SoCalGas' visually impaired customers.

- In September, 2011, SoCalGas conducted a direct mail campaign to 6,959 existing residential Medical Baseline customers on CARE. In addition, a second mailing went out to 1,423 customers, who according to SoCalGas' customer service records had a disability.<sup>26</sup>
- SoCalGas continued to work in partnership with Braille Institute of America, Inc., in which 1,300 CARE and ESA Program information packages were put together for sight impaired customers. Additionally, SoCalGas ESA Program representatives participated in two events with the Braille Institute.
- SoCalGas participated in the 7th annual Los Angeles DEAFestival,<sup>27</sup> where over 3,000 customers attended and over 300 customers were educated on CARE and the ESA Program. The festival was produced to generate greater public awareness of Southern California deaf community and offers a venue for community gathering and information for deaf children, adults and their families. SoCalGas was also present to accept a certificate of appreciation from LA City Council members.
- SoCalGas attended the Abilities Expo event at the Los Angeles Convention Center on April 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>. The event drew approximately 5,000 people throughout the three day event. SoCalGas educated 500 disabled customers on CARE, ESA Program and Medical Baseline. Many customers

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<sup>26</sup> SoCalGas customer service records are captured in the Customer Information System (CIS).

<sup>27</sup> The DEAFestival is an annual event in celebration of deaf awareness month.

with children who are receiving Medi-Cal were pleased to learn that their households qualify for CARE and ESA Program.

- As a member of the Inland Empire Disability Coalition, SoCalGas attends monthly meetings with a host of agencies and CBO's that serve the disabled community. The Coalition, which is more than 357 members strong, provides opportunities for networking to build cooperative relationships, provides advocacy with and for people with disabilities, and partners to host events that benefit the community at large. It is a perfect venue to ensure that our program information is communicated to the disabled community.
- SoCalGas continued its partnership with the Deaf and Disabled Telecommunications Program (DDTP)<sup>28</sup> to cross-promote CARE/ ESA Program in their Southern California Telephone Access Program (CTAP) locations in Burbank, Riverside and Santa Ana. Additionally, the DDTP link (Deaf & Disabled Telecommunications Program)<sup>29</sup> is displayed on SoCalGas' website page. To reciprocate, DDTP is displaying SoCalGas' website link [socialgas.com/assistance](http://socialgas.com/assistance).
- SoCalGas continues to identify private organizations and Community Based Organizations (CBOs) in our service territory that provide services to the disabled in an effort to promote the ESA Program to customers with disabilities.
- ESA Program contractors, such as LIHEAP agencies who provide services to customers with disabilities also offered ESA Program services to interested customers and followed up with enrollments and installations.

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<sup>28</sup> This program is administered by the CPUC and provides assistive telephone devices and the California Relay Service (CRS).

In PY2011, SoCalGas focused its efforts on engaging with The Braille Institute, DDTP and the Inland Empire Disability Coalition. All efforts were designed to follow the CPUC's directive to increase the number of households with disabilities<sup>30</sup> that participate in the ESA Program. During PY2011, 16,645<sup>31</sup> households that had a member identified with a disability enrolled in the ESA Program. This represents approximately 10% of the total enrollments for the year.

Section 1.5.4 describes other future opportunities for SoCalGas to partner with ESA Program capitation contractors, which will build SoCalGas' capacity to reach customers with special needs, by providing communication options such as American Sign Language.

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

Direct mailing campaigns were sensitive to the visually impaired community, and to improve information accessibility, large font print was used in these campaigns. SoCalGas made Braille booklets available to customers to promote all assistance programs. These booklets are available to customers during events. In addition, SoCalGas plans to make bills available in large font at customer request.

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<sup>29</sup> <http://ddtp.cpuc.ca.gov/HomePage.aspx?id=91&LangType=1033>

<sup>30</sup> D. 08-11-031 O.P. 30.

<sup>31</sup> See table 1.5.3, which shows customers with disabilities enrolled in PY2011 as identified in the HEAT database and SoCalGas' CIS database.

To respond to the needs of customers with disabilities, SoCalGas’ continues to improve its website aimed toward improving these users’ experience. The SoCalGas website, with particular emphasis in the customer assistance section, is designed to comply with Web Content Accessibility (W3C) guidelines. This means that vision impaired customers who use screen readers<sup>32</sup> and similar assistive technologies can navigate the site and read its content. In the customer assistance section, there are informational and explanatory videos on SoCalGas’ assistance programs.

For the hearing impaired, in PY2011, subtitles were used in videos. In 2011 SoCalGas’ Marketing and Outreach group worked to expand accessibility efforts and develop a video that uses American Sign Language. The American Sign Language video is scheduled to complete in the first quarter of 2012. Transcripts will supplement the videos and further assist customers who are deaf. SoCalGas has also increased accessibility to the deaf community with closed caption videos in the assistance section of SoCalGas’ website to promote the ESA Program, CARE and Medical Baseline programs.

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

<b>Disability Enrollments</b>			
<b>Source</b>	<b>Total Enrollments</b>	<b>Disability Enrollments</b>	<b>% of Disability Enrollments</b>
CARE Referral	1	1	100%

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<sup>32</sup> A screen reader is a software application that attempts to identify and interpret what is being displayed on the computer screen. This interpretation is then represented to the user with text-to-speech, sound icons, or a Braille output.

Direct Mail	46	9	20%
Energy Efficiency Referral	75	10	13%
LI-HEAP	2	0	0%
Media/Leveraging Dept Event	9	1	11%
Neighbor/Friend/Relative Referral	18	3	17%
Newspaper/Radio/Television	4	0	0%
Other Utility Referral	17	2	12%
Outreach Specialist - Canvassing	160,749	15,355	10%
SoCalGas - Email	1	0	1%
SoCalGas - Internet	16	4	25%
SoCalGas Referral	38	4	11%
Telemarketing - Telephone	3	0	0%
Univision - Telethon	2	2	100%
Whole Neighborhood Approach	39	9	23%
<b>Source</b>	<b>Total Enrollments</b>	<b>Disability Enrollments</b>	<b>% of Dis. Enroll.</b>
<b>Subtotal</b>	<b>161,020</b>	<b>15,400</b>	<b>10%</b>
CIS <sup>1</sup>	N/A	1245	N/A
<b>Total</b>	<b>161,020</b>	<b>16,645</b>	<b>10%</b>
Target Enrollment Rate			15%
<sup>1</sup> In order to capture all disability information available, enrollments from 2011 (pulled from the HEAT database) were cross referenced with customer disability information that is captured in the SoCalGas CIS database. Through this effort SoCalGas was able to count enrollments that were not originally identified by the outreach specialist as being disabled at the time of enrollment, but should be counted towards disability enrollment efforts.			

As described in Section 1.5.1, SoCalGas utilized bill inserts, canvassing/outreach referrals, direct mail, AVM campaigns and other similar means to target the disabled community. The ESA Program contractor network also played a large role in increasing enrollments within the disabled community. In 2011, SoCalGas increased the quality of ESA Program leads each month by using segmentation to ensure targeted customers and facilities were eligible for the Program.

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

SoCalGas continues to hone the best marketing, outreach, and enrollment strategies to reach customers with disabilities. SoCalGas will continue to improve its ability to track and report disability enrollments, as well as increase opportunities to further utilize WNA efforts and leverage with outside programs. SoCalGas has identified various strategies to implement in 2011 to help meet the 15% penetration goal for the disabled community. The identified strategies are as follows:

- In 2010, The CPUC approved a pilot program named Consumer Help and Awareness for Natural Gas and Electric Company (CHANGES) which was jointly developed with all the IOUs and contractor Self Help for the Elderly (SHE). The program provides outreach education, and needs and dispute resolution assistance to Limited English Proficient consumers in the languages of their choice. In 2011 there were 22 Community Based Organizations (CBOs) participating in the program. SoCalGas is working to identify CBO's in the CHANGES Pilot program to contract and assist in identifying disabled customers that are eligible for the ESA Program.
- SoCalGas has expanded efforts to enroll eligible customers on the Medical Baseline Program. With the additional customers on Medical Baseline, these customers will be identified to see if they may also be eligible for the ESA Program.

By integrating with the Medical Baseline program and leveraging with organizations with a medical focus (such as, Los Angeles Department of Social Services and LA Care, administrator for LA County Medi-Cal), customers with disabilities will be made aware of SoCalGas programs. In addition, SoCalGas will be integrating customer assistance programs with a customer contact initiative. This initiative will strive to ascertain a customer's contact preference (such as TDD/TTY), which will improve data on customers with disabilities.

- An identified opportunity that SoCalGas has begun to work on to increase disabled customer enrollments is to work closely and coordinate media efforts when participating in disabled events. SoCalGas plans to maximize promotion of the ESA Program by contracting with local media publications utilizing print and online to let customers know of the Program and its services.
- In 2011, SoCalGas implemented its ESA Program capitation program which focuses outreach efforts to agencies serving clients with Limited English Proficient, persons with a disability, and the elderly. As of December 31, 2011 SoCalGas had contracted with four Community Based Organizations and had approximately 100 enrollments.
- SoCalGas will continue to target customers participating on Medical Baseline participants via marketing campaigns, such as direct mail and automated voice messaging (AVM) campaigns.
- SoCalGas' ESA Program will continue to look towards increasing efforts to enroll and track customers with disabilities to meet the 15% goal.

## **1.6. Leveraging Success Evaluation, Including LIHEAP**

### **1.6.1. Describe the efforts taken to reach out and coordinate the Energy Savings Assistance Program with other related low income program offered outside the IOU that serve low income customers.**

In 2009, SoCalGas completed an agreement with the Imperial Irrigation District (IID) to leverage the benefits of their low income programs. In addition, a leveraging agreement with Burbank Water and Power (BWP) was signed in 2010.

SoCalGas will administer the IID and BWP partnerships, using ESA Program contractors. In the SoCalGas/IID partnership, IID will pay for the installation of electric measures while SoCalGas will pay for the installation of ESA Program gas measures. In the SoCalGas/BWP partnership, BWP will pay for the installation of electric and additional water measures while SoCalGas will pay for the installation of ESA Program gas measures. In PY2011, SoCalGas made substantial progress with the IID contract to leverage the benefits of their low income programs, resulting in the first installations under the partnership. Additionally, SoCalGas and BWP renewed a commitment to keep moving forward even in the absence of PY2011 installations.

In 2011, SoCalGas continued discussions with Riverside Public Utilities (RPU) in order to establish a leveraging agreement that would allow customers residing in the two utilities' overlapping service territories to benefit from both SoCalGas' low income program services and from RPU's low income program offerings during the same visit. Similar to agreements secured by SoCalGas with municipal utilities IID and BWP, SoCalGas seeks to partner with RPU to install not only the comprehensive mix of measures offered in SoCalGas' ESA Program, but to also deliver additional RPU electric measures to eligible customers. This approach provides an increased benefit in that customers are able to realize the energy and bill savings inherent in both sets of measures. Furthermore, the collaborative effort put forth to deliver the benefits of multiple programs during one visit will provide a more time sensitive solution to customers' needs. Initial installations under this signed agreement will begin in the second quarter of 2012.

SoCalGas continues to pursue opportunities to leverage program funds with water districts for the installation of High Efficiency Clothes Washers (HECWs) under SoCalGas' ESA Program. Under a signed agreement between SoCalGas

and Eastern Municipal Water District (EMWD), EMWD provides a rebate to SoCalGas for every HECW installed within the two utilities' joint service territories. This partnership ensures that the ESA Program achieves maximum benefits, including energy savings, water reduction, and customer bill savings. In addition to these benefits, monies rebated to SoCalGas' ESA Program allow SoCalGas to use the additional funds to enroll and treat an increased number of customers. As a result of this agreement, a total of 337 HECWs were installed in the two utilities joint service territory in PY2011 thereby providing SoCalGas ESA Program with over \$122,000 in EMWD rebate monies.

SoCalGas continues to collaborate with Metropolitan Water District (MWD) to develop a strategic partnership to leverage program funds from water conservation rebates for the installation HECWs. MWD is the largest supplier of treated water in the U.S. and serves the most populous areas of SoCalGas' service territory.

**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.**

SoCalGas continued joint leveraging efforts with IID and BWP in 2011. Issues regarding marketing material (co-branding) are still being addressed and the parties continue to work through those issues. In PY2011, SoCalGas and IID were able to serve 98 joint customers and achieve substantial kWh savings for IID. IID further benefits from working with SoCalGas' ESA Program, in that they are able to make use of an already established program that includes outreach, marketing and installation capabilities. This has allowed IID to focus their low income dollars on the measures that customers actually receive rather than

expend those precious resources on the overhead required to establish and maintain a fully functioning low-income program. In a larger context, these types of combined efforts result in fewer vehicles being dispatched for enrollment and installation processes thereby aiding in the conservation of resources in a global, integrative, and sustaining approach. Furthermore, customers of these joint partnerships benefit from a full suite of measures as opposed to customers receiving measures from just a single program. Customers will ultimately see a larger impact on their total energy and bill savings and be made more comfortable with an enhanced measure package. Finally, their lives will be made easier by not having to incur the multiple interruptions that multiple programs would have on them with what can sometimes be extensive verification, enrollment, installation, and inspection processes.

SoCalGas and BWP met again in late 2011 to renew commitments to the partnership and establish new marketing efforts by both parties. Subsequently, the contractor involved in the partnership has agreed to increase their efforts to demonstrate a strong showing in the BWP service territory. SoCalGas believes that measures performed under the SoCalGas/BWP partnership will materialize by the second quarter of 2012.

Throughout 2011, SoCalGas and EMWD worked under an established partnership to leverage program funds for the direct installation of HECWs. As part of this agreement EMWD provides a rebate to SoCalGas for every HECW installed within the two utilities' joint service territories. As water conservation continues to be a growing aspect of the ESA Program, SoCalGas continues to explore leveraging opportunities with water agencies that fall within its service territories. With this leveraging partnership SoCalGas and EMWD are supporting a less expensive and more reliable energy resource base while continuing to

provide energy benefits and savings to low-income customers. Furthermore, allowing for the water district to claim the over 10,000 gallons per washer per year savings demonstrates the utilities' statewide conservation efforts needed to address the state's water scarcity issues. Lastly, the rebate monies that EMWD provides to SoCalGas allows for ESA Program dollars to be extended and fund a greater number of low income customer enrollments.

SoCalGas continues to work on establishing partnerships with Los Angeles Department of Water and Power and MWD to leverage program funds. However, since leveraging agreements are not yet in place, program delivery has not begun and savings and benefits have yet to be realized. With the future implementation of these, or any additional leveraging programs, SoCalGas will track related savings and benefits to the ESA Program. SoCalGas will give special attention to the three criteria established by the CPUC: 1) dollar savings, 2) energy savings/benefits, and 3) enrollment increases.

**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?**

SoCalGas developed a LIHEAP leveraging framework in 2010 and has continued employing the strategy as a means to increase participation from LIHEAP agencies and capture installations of measures common to both ESA Program and LIHEAP to assist SoCalGas in meeting the three measure minimum requirement. The LIHEAP framework has resulted in 989 LIHEAP leveraged enrollments in PY2011. This is a 35% increase, compared with 730 LIHEAP leveraged enrollments in PY2010.

## 1.7. Integration Success Evaluation

### 1.7.1. Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the CARE program.

In PY2011, SoCalGas continued to integrate efforts and messaging through all of its marketing events by coordinating the ESA Program with the CARE program to make customers fully aware of both programs. CARE customers who have not received ESA Program services are targeted, using direct mail, outbound dialing, and email campaigns to ensure they have every opportunity to enroll in ESA Program.

Other methods used throughout SoCalGas departments that integrate ESA Program with CARE are:

- Data Sharing: ESA Program shares data with the CARE Program. Customers who are found in the ESA Program system are automatically enrolled for the CARE discount and exempt from PEV, if their income eligibility has been verified by the ESA Program.
- Integrated Voice Recording (IVR): Multi-lingual ESA Program and CARE messages are made available on the IVR.
- Branch Payment Offices: ESA Program and CARE information is displayed or is available in branch payment offices.
- Customer Contact Center: Customer Service Representatives inform customers about the ESA Program and CARE programs when appropriate. When a customer inquires about CARE, ESA Program information including a

telephone number is provided. Also, SoCalGas integrated the ESA Program for residential customers by mailing a conservation package to customers during bill inquiries; the package included information on CARE, ESA Program, Medical Baseline, energy efficiency rebates, and energy-saving tips to help customers manage their gas bills, and State Department of Community Services and Development (CSD) programs.<sup>33</sup>

- Email Campaigns: SoCalGas Customer Communications Department deployed email campaigns in which both CARE and ESA Program were promoted to new SoCalGas customers.<sup>34</sup> Additionally, an e-mail was sent to customers enrolled for the first time in the My Account<sup>35</sup> program. Customers enrolled in the My Account program, who are identified as being on the CARE program, receive an e-mail encouraging them to apply for the ESA Program's no cost home improvements. The e-mail campaign features the Program services and included links to drive customers to the on-line ESA Program request (lead) form.
- Credit and Collections: During collection days, SoCalGas Field Representatives deliver pending disconnection notices in person to senior citizens and disabled customers.<sup>36</sup> Because collections involve customers who are struggling to pay their bills due to financial issues, customer assistance information is provided to field collectors who can educate customers about the ESA Program and CARE.

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<sup>33</sup> In 2011, 8,153 English and Spanish packages were sent.

<sup>34</sup> New SoCalGas customers received a welcome e-mail from SoCalGas informing them about available assistance programs.

<sup>35</sup> My Account is an online service SoCalGas provides so that customers may: go paperless; pay bills; request payment arrangements; start, stop, or move gas service; and schedule gas appliance service.

<sup>36</sup> SoCalGas customer service records on disability and age are captured in CIS. Customers self-identified as having a disability, and this information is captured in CIS.

- Joint Electronic Newsletter: “Outreach Around the Region”, a quarterly e-newsletter was sent to over 1,300 CBOs and CARE/ESA Program contractors. The e-newsletter served as a news update and included articles about SoCalGas’ ESA Program and CARE, and other news about SoCalGas’ programs.
- Events and Other Ethnic Media Advertising: SoCalGas and SCE teamed up for one telethon in 2011. The telethon was broadcast on KMEX-TV (Univision, Los Angeles) “A Su Lado” to inform Spanish speaking viewers about Utility programs, including CARE, the ESA Program and other assistance programs. Viewers were invited to call a toll-free telephone number to apply for CARE and the ESA Program as well as receive information on other assistance programs. At the telethon, there were hundreds of calls/leads generated during the segments. Customers expressed gratitude for the utilities offering such valuable assistance programs and for taking the time to conduct a live telethon.
- Winter Media Campaign: ESA Program and CARE information was coordinated to be promoted as part of the yearly winter media campaign to bring awareness to customers who are eligible to enroll and have not participated in the enrollment of these programs.

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

In 2011, SoCalGas’ ESA Program continued to work with Energy Efficiency (EE) Residential Programs in an effort to coordinate programs so that customers could receive assistance from those programs that would provide the most

benefit to the customer with the least amount of difficulty. The action that would have the largest impact and provide the most direct benefit to potentially low income customers is to lead them toward the ESA Program prior to receiving measure installations through other EE Residential Programs. Reaching low income customers prior to the receipt of EE installations prevents potential issues with the three measure minimum standard that is a component of the ESA Program. For example, if a low-income customer receives a measure through one of the EE Residential Programs before ESA Program enrollment, then that customer may subsequently not qualify for enrollment into the ESA Program (if after EE installations there are less than three feasible ESA Program measures to install, or the minimum energy savings threshold cannot be met). This is a particularly important issue for SoCalGas, as it is single commodity utility with less potential measures relative to dual commodity utilities. Therefore to preempt the noted issue, coordinating program efforts so that ESA Program eligibility is reviewed first, is essential to maintaining customers' opportunities to achieve additional energy and cost savings found in the comprehensive mix of ESA Program measures.

In 2011, the ESA Program continued to work carefully with the EE's Multi-family Direct Install Program to screen multi-family complexes that house residents with a high probability of being eligible for the ESA Program. The Multi-family Direct Install Program is a program whereby contractors directly install energy and water savings measures into multi-family complexes. This EE Program does not target customers by income; therefore, a potential exists for some low income customers to be treated under the program. Due to the three measure minimum standard set within the ESA Program, if a low income customer were to receive these measures through this EE direct installation program, then that customer could potentially become ineligible for the ESA Program because the

residence may no longer need at least three Program measures or the minimum energy savings threshold cannot be met.

In order to manage this potentially missed ESA Program integration opportunity, both programs followed a process where the program contractors that install EE measures for the Multi-family Direct Install Program first send the sites targeted for installation to the EE Program Manager for review. Upon receiving the list of targeted sites, the EE Program Manager shares the list with the ESA Program to screen those complexes that have residents with a high probability of being eligible for the ESA Program. Those multi-family complexes that are screened and removed from the list of targeted sites are forwarded to ESA Program contractors to contact and enroll individual residents from those complexes into the Program. This process was established in order to ensure that all eligible low income customers are given the opportunity to achieve the maximum energy and cost savings offered by the ESA Program. Throughout 2011, this process was followed and over 950 multi-family complexes, with over 34,000 potentially eligible low income customers were screened for ESA Program enrollment.

In 2011, the ESA Program began collaborating with the new EE Residential Program, Energy Upgrade California (EUC). EUC is an energy efficiency program offered by SoCalGas that enables residential customers, property owners and contractors to conduct comprehensive home energy retrofits to increase energy efficiency for residential customers. In our efforts, the ESA Program and EUC concentrated on establishing protocols to treat multi-family properties on a whole-building basis, where both tenants and owners would benefit from various energy efficiency upgrades while programmatic initiatives for both the ESA Program and EUC programs would continue to be followed. As part of these protocols, the ESA Program will continue to treat low-income multi-family households in line with the CPUC directive that all eligible and willing households

are provided direct installation of all feasible program measures. And, where multi-family properties are found to be in overlapping IOU service territories, the IOUs serving these properties will coordinate efforts so that both gas and electric measures are installed simultaneously. Additional energy efficiency upgrades, including measure installations in units and areas not authorized to be treated under the ESA Program will be coordinated and completed with the property manager. This coordinated approach will remove some of the accessibility barriers limiting multi-family building owner participation and provide building owners a simplified approach to accessing and making use of the various utility energy efficiency programs and the multiple funding sources available to them. Additionally, coordinating efforts amongst the utility programs in this manner will help these multi-family buildings realize the long-term energy savings derived from both the ESA Program and EUC program offerings.

In addition, one SoCalGas ESA Program contractor does 100% integration between the ESA Program and EE through the servicing of mobile homes. In 2011, SoCalGas enrolled 5,365 customers as a result of this integration effort with the ESA Program /EE mobile home program.

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

In PY2011, SoCalGas continued to make use of its Public Affairs (PA) Department contacts to broaden public awareness regarding the ESA Program in order to pursue greater energy and cost savings opportunities and to increase awareness amongst potentially eligible customers for enrollment into the program. SoCalGas PA representatives were instrumental in arranging meetings with various city, county, and state contacts with the goal of expanding ESA Program visibility and success. The Program focused on this integration, rather than work

with the Energy Efficiency Partnerships Program to accomplish similar objectives. However, in the future the “Energy Efficiency Government Partnerships Programs” may be relied upon as vital to the ESA Program’s continuous efforts to explore and develop external associations that will benefit its low income customers.

**1.7.4. Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with any additional Energy Efficiency programs.**

As ESA Program is a residential program, SoCalGas currently focuses its integration efforts with EE Residential Programs. This is discussed under Section 1.7.2 of this report.

**1.7.5. Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the Demand Response Programs.**

SoCalGas does not have a residential demand response program; therefore, this section is not applicable to SoCalGas.

**1.7.6. Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the California Solar Initiative Programs.**

During 2011 ESA Program staff remained current with the activities of the CSI-Thermal Program. Integration has not yet happened but may be further explored in 2012.

## 1.8. Workforce Education & Training

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

Throughout 2011 SoCalGas enhanced the ESA Program workforce education and training by continuously making improvements to the delivery of its enrollment and assessment classes, as well as expanding the technical content of its weatherization, HVAC and NGAT training classes.

All SoCalGas ESA Program services are provided by third party contractors and the SoCalGas ESA Program contractor network includes both private and CBOs who recruit employees from low income communities. SoCalGas works with its contractor network to improve its Outreach and Assessment by continuously asking them to provide their feedback on SoCalGas' training requirements and curriculum. SoCalGas was expedient in making curriculum changes and updates that resulted from any CPUC decision or requirements. SoCalGas modified its Outreach and Assessment training to address the changes that were made to enrollment procedures in light of the **Go Green** initiative<sup>37</sup> and implementation of the tablet PCs. To help facilitate and encourage enrollment into training SoCalGas manages several custom email inboxes to help streamline communications with contractor network. The ESA Program training programs supported by SoCalGas are critical in maintaining a high quality of service for ESA Program customers as well as for Program implementation.

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<sup>37</sup> As discussed in Section 1.4.2, the Go Green initiative was established to streamline and reduce the amount of paper used during the enrollment and invoicing process. A major component of the initiative is the tablet PC which is used by outreach workers in the field to connect wirelessly to the HEAT System and enroll customers.

In an effort to improve program delivery, SoCalGas invited all of its Enrollment and Assessment Contractors' Outreach Specialists and processing staff to attend Outreach and Assessment Workshops during the first quarter of 2011. SoCalGas hosted two workshops, one at the Energy Resource Center in Downey, California and the second one in Santa Barbara, California to facilitate attendance for its ESA Program contractors located in the northern coastal region of SoCalGas' service territory. There were a total of 432 workshop participants. These workshops addressed important program updates, provided an overview of new program requirements, and served as a general refresher course for all participants. SoCalGas believes that these workshops improved the participants' understanding of the enrollment and assessment process.

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

SoCalGas continued its internal training programs which contribute to the goals of workforce development. SoCalGas provides two areas of training: 1) Enrollment and Assessment (E&A) and 2) ESA Program Operations.

SoCalGas requires contractors to ensure that their employees are trained in the jobs that they perform. ESA Program services, including assessment, enrollment, and installation of measures, are provided by third party contractors. Thus, the students attending these training classes are hired by the ESA Program contractor network. Some outreach specialists are subcontractors to the ESA Program contractors and may not be direct employees. However, all potential outreach specialists must successfully pass the required SoCalGas training and background check.

After successful completion of the Skill Level Test, the potential outreach specialist attends a mandatory 5-day class which reviews the requirements for enrollment, assessment and in-home education. The 5-day class covers utility-specific items related to policies, security process and overall customer service standards as well as for leveraging opportunities amongst other low-income programs. A final exam must be passed for an outreach specialist to be registered and receive a SoCalGas badge. The total number of badged outreach specialists for SoCalGas in 2011 was 271. The classes are held at SoCalGas' Energy Resource Center located in Downey, California.

SoCalGas continues to see the participation of previous U.S Census employees with its E&A contractors for ESA Program outreach. In 2011, there were a total of 23 previous U.S. Census employees who successfully attended and passed SoCalGas' outreach and assessment training.

<b>Type of training or recruitment conducted</b>	<b>Students<sup>1</sup> attended</b>	<b>Students<sup>2</sup> eligible</b>
Skill Level Test <sup>3</sup>	451	346
Enrollment & Assessment Class <sup>4</sup>	285	271
<sup>1</sup> SoCalGas does not hire employees to provide outreach and assessment or weatherization services. The students that attend classes are recruited by SoCalGas ESA Program contractors. <sup>2</sup> Students eligible refers to those who passed the necessary exams and/or are badged and thus, eligible to perform the job function related to the training. <sup>3</sup> Individuals are required to pass the skill level test to be eligible to take the Enrollment & Assessment Class. <sup>4</sup> Employees eligible refer to those individuals who received an ESA Program badge upon successful completion of the Enrollment & Assessment Class.		

SoCalGas field operations training includes initial training for new participants in weatherization, inspections, HVAC and NGAT. Additionally, SoCalGas provides refresher training primarily to address contractor issues and discuss new measures and procedures that have been implemented into the program. The class sizes range from 5 – 35 technicians. The contractor representatives are

hired employees of the ESA Program contractors and are expected to arrive with the skill sets required to complete installation services. Installers were also given an aptitude test that they must pass in order to receive an identification badge to work under the SoCalGas ESA Program. This is in addition to a review of customer service standards and expectations. The table below summarizes field training efforts for 2011:

The table below summarizes field training efforts for 2011:

<b>Class Type</b>	<b>Number of Students</b>	<b>Number of Classes</b>
Weatherization and HVAC Initial	234	60
Weatherization Refresher	88	12
NGAT	149	14

## **1.9. Legislative Lighting Requirements Status**

Because SoCalGas is a gas-only utility, Section 1.9 is not applicable to the SoCalGas ESA Program.

## **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.**

Three statewide studies were planned for the 2009 to 2011 program cycle. These include: (1) an impact evaluation, (2) a process evaluation, and (3) a study of non-energy benefits. Each of these is described below.

## **(1) Joint Utility<sup>38</sup> 2009 LIEE (ESAP) Impact Evaluation**

The prime research contractor for the 2009 impact evaluation was ECONorthwest. Energy Division staff selected the contractor and managed the study. SCE held the contract with the contractor for the project.

The objective of the impact evaluation was to provide electric and gas savings estimates by measure, utility, household, weather zone, and other relevant dimensions for the 2009 ESA Program. The results were used to quantify the 2009 program achievements and to estimate savings for the PY2012 to 2014 program application.

The impact evaluation conducted during this 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 non participants; 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 onside 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.

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),

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<sup>38</sup> 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).

and this was particularly true for the gas measures. As was the case in 2005, refrigerators and lighting still accounted for most of the program savings.

The evaluation commenced with a kickoff meeting for all interested parties in September 2009. A draft report was completed in March 2011 and followed by a public workshop on March 28, 2011. Results from the draft report were used in the 2012-14 Application. The final report was issued in June 2011 with slightly altered results based on comments from the workshop and additional analysis. The study is now complete and the final report is available at: [http://www.calmac.org/publications/LIEE\\_FINAL\\_2009\\_Impact\\_Eval\\_Report.pdf](http://www.calmac.org/publications/LIEE_FINAL_2009_Impact_Eval_Report.pdf)

## **(2) Joint Utility LIEE (ESAP) Process Evaluation**

The prime research contractor for the process evaluation was Research Into Action. Energy Division staff confirmed the selection of the contractor and managed the study with the assistance of the IOU's. PG&E held the contract with the contractor for the project.

The purpose of the study was to evaluate the effectiveness of the program design and delivery strategies and provide recommendations for improvement. Data collection for this project included reviews of program tracking data, interviews with program managers, telephone surveys of program participants and nonparticipants, telephone interviews and focus groups with contractors, and 'ride-alongs' with contractors.

The statewide process evaluation commenced with a kickoff meeting for all interested parties in August 2010. A draft report was delivered February 25, 2011, followed by a public workshop to discuss the results. The final report was issued June 10, 2011.

The results and recommendations provided by this study were considered in various process related activities and improvements that were incorporated into the 2012-14 Application. The study is now complete and the final report is available at: [http://www.calmac.org/publications/LIEEFinal\\_Report\\_w\\_study\\_number.pdf](http://www.calmac.org/publications/LIEEFinal_Report_w_study_number.pdf)

### **(3) Joint Utility Non-Energy Benefits (NEBs) Study**

The Non-Energy Benefits (NEBs) Study was a statewide study managed by San Diego Gas & Electric. The Study was originally designed to be carried out in two phases. The prime research contractor for the first phase of the Non Energy Benefits evaluation was Skumatz Economic Research Associates (SERA) with The Cadmus Group as a subcontractor. A statewide advisory group selected the contractor and SDG&E managed the study and held the contract for the project.

The purpose of phase one was to review the available literature on non-energy benefits and provide a brief summary and recommendation for a methodology to update the current non-energy benefit values used for the ESA Program. The project involved an extensive literature review and synopsis of relevant ranges of NEB values that are used in other programs across the country.

Phase 1 commenced with a kick-off meeting for all interested parties in August 2009. A draft report of phase 1 was presented in December 2009. A public workshop was held in May, 2010 after which time a final report was issued. The results of this secondary research showed that the NEB values currently used by the ESA Program fall within the range of values reported for various energy efficiency programs across the country. Further analyses combined with the results of the first phase of the project 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 study is now complete and the final report is available at: <http://www.liob.org/docs/Non%20Energy%20Benefits%20Study%20-%20SERA%20Inc%20%202010.pdf>

**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.**

See Section 1.10.1 for summaries of the Studies. Links are provided for the final reports. The authorized budget for the NEB study was \$300,000 (for a planned two-phase study), and the total expenditures for the completed one-phase study came to \$123,853.

## **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).**

SoCalGas did not undertake any Pilots in 2011; thus, this section is not applicable to SoCalGas.

**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.**

This section is not applicable to SoCalGas.

## **1.12. “Add Back” Measures**

### **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 Energy Savings Assistance Program measures, how does the IOU propose to address the shortfall in other parts of the Energy Savings Assistance Program?**

So long as the Commission continues to provide sufficient program funding, the inclusion of “add backs” in the current program will not impact SoCalGas’ ability to meet the 2020 plan goal that 100% of eligible and willing customers will have received all cost effective Energy Savings Assistance Program measures because the number of add back measure is a small amount of the overall program budget. Through effective program management, SoCalGas is able to control program costs and deliver all feasible measures to customers. The total count and expenditures for “add-back” measures are provided in Table 18. Because SoCalGas does not anticipate any impacts to the program, it will continue to install “add-back” measures when feasible. SoCalGas is committed to providing Energy Savings Assistance Program customers with the best quality of services. SoCalGas is also committed to achieving the Commission’s goal to enroll and service all willing and eligible customers. To do so, SoCalGas requires adequate program funding, including funds for add-back measures.

## 2. CARE Executive Summary

### 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

CARE Residential Program Customers by Month		
Month/Year	Customers	% Change
Jan-11	1,720,017	0.35%
Feb-11	1,707,674	-0.72%
Mar-11	1,721,214	0.79%
Apr-11	1,736,826	0.91%
May-11	1,742,220	0.31%
Jun-11	1,738,557	-0.21%
Jul-11	1,715,174	-1.34%
Aug-11	1,719,024	0.22%
Sep-11	1,712,955	-0.35%
Oct-11	1,718,091	0.30%
Nov-11	1,708,535	-0.56%
Dec-11	1,716,495	0.47%

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

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.

CARE eligibility for PY 2011 was developed using the joint utility methodology approved by the California Public Utilities Commission in Decision (D).01-03-028. This method entails annual estimation of CARE eligibility at the small area (block group, census tract, zip) for each utility as well as for the state. Sources for this estimation include the Commission's current CARE guidelines, current year small area vendor distribution on household characteristics, census Public Use Microdata Sample (PUMS) 2005-2009 American Community Survey ("ACS/PUMS") U.S. Census and Integrated Public Use MicroData Series ("IPUMS-CPS") Minnesota Population Center, University of Minnesota; Labor Market Information Data ("EDD/LMID") California Employment Development Department and additional vendor data sources, including projected small area unemployment data from Synergos Technologies, Inc. and Environmental Systems Research Institute, Inc.

Each quarter SoCalGas applies the county and utility level eligibility factors to its current set of residential meter counts, for CARE this includes both individually metered and sub-metered housing units. Once the factors are applied, an estimate for income-eligible customers is generated.

In D.06-12-038 the Commission granted the IOUs' request to file the annual CARE eligibility estimates on October 15<sup>th</sup> of each year.

The updated CARE eligibility estimates for 2011 were submitted to the Commission December 30, 2010 (an extension having been requested

and granted) by Southern California Edison on behalf of itself and the other IOUs'.<sup>39</sup>

**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.)**

To derive the estimates of current CARE-eligible meters, SoCalGas counts all residential meters and residential sub-metered units and subtracts the residential accounts with billing tariffs that do not qualify for CARE. This equation equals the number of eligible residential meters for the CARE program in the SoCalGas territory.

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

See SoCalGas' response above in 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,

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<sup>39</sup> Compliance Filing Of Southern California Edison Company (U 338-E) On Behalf Of Itself, Southern California Gas Company (U 904-G), San Diego Gas & Electric Company (U 902-M), Pacific Gas And Electric Company (U 39-M), Regarding The Annual Estimates Of Care Eligible Customers And Related Information, Filed Dec. 30, 2010.

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.**

Current CARE customers were counted by tallying the number of individually metered residential customers with active CARE enrollment status, plus the number of sub-metered tenants receiving service through residential master-metered accounts participating in the CARE Program.

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

The formula for calculating CARE-participation is:

Number of CARE Customers

Number of Estimated CARE-Eligible Households

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

SoCalGas is a single energy-source utility (natural gas). At year-end 2011, of SoCalGas' 5,378,274 CARE eligible meters, 34.35% or 1,847,296 were estimated to be eligible for the CARE discount.

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

At year end 2011, SoCalGas had 143,959 sub-metered tenants in 1,819 master-meter facilities. Assuming, by the methodology described above, 55.30 % of its sub-metered residential customers are eligible for CARE, SoCalGas estimates 79,609 of its sub-metered tenants are CARE eligible.

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

As of year- end 2011, SoCalGas had 38,402 sub-metered tenants participating in the CARE program.

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

SoCalGas estimates 77.62% of its CARE eligible sub-metered tenants were enrolled in the CARE program as of year-end 2011.

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

During 2011, SoCalGas did not encounter problems administering the CARE program for sub-metered and/or master-metered customers. The shift from annual recertification to every two years for sub-metered tenants or every four years for fixed income sub-metered tenants has been widely embraced by most customers. However, some customers have not yet become fully accustomed to these changes. For those few, SoCalGas continues to issue reminder letters on an as needed basis.

## CARE Program Summary

### 2.2. Please provide CARE program summary costs

CARE Budget Categories	Authorized Budget	Actual Expenses	% of Budget Spent
Outreach	\$3,785,932	\$2,654,307	70%
Proc., Certification and Verification	\$1,248,928	\$1,240,666	99%
Information Tech./Programming (1)	\$522,554	\$524,622	100%
Pilots (2)	\$0	\$0	0%
Measurement and Evaluation	\$17,192	\$0	0%
Regulatory Compliance	\$236,919	\$241,863	102%
General Administration	\$604,963	\$572,699	95%
CPUC Energy Division Staff	\$171,500	\$43,016	25%
Cooling Centers (3)	N/A	N/A	N/A
<b>Total Expenses</b>	<b>\$6,587,988</b>	<b>\$5,277,173</b>	<b>80%</b>
Subsidies and Benefits (4)	\$135,901,649	\$129,609,418	95%
<b>Total Program Costs and Discounts</b>	<b>\$142,489,637</b>	<b>\$134,886,591</b>	<b>95%</b>

#### 2.2.1. Please provide the CARE program penetration rate to date.

CARE Penetration Year-end 2011			
Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,716,495	1,847,296	92.9%	Yes

**2.2.2. 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**

<b>Month</b>	<b>Complaints Received</b>	<b>Nature of Complaint</b>	<b>Cases Resolved</b>
January	1	Customer contacted SoCalGas because he was no longer receiving a CARE discount on his gas bill but does receive CARE from SCE and his telephone provider. Research determined SoCalGas' CARE discount was terminated because customer did not submit a recertification application when required to do so.	Yes
March	3	A customer notified SoCalGas that she was upset that her gas account and phone number were visible through the "window" on her CARE recertification envelope. A customer claimed he did not receive recertification forms mailed by SoCalGas in October, 2010. Customer's account was terminated from CARE January 2011. A customer contacted SoCalGas' CARE staff to comment on receiving multiple CARE recertification requests (one via e-mail, the other by telephone 24 hours later).	Yes; No - contact attempts failed; Yes
June	1	A customer attempted to recertify on-line and claims the CARE web page was confusing. The customer decided to recertify by telephone instead but was still confused about the recertification process.	Yes

**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.**

The average monthly discount received per SoCalGas CARE customer in 2011 was \$6.09<sup>40</sup> per month.<sup>41</sup>

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<sup>40</sup> The average monthly rate discount was computed by dividing the CARE rate discount recorded to the CARE balancing account in 2011 by the monthly residential CARE customers: the total of the 12 months was then divided by 12 for the average monthly CARE discount per customer.

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

SoCalGas' CARE customers and expanded CARE customers (i.e. farm and migrant workers, and those living in non-profit group living facilities or agricultural housing) received \$125,815,123 in natural gas rate discounts and \$3,794,295 in SEC discounts in 2011. The 2011 annual subsidy for all SoCalGas CARE customers exceeded \$129 million.

**2.3.2. Administrative Cost**

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

See section 2.2.1 or CARE - Table 1 in the attachments.

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

**Outreach:** Included within this category are costs for the printing and mailing of CARE applications and correspondence, the printing and mailing of Senate Bill (SB) 920<sup>42</sup> annual notification, postage, bill inserts, brochures, flyers, advertising, direct mailing campaigns, telephone campaigns, web campaigns, third party outreach, community event

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<sup>41</sup> This number does not reflect the CARE customers who received a discount on their Service Establishment Charge (SEC).

<sup>42</sup> SB 920 requires that homeowners and residents of a master-metered park shall receive notification in their utility billing statement of the assistance available to them under the CARE program. This notification must be received on or before February 1st of each year.

sponsorships and support, distribution of collateral materials, outreach staff labor, and other outreach and enrollment efforts. Capitation payments and any agency-related outreach support efforts are also included in this category. Capitation payments are compensation fees paid to CBOs that assist SoCalGas in enrolling hard-to-reach CARE-eligible customers in the program.

**Processing, Certification and Verification:** These costs include the CARE Processing Group labor and data scanning costs. The function of the CARE group includes: 1) opening and sorting CARE application forms; 2) processing all CARE applications; 3) initiating and responding to customers' inquiries regarding CARE applications and or the program; and 4) tracking CARE enrollment and operating statistics in support of operations, management, and regulatory reporting.

**Information Technology (IT) Programming:** Included in this category are IT staff costs to maintain the SoCalGas CARE application billing system, CARE documents, CARE database, system reports, data exchanges with other utilities: to conduct system enhancements to comply with Commission mandates; and improve operational efficiency.

**Measurement and Evaluation:** This category includes costs for the annual CARE eligibility rate updates.

**Regulatory Compliance:** These costs include labor and non-labor costs for the preparation and filing of various regulatory filings including: program applications, advice letter filings, comments and tariff revisions, preparation of reports and studies; attendance at working group meetings, and public input meetings and other Commission hearings or meetings.

**General Administration:** General administration costs include program management labor, office supplies, market research, and general business expenses.

**Commission Energy Division Staff Funding:** This category includes costs incurred by Energy Division staff in support of the Commission's authorized low-income programs.

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

At year-end 2011, the CARE balancing account was under-collected by \$16,460,894.

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

The recorded costs in the CARE balancing account include the Service Establishment Charge (SEC) discounts, all rate discounts, surcharge revenues, amortization, interest, and Administrative costs described in Section 2.3.2.2.

**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 in the attachments.

## 2.4 Outreach

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

#### Utility Outreach

During 2011, SoCalGas continued to deploy traditional communication tactics to extend awareness and participation in the CARE Program. Traditional tactics include mass media, direct mail, automated messaging, bill inserts (and other bill-related communications), door-to-door enrollment, and participation in community outreach events.

**Mass Media:** Media messages were usually in English, but Spanish language campaigns were a key component of mass media outreach during 2011. Because of the growing availability and popularity of the Internet (as reflected in the increase of online enrollments in the CARE program), two online campaigns were conducted throughout 2011 (summer and winter). By working with vendors who specialize in placing online ads on selected pages, ads for the CARE program appeared on web pages that corresponded to pre-established criteria – such as age and demographics.

**Direct Mail:** Direct mail continues to be a versatile and effective method for enrolling CARE customers. SoCalGas launched several direct mail campaigns throughout the year. The campaigns were strategic and targeted selected zip codes and PRIZM codes. SoCalGas mailed approximately 1 million pieces during 2011.

**Bill Message:** During 2011, quarterly CARE bill messages were printed in both English and Spanish on non-participating customers' bills. Additionally, when applicable, CARE bill messages were sent out 45 days after PEV letters were mailed to remind customers that SoCalGas had not received their verification

application and proof of income. Further, if after 120 days SoCalGas had not received a customer response, SoCalGas sent those customers a bill message informing them that they had been removed from the program.

**Bill Inserts:** Bill inserts are a low-cost method to create program awareness and encourage enrollment. The insert/applications are bilingual (English/Spanish) and contain basic information. The July bill insert highlighted the new income eligibility qualifications (effective June 1st). During 2011, approximately 6 million bill inserts were sent to customers.

**Automated Voice Messaging:** In order to encourage eligible customers to remain on the CARE program, SoCalGas sends an email (when email address is on file) and initiates an automated phone call to customers whose CARE eligibility is set to expire. The email prompts the customer to go to a web site where the customer can re-enroll online. The automated phone call allows the customer to re-enroll when receiving the call. If the customer does not answer and the customer had an answering machine, the customer is directed to call a toll-free number.

**Direct Mailing to Sub-metered Apartments and Mobile-Home Parks:** SoCalGas continued to conduct its annual SB920 targeted mailing in its service territory to the 1,819 master-metered facilities with sub-metered customers in PY2011. SoCalGas also continued to work with master-metered facilities with sub-metered tenants to maintain compliance with both AB 2104 and AB 2857.

**Cross Program Promotion:** SoCalGas coordinated the communications for the CARE Program, as well as its other programs and services in a manner that provided clear, comprehensive and consistent messages to its customers. Communication and outreach opportunities were sought out to cross promote

the CARE Program with other customer assistance programs and general market (rebate and or incentive) programs to maximize customer value and reduce costs. Mass media cross advertising campaigns incorporating both SoCalGas' CARE and ESA Programs are conducted annually. The ability to apply for CARE through SoCalGas' ESA Program applications made it easier for customers to obtain services and other SoCalGas assistance program information simultaneously. Customer information obtained from SoCalGas' ESA Program and Gas Assistance Fund (GAF), along with LIHEAP, is used for CARE enrollment, recertification, and verification purposes. Certain collateral materials used by SoCalGas' outreach department and field operations personnel have been specifically designed to provide customers with information on all available low-income and special needs customer programs and services.

**SoCalGas.Com Website:** The SoCalGas web site ([www.socalgas.com](http://www.socalgas.com)) was a component of virtually all communications. Website content, in English and in Spanish, was regularly updated to ensure customers were provided with current information. In addition to online English and Spanish CARE applications, SoCalGas' website also offers CARE applications in Arabic, Armenian, Chinese, Hmoob, Farsi, Khmer, Korean, Russian, Tagalog, Thai and Vietnamese. Customers may enroll online using one of these "in-language" applications or download an application, complete it, and return it via U.S. mail to SoCalGas for processing. SoCalGas' web based outreach efforts included monthly e-mail blasts consisting of targeted electronic newsletters and e-mails promoting the CARE Program, and a customer assistance newsletter "Outreach Around the Region."

### **Customer Contact Personnel:**

**Customer Contact Center (CCC):** Customers are informed by the IVR system about the CARE Program when they call to request new service or payment arrangements. Customers can request a CARE application from a Customer Service Representative (CSR), the IVR, or from SoCalGas' website.

**Bilingual Employees:** The CCC, CARE Customer Support Center and most company business offices continued to be staffed with bi-lingual (English and Spanish) CSRs. Vietnamese, Korean, Mandarin and Cantonese telephone lines are staffed from 8:00 am to 5:00 pm Monday through Friday in the CCC. Deaf and hearing impaired customers may contact the CCC through its TTY/TDD equipment 24 hours a day, seven days a week. Additionally, SoCalGas' Call Center is equipped to provide service in 170 languages through *Language Line Service*, a third-party translation service which is available to customers 24 hours a day, seven days a week. For hearing impaired customers, a toll-free number is provided.

**Branch Payment Offices (BPO):** English and Spanish CARE applications and program information brochures are available in all BPOs and the CARE program is promoted during every transaction. Further, English and Spanish CARE posters (complete with program guidelines and helpful information) are on display in each BPO. These posters are revised as program information and income guidelines change.

**Community Events:** During PY2011, SoCalGas personnel participated in general and low-income specific community events. The goal of each event was to promote awareness of and participation in customer assistance programs. The events included:

- National 211 Day in the San Gabriel Valley
- The Braille Institute
- Presentations to LA CARE community advisory members
- New Directions for Youth, San Fernando Valley
- Los Angeles Abilities Expo
- California Council of the Blind, state convention
- California Laura Richardson, Senior Event
- Inland Empire Disability Coalition
- Latin Expo in Los Angeles, Panorama City
- First AME Back-to-School, Backpack give-away
- A Taste of Soul, Los Angeles
- Santa Maria, Neighborhood Outreach Event

### **Third-Party Outreach**

In order to improve its efforts to communicate with hard-to-reach customers, SoCalGas has contracted with a vendor to perform door-to-door outreach. During 2011, approximately 31,000 customers were enrolled through this method.

### **Community-Based Organizations (CBOs)**

SoCalGas worked with CBOs and outreach agencies to enroll eligible non-participating customers in the CARE program. These “CARE Capitation Contractors” are located throughout the SoCalGas service area and employ various types of outreach strategies, such as, local community event participation, walk-in enrollment and program material distribution to enroll customers.

By fourth quarter 356 customers had enrolled in the CARE program as a result of the combined outreach efforts of SoCalGas' CARE capitation contractors.

Customer assistance program and service information continue to be added to the growing California 211 information and referral network. The 211 county-based agencies who have been provided with SoCalGas' customer assistance and general utility information include Fresno, Imperial (Sure Helpline) Kern, Kings, Los Angeles, Orange Riverside, San Bernardino, Santa Barbara, San Luis Obispo, Ventura and Tulare, bringing the total now to thirteen including Los Angeles City's' 311s Program. The 211 and 311 information was made available to SoCalGas customers on the individual county internet sites. This information was also provided to customers who called in and spoke with 211/311 call center operators.

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

Direct mail and bill inserts are still the foundation of awareness and enrollment. Even when such channels do not lead to an immediate enrollment, they create awareness and stimulate word-of-mouth knowledge of the program. Technology will obviously play an increasingly significant role in outreach efforts; however, the pace of transition from more traditional methods will be governed by the preferences and behaviors of SoCalGas customers. SoCalGas continually cross promotes all of its assistance programs and tailors outreach methods to meet individual customer needs, therefore, it would be difficult to single out one outreach method as being the most effective or successful. For example, home page placement of assistance programs information and direct links on SoCalGas' web-site) appeal to customers utilizing the internet. Also, information concerning SoCalGas' assistance programs is frequently mentioned in radio spots

and media events, further building program awareness in completely different mediums. SoCalGas believes tailored, multiple channeled outreach is the most effective and successful way to promote its assistance programs and plans to continue this strategy in PY2012.

Many of the primary outreach strategies used during 2011 are listed below:

**Automated Voice Messaging:** For PY2011, SoCalGas' use of AVM for CARE enrollment and recertification outreach proved to be both efficient and effective. AVM is a low-cost outreach method using an automated telephone script to quickly contact large numbers of SoCalGas customers, allowing them to check their program eligibility and enroll or re-enroll in CARE right over the telephone via the AVM system. Over 4,500 CARE enrollments and 19,000 recertifications were received using this method.

**Bill Inserts:** SoCalGas sent out over 6 million CARE (self-mailer type) bill inserts. This resulted in SoCalGas receiving more than 24,000 returned applications and 12,000 enrollments. Bill inserts continue to be a moderate cost, non-intrusive, high distribution (all CARE-eligible non-enrolled SoCalGas customers) outreach method for contacting potential CARE customers.

**Capitation Program:** SoCalGas contracted with 43 CBOs for the CARE Capitation Program in PY2011. These non-profit agencies were part of SoCalGas' overall commitment of contacting hard-to-reach customers at community events and through walk-in traffic; they generated approximately 356 CARE enrollments.

**Direct Mail:** SoCalGas' efforts to target and reach relatively large numbers of highly eligible customers not currently enrolled in the CARE Program are often accomplished through the direct mailing of CARE applications. (All of the letters and applications are in English and Spanish.) These customers are selected based on an adjustable eligibility profile that shows them to live in high gap (high

eligibility and low penetration) areas. By the end of the year, 47,000 direct mail applications had been returned, and 29,834 customers had enrolled in CARE through direct mail.

**Third Party Door-to-Door Outreach:** Developed to outreach to SoCalGas' hardest-to-reach low-income customers, this proactive door-to-door enrollment tactic continues to be a key component of SoCalGas' marketing strategy. These outreach contractors produce high volume enrollments from a hands-on customer approach. For 2011, SoCalGas CARE enrollments from door-to-door contractors totaled approximately 31,000 enrollments.

**Web Based Outreach:** Web based outreach consists of program promotion through e-newsletters, web links, e-mail blast campaigns, social media networks and direct internet access. For 2011, SoCalGas received over 56,000 enrollments from web based outreach. In addition, CARE continues to be one of the top most visited pages and/or one of the top most "searched" keywords on the SoCalGas website.

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

SoCalGas' CARE enrollment of the eligible population was close to 93% in 2011. Although SoCalGas has been able to generate great customer awareness about the program throughout its service territory, additional enrollments will be, by definition, in the hard-to-reach category. This category is mostly comprised of customers who may hard to reach on account of disability, age, limited English Proficiency, or geography. Conventional communication channels have limited usefulness with them. Because of this challenge, SoCalGas has initiated a strategy that will continue into the next several program years. The strategy will maintain traditional tactics, but increase collaboration in the community. As

articulated elsewhere, the tactics will focus on the hard-to-reach customers, those customers who are hard to reach because of disability, age, limited English proficiency, and geographic location.

**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**

Customers who do not participate in SoCalGas' CARE program, but are enrolled in other utility CARE Programs or LADWP's Low Income Discount Program (LIDP), are automatically eligible for SoCalGas' CARE Program. To ensure that eligible customers in overlapping territories receive all discounts for which they qualify, SoCalGas exchanges its CARE customer data with SCE, SDG&E, PG&E and LADWP. SoCalGas customers enrolled through data-sharing are mailed a letter notifying them of the enrollment and provided the opportunity to opt-out of SoCalGas' program if they choose.

SoCalGas continued to electronically exchange new CARE customer enrollment data on a weekly basis with SCE, a process established in 2001. In 2011, SoCalGas received 361,690 customer records from SCE and enrolled almost 86,000 SCE CARE customers into SoCalGas' CARE Program. Customers who were not enrolled were either already participating in SoCalGas' CARE Program or were not SoCalGas customers.

SoCalGas conducted two CARE data exchanges with PG&E in 2011. These data exchanges resulted in 4,651 PG&E CARE customers being added to the SoCalGas CARE Program.

During 2011, SoCalGas conducted one data exchange with SDG&E. The exchange resulted in 381 SDG&E CARE participants being added to SoCalGas' CARE Program.

SoCalGas continued to share CARE customer data with LADWP quarterly but did not receive any customer data from LADWP's Low Income Discount program during 2011.

Joint Utility Program Manager's Meeting:

During 2011, SoCalGas, Southern California Edison, Pacific Gas & Electric, San Diego Gas & Electric, South West Gas and the Sacramento Municipal Utility District (SMUD) periodically meet to informally discuss CARE outreach efforts and various program issues. For examples, agenda items for the 2011 meetings included: phone enrollments, phone recertifications, internet enrollments, telethons, the PY2012-2014 Applications, CARE categorical eligibility issues, SB1154, Post Enrollment Verification practices, process improvements and quarterly CARE public meeting agenda information.

**2.4.5 Discuss how CARE customer data and other relevant program information is shared within the utility, for example, between its Energy Savings Assistance Program and other appropriate low-income programs**

Leveraging with other assistance programs is one of the most cost effective ways for SoCalGas to increase customer participation in the CARE program. Therefore, customer information obtained from SoCalGas' ESA Program and Gas Assistance Fund (GAF) Programs, along with LIHEAP, is used for CARE enrollment, recertification, and verification purposes.

In 2011, SoCalGas continued cross-referencing customers who receive ESA Program benefits. Customers who are found in the ESA Program system are automatically enrolled for the CARE discount and exempt from PEV if their eligibility has been verified by the ESA Program. In 2011, SoCalGas automatically enrolled 23, 212 ESA Program customers in CARE.

SoCalGas' GAF Program provides a one-time bill assistance amount of up to \$100 on a qualified customer's winter natural gas bill. The annual, one-time bill payment assistance is available to eligible customers on a first-come, first-served basis. The program typically begins in February and continues through the end of March, or until funds are depleted.

Because GAF customers are eligible for CARE, SoCalGas' GAF customer data and CARE customer data are interfaced. Customers participating in the GAF Program, but not in CARE, are automatically enrolled in CARE. Additionally, because GAF customers provide proof of income when applying, customers approved for GAF are not subject to CARE's PEV process. Finally, CARE customers who are scheduled for recertification and who are approved for GAF assistance are not asked to recertify their CARE eligibility again until the next two year recertification cycle has lapsed. This process helps reduce barriers to participation and assists in retaining qualified customers.

Through leveraging efforts with SoCalGas' GAF program, during 2011, SoCalGas enrolled 1,288 new participants in its CARE Program. Further, in 2011, SoCalGas received CPUC authorization in Resolution E-4251 to utilize \$3 million in Ratepayer funds, on a one time only basis, to assist customers having financial difficulty. Below is a report of the distribution of those funds.

2011	Shareholder Funded Distributions	Ratepayer Funded Distributions
Customer Contributions	\$ 35,070	
Beginning Balances	\$400,000	\$3,000,000
<b>Total Funds Available</b>	<b>\$435,070</b>	<b>\$3,000,000</b>
Ratepayer Administrative Fees	\$ 34,940	\$ 64,500
Gas Assistance Payments	\$393,113	\$589,379
Remaining Balance	\$7,017	\$2,346,121

*Note: All customers receiving assistance are CARE eligible.*

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

Through the CARE and LIHEAP customer data interface, SoCalGas added 2,747 LIHEAP participants to the CARE program during 2011. Because LIHEAP customers provide proof of income when applying, customers approved for LIHEAP are not subject to CARE’s PEV process. In addition to new enrollments derived, SoCalGas also verified 9,630 LIHEAP customers already on CARE without requiring proof of income from the customers.

SoCalGas also found opportunities to leverage categorical eligibility in the CARE program by working with public assistance programs such as Medi-Cal and CalFresh. SoCalGas partnered with the Los Angeles Unified School District to distribute materials in selected schools, where a high percentage of students were school-lunch eligible. In May 2011, SoCalGas collaborated with the Los Angeles Department of Public Social Services to promote “CalFresh Awareness Month” in an effort to inform customers that if they were eligible for CalFresh (food stamps), they were also eligible for CARE. SoCalGas participated in several outreach events with LA CARE (an administrator for Medi-Cal) to maximize the enrollment of Medi-Cal eligible customers.

**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.)**

In May 2000, CSD and SoCalGas entered into an agreement that solidified the coordination of resources and program benefits between CSD's LIHEAP and SoCalGas' CARE and GAF Programs. In June 2000, SoCalGas added the toll-free telephone numbers for LIHEAP (and ESA Program) on the CARE applications. At the same time, SoCalGas began providing CSD's toll free number to customers who call SoCalGas to request information on low-income assistance programs.

**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 2011, SoCalGas continued to promote the use of the internet and the company website to educate customers about available customer assistance programs and services. Web-based CARE applications improve cost-effectiveness by saving postage, paper, and printing costs and assist a wide range of customers since the applications are available in thirteen languages as well as large print font. Through on-line activities in 2011, 103,000 customers were successfully enrolled and/or recertified, compared to 53,800 in 2010. The

comparison between 2009 and 2010 program years undeniably proves web based services are becoming the preferred communication channel for many customers. As such, SoCalGas will continue to promote and support on-line CARE enrollment and recertification.

SoCalGas processed over 650,000 applications in 2011. Customers who indicated they had a fixed income were exempt from recertification from 2 years to 4 years and sub-metered customers now recertify every 2 years instead of annually, thus decreasing the amount of incoming applications. Throughout 2011, experience derived from past years helped the CARE staff streamline the process of scanning and validating applications and lessened the number of applications requiring manual data entry.

In 2011, CARE updated 21 templates for data scanning to streamline document processing and to further automate the process. The Document Validation Process Enhancement project enabled CARE to process documents without the need to validate every single document. An estimated 20% of scanned applications were processed by the data scanning software and did not require any manual validation.

During 2011, the ESA Program (formerly known as the Direct Assistance Program) adopted its new name and logo. All collateral materials (previously reflecting the program's former name) required revisions. Since all SoCalGas CARE materials include ESA Program information, CARE was tasked with revising 38 CARE forms in 13 languages including a direct mail application, a bilingual bill insert, and a form used by community-based organizations and third party agencies, 8 forms for SoCalGas' Customer Information System ("CIS") letter generation, and 19 additional system generated customer letters. Each self certification CARE application was revised and updated to add the new ESA Program name, description and logo. Additionally, the CARE form was updated

with new income guidelines and public assistance program name changes as well as internal requirements for mailing and data scanning purposes.

Also during 2011, SoCalGas made enhancements to its Customer Contact Center's Integrated Voice Recognition ("IVR") system. The IVR system provided callers with brief program information (pre-transfer messages) about SoCalGas' assistance programs before the caller opted to transfer to a customer service representative ("CSR"). These pre-transfer messages ensured customers were notified of the availability of assistance programs. However, many customers currently calling SoCalGas' CCC and utilizing the IVR system are already participating in CARE (and/or other assistance programs). Since these customers do not need to hear an informational message regarding a program they already participate in, SoCalGas adjusted its IVR system to identify active CARE and other assistance program participants and bypass the messages thus allowing for immediate transfer to a CSR. This enhancement has served to lessen customer wait times by a few seconds and helped improve SoCalGas' overall CCC service.

SoCalGas also enhanced its IVR system by adding CARE program information to the IVR's automated customer payment arrangement function. Since payment arrangements are made by customers that are behind in paying their gas bills, SoCalGas' CSR's inform eligible, non-CARE customers about the CARE program during a payment arrangement process. To ensure non-CARE customers utilizing the IVR's automated payment arrangement function are also notified about the CARE program, SoCalGas added CARE information to the function.

## **2.5 Processing Care Applications**

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

SoCalGas received authorization to permit sub-metered tenants to recertify their CARE eligibility every two years in D.08-11-031, Ordering Paragraph 100. Fixed income tenants or those who pass the Probability Model (i.e. customers found 85% or more likely to be CARE eligible), now recertify every four years. SoCalGas also replicated the automated process developed for regular residential customers to allow for sub-metered CARE tenants to also be included in random selection for PEV.

SoCalGas pre-populates each application with the name of the facility, the account number, the tenant's name, address and space number; this was designed for ease of recertifying one's eligibility, thereby reducing attrition. The recertification application requires the number of household occupants, annual income or participation in a public assistance program, signature, and date. The application is mailed back to SoCalGas in the postage paid envelope provided.

Tenants are allowed 90 days to respond to the recertification request. If the recertification is received after the 90 day timeframe, the tenant is re-enrolled in CARE. Annually, each sub-metered facility is mailed a complete listing of its CARE tenants. Monthly, 'add' and 'delete' letters are sent to each submetered facility to ensure proper recordkeeping and appropriate discounts are applied to each bill.

### **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.**

SoCalGas does not contract with third parties to conduct certification, recertification and/or verification on its behalf. SoCalGas processes and approves all CARE enrollment applications, recertification forms, and verification requests internally. Additionally, SoCalGas utilizes LIHEAP, ESA Program, and GAF participant information to enroll, recertify, and verify CARE eligibility. SoCalGas also utilizes PG&E, SDG&E, and SCE CARE participant information and information from LADWP's LIDP to enroll customers.

In 2011, SoCalGas contracted with 43 CBOs and one third party outreach contractor to help eligible non-participating customers sign up for the CARE Program. The non-profit CARE Capitation CBOs employed a one-stop-shopping approach by helping their clients complete a CARE application while also assisting the customers in enrolling in other programs they might be eligible for.

SoCalGas' third party CARE outreach contractor employed a variety of outreach strategies, such as door-to-door solicitation, local community event participation, and program material distribution to help customers apply for CARE. Many of the customers targeted by the third party CARE contractor do not respond to traditional forms of outreach, nor visit CBO facilities, and are much more receptive to door-to-door canvassing efforts.

During PY2011, the number of customers enrolled in CARE by SoCalGas' CARE Capitation CBOs was 356. Over 31,000 new enrollments were derived from CARE's third party contractor's efforts.

## **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.**

SoCalGas' CARE Program did not experience any issues or events that significantly affected program management during PY2011.

## **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 in the attachments

##### **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.**

As of December 31, 2011, there were 27,266 residents in the non-residential CARE Expansion Program facilities. There were 508 primary facilities with 794 associated satellites participating in the CARE Expansion Program at year-end 2011.

### **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 in the attachments

### **3.3 Program Costs**

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

For PY2011, SoCalGas incurred \$5,637 in outreach expenses for the CARE Expansion Program bill insert. Since the volume of CARE expansion applications received is extremely small compared to the volume of regular CARE applications received, SoCalGas did not track administrative labor costs for new CARE expansion applications received during 2011.

##### **3.3.1.1 Discount Information**

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

The annual discount received per participating CARE residential facility in 2011 was \$75.01.

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

The annual discount received per participating CARE Expansion Program facility in 2011 was \$535.90.

### **3.4 Outreach**

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

Annually, SoCalGas sends a bill insert to commercial customers informing them of the Non-Profit Group Living Rate. In addition, SoCalGas worked with its Public Affairs personnel in rural counties to set up awareness for low-income farm workers.

**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.**

For 2011, the CCC continued to be the most effective outreach method for the SoCalGas CARE Expansion Program's non-residential facilities. Customers that call in to make payment arrangements, have their service established or request service activation talk with CSRs who present the CARE Program to them and respond to any questions the customers may have. Social service networks continue to be another valuable communication medium to promote CARE Program information to CARE expansion customers. The use of one-on-one or in-person dialogue sessions continues to make these two outreach methods very effective.

**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.**

There was no facility data shared during PY2011.

**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.**

SoCalGas did not experience any barriers to participation in 2011. Applications were processed the same day they were received. Incomplete applications were followed-up with correspondence to the customer, resulting in CARE approval of qualified accounts.

**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.**

The initial roll-out year for the new two year recertification requirement was 2010. Prior to 2010, CARE Expansion Program customers were required to recertify their CARE eligibility annually. The two-year recertification requirement helped reduce 2011 processing costs, as these customers, last recertified in 2010, are not required to recertify again until PY2012.

SoCalGas considers the processing of CARE expansion applications to be cost-effective, provided all necessary documentation is received and no additional follow-up with customers is required. Additionally, the Customer Contact Center (CCC) and Billing Department notifies the CARE Department of new Expansion Program accounts, both non-profit and agricultural group living facilities. A CARE application is proactively mailed to these accounts.

### **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.**

SoCalGas' CARE Program did not experience any issues or events that significantly affected program management during PY2011.

### **4 Fund Shifting**

#### **4.1.1 Report Energy Savings Assistance Program fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031**

Fund shifting activities in PY2011 are documented in ESA Program - Table 19 in the attachments. SoCalGas ESA Program had over-expenditures in the following six budget categories:

- Weatherization (201%)
- Outreach and Assessment (130%)
- In-Home Energy Education (105%)
- Pilot (206%)
- Training Center (119%)
- Inspections (107%)

The overall PY2011 budget was fully expended. Pursuant to D.08-11-031 and as modified by D.10-10-008, SoCalGas used carry forward funds to cover the budget shortfalls in the aforementioned categories.<sup>43</sup> Additionally, the November 30, 2011 Assigned Commissioner and Administrative Law Judge on The Joint Emergency Motion of The East Los Angeles Community Union, Et Al. authorized

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<sup>43</sup> Section 20 and O.P. 85, as modified by D. 10-10-008.

SoCalGas to utilize an amount not to exceed that which is necessary from the bridge funding authorized for January 1, 2012 to June 30, 2012 under D.11-11-010 for any other 2011 program expenditures exceeding the 2011 authorized ESA Program budget.

SoCalGas reached the authorized funding levels for the Pilot subcategory in February. The contributing factor to the overage in the Pilot budget is the delayed billing from PG&E (WE&T Pilot contract administrator) due to the revision of the Pilot timelines by the California Public Utilities Commission (Commission).

During August, SoCalGas reached the authorized funding levels for the Weatherization subcategory. The contributing factors to the overage in the weatherization budget includes an increase in install rates of certain measure mixes than previously anticipated and measures (i.e. weather-stripping and outlet gasket covers) that were not funded in the ESA Program budget authorized by D.08-11-031.

The training center budget reached its funding level in October due to the addition of 5-day (NGAT) training classes. In late 2009, SoCalGas added the 5-day NGAT training to increase the technical expertise of weatherization installation crews in the areas of gas appliance services and NGAT.

SoCalGas reached the authorized funding levels for the Outreach and Assessment subcategory in November and in December SoCalGas reached the authorized funding levels for the In-Home Energy Education subcategory and Inspections category. These overages are correlated to the increase in the number of homes treated by SoCalGas.

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

See CARE table 13.

**4.1.3 Was there any Energy Savings Assistance Programs 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 in Section 20.1 of D. 08-11-031.

## 5. Commonly Used Acronyms

CARE	California Alternate Rates for Energy
CBO	Community Based Organization
CFL	Compact Fluorescent Lamp
CPUC	California Public Utility Commission
CSI	California Solar Initiative
D.	Decision
DCSD	California Dept of Community Services and Development
DDTP	Deaf and Disabled Telecommunications Program
DRP	Demand Response Program
DSM	Demand Side Management
EE	Energy Efficiency
FERA	Family Electric Rate Assistance
HEAT	Home Energy Assistance Tracking
IOU	Investor Owned Utilities
kW	Kilowatt
kWh	Kilowatt hour
LIEE	Low-income Energy Efficiency (program)
LIHEAP	Low Income Home Energy Assistance Program
MOU	Memorandum of Understanding
mW	Megawatt
mWh	Megawatt hour
NGAT	Natural Gas Appliance Testing
OP	Ordering Paragraph
PEV	Post Enrollment Verification
PFM	Petition for Modification
PG&E	Pacific Gas and Electric Company
PPP	Public Purpose Program
PY	Program Year
SCE	Southern California Edison Company
SDG&E	San Diego Gas & Electric Company
SoCalGas	Southern California Gas Company
TDD	Telecommunication Device for the Deaf
TRC	Total Resource Cost
UC	Utility Cost
SSI	Social Security Income
SSD	Social Security Disability
SSP	Social Security Pension

## **6. Appendix:**

### **6.1. Energy Savings Assistance Program Tables**

Energy Savings Assistance Program- Table 1- Overall Program Expenses

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

Energy Savings Assistance Program- Table 3- Cost Effectiveness

Energy Savings Assistance Program- Table 4- Penetration

Energy Savings Assistance Program- Table 5- Direct Purchases & Installation Contractors

Energy Savings Assistance Program- Table 6- Installation Cost of Program Installation Contractors

Energy Savings Assistance Program- Table 7- Expenditures by Cost Elements

Energy Savings Assistance Program- Table 8- Detail by Housing Type and Source

Energy Savings Assistance Program- Table 9- Life Cycle Bill Savings by Measure

Energy Savings Assistance Program- Table 10- Energy Rate Used for Bill Savings Calculations

Energy Savings Assistance Program- Table 11- Bill Savings Calculations by Program Year

Energy Savings Assistance Program- Table 12- Whole Neighborhood Approach

Energy Savings Assistance Program- Table 13- Categorical Enrollment

Energy Savings Assistance Program- Table 14- Leveraging

Energy Savings Assistance Program- Table 15- Integration

Energy Savings Assistance Program- Table 16- Lighting

Energy Savings Assistance Program- Table 17- Studies & Pilots

Energy Savings Assistance Program- Table 18- "Add Back" Measures

Energy Savings Assistance Program- Table 19- Fund Shifting

## **6.2. CARE Tables**

CARE- Table 1- CARE Overall Program Expenses

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

CARE- Table 3- CARE Verification

CARE- Table 4- Self Certification and Re-Certification

CARE- Table 5- Enrollment by County

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants per Month Fund Shifting

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

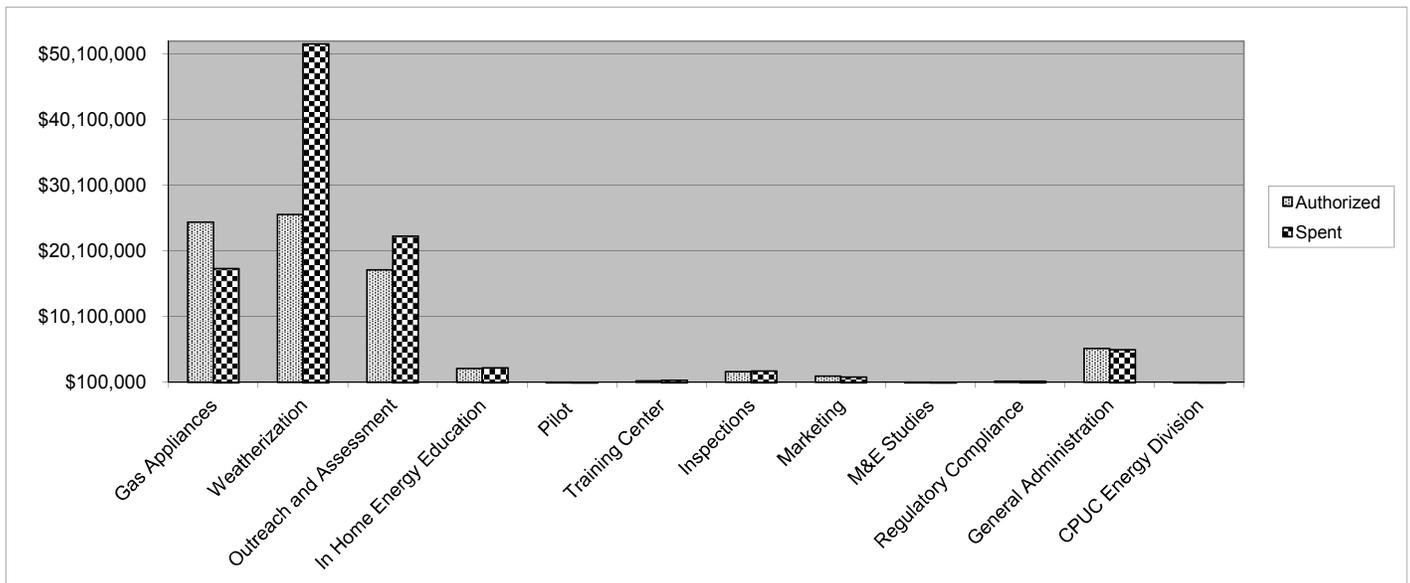
CARE- Table 13- CARE Fund Shifting

**PY 2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 1**  
**Energy Savings Assistance Program Overall Program Expenses**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Energy Savings Assistance Program:	2011 Authorized Budget <sup>1</sup>			2011 Annual Expenses			% of 2011 Budget Spent		
	Electric	Gas	Elec & Gas- Authorized	Electric	Gas	Elec & Gas- Spent	Electric	Gas	Elec & Gas
<b>Energy Efficiency</b>									
- Gas Appliances	\$ -	\$ 24,497,547	\$ 24,497,547	\$ -	\$ 17,405,397	\$ 17,405,397		71%	71%
- Electric Appliances	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
- Weatherization	\$ -	\$ 25,635,480	\$ 25,635,480	\$ -	\$ 51,602,597	\$ 51,602,597		201%	201%
- Outreach and Assessment	\$ -	\$ 17,211,246	\$ 17,211,246	\$ -	\$ 22,354,206	\$ 22,354,206		130%	130%
- In Home Energy Education	\$ -	\$ 2,188,110	\$ 2,188,110	\$ -	\$ 2,294,460	\$ 2,294,460		105%	105%
- Education Workshops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
- Pilot	\$ -	\$ 28,127	\$ 28,127	\$ -	\$ 57,932	\$ 57,932		206%	206%
<b>Energy Efficiency TOTAL</b>	<b>\$ -</b>	<b>\$ 69,560,510</b>	<b>\$ 69,560,510</b>	<b>\$ -</b>	<b>\$ 93,714,591</b>	<b>\$ 93,714,591</b>		<b>135%</b>	<b>135%</b>
<b>Training Center</b>									
Training Center	\$ -	\$ 320,587	\$ 320,587	\$ -	\$ 381,093	\$ 381,093		119%	119%
<b>Inspections</b>									
Inspections	\$ -	\$ 1,701,533	\$ 1,701,533	\$ -	\$ 1,814,428	\$ 1,814,428		107%	107%
<b>Marketing</b>									
Marketing	\$ -	\$ 1,050,293	\$ 1,050,293	\$ -	\$ 869,037	\$ 869,037		83%	83%
<b>M&amp;E Studies</b>									
M&E Studies	\$ -	\$ -	\$ -	\$ -	\$ 98,646	\$ 98,646		0%	0%
<b>Regulatory Compliance</b>									
Regulatory Compliance	\$ -	\$ 272,837	\$ 272,837	\$ -	\$ 263,091	\$ 263,091		96%	96%
<b>General Administration</b>									
General Administration	\$ -	\$ 5,264,735	\$ 5,264,735	\$ -	\$ 5,070,525	\$ 5,070,525		96%	96%
<b>CPUC Energy Division</b>									
CPUC Energy Division	\$ -	\$ 85,774	\$ 85,774	\$ -	\$ 18,435	\$ 18,435		21%	21%
<b>TOTAL PROGRAM COSTS</b>	<b>\$ -</b>	<b>\$ 78,256,269</b>	<b>\$ 78,256,269</b>	<b>\$ -</b>	<b>\$ 102,229,848</b>	<b>\$ 102,229,848</b>		<b>131%</b>	<b>131%</b>
<b>Funded Outside of Energy Savings Assistance Program Budget</b>									
<b>Indirect Costs</b>									
Indirect Costs					\$ 3,436,495	\$ 3,487,208			
<b>NGAT Costs</b>									
NGAT Costs	\$ -	\$ -	\$ -	\$ -	\$ 3,209,382	\$ 3,209,382			

<sup>1</sup>The Commission granted SCG authorization to use carryover funds and shift funds between the subcategories. For a full accounting of the authorized fund shifting, see ESA Program Table 19.

**Bar Chart 1- Total Spent versus Authorized by Category**



PY2011 Energy Savings Assistance Program Annual Report							
Measures	Units	PY Completed & Expensed Installations					% of Expenditure
		Quantity Installed	kWh (Annual)	kW (Annual)	Therms (Annual)	Expenses <sup>2</sup>	
<b>Heating Systems</b>							
Furnaces	Each	13,090			33,592	\$ 14,100,070	15%
<b>Cooling Measures</b>							
A/C Replacement - Room	Each						
A/C Replacement - Central	Each						
A/C Tune-up - Central	Each						
A/C Services - Central	Each						
Heat Pump	Each						
Evaporative Coolers	Each						
Evaporative Cooler Maintenance	Each						
<b>Infiltration &amp; Space Conditioning</b>							
Envelope and Air Sealing Measures	Home	117,617			772,906	\$ 32,778,417	35%
Duct Sealing	Home	2,478			52,952	\$ 3,149,034	3%
Attic Insulation	Home	7,836			345,153	\$ 8,319,788	9%
<b>Water Heating Measures</b>							
Water Heater Conservation Measures	Home	123,805			1,676,699	\$ 6,185,768	7%
Water Heater Replacement - Gas	Each	1,635			19,832	\$ 1,660,939	2%
Water Heater Replacement - Electric	Each						
Tankless Water Heater - Gas	Each						
Tankless Water Heater - Electric	Each						
<b>Lighting Measures</b>							
CFLs	Each						
Interior Hard wired CFL fixtures	Each						
Exterior Hard wired CFL fixtures	Each						
Torchiere	Each						
<b>Refrigerators</b>							
Refrigerators -Primary	Each						
Refrigerators - Secondary	Each						
<b>Pool Pumps</b>							
Pool Pumps	Each						
<b>New Measures</b>							
Forced Air Unit Standing Pilot Change Out	Each	127			5,456	\$ 39,418	0%
Furnace Clean and Tune	Each	21,265			59,040	\$ 1,301,979	1%
High Efficiency Clothes Washer	Each	2,119			78,403	\$ 1,594,731	2%
Microwave	Each						
Thermostatic Shower Valve	Each						
LED Night Lights	Each						
Occupancy Sensor							
<b>Pilots</b>							
A/C Tune-up Central	Home						
Interior Hard wired CFL fixtures	Each						
Ceiling Fans	Each						
In-Home Display	Each						
Programmable Controllable Thermostat	Each						
Forced Air Unit	Each						
Microwave							
High Efficiency Clothes Washer							
<b>Customer Enrollment</b>							
Outreach & Assessment	Home	163,346				\$ 22,353,501	24%
In-Home Education	Home	163,172				\$ 2,062,208	2%
Education Workshops	Participant						
<b>Total Savings</b>					<b>3,044,033</b>	<b>\$ 93,545,851</b>	<b>100%</b>
Homes Weatherized	Home	129,514					
<b>Homes Treated</b>							
- Single Family Homes Treated	Home	121,312					
- Multi-Family Homes Treated	Home	28,588					
- Mobile Homes Treated	Home	11,120					
<b>- Total Number of Homes Treated</b>	<b>Home</b>	<b>161,020</b>					
<b># Eligible Homes to be Treated for PY<sup>1</sup></b>	<b>Home</b>	<b>145,874</b>					
<b>% OF Homes Treated</b>	<b>%</b>	<b>110%</b>					
- Total Master-Metered Homes Treated	Home	16,796					

<sup>1</sup> Based on Attachment H of D0811031

<sup>2</sup> The Total Savings/Expenditures amount does not include a credit of \$122,162.50 from EMWD. Nor does it include \$232,970.92 in corrections made to the Energy Education category and a \$705 correction made to Outreach and Assessment.

PIE CHART 1- Expenses by Measures Category

Energy Savings Assistance Program Table 2

**PY2011 Energy Savings Assistance Program Annual Report  
 Energy Savings Assistance Program Table 3  
 Energy Savings Assistance Program COST-EFFECTIVENESS  
 SOUTHERN CALIFORNIA GAS COMPANY**

PY - Recorded <sup>1</sup>						
	Ratio of Benefits Over Costs			Net Benefits; \$ Millions		
Program Year	Utility Cost Test	Total Resource Cost Test	Modified Participant Test	Utility Cost Test	Total Resource Cost Test	Modified Participant Test
2011	0.27	0.18	0.73	(75,116,741)	(84,544,284)	(28,941,324)
2010	0.27	0.18	0.70	(56,410,628)	(63,936,482)	(24,097,023)
2009	0.31	0.21	0.67	(33,134,007)	(37,833,117)	(16,208,219)
2008	0.28	0.20	0.71	(26,904,944)	(30,069,392)	(10,909,048)
2007	0.28	0.20	0.68	(20,985,301)	(23,315,525)	(9,541,175)
2006	0.23	0.20	0.90	(21,852,544)	(21,456,113)	(2,798,151)
2005	0.20	0.24	0.54	(23,160,759)	(22,005,772)	(13,294,877)
2004	0.20	0.19	0.53	(26,138,097)	(26,305,744)	(15,353,305)
2003	0.29	0.30	0.63	(24,125,171)	(23,844,044)	(12,519,637)

<sup>1</sup> The Modified Participant Test (MPT) and the Utility Cost Test (UCT) include non-energy benefits (NEBs) along with energy savings in the numerator. The MPT was calculated using the Low Income Public Purpose Test (LIPPT) workbook as modified for the PY2003 LIEE measure cost effectiveness testing (the NEBs model). The UCT was calculated in two stages: first, the NEBs for this ratio were calculated using the NEBs model; second, the avoided cost benefits were calculated using the E3 calculator for energy efficiency cost effectiveness testing. The Total Resource Test (TRC) was calculated using the E3 calculator. The TRC does not include NEBs.

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 4**  
**Energy Savings Assistance Program PENETRATION**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Customer	Housing Type	# Homes Treated	Current Year Penetration Rate for Homes Treated
<b>Gas and Electric Customers</b>			
<b>Owners - Total</b>			
	Single Family		
	Multi Family		
	Mobile Homes		
<b>Renters - Total</b>			
	Single Family		
	Multi Family		
	Mobile Homes		
<b>Electric Customers (only)</b>			
<b>Owners - Total</b>			
	Single Family		
	Multi Family		
	Mobile Homes		
<b>Renters - Total</b>			
	Single Family		
	Multi Family		
	Mobile Homes		
<b>Gas Customers (only)</b>			
<b>Owners - Total</b>			
	Single Family	78,849	
	Multi Family	524	
	Mobile Homes	9,826	
<b>Renters - Total</b>			
	Single Family	42,463	
	Multi Family	28,064	
	Mobile Homes	1,294	
<b>Total Homes Treated in PY</b>		161,020	
<b>Total Homes Eligible in PY<sup>1</sup></b>		145,874	110%

<sup>1</sup> Based on Attachment H of D0811031

Penetration History				
Year <sup>2</sup>	Homes Treated	Ineligible & Unwilling <sup>3</sup>	Estimated Eligible in Current Year	Current Year Penetration Rate for Homes Treated
2002	49,464			
2003	57,179			
2004	54,677			
2005	40,523			
2006	36,870			
2007 <sup>4</sup>	44,048			
2008 <sup>4</sup>	58,773			
2009 <sup>4</sup>	83,493	3,562		
2010 <sup>4</sup>	120,358	22,589		
2011	161,020	23,765		
2012				
2013				
2014				
2015				
2016				
2017				
2018				
2019				
2020				
<b>Total Homes Treated since 2002</b>				545,385

<sup>2</sup> Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative

<sup>3</sup> Ineligible & Unwilling - Leads which do not result in a customer enrollment based on one of the following reasons: customer refused; home does not meet minimum measure requirement; customer is moving; over income; owner refused for renter occupied single family; unable to provide homeownership documentation; or home weatherized under another program.

<sup>4</sup> SoCalGas recently identified two system and reporting errors that caused the miscalculation of the number of homes treated in 2007 – 2010. Due to these errors, which occurred when SoCalGas' HEAT database system was installed in 2007, SoCalGas incorrectly reported the number of homes treated by the ESA program in its Annual Reports for 2007-2010. The enrollment counts for the period covering 2007-2010 have decreased by 2,725 enrollments (or a 1% decrease in the treated enrollments that were reported previously).

Year	Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory
2011	SDG&E	15,271	80
2011	PG&E	97,592	3,582
2011	SCE	1,149,293	34,740

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 5**  
**Energy Savings Assistance Program Direct Purchases & Installation Contractors**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Contractor	County <sup>1</sup>	Contractor Type (Check one or more if applicable)				PY Annual <sup>2</sup> Expenditures
		Private	CBO	WMDVBE	LIHEAP	
ADVANCED CONTRACTING SERVICES INC		x				\$ 316,342
AMERICAN ECO SERVICES INC				x		\$ 683,510
AMERICAN INSULATION INC	R, I	x		x		\$ 1,979,435
APPLIANCE RECYCLING CENTERS OF AMERICA		x				\$ 1,594,731
ASIAN PACIFIC AMERICAN COMMUNITY			x			\$ 705
ASSERT INC	LA, Ke		x			\$ 1,034,579
ASSOCIATED CONSTRUCTION SERVICES				x		\$ 510,194
AVALON CARVER COMMUNITY CENTER INC	LA		x			\$ 955,867
CAMPESINOS UNIDOS INC	R, I		x	x	x	\$ 643,274
COMMUNITY ACTION COMMISSION (SANTA BARBARA COUNTY)	Sba		x		x	\$ 143,813
COMMUNITY ACTION OF VENTURA COUNTY	V, LA		x		x	\$ 101,594
COMMUNITY ACTION PARTNERSHIP (OF SAN BERNADINO COUNTY)	Sbe		x	x	x	\$ 1,536,645
COMMUNITY ACTION PARTNERSHIP OF (SAN LUIS OBISPO)	SLO,		x	x	x	\$ 360,179
COMMUNITY ACTION PARTNERSHIP OF O C	OC		x	x	x	\$ 232,478
COMMUNITY ACTION PARTNERSHIP OF RIVERSIDE	R		x		x	\$ 44,289
COMMUNITY ENHANCEMENT SERVICES	LA		x		x	\$ 272,868
EAGLE SYSTEMS INTERNATIONAL INC	LA, R, T, Ki	x				\$ 5,669,884
EAST LOS ANGELES COMMUNITY UNION	LA, R, OC		x	x		\$ 14,347,065
EAST SAN GABRIEL VALLEY CONSORTIUM	LA		x			\$ 425,502
ECONO WEST INC	LA, Ke	x				\$ 686,083
ENERGY SERVICES & TECHNOLOGIES INC	LA, OC, RVR, SBN	x		x		\$ 613,423
ENVIRONMENTAL ASSESSMENT SERVICES	LA, R, Sbe	x		x		\$ 930,915
FCI MANAGEMENT CONSULTANTS	LA, OC, SD	x		x		\$ 216,375
GARCIA & SONS HOME IMPROVEMENT	Ke	x		x		\$ 542,432
HARRISON AIR CONDITIONING	RIVR, SBN			x		\$ 334,742
HIGHLANDS ENERGY SERVICES INC	T, Ki, F	x		x		\$ 7,451,020
LONG BEACH COMMUNITY	LA		x		x	\$ 3,984
MARAVILLA FOUNDATION	LA		x	x	x	\$ 14,216,173
OASIS AIR CONDITIONING	Ke	x				\$ 63,744
PACIFIC ASIAN CONSORTIUM IN	ALL		x	x	x	\$ 352,122
PACIFIC COAST ENERGY CONSERVATION		x				\$ 327,618
PROTEUS INC	T		x			\$ 5,437,971
QUALITY CONSERVATION SERVICES INC	LA	x				\$ 3,802,227
RELIABLE ENERGY MANAGEMENT INC	LA	x		x		\$ 10,323,857
RICHARD HEATH & ASSOCIATES INC	ALL	x		x		\$ 1,740,529
SIERRA WEATHERIZATION COMPANY INC	LA	x				\$ 8,909,874
SOCO AIR CONDITIONING CO	R, Sbe	x				\$ 124,874
STAPLES & ASSOC	T, Ki, F	x				\$ 945,865
SYNERGY MECHANICAL AIR CONDITIONING	SBN, LA, RIVR, SFERN	x				\$ 787,214
TONY'S HEATING & A/C SERVICE INC.	LA, OC			x	x	\$ 843,394
TRI-STATE HOME IMPROVEMENTS INC	R	x		x		\$ 41,338
VETERANS IN COMMUNITY SERVICES INC	LA		x	x		\$ 1,510,966
WATTS LABOR COMMUNITY ACTION COMM	LA		x			\$ 49,342
WESTERN INSULATION LP	LA, R, Sbe	x				\$ 4,251,961
						<b>\$ 95,360,998</b>

<sup>1</sup>Key

Los Angeles	LA
Orange County	OC
Ventura	V
San Bernadino	Sbe
Riverside	R
Imperial	I
Tulare	T
Kings	Ki
Kern	Ke
Santa Barbara	Sba
San Luis Obispo	SLO
Fresno	F

<sup>2</sup> The expenditures do not include \$158,580.19 related to credits from Edision for In Home EE guides and HE Washer rebates from EMWD. \$95,360,998 - \$158,580 = \$95,202,418 (see Table 7)



**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 7**  
**Expenditures by Cost Elements**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Energy Savings Assistance Program:	2011 Expenditures Recorded by Cost Element			
	Labor <sup>1</sup>	Non-Labor <sup>2</sup>	Contract <sup>3</sup>	Total
Energy Efficiency				
- Gas Appliances	\$ -	\$ -	\$ 17,405,397	\$ 17,405,397
- Electric Appliances	\$ -	\$ -	\$ -	\$ -
- Weatherization	\$ -	\$ -	\$ 51,602,597	\$ 51,602,597
- Outreach and Assessment	\$ -	\$ -	\$ 22,354,206	\$ 22,354,206
- In Home Energy Education	\$ -	\$ 268,670	\$ 2,025,790	\$ 2,294,460
- Education Workshops	\$ -	\$ -	\$ -	\$ -
- Pilot	\$ -	\$ 57,932	\$ -	\$ 57,932
<b>Energy Efficiency TOTAL</b>	<b>\$ -</b>	<b>\$ 326,602</b>	<b>\$ 93,387,989</b>	<b>\$ 93,714,591</b>
Training Center	\$ 275,836	\$ 105,258	\$ -	\$ 381,093
Inspections	\$ -	\$ -	\$ 1,814,428	\$ 1,814,428
Marketing	\$ -	\$ 869,037	\$ -	\$ 869,037
M&E Studies	\$ -	\$ 98,646	\$ -	\$ 98,646
Regulatory Compliance	\$ 254,958	\$ 8,133	\$ -	\$ 263,091
General Administration	\$ 3,786,204	\$ 1,284,321	\$ -	\$ 5,070,525
CPUC Energy Division	\$ -	\$ 18,435	\$ -	\$ 18,435
<b>TOTAL PROGRAM COSTS</b>	<b>\$ 4,316,998</b>	<b>\$ 2,710,432</b>	<b>\$ 95,202,418</b>	<b>\$ 102,229,848</b>

<sup>1</sup>Labor: Utility staff labor including labor indirects (vacation and sick leave, payroll taxes, and affiliate labor indirects)

<sup>2</sup>Non-Labor: All other non-labor costs excluding contractor costs defined below.

<sup>3</sup>Contractor: Expenses associated with contractor installations, Weatherization, Inspections, Outreach and Assessment, and In Home Energy Education services.

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 8**  
**Detail by Housing Type and Source**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Customer	Housing Type	2011 Energy Savings			2011 Expenses <sup>1</sup>	2011 Households Treated	2011 Households Eligible
		(mWh)	MW	(mTherm <sup>2</sup> )			
<b>Gas and Electric Customers</b>							
<b>Owners - Total</b>							
	Single Family						
	Multi Family						
	Mobile Homes						
<b>Renters - Total</b>							
	Single Family						
	Multi Family						
	Mobile Homes						
<b>Electric Customers (only)</b>							
<b>Owners - Total</b>							
	Single Family						
	Multi Family						
	Mobile Homes						
<b>Renters - Total</b>							
	Single Family						
	Multi Family						
	Mobile Homes						
<b>Gas Customers (only)</b>							
<b>Owners - Total</b>				1,964	\$ 63,299,961	89,198	
	Single Family			1,821	\$ 58,981,477	78,849	
	Multi Family			2	\$ 166,728	527	
	Mobile Homes			141	\$ 4,151,755	9,822	
<b>Renters - Total</b>				1,080	\$ 30,210,782	71,822	
	Single Family			858	\$ 20,881,960	42,464	
	Multi Family			203	\$ 8,912,805	28,065	
	Mobile Homes			18	\$ 416,017	1,293	
<b>Total Homes Treated in PY</b>						161,020	
<b>Total Homes Eligible in PY<sup>2</sup></b>						145,874	110%

\* Thousands of Therms

<sup>1</sup> Excluding indirect program costs. Additionally, the 2011 expenses amount does not include \$35,108 paid in lead fees to the contractors for potential customers who were unwilling or unable to participate in the program.

<sup>2</sup> Based on Attachment H of D.08-11-031

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 9**  
**Life Cycle Bill Savings by Measure**  
**SOUTHERN CALIFORNIA GAS COMPANY**

<b>Measure Description</b>	<b>PY Number Installed</b>	<b>Per Measure Electric Impact - Average (kWh)</b>	<b>Per Measure Gas Impact (Therms)</b>	<b>Effective Useful Life (EUL)</b>	<b>2011 Total Measure Life Cycle Bill Savings</b>
<b>Heating Systems</b>					
Furnaces	13,090		2.57	14	\$ 373,180
<b>Cooling Measures</b>					
A/C Replacement - Room					
A/C Replacement - Central					
A/C Tune-up - Central					
A/C Services - Central					
Heat Pump					
Evaporative Coolers					
Evaporative Cooler Maintenance					
<b>Infiltration &amp; Space Conditioning</b>					
Envelope and Air Sealing Measures	117,617		6.57	10	\$ 6,692,710
Duct Sealing	2,478		21.37	25	\$ 846,142
Attic Insulation	7,836		44	25	\$ 5,462,467
<b>Water Heating Measures</b>					
Water Heater Conservation Measures	123,805		13.54	7	\$ 10,879,827
Water Heater Replacement - Gas	1,635		12.10	6	\$ 112,881
Water Heater Replacement - Electric					
Tankless Water Heater - Gas					
Tankless Water Heater - Electric					
<b>Lighting Measures</b>					
CFLs					
Interior Hard wired CFL fixtures					
Exterior Hard wired CFL fixtures					
Torchiere					
<b>Refrigerators</b>					
Refrigerators -Primary					
Refrigerators - Secondary					
<b>Pool Pumps</b>					
Pool Pumps					
<b>New Measures</b>					
Forced Air Unit Standing Pilot Change Out	127		44	18	\$ 71,521
Furnace Clean and Tune	21,265		2.87	14	\$ 660,027
High Efficiency Clothes Washer	2,119		37	14	\$ 870,300
Microwave					
Thermostatic Shower Valve					
LED Night Lights					
Occupancy Sensor					
<b>Pilots</b>					
A/C Tune-up Central					
Interior Hard wired CFL fixtures					
Ceiling Fans					
In-Home Display					
Programmable Controllable Thermostat					
Forced Air Unit					
Microwave					
High Efficiency Clothes Washer					
<b>Total Homes Served By the Program</b>					161,020
<b>Life Cycle Bill Savings Per Home</b>					\$ 161

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 10**  
**Energy Rate Used for Bill Savings Calculations**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Year	\$/kWh [1]	\$/Therm
2011		1.10
2012		1.13
2013		1.17
2014		1.20
2015		1.24
2016		1.28
2017		1.31
2018		1.35
2019		1.39
2020		1.44
2021		1.48
2022		1.52
2023		1.57
2024		1.62
2025		1.66
2026		1.71
2027		1.77
2028		1.82
2029		1.87
2030		1.93
2031		1.99
2032		2.05
2033		2.11

[1] - For 2011 average cost per kWh paid by participants. Cost is escalated 3% annually in 24 subsequent years

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 11**  
**Bill Savings Calculations by Program Year**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Program Year	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings
2008	\$ 35,067,739	\$ 9,894,347	0.28	\$ 168
2009	\$ 49,101,879	\$ 13,651,236	0.39	\$ 160
2010	\$ 73,532,016	\$ 19,602,843	0.27	\$ 162
2011	\$ 102,229,848	\$ 25,969,055	0.25	\$ 161

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 12**  
**Whole Neighborhood Approach**  
**SOUTHERN CALIFORNIA GAS COMPANY**

A	B	C	D	E	F=(D+E)/C
Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2010	Total Treated This Year	Penetration Rate
91723-14 - Richard Heath Associates	130	69	18	4	32%
91723-23 - Richard Heath Associates	270	144	87	6	64%
91723-27 - Richard Heath Associates	311	111	37	4	37%
91723-30 - Richard Heath Associates	279	139	9	4	9%
91723-31 - Richard Heath Associates	273	142	13	1	10%
91767-21 - Richard Heath Associates	211	63	54	0	86%
91767-23 - Richard Heath Associates	458	155	122	1	79%
91767-25 - Richard Heath Associates	485	215	182	3	86%
91767-26 - Richard Heath Associates	359	211	188	1	90%
91767-27 - Richard Heath Associates	198	70	46	0	66%
91767-31 - Richard Heath Associates	234	58	35	0	61%
91767-32 - Richard Heath Associates	263	127	71	0	56%
91767-33 - Richard Heath Associates	351	158	134	4	87%
91767-34 - Richard Heath Associates	258	115	81	2	72%
91767-35 - Richard Heath Associates	521	262	103	0	39%
91767-38 - Richard Heath Associates	100	35	7	0	20%
91767-39 - Richard Heath Associates	236	69	24	1	36%
91767-41 - Richard Heath Associates	313	127	91	1	73%
91767-42 - Richard Heath Associates	332	139	118	0	85%
91767-43 - Richard Heath Associates	223	82	88	0	107%
91767-44 - Richard Heath Associates	215	82	54	0	66%
93203-14 - Staples and Associates	131	105	74	1	72%
93203-19 - Staples and Associates	138	105	59	0	56%
93280-16 - Staples and Associates	147	87	31	3	39%

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 13**  
**Categorical Enrollment**  
**SOUTHERN CALIFORNIA GAS COMPANY**

<b>Type of Enrollment</b>	<b>Number of customers enrolled</b>
Standard Enrollment	52,056
Categorical Eligibility	18,256
Self-Certification	90,708
Other (please list)	
<b>Total number of customers enrolled</b>	<b>161,020</b>

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 14**  
**Leveraging**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Partner	Relationship outside the IOU? [1]	MOU Present?	Amount of Dollars Saved [4]	Amount of Energy Savings [5]	Other Measureable Benefits	Enrollments Resulting from Leveraging Effort [7]	Meets all Criteria	If not, Explain
Southern California Edison	No	Yes [2]	\$387,525 [8]	368,464 kWh saved through CFL installations. [6]	23,029 CFLs installed in SCE leveraged households	5219 homes where CFLs were leveraged	Yes	
Eastern Municipal Water District	Yes	Yes [2]	\$122,163 in rebates provided to SCG ESAP		3.7 million gallons of water saved; \$7,497 saved on customer water bills	337	No	Energy savings are captured in SCG 2011 Low Income Programs Annual Report Table 2
Imperial Irrigation District	Yes	Yes [2]	\$670 saved in forgone marketing costs	127,420 kWh through various electric measures installed. [6]	186 exterior hardwire fixtures; 635 CFLs; 450 interior hardwire fixtures; and 71 wall-mounted occupancy sensors.	98	Yes	
Burbank Water & Power	Yes	Yes [2]					No	No installations in PY2011
LIHEAP	Yes	No [3]	\$8,478	134,229 kWh saved through various electric measures installed. [6]	19 Homes received Caulking, for a total of 283 linear feet; 21 homes received weatherstripping; 7886 CFLs; 873 Cover Plate Gaskets; 297 Faucet Restrictors; 43 Fluorescent Torchiere Lamps; 187 Low Flow Showerheads; 2 Vent Covers; and 9 Water Heater Pipe Wraps	989	Yes	

[1] IOUs include Southern California Edison, Pacific Gas & Electric, Southern California Gas Company, and San Diego Gas & Electric.

[2] SoCalGas has a signed contract agreement with each leveraging partner.

[3] An MOU exists between the Commission and the Department of Community Services and Development (CSD), not between the IOU and CSD.

[4] Dollars saved. Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/donated resources, elimination of redundant processes,

[5] Energy savings/benefits. Leveraging efforts are measurable and quantifiable in terms of home energy benefits/ savings to the eligible households.

[6] Energy savings based on estimated gross kWh savings per measure installed.

[7] Enrollment increases. Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

[8] Represents dollar savings from leveraged energy education fees that were paid in the 2011 Program Year.

**PY2011 Energy Savings Assistance Program Annual Report  
Energy Savings Assistance Program Table 15  
Integration  
SOUTHERN CALIFORNIA GAS COMPANY**

		<b>Integration Efforts</b>		
Coordination Type	New Integration Efforts in PY2011	Results		
		Cost and/or Resource Savings		
Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology [1]	Other Results
Program Coordination	ESAP uses EE Mobile Home Program contractor to enroll eligible low-income customers into ESAP	\$36,697 saved in forgone marketing costs	Saved marketing costs result from contractor use of EE infrastructure and database rather than stand alone ESAP marketing efforts to enroll customers into ESAP	5,365 additional low-income mobile home customers received ESAP services as a result of this integrative effort.
ME&O Coordination	LA Zoo Outreach Event	\$625	Cost savings due to shared outreach costs with CARE Program	
ME&O Coordination	Council on Anging Outreach Event	\$4,000	Cost savings due to shared outreach costs with CARE Program	
ME&O Coordination	Disabilities Sports Exposition Outreach Event	\$500	Cost savings due to shared outreach costs with CARE Program	
ME&O Coordination	6th Annual Taste of Soul Outreach Event	\$2,500	Cost savings due to shared outreach costs with CARE Program	
ME&O Coordination	Abilities Expo Outreach Event	\$100	Cost savings due to shared outreach costs with EE programs	
ME&O Coordination	La Tierra Festival Outreach Event	\$450	Cost savings due to shared outreach costs with EE programs	
ME&O Coordination	Alhambra Eco Fair Outreach Event	\$100	Cost savings due to shared outreach costs with EE programs	
Shared Marketing Materials	Shared purchase between ESAP, CARE, and Medical Baseline of mass media services such as print, radio and TV campaigns	Unknown	N/A	Costs of mass media services are reduced for ESAP as the total costs are shared with CARE Program.
Data Sharing	Used CARE enrolled customers for ESAP targeted marketing campaigns which included: Automated Voice Messaging, Direct Mail, Bill Inserts and Email Campaigns	Unknown	N/A	Increased efficiency since customers are already prescreened for program eligibility

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 16**  
**Lighting**  
**SOUTHERN CALIFORNIA GAS COMPANY (n/a)**

<b>Energy Savings Assistance Program CFL Tracking Table 1<sup>1</sup></b>					
<i>Instructions: Please identify the CFL bulbs used within your Energy Savings Assistance Program and fill in the remaining columns for each</i>					
<b>Bulb Name / Identification</b>	<b>Bulb Description (wattage, lumens)</b>	<b>Bulb Cost (material)</b>	<b>Admin Cost (overhead, contractor fee, marketing, etc.)</b>	<b>Total Bulb Cost (material + admin)</b>	<b>AB 1109 Compliant?<sup>2</sup></b>

1) Established through Section 9.3.4, D. 08-11-031

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?

<b>Year</b>	<b>Number of Homes Treated in Energy Savings Assistance Program</b>	<b>Number of Homes Provided CFLs</b>	<b>Avg. # of CFL bulbs given per home</b>	<b>Est. total energy savings from installed CFLs</b>
2009				
2010				
2011				

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 17**  
**Studies & Pilots Status**  
**SOUTHERN CALIFORNIA GAS COMPANY**

	PY Authorized Budget				PY Actual Expenses				% of Budget Spent	% of Project Completed	On Schedule?	Energy Savings Measured
	2009	2010	2011	Total	2009	2010	2011	Total				
<b>Studies</b>												
Non-Energy Benefits Study	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000	\$ 12,566	\$ 24,590		\$ 37,156	41%	100%	complete	
2009 Process Evaluation	\$ 20,833	\$ 20,833	\$ 20,834	\$ 62,500			\$ 30,704	\$ 30,704	49%	100%	complete	
Impact Evaluation			\$ 150,000	\$ 150,000		\$ 76,450	\$ 67,941	\$ 144,391	96%	100%	complete	
<b>Pilots</b>												
FAU Pilot	\$ 725,000			\$ 725,000	\$ 109,834	\$ 2,700		\$ 112,534	16%	100%	complete	[1]
WE&T Pilot	\$ 14,795	\$ 23,997	\$ 24,483	\$ 63,275			\$ 57,932	\$ 57,932	92%	100%	complete	

[1] See "Final Report on Southern California Gas Company's 2009-2011 High Efficiency Forced Air Furnace Pilot" dated Dec. 2010

**PY2011 Energy Savings Assistance Program Annual Report**  
**Energy Savings Assistance Program Table 18**  
**"Add Back" Measures**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Measure	Climate Zone	Ratio of Benefits Over Costs			Quantity Installed	Budget Impact of "add Back"	Energy Savings Impact (Lifecycle Bill Savings)
		Utility Cost Test	Modified Participant Test	Total Resource Cost Test			
Heating system repair / replace, SF, cz4	4	0.07	0.08	0.03	1	\$ 1,074	36.63
Heating system repair / replace, SF, cz5	5	0.07	0.08	0.03	17	\$ 18,258	622.73
Heating system repair / replace, SF, cz6	6	0.05	0.05	0.02	376	\$ 403,824	8,764.83
Heating system repair / replace, SF, cz7	7	0.00	0.00	0.00			0.00
Heating system repair / replace, SF, cz8	8	0.05	0.05	0.02	5,201	\$ 5,585,874	121,238.98
Heating system repair / replace, SF, cz9	9	0.05	0.05	0.02	2,231	\$ 2,396,094	52,006.18
Heating system repair / replace, SF, cz10	10	0.07	0.07	0.03	2,914	\$ 3,129,636	97,039.14
Heating system repair / replace, SF, cz13	13	0.08	0.08	0.03	847	\$ 909,678	31,966.75
Heating system repair / replace, SF, cz14	14	0.07	0.08	0.03	440	\$ 472,560	16,117.69
Heating system repair / replace, SF, cz15	15	0.03	0.03	0.01	70	\$ 75,180	1,087.83
Heating system repair / replace, SF, cz16	16	0.06	0.07	0.02	267	\$ 286,758	8,298.61
Heating system repair / replace, MF, cz4	4	0.00	0.00	0.00			0.00
Heating system repair / replace, MF, cz5	5	0.00	0.00	0.00			0.00
Heating system repair / replace, MF, cz6	6	0.00	0.00	0.00	2	\$ 3,408	0.00
Heating system repair / replace, MF, cz7	7	0.00	0.00	0.00			0.00
Heating system repair / replace, MF, cz8	8	0.00	0.00	0.00	1	\$ 1,704	0.00
Heating system repair / replace, MF, cz9	9	0.00	0.00	0.00	1	\$ 1,704	0.00
Heating system repair / replace, MF, cz10	10	0.00	0.00	0.00	0		0.00
Heating system repair / replace, MF, cz13	13	0.00	0.00	0.00			0.00
Heating system repair / replace, MF, cz14	14	0.00	0.00	0.00			0.00
Heating system repair / replace, MF, cz15	15	0.00	0.00	0.00	0		0.00
Heating system repair / replace, MF, cz16	16	0.00	0.00	0.00	0		0.00
Heating system repair / replace, MH, cz4	4	0.13	0.14	0.05	1	\$ 1,196	73.26
Heating system repair / replace, MH, cz5	5	0.08	0.08	0.03	1	\$ 1,196	42.18
Heating system repair / replace, MH, cz6	6	0.08	0.08	0.03	31	\$ 37,076	1,307.62
Heating system repair / replace, MH, cz7	7	0.00	0.00	0.00			0.00
Heating system repair / replace, MH, cz8	8	0.07	0.08	0.03	101	\$ 120,796	4,148.20
Heating system repair / replace, MH, cz9	9	0.08	0.08	0.03	102	\$ 121,992	4,415.71
Heating system repair / replace, MH, cz10	10	0.10	0.11	0.04	238	\$ 284,648	14,001.96
Heating system repair / replace, MH, cz13	13	0.12	0.13	0.05	48	\$ 57,408	3,410.02
Heating system repair / replace, MH, cz14	14	0.11	0.12	0.04	101	\$ 120,796	6,614.69
Heating system repair / replace, MH, cz15	15	0.05	0.05	0.02	41	\$ 49,036	1,137.78
Heating system repair / replace, MH, cz16	16	0.10	0.11	0.04	15	\$ 17,940	849.18
Water heater repair/replace, SF, gas	all	0.07	0.14	0.05	1,420	\$ 1,438,750	97,797.90
Water heater repair/replace, MF, gas	all	0.00	0.00	0.00			0.00
Water heater repair/replace, MH, gas	all	0.07	0.14	0.05	219	\$ 222,192	15,082.92

<sup>1</sup> Dollars spent on these Add Back Measures

PY2011 Energy Savings Assistance Program Annual Report  
Energy Savings Assistance Program Table 19  
Energy Savings Assistance Program Fund Shifting  
SOUTHERN CALIFORNIA GAS COMPANY

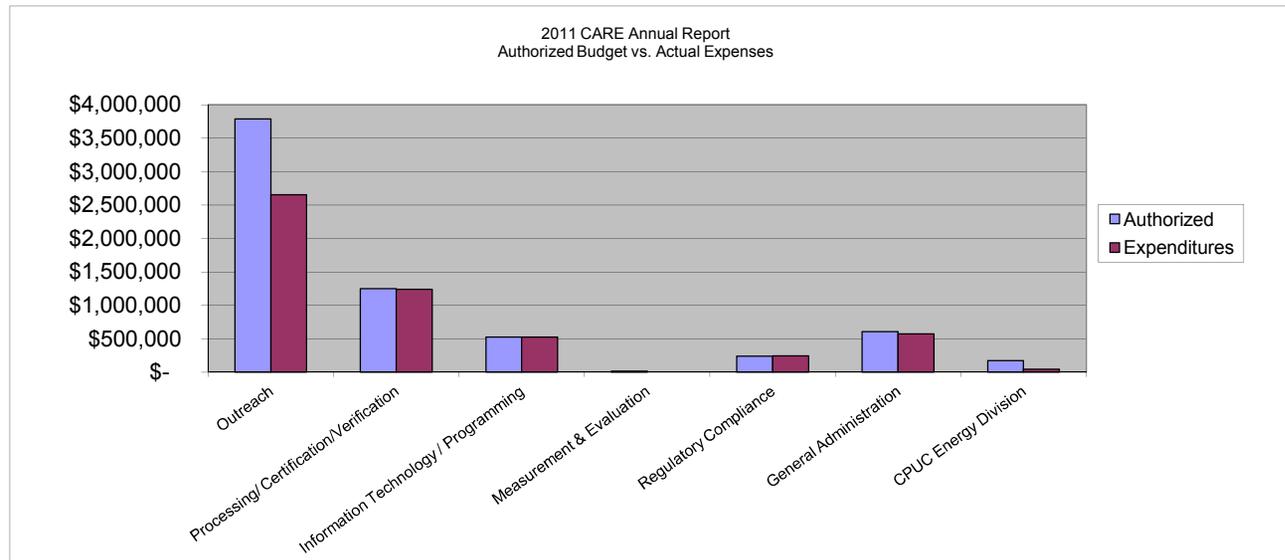
Program Year 2011	Total Authorized	Total Shifted <sup>1</sup>	% of Authorized Total	Carried Forward/Carried Back	To/From Year	To/From Category-Subcategory	Advice Letter Number
<b>ESA Program:</b>	<i>ex. \$x,xxx.xx</i>	<i>(\$x,xxx)</i>	<i>x%</i>	<i>Carried Forward</i>	<i>From 2008</i>	<i>From In-Home Energy Education</i>	<i>G-xxxx</i>
Energy Efficiency							
- Gas Appliances	\$ 24,497,547	\$ (7,092,150)	-9.06%	2011 Authorized Budget	From 2011	To Weatherization (\$7,092,150)	ALJ Ruling dated 11/21/2011 granting SoCalGas Motion to Shift ESAP Funds filed on 10/24/2011
- Electric Appliances	\$ -						
				Carried Forward	From 2010	From 2010 carried forward (unspent funds) \$16,959,095	
				Carried Forward	From 2010	From FAU Pilot carried forward (unspent funds) \$612,466	ALJ Ruling dated 11/21/2011 granting SoCalGas Motion to Shift ESAP Funds filed on 10/24/2011.
				2011 Authorized Budget	From 2011	From 2011 Gas Appliances \$7,092,150	
- Weatherization	\$ 25,635,480	\$ 25,967,137	33.18%	Carried Forward	From 2010	From 2010 carried forward unspent funds \$1,303,000	Authorized by D.08-11-031 and as modified by D.10-10-008.
				Carried Forward	From 2010	From 2010 carried forward (unspent funds) \$1,550,684	Authorized by D.08-11-031 and as modified by D.10-10-008.
- Outreach and Assessment	\$ 17,211,246	\$ 5,142,960	6.57%	2011 Authorized Budget	From 2011	From 2011 unspent funds from Marketing \$181,256	Authorized by D.08-11-031 and as modified by D.10-10-008.
				Carried Back	From 2012	From 2012 carried back \$3,411,020 from Gas Appliances	Authorized by D.08-11-031 and as modified by D.10-10-008.
- In Home Energy Education	\$ 2,188,110	\$ 106,350	0.14%	Carried Forward	From 2010	From 2010 carried forward (unspent funds)	Authorized by D.08-11-031 and as modified by D.10-10-008.
- Education Workshops	\$ -						
- Pilot	\$ 28,127	\$ 29,805	0.04%	Carried Forward	From 2010	From 2009-2011 Pilot unspent funds	Authorized by D.08-11-031 and as modified by D.10-10-008.
<b>Energy Efficiency TOTAL</b>	<b>\$ 69,560,510</b>	<b>\$ 24,154,102</b>					
Training Center	\$ 320,587	\$ 60,506	0.08%	Carried Forward	From 2010	From 2010 carried forward (unspent funds)	Authorized by D.08-11-031 and as modified by D.10-10-008.
Inspections	\$ 1,701,533	\$ 112,895	0.14%	Carried Forward	From 2010	From 2010 carried forward (unspent funds)	Authorized by D.08-11-031 and as modified by D.10-10-008.
Marketing	\$ 1,050,293	\$ (181,256)	-0.23%	Carried Forward	From 2011	To Outreach & Assessment (181,256)	Authorized by D.08-11-031 and as modified by D.10-10-008.
M&E Studies	\$ -	\$ 98,646	0.13%	Carried Forward	From 2010	From 2009-2011 M&E unspent funds	Authorized by D.08-11-031 and as modified by D.10-10-008.
Regulatory Compliance	\$ 272,837						
General Administration	\$ 5,264,735						
CPUC Energy Division	\$ 85,774						
<b>TOTAL PROGRAM COSTS</b>	<b>\$ 78,256,269</b>	<b>\$ 24,244,893</b>					

1) Reported numbers are in standard accounting format, with negative amounts displayed in parentheses (\$xxx.xx).

**PY2011 CARE Annual Report  
CARE Table 1 - Overall Program Expenses  
SOUTHERN CALIFORNIA GAS COMPANY**

Standardized CARE Administrative Cost Reporting Categories 2011 Costs by Energy Source							
Category	Residential		Expanded *		Total	Authorized Budget	% Budget Spent
	Electric	Gas	Electric	Gas			
Outreach	\$ -	\$ 2,654,307	\$ -	\$ -	\$ 2,654,307	\$ 3,785,932	70%
Automatic Enrollment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Processing/ Certification/Verification	\$ -	\$ 1,240,666	\$ -	\$ -	\$ 1,240,666	\$ 1,248,928	99%
Information Technology / Programming	\$ -	\$ 524,622	\$ -	\$ -	\$ 524,622	\$ 522,554	100%
Pilots	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Measurement & Evaluation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,192	0%
Regulatory Compliance	\$ -	\$ 241,863	\$ -	\$ -	\$ 241,863	\$ 236,919	102%
General Administration	\$ -	\$ 572,699	\$ -	\$ -	\$ 572,699	\$ 604,963	95%
CPUC Energy Division	\$ -	\$ 43,016	\$ -	\$ -	\$ 43,016	\$ 171,500	25%
One E App	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
<b>TOTAL Program Costs</b>	\$ -	\$ 5,277,173	\$ -	\$ -	\$ 5,277,173	\$ 6,587,988	<b>80%</b>
CARE Rate Discount	\$ -	\$ 125,815,123	\$ -	\$ -	\$ 125,815,123	\$ 132,712,188	95%
Service Establishment Charge Discount	\$ -	\$ 3,794,295	\$ -	\$ -	\$ 3,794,295	\$ 3,189,461	119%
<b>TOTAL PROGRAM COSTS &amp; CUSTOMER DISCOUNTS</b>	\$ -	\$ 134,886,591	\$ -	\$ -	\$ 134,886,591	\$ 142,489,637	<b>95%</b>

\*Due to the relatively small dollar amount, SoCalGas does not record the CARE Expansion Program's cost separately from the regular CARE program cost.



Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

**2011 CARE Annual Report**  
**CARE Table 2 - Enrollment, Recertification, Attrition, & Penetration**  
**SOUTHERN CALIFORNIA GAS COMPANY**

2011	Gross Enrollment											Enrollment			Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (P/Q)
	Automatic Enrollment						Capitation	Other Sources <sup>5</sup>	Total (G+H+I)	Recertification <sup>6</sup>	Total Adjusted (J+K)	Attrition (Drop Offs) <sup>7</sup>	Net (L-M)	Net Adjusted (N-K)			
	Inter-Utility <sup>1</sup>	Intra-Utility <sup>2</sup>	Leveraging <sup>3</sup>	One-e-App <sup>4</sup>	SB580	Combined (B+C+D+E+F)											
January	6,068	1,679	75	0	0	7,822	24	15,055	22,901	45,730	68,631	16,928	51,703	5,973	1,720,017	1,842,984	93.3%
February	7,086	196	94	0	0	7,376	33	18,393	25,802	40,802	66,604	38,145	28,459	-12,343	1,707,674	1,842,984	92.7%
March	7,237	3,172	45	0	0	10,454	16	32,652	43,122	52,037	95,159	29,582	65,577	13,540	1,721,214	1,842,984	93.4%
April	7,883	2,312	161	0	0	10,356	29	19,571	29,956	53,772	83,728	14,344	69,384	15,612	1,736,826	1,847,383	94.0%
May	7,418	2,382	93	0	0	9,893	32	13,159	23,084	47,545	70,629	17,690	52,939	5,394	1,742,220	1,847,383	94.3%
June	5,628	1,844	166	0	0	7,638	29	13,082	20,749	48,765	69,514	24,412	45,102	-3,663	1,738,557	1,847,383	94.1%
July	8,672	2,676	178	0	0	11,526	41	8,632	20,199	51,237	71,436	43,582	27,854	-23,383	1,715,174	1,845,587	92.9%
August	7,446	1,981	125	0	0	9,552	6	12,660	22,219	50,103	72,322	18,369	53,953	3,850	1,719,024	1,845,587	93.1%
September	10,415	2,253	59	0	0	12,727	42	15,076	27,845	52,573	80,418	33,914	46,504	-6,069	1,712,955	1,845,587	92.8%
October	7,673	2,040	225	0	0	9,938	51	11,304	21,293	40,964	62,257	16,157	46,100	5,136	1,718,091	1,847,296	93.0%
November	5,767	2,154	146	0	0	8,067	17	14,180	22,264	46,082	68,346	31,820	36,526	-9,556	1,708,535	1,847,296	92.5%
December	9,371	2,173	1,380	0	0	12,924	34	12,306	25,264	45,120	70,384	17,304	53,080	7,960	1,716,495	1,847,296	92.9%
<b>Total for 2011</b>	<b>90,664</b>	<b>24,862</b>	<b>2,747</b>	<b>0</b>	<b>0</b>	<b>118,273</b>	<b>354</b>	<b>186,070</b>	<b>304,698</b>	<b>574,730</b>	<b>879,428</b>	<b>302,247</b>	<b>577,181</b>	<b>2,451</b>			

<sup>1</sup> Enrollments via data sharing between the IOUs.

<sup>2</sup> Enrollments via data sharing between departments and/or programs within the utility.

<sup>3</sup> Enrollments via data sharing with programs outside the IOU that serve low-income customers.

<sup>4</sup> 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 and looks to implement a strategy of automatic enrollment for low-income customers into the CARE program based on the 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 territory as well as to the other IOUs.

<sup>5</sup> Not including Recertification.

<sup>6</sup> Recertifications completed regardless of month requested.

<sup>7</sup> The drop offs include self-declined applications, ineligible applications and closed CARE accounts.

Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

**PY2011 CARE Annual Report**  
**CARE Table 3 - Standard Random Verification Results**  
**SOUTHERN CALIFORNIA GAS COMPANY**

<b>2011</b>	<b>Total CARE Population</b>	<b>Participants Requested to Verify</b>	<b>% of Population Total</b>	<b>Participants Dropped (Due to no response)</b>	<b>Participants Dropped (Verified as Ineligible)</b>	<b>Total Dropped</b>	<b>% Dropped through Random Verification</b>	<b>% of Total Population Dropped</b>
<b>January</b>	1,720,017	4,278	0.25%	2,204	165	2,369	55%	0.14%
<b>February</b>	1,707,674	4,419	0.26%	2,299	137	2,436	55%	0.14%
<b>March</b>	1,721,214	6,763	0.39%	3,280	236	3,516	52%	0.20%
<b>April</b>	1,736,826	6,041	0.35%	3,044	240	3,284	54%	0.19%
<b>May</b>	1,742,220	5,570	0.32%	2,828	172	3,000	54%	0.17%
<b>June</b>	1,738,557	5,551	0.32%	2,976	176	3,152	57%	0.18%
<b>July</b>	1,715,174	4,842	0.28%	2,467	156	2,623	54%	0.15%
<b>August</b>	1,719,024	5,328	0.31%	2,739	173	2,912	55%	0.17%
<b>September</b>	1,712,955	5,180	0.30%	2,678	227	2,905	56%	0.17%
<b>October</b>	1,718,091	5,105	0.30%	2,841	210	3,051	60%	0.18%
<b>November</b>	1,708,535	4,415	0.26%	2,388	148	2,536	57%	0.15%
<b>December</b>	1,716,495	4,793	0.28%	1,958	182	2,140	45%	0.12%
<b>Total for 2011</b>	<b>1,716,495</b>	<b>62,285</b>	<b>3.63%</b>	<b>31,702</b>	<b>2,222</b>	<b>33,924</b>	<b>54%</b>	<b>1.98%</b>

SoCalGas' random verification process allows customers 90 days to respond to the verification request. Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a participant to respond.

Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

**PY2011 CARE Annual Report**  
**CARE Table 4 - CARE Self-Certification and Self-Recertification Applications<sup>1</sup>**  
**SOUTHERN CALIFORNIA GAS COMPANY**

	<b>Provided<sup>2</sup></b>	<b>Received</b>	<b>Approved<sup>3</sup></b>	<b>Denied<sup>4</sup></b>	<b>Pending/ Never Completed<sup>5</sup></b>	<b>Duplicates<sup>6</sup></b>
<b>Total</b>	7,862,835	1,153,704	879,428	35,638	238,638	0
<b>Percentage</b>		100.00%	76.23%	3.09%	20.68%	0.00%

<sup>1</sup> Includes sub-metered customers.

<sup>2</sup> An estimated number that includes customers whom were provided with CARE self-certification and self-recertification application via direct mail, email, phone, bill insert, door-to-door delivery, utility personnel, and through outreach events.

<sup>3</sup> Approved includes customers who are approved through SoCalGas' CARE eligible probability model, data exchange, mail-in, via web, by phone, and through duplicated applications.

<sup>4</sup> Customers are denied due to not being CARE eligible, not customer of record, or not the customer's primary residence.

<sup>5</sup> Pending/Never Completed includes closed accounts, incomplete applications, and customers of other utilities who are not SoCalGas customers.

<sup>6</sup> SoCalGas treats duplicated applications as recertification applications. Duplicates are customers who are already enrolled in CARE and mail in another CARE application.

Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

**PY2011 CARE Annual Report  
 CARE Table 5 - Enrollment by County  
 SOUTHERN CALIFORNIA GAS COMPANY**

County	Estimated Eligible			Total Participants			Penetration Rate		
	Urban	Rural <sup>1</sup>	Total	Urban	Rural	Total	Urban	Rural	Total
Fresno	11,156	24	11,180	12,119	15	12,134	109%	63%	109%
Imperial	33	17,241	17,274	23	13,905	13,928	69%	81%	81%
Kern	12,669	29,058	41,727	11,226	28,522	39,748	89%	98%	95%
Kings	13	13,571	13,584	17	14,905	14,922	133%	110%	110%
Los Angeles	997,882	2,019	999,901	925,697	1,191	926,888	93%	59%	93%
Orange	203,559	30	203,589	170,961	20	170,981	84%	0%	84%
Riverside	102,399	121,060	223,459	93,826	116,469	210,295	92%	96%	94%
San Bernardino	154,929	1,109	156,038	166,311	872	167,183	107%	79%	107%
San Luis Obispo	9,445	17,935	27,379	5,388	14,249	19,637	57%	79%	72%
Santa Barbara	37,423	1,238	38,661	30,658	755	31,413	82%	61%	81%
Tulare	11,055	43,987	55,041	11,359	48,032	59,391	103%	109%	108%
Ventura	57,594	1,869	59,463	48,517	1,458	49,975	84%	78%	84%
<b>Total</b>	<b>1,598,157</b>	<b>249,139</b>	<b>1,847,296</b>	<b>1,476,102</b>	<b>240,393</b>	<b>1,716,495</b>	<b>92%</b>	<b>96%</b>	<b>92.9%</b>

<sup>1</sup> Rural<sup>1</sup> includes ZIP Codes classified as such by either the Rural Health Council or the Goldsmith modification that was developed to identify small town rural areas within large metropolitan counties. ZIP Codes not defined as rural are classified as urban.

Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

**PY2011 CARE Annual Report**  
**CARE Table 6 - Recertification Results**  
**SOUTHERN CALIFORNIA GAS COMPANY**

<b>2011</b>	<b>Total CARE Population</b>	<b>Participants Requested to Recertify<sup>1</sup></b>	<b>% of Population Total</b>	<b>Participants Recertified<sup>2, 3</sup></b>	<b>Participants Dropped<sup>3</sup></b>	<b>Recertification Rate % (E/C)</b>	<b>% of Total Population Dropped (F/B)</b>
<b>January</b>	1,720,017	18,700	1.09%	14,898	6,703	80%	0.39%
<b>February</b>	1,707,674	20,779	1.22%	17,439	6,994	84%	0.41%
<b>March</b>	1,721,214	31,482	1.83%	26,791	10,915	85%	0.63%
<b>April</b>	1,736,826	32,027	1.84%	25,919	12,291	81%	0.71%
<b>May</b>	1,742,220	29,200	1.68%	24,759	10,831	85%	0.62%
<b>June</b>	1,738,557	35,594	2.05%	28,653	14,213	80%	0.82%
<b>July</b>	1,715,174	26,601	1.55%	22,268	9,516	84%	0.55%
<b>August</b>	1,719,024	32,272	1.88%	24,637	13,357	76%	0.78%
<b>September</b>	1,712,955	23,455	1.37%	17,515	9,738	75%	0.57%
<b>October</b>	1,718,091	24,569	1.43%	20,906	11,501	85%	0.67%
<b>November</b>	1,708,535	30,028	1.76%	19,865	13,738	66%	0.80%
<b>December</b>	1,716,495	23,607	1.38%	14,974	8,513	63%	0.50%
<b>Total for 2011</b>	<b>1,716,495</b>	<b>328,314</b>	<b>19.13%</b>	<b>258,624</b>	<b>128,310</b>	<b>79%</b>	<b>7.48%</b>

<sup>1</sup> Participants requested to recertify.

<sup>2</sup> Participants recertified number does not include the customers who are recertified through SoCalGas' CARE eligible probability model .

<sup>3</sup> Recertification results are tied to the month initiated. Therefore, recertification results may be pending due to the time permitted for a participant to

Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

**PY2011 CARE Annual Report**  
**CARE Table 7 - Capitation Contractors**  
**SOUTHERN CALIFORNIA GAS COMPANY**

Contractor Name <sup>1</sup>	Contractor Type (Check one or more if applicable)				Enrollments		
	Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
Community Action Partnership of Orange County		X	X	X	0	0	0
ELA Communications Energy ED Program		X			0	0	0
PACE – Pacific Asian Consortium in Employment		X	X	X	0	1	1
Proteus, Inc.		X			0	11	11
Community Pantry of Hemet		X			0	4	4
Community Action Partnership of San Bernardino		X		X	1	103	104
LA Works		X			0	0	0
Children's Hospital of Orange County		X			0	0	0
The Companion Line		X			0	2	2
Across Amer Foundation		X			0	0	0
All Peoples Christian Center		X			0	0	0
LA County 211		X			0	34	34
Sr. Citizens Emergency Fund I.V., Inc.		X			0	0	0
Coachella Valley Housing Coalition		X			0	0	0
HABBM		X			0	0	0
Second Harvest Food Bank of Orange County		X			0	0	0
Southeast Community Development Corp.		X			0	2	2
Latino Resource Organization		X			0	0	0
Independent Living Center of Southern California		X			0	0	0
Community Action Partnership - Kern County		X			0	0	0
El Concilio del Condado de Ventura		X			0	1	1
Blessed Sacrament Church		X			0	0	0
Starbright Management Services		X			0	0	0
Hermanidad Mexicana		X			0	0	0
CSET		X			0	17	17
Crest Forest Family and Community Service		X			0	0	0
CUI – Campesinos Unidos, Inc.		X	X	X	0	0	0
Veterans in Community Service		X	X	X	0	0	0
Chinatown Service Center		X			0	21	21
Koreatown Youth and Community Center		X			0	2	2
MEND		X			0	0	0
Armenian Relief Society		X			0	0	0
Catholic Charities of LA – Brownson House		X			0	0	0
BroadSpectrum		X			0	0	0
OCCC, Inc. (Orange County Community Center)		X			0	9	9
Green Light Shipping	X				0	0	0
APAC Service Center		X			0	146	146
Visalia Emergency Aid Council		X			0	0	0
<b>Total Enrollments and Expenditures</b>					<b>1</b>	<b>353</b>	<b>354</b>

**PY2011 CARE Annual Report**  
**CARE Table 8 - Participants per Month**  
**SOUTHERN CALIFORNIA GAS COMPANY**

<b>2011</b>	<b>Gas and Electric</b>	<b>Gas Only</b>	<b>Electric Only</b>	<b>Total</b>	<b>Eligible Households</b>	<b>Penetration</b>	<b>% Change<sup>1</sup></b>
<b>January</b>	n/a	1,720,017	n/a	1,720,017	1,842,984	93.3%	0.4%
<b>February</b>	n/a	1,707,674	n/a	1,707,674	1,842,984	92.7%	-0.7%
<b>March</b>	n/a	1,721,214	n/a	1,721,214	1,842,984	93.4%	0.8%
<b>April</b>	n/a	1,736,826	n/a	1,736,826	1,847,383	94.0%	0.9%
<b>May</b>	n/a	1,742,220	n/a	1,742,220	1,847,383	94.3%	0.3%
<b>June</b>	n/a	1,738,557	n/a	1,738,557	1,847,383	94.1%	-0.2%
<b>July</b>	n/a	1,715,174	n/a	1,715,174	1,845,587	92.9%	-1.3%
<b>August</b>	n/a	1,719,024	n/a	1,719,024	1,845,587	93.1%	0.2%
<b>September</b>	n/a	1,712,955	n/a	1,712,955	1,845,587	92.8%	-0.4%
<b>October</b>	n/a	1,718,091	n/a	1,718,091	1,847,296	93.0%	0.3%
<b>November</b>	n/a	1,708,535	n/a	1,708,535	1,847,296	92.5%	-0.6%
<b>December</b>	n/a	1,716,495	n/a	1,716,495	1,847,296	92.9%	0.5%
<b>Total for 2011</b>	n/a	1,716,495	n/a	1,716,495	1,847,296	92.9%	

<sup>1</sup>Explain any monthly variance of 5% or more in the number of participants.

Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

**PY2011 CARE Annual Report**  
**CARE Table 9 - Average Monthly Usage & Bill**  
**SOUTHERN CALIFORNIA GAS COMPANY**

<b>Average Monthly Gas / Electric Usage</b>			
<b>Residential Non-CARE vs. CARE Customers<sup>1</sup></b>			
	Gas Therms	Gas Therms	
Customer	Tier 1	Tier 2	Total
Non-CARE	28.6	17.2	45.8
CARE	23.4	8.4	31.8
	Electric KWh	Electric KWh	
Customer	Tier 1	Tier 2	Total
Non-CARE	N/A	N/A	N/A
CARE	N/A	N/A	N/A

<b>Average Monthly Gas / Electric Bill</b>		
<b>Residential Non-CARE vs. CARE Customers<sup>1</sup></b>		
(Dollars per Customer)		
Customer	Gas	Electric
Non-CARE	\$41.70	N/A
CARE	\$31.23	N/A

<sup>1</sup> Excludes master-meter usage.

**PY2011 CARE Annual Report**  
**CARE Table 10- CARE Surcharge & Revenue**  
**SOUTHERN CALIFORNIA GAS COMPANY**

<b>Electric</b>					
<b>CARE Surcharge and Revenue Collected by Customer Class</b>					
Customer	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE	Percentage of
	CARE Surcharge	Monthly Bill		Surcharge Revenue	CARE Surcharge
Class	CARE Surcharge	Monthly Bill	as Percent of Bill	Collected	Revenue Collected
Residential*	N/A	N/A	N/A	N/A	N/A
Commercial	N/A	N/A	N/A	N/A	N/A
Agricultural	N/A	N/A	N/A	N/A	N/A
Large/Indust	N/A	N/A	N/A	N/A	N/A

\* Excludes CARE customers

<b>GAS</b>					
<b>CARE Surcharge and Revenue Collected by Customer Class</b>					
Customer	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE	Percentage of
	CARE Surcharge	Monthly Bill		Surcharge Revenue	CARE Surcharge
Class	CARE Surcharge	Monthly Bill	as Percent of Bill	Collected	Revenue Collected
Residential	\$1.35	\$41.70	3.24%	\$59,137,169	45.14%
Commercial	\$15.84	\$275.73	5.74%	\$35,500,212	27.10%
Natural Gas Vehicle	\$666.14	\$11,296.23	5.90%	\$3,172,843	2.42%
Industrial	\$150.61	\$846.46	17.79%	\$33,196,934	25.34%

**NOTES:**

Industrial includes both G-NT(D) and G-NT(T) and is net of volumes qualifying for G-COG.

**PY2011 CARE Annual Report  
 CARE Table 11 - CARE Capitation Applications  
 SOUTHERN CALIFORNIA GAS COMPANY**

<b>CARE Capitation Applications</b>					
<b>January 1, 2011 through December 31, 2011</b>					
<b>Entity</b>	<b>Total Received</b>	<b>Approved</b>	<b>Denied</b>	<b>Pending/ Never Completed</b>	<b>Duplicate</b>
Orange County CDC	7	0	0	0	7
ELA Communications	0	0	0	0	0
PACE-PacAsianConEmploy	4	1	1	0	2
Proteus	97	11	6	1	79
Cmty Pantry of Hemet	20	0	2	0	18
Cmty Svcs SBDO County	288	108	34	0	146
Sr Citizen Emergency Fund	0	0	0	0	0
HABBM	0	0	0	0	0
SoEast Comm Dev Corp	13	2	1	0	10
El Concilio-Cdo Ventura	7	1	0	0	6
Blessed Sacrament Church	0	0	0	0	0
Crest Forest Family Cmty	0	0	0	0	0
Campesinos Unidos, Inc.	0	0	0	0	0
Chinatown Svce Center	30	21	1	0	8
Meet Ea Need W / Dignity	0	0	0	0	0
Armenian Relief Society	0	0	0	0	0
Cath Char Bronson House	0	0	0	0	0
CSET	33	17	6	0	10
Orange County Comm Ctr (OCCC)	31	9	5	0	17
Green Light Shipping	0	0	0	0	0
Koreatown Youth and Comm Ctr	3	2	0	0	1
Apac Service Center	336	146	24	0	166
Visalia Emergency Aid Council	0	0	0	0	0
The Companion Line	10	2	0	0	8
LA Works	1	0	0	0	1
LA County 211	149	34	34	0	81
<b>TOTAL</b>	<b>1,029</b>	<b>354</b>	<b>114</b>	<b>1</b>	<b>560</b>

**PY2011 CARE Annual Report  
 CARE Table 12 - CARE Expansion Program  
 SOUTHERN CALIFORNIA GAS COMPANY**

<b>CARE Expansion Program</b>						
	Participating Facilities by Month (Gas)			Participating Facilities by Month (Electric)		
2011	CARE Residential	CARE Commercial		CARE Residential	CARE Commercial	
	Facilities	Facilities	Total	Facilities	Facilities	Total
January	14	1,265	1,279	N/A	N/A	N/A
February	14	1,076	1,090	N/A	N/A	N/A
March	13	1,070	1,083	N/A	N/A	N/A
April	13	1,096	1,109	N/A	N/A	N/A
May	13	1,114	1,127	N/A	N/A	N/A
June	13	1,111	1,124	N/A	N/A	N/A
July	13	1,139	1,152	N/A	N/A	N/A
August	13	1,125	1,138	N/A	N/A	N/A
September	13	1,138	1,151	N/A	N/A	N/A
October	13	1,121	1,134	N/A	N/A	N/A
November	13	1,138	1,151	N/A	N/A	N/A
December	13	1,136	1,149	N/A	N/A	N/A

<b>CARE Expansion Program</b>		
Average Monthly Gas / Electric Usage <sup>1</sup>		
	Gas	Electric
Customer	Therms	KWh
Residential Facilities	31.86	N/A
Commercial Facilities	265.70	N/A

<sup>1</sup> Excludes master meter usage.

<b>CARE Expansion Program</b>					
CARE Expansion Self-Certification and Self-Recertification Applications					
	Received	Approved	Denied	Pending/Never Completed	Duplicates
Total	490	487	3	0	0
Percentage	N/A	99.39%	0.61%	0.00%	0.00%

**PY2011 CARE Annual Report  
 CARE Table 13 - Fundshifting  
 SOUTHERN CALIFORNIA GAS COMPANY**

<b>CARE Program Fund Shifting by Category 2011</b>				
<b>Program Year: 2011</b>	<b>Total Authorized</b>	<b>Total Shifted<sup>1</sup></b>	<b>% of Authorized Total</b>	<b>Shifted to/from?</b>
<b>CARE Budget Categories:</b>				
Outreach	\$ 3,785,932	\$ (4,944)	-0.1%	To Regulatory Compliance
Processing, Certification, and Verification	\$ 1,248,928	\$ -	0%	
Information Tech./Programming	\$ 522,554	\$ -	0%	
Pilots		\$ -	0%	
Measurement and Evaluation	\$ 17,192	\$ -	0%	
Regulatory Compliance	\$ 236,919	\$ 4,944	2%	From Outreach
General Administration	\$ 604,963	\$ -	0%	
CPUC Energy Division Staff	\$ 171,500	\$ -	0%	
Cooling Centers				
Total Expenses	\$ 6,587,988	\$ -	0%	
Subsidies and benefits	\$ 135,901,649	\$ -	0%	
<b>Total Program Costs and Discounts</b>	<b>\$ 142,489,637</b>			

1) Please report this number in standard accounting format, with negative amounts displayed in parentheses (\$xx,xxx.xx).