

**LOW INCOME
OVERSIGHT BOARD
MEETING**

Sacramento New City Hall
915 I Street
First Floor - Council Chambers
Sacramento, CA 95814

Wednesday, August 21, 2013

Low Income Oversight Board (LIOB)

Wednesday, August 21, 2013
Sacramento New City Hall
915 I Street
First Floor - Council Chambers
Sacramento, CA 95814

10am - 4pm

www.liob.org

Call - In Number 1-877-930 0524 - Passcode 3494395#

[10 a.m. – 10:10 a.m.]	1.	Welcome and Introductions— Jose Hernandez, LIOB Chair and Commissioner Catherine J.K. Sandoval(10 minutes) <i>Standing Item</i>
[10:10 a.m. – 10:25 a.m.]	2.	Election of new LIOB officers – Facilitated by CPUC Staff (15 minutes) <i>Action Item</i>
[10:25 a.m. – 10:40 a.m.]	3.	Public comments— Facilitated by Jose Hernandez, LIOB Chair (15 minutes) <i>Informational/Standing item</i>
[10:40 a.m. – 10:45 a.m.]	4.	Approval of the May 16, 2013 meeting minutes, Facilitated by Jose Hernandez, LIOB Chair (5 minutes) <i>Action Item</i>
[10:45 a.m. – 11:05 a.m.]	5.	Residential Rate Design - Order Instituting Ruling (OIR) Gabe Petlin - Energy Division Staff (20 minutes) <i>Informational Item</i>
[11:05 a.m. – 11:20 a.m.]	6.	Highlights of upcoming activities for low-income energy programs – Energy Division Staff (15 minutes) <i>Standing Item</i>
[11:20 a.m. – Noon]	7.	Subcommittees Reports and Updates – Facilitated by Jose Hernandez, LIOB Chair (40 minutes) <i>Update/Standing Item</i> <ul style="list-style-type: none">a) Marketing & Outreach (Board Members Toledo, Kim, Gross and Watts)b) ESAP and CARE Implementation (Board Members Wimbley, Watts & Hobson)c) Workforce Education and Training (Board Members Kim, Hernandez & Hobson)d) Water Industry (Board Members Stephenson, Lopez & Hobson)e) Emerging Issues/Climate Change (Board Members Toledo & Kim)
Noon – 1:00pm]		Lunch

Low Income Oversight Board (LIOB)

Wednesday, August 21, 2013
Sacramento New City Hall
915 I Street
First Floor - Council Chambers
Sacramento, CA 95814

[1:00 p.m. – 1:20 p.m.]	8.	Lifeline Telephone Program Update – Benjamin Schein, CPUC-Consumer Programs (20 minutes) <i>Informational/Standing Item</i> a) Lifeline Proceeding Update (<i>Standing Item</i>) i. Report on Scoping Memo and Public Participation Hearings b) Update on Lifeline Direct Application Project c) Presentation on Federal Lifeline Program and State Lifeline Program
[1:20 p.m. – 1:50 p.m.]	9.	Office of Governmental Affairs, Legislative Update - CPUC – OGA Director, Lynn Sadler (30 minutes) <i>Informational/Standing Item</i> a) AB 1407
[1:50 p.m. – 2:20 p.m.]	10.	Water utilities’ current issues – Maria Carmen Rocha - CPUC Water Division (30 minutes) <i>Update/Informational/Standing Item</i> a) Update on Census Data Track – Stephen St. Marie – CPUC Policy and Planning Division
[2:20 p.m. – 2:35 p.m.]	Break	
[2:35 p.m. – 3:05 p.m.]	11.	Utilities’ Reports— Utility representative (30 minutes) <i>Standing /Action/Discussion Item</i> a) Update on IOU’s Studies Reports i. Multi-family Segment Study – PG&E ii. Impact Evaluation – SDG&E iii. Energy Education Study - SCE iv. Needs Assessment Study – SCE b) Current Penetration Rates for CARE & ESAP c) CARE & ESAP Marketing & Outreach Efforts including Ethnic and Ethnic Owned
[3:05 p.m. – 3:50 p.m.]	12.	Presentation from Curt Schmutte - Metropolitan Water District of Southern California – (45 minutes) <i>Informational Item</i>
[3:50 p.m. – 4:00 p.m.]	13.	Future Events/Meetings Dates – <i>Standing Item</i> a) November 6, 2013 – LIOB Meeting in San Diego b) Discussion on agenda items for the November 6, 2013 LIOB Meeting
4:00 p.m.	Meeting Adjourned	

Low Income Oversight Board (LIOB)

Wednesday, August 21, 2013
Sacramento New City Hall
915 I Street
First Floor - Council Chambers
Sacramento, CA 9581

This is a public meeting. The meeting is accessible to the physical disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Zaida Amaya at (916) 928-4702 or sending a written request to 180 Promenade Circle, Suite 115, Sacramento, CA 95834. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation.

Interested parties may attend in person or via teleconference. Notice of the Low Income Oversight Board meeting can be accessed at: www.liob.org. Teleconference Information: Call - In Number 1-877-930-0524 - Passcode 3494395#

This meeting notice is being sent to all parties on the service lists of Applications A.08-05-022 et al, A.11-05-017, A.11-05-018, A.11-05-019, A.11-05-020 and A. 11-06-016 as well as the utilities, contractors and agency contacts. And solely for the purposes of Commission's Ex Parte Communication Requirements, this notice will be deemed a functional equivalent of the notice pursuant to Commission's Rules of Practice and Procedure, Rule 8.3 (c)(1) for the proceedings A.08-05-022 et al, A.11-05-017, A.11-05-018, A.11-05-019, A.11-05-020 and A.11-06-016

Welcome and Introductions

LIOB MEMBERS

Jose Atilio Hernandez

***LIOB Chair**

IDEATE California
1901 Landis Street
Burbank, CA 91504
(818) 455-1942

jhernandez@ideatecal.com

Public Member Position

Jason Wimbley

***LIOB Vice-Chair**

Division Chief, Energy and Environmental
Programs
Department of Community Services and
Development

2389 Gateway Oaks Drive
Sacramento, CA 95833
(916) 576-7129

jwimbley@csd.ca.gov

California Department of Community Services and
Development Appointee

Catherine J.K. Sandoval

Commissioner

California Public Utilities Commission
505 Van Ness Avenue, Room 5213
San Francisco, CA 94102
(415) 703-3700

CatherineJ.K.Sandoval@cpuc.ca.gov

Commissioner

Ortensia Lopez

Executive Director

El Concilio of San Mateo County
1419 Burlingame Ave. Suite N
Burlingame, CA 94010
(650) 373-1087

Fax (650) 373-1090

or10sia@aol.com

Public Member Position

Janine L. Scancarelli

Crowell & Moring LLP
275 Battery Street, 23rd Floor
San Francisco, CA 94111
(415) 986-2800
Fax (415) 986-2827

jscancarelli@crowell.com

Governor Appointee

<p>Dave Stephenson American Water Works Service Company Rate Regulation Manager – Western Region 4701 Beloit Drive Sacramento, CA 95838 (916) 568-4222 Fax (916) 568-4260 dstephenson@amwater.com</p>	<p>Water Corporation Representative</p>
<p>Charlie Toledo Director, Suscol Intertribal Council P.O. Box 5386 Napa, CA 94581 (707) 256-3561 suscol@suscol.net</p>	<p>Public Member Position</p>
<p>Patricia Watts President/CEO FCI Management Consultants 3850 E Gilman St Long Beach, CA 90815 (562) 719-9300 patwatts@fcimgt.com</p>	<p>Private Weatherization Contractor Representative</p>
<p>Larry Gross Executive Director COALITION for ECONOMIC SURVIVAL 514 Shatto Place, Suite 270 Los Angeles, CA 90020 (213) 252-4411 ext. 201 Fax: (213) 252-4422 contactces@earthlink.net</p>	<p>Public Member Position</p>
<p>Jason A. Hobson HOBSON BERNARDINO + DAVIS LLP Los Angeles - San Francisco - Washington, D.C. 725 S. Figueroa Street, Suite 3230 Los Angeles, California 90017 (213) 235-9191 Fax (310) 948-9977 jhobson@hbdlegal.com</p>	<p>Public Member Position</p>
<p>Alex Kim Director - Residential Services San Diego Gas & Electric Company 8326 Century Park Court San Diego, CA 92123 (858) 654-1248 Fax (858) 654-1233 akim@semprautilities.com</p>	<p>Electrical/Gas Corporation Representative</p>

* Per Article Six of the LIOB Charter, Officers shall serve a one year term.

Election of New LIOB Officers

Public Comments

*Approval of the May 16, 2013 LIOB
Meeting Minutes*

LIOB MEETING

Draft Meeting Minutes

Thursday, May 16, 2013

California Public Utilities Commission

Auditorium

505 Van Ness Avenue

San Francisco, CA 94102

10am- 4pm

www.liob.org

Call - In Number 1-877-930 0524 - Passcode 3494395#

LIOB Board Members Present:

Chairman Jose Atilio Hernandez, Vice-Chair Jason Wimbley, Commissioner Catherine J.K. Sandoval, Ortensia Lopez, Dave Stephenson, Patricia Watts, Charlie Toledo, Jason A. Hobson Gene Rodrigues and Larry Gross (quorum present)

LIOB Members Absent: Janine Scancarelli

California Public Utilities Commission (CPUC) Staff Present:

Hazlyn Fortune, Ava Tran, Syreeta Gibbs, Tory Francisco, Stephen St.Marie, Camille Watts-Zagha, Maria Carmen Rocha, Ditas Katague, Dave Peck, Rami Kahlon, Alice Glasner, Benjamin Schein and Zaida Amaya

Public Present:

Arleen Novotney, Yvette Vasquez, Sandra Williams, Alex Kim, Andrew Steinberg, Rebecca Eaton, Patti Landry, Mary O'Drain, Jay Thomas, Ann Gressani, Carmen Rudshagen, Mark Aguirre, Shalini Swaroop, Ann Kim, Tessa Myles-Garcia, Ron Garcia, Larry Garcia, Kyle Jeffery, Allan Rago, Holly Lloyd, Joy Yamagata, Anna Solorio, Megan Kirkeby, Jana Katz, Leslie Sherlin, Andrea Tozer, John Fasana, Enrique Gallardo and Brett Searle

Participants Via Conference:

Meeting called to order by Chairman Hernandez at 10:05am.

Item 1. Welcome and Introductions— Jose Hernandez, LIOB Chair and Commissioner Catherine J.K. Sandoval (10 minutes) *Standing Item*

Chairman Hernandez welcomed board members, members of the public and Commission staff to the May 16, 2013 LIOB meeting. Commissioner Sandoval welcomed the LIOB and all of the constituents present to the California Public Utilities Commission. Commissioner Sandoval informed the Board that the discussion regarding categorical eligibility for the CARE program will be continued during the Ex-Parte Session, under agenda item #10. The discussion will be focused on proposed questions and topics that will be explored in the proceeding. The goal of the discussion is not to debate the answers, but to discuss whether or not these are the appropriate questions and obtain the Board's insight.

Item 2. Public comments— Facilitated by Jose Hernandez, LIOB Chair (30 minutes)
Informational/Standing item

Board member Hobson reported that the National Asian American Coalition (NAAC) has submitted several letters expressing concerns about SDG&E's CARE and ESAP recent reporting. In their letter, NAAC alleges that there is insufficient outreach in some of the hardest hit communities and hard to reach constituents, particularly within the Asian community. The letter also alleges that outreach efforts needed to address the newly immigrant and long-term unemployed and recently foreclosed and now renting households. The NAAC also expressed concern about SDG&E's current ESAP penetration rate of 11%. NAAC reported that they conducted an informal survey in the Bay area and in the San Diego area addressing issues of energy conservation in the low income communities which concluded that about 10% of respondents indicated that they didn't have any information regarding energy conservation. Board Member Rodrigues commented that these are very important issues and should be addressed, and suggested that the LIOB ESAP implementation sub-committee hold a public meeting with the IOUs and interested parties to address these concerns and provide an update/report during the August LIOB meeting.

Item 3. Approval of the February 27, 2013 meeting minutes, Facilitated by Jose Hernandez, LIOB Chair (2 minutes) *Action Item*

Motion to approve the February 27, 2013 LIOB minutes, motion moved by Board Member Lopez and seconded by Board Member Stephenson (Motion passed unanimously).

Item 4. Subcommittees Reports and Updates – Facilitated by Jose Hernandez, LIOB Chair (20 minutes)
Update/Standing Item

f) Marketing & Outreach (Board Members Toledo, Rodrigues, Gross and Watts)

No report provided

g) ESAP Implementation (Board Members Wimbley, Watts & Hobson)

No report provided

h) Workforce Education and Training (Board Members Rodrigues, Hernandez & Hobson)

No report provided

i) Water Industry (Board Members Stephenson, Lopez & Hobson)

Board Member Stephenson reported that the Water Industry met on May 8, 2013 in San Francisco, the meeting focused on the penetration rates of the low income programs, enrollment is at approximately 25% currently and there is an effort to increase the penetration rate, which could increase from 25% to over 80%. Emerging Issues/Climate Change (Board Members Toledo & Rodrigues)

No report provided

Item 5. Lifeline Telephone Program Update – Benjamin Schein, CPUC- Consumer Programs (15 minutes) *Informational/Standing Item*

d) Lifeline Proceeding Update (*Standing Item*)

i. Report on Scoping Memo and Public Participation Hearings

Mr. Schein reported that an all-party meeting was held on January 29, 2013 on the CA LifeLine proceeding, a scoping memo was issued on April 10, 2013, with opening comments due May 28, 2013 and reply comments due June 12, 2013. Mr. Schein also reported that a number of public participation hearings have been scheduled throughout California, the first one held on May 14, 2013 in Rancho Cordova followed by one on May 15, 2013 in San Francisco with additional hearings scheduled in June, July & August across the state. A summary of the basic service elements that the provider must offer to customers was provided as well as the billing provisions, toll free services and access to public programs. Mr. Schein also reported on the major issues in the CA LifeLine proceeding such as, should the service elements for CA Lifeline be changed?; should they be different than the general basic service elements?; and should they be different from wireless providers? Other issues of concern are, what should the requirements for wireless (and VoIP) participation be in the CA LifeLine program; and should there be more rules governing, bundled service, connection charges or contract or early termination fees?

Mr. Schein clarified that there are 4 carriers that offer LifeLine service in California that only receive subsidy from the Federal Government. A current basic Lifeline customer (land line customer) receives the benefits of subsidy from both the Federal Government and the State program. Currently, the wireless participants only receive the Federal subsidy, and the Commission is looking into the option of allowing wireless customers to receive both the Federal and State subsidies.

Board Member Gross offered to assist in outreaching his contacts about the hearings.

Commissioner Sandoval encouraged board members to spread the word in their communities regarding the upcoming public hearings and commented that the carriers have sent notices via bill inserts as well as texts, which have been very resourceful.

e) Update on Lifeline Direct Application Project

Mr. Schein provided a brief overview on the LifeLine direct application project (DAP), recapping that this process was ordered by the Commission in response to concerns that the application process was cumbersome and too dependent on the US postal service. The direct application process bypasses the postal service which expedites the process by allowing customers to go directly to a participating retail store, during which time the carrier collects the basic information and electronically submit it to the third party data base to ensure the customer passes the initial check. If the customer passes, a pre-populated PDF form is produced for the customer to fill out, and if all documentation is in order, the retail store can e-mail all relevant documents and forms back in real time to the third party administrator for immediate approval. To date (4/24/13) a total of 19,840 transactions were processed and 15,490 were successful, with 4,350 erred due to multiple submission. The current wireless participants in Lifeline are Cricket with 18,428 approved and 4,604 pending; Nexus with 76,076 approved, and 20,958 pending; Telscape Wireless 181 approved and 25 pending and Assurance (Virgin Mobile) 557 approved and 140 pending.

Commissioner Sandoval informed the Board that this is a Quasi-Legislative proceeding and that equal time rules are not invoked, therefore, the Board can discuss this item. Commissioner Sandoval suggested continuing this discussion during the August LIOB meeting, as the last public participation hearing (PPH) is scheduled for August 13, 2013, and reminded the Board that comments can be filed individually or thru the organization they represent.

The Board suggested that the Emerging Issues subcommittee meet on this issue and provide a report during the next LIOB meeting. The Board requested the presence of Mr. Schein at this meeting.

Mr. Schein clarified that the Lifeline discount at the State and Federal level is limited to one discount per household and that you must be at least 18 years old in order to qualify for Lifeline.

Commissioner Sandoval explained that there are two separate program programs, the Federal program and the State LifeLine program. The Federal program is currently open to wireless under the Federal rules. There are a number of Federal rules that the State program does not have, and part of the discussion and the focus of the LifeLine proceeding is what steps should be taken with the State program and whether or not to open up the State program to Lifeline.

Commissioner Sandoval requested a presentation on the Federal Program and the State LifeLine Program at the August LIOB meeting.

Board Member Toledo point out that the discount applies to either, wireless or landline and not both and wants to make sure that this is part of the outreach efforts.

Mr. Schein stated that there have been complaints about this issue and it is something that the Commission plans to address this matter to ensure that the providers make it clear in their marketing material. Mr. Schein also noted that when the 96 decision was written, the basic service elements were written without cell phones in mind and that these efforts are being made in order to catch up to changes in the market place.

Commissioner Sandoval pointed out that constituents that have attended the hearings concurred that a wireless discounts are desired, however, there are still issues that need to be sorted out. Some of the issues include; whether the Commission should require unlimited incoming & outgoing local toll calls for wireless providers, recognizing that an unlimited plan is more expensive and that many carriers may not want to offer this option, should the Commission require a minimum allotment of minutes, keeping in mind that some people devote a lot of time on hold time, which would diminished their allotted minutes, should tax be required, access to e911 and the public switch telephone network or should the \$11.85 subsidy be provided to customers and used as a discount on their cellular bill. These are some of the issues the Commission will be taking into consideration. Commissioner Sandoval also noted that there is concern about the guarantee that 911 services will work inside a residence, as there might be building/wall interference that goes beyond a carrier's control and none of the carriers are willing to guarantee this service.

It was mentioned that Metro PCS is one of the few carriers that offer unlimited monthly voice service for a relatively low price and Cricket offers an unlimited flat rate plan for \$20 for LifeLine.

The Board thanked Mr. Schein for a very informative presentation. Mr. Schein's presentation can be view and downloaded at:

<http://www.liob.org/docs/Item%205.%20California%20LifeLine%20Presentation%20LIOB%20May%202013.ppt>

Item 6. Report on the Governor's interest and priorities in low-income programs and update on CSD/IOU's & CPUC's Pilots - Jeanne Clinton, Special Advisor to the Governor for Energy Efficiency at the CPUC (15 minutes) *Informational/Standing Item*

Ms. Clinton representing the Governor's office and serving as a special advisor for Energy Efficiency at the CPUC provided an overview of the recent activities between the Governor's office, PUC staff, CSD and the IOU's that has occurred over the last year. Ms. Clinton mentioned that the Governor's office has three objectives to achieve: One is to maximize the benefits that can be derived from the funds that are available to California and to bring services and solutions to low income households. Recognizing that these benefits are measured in different ways in terms of lowering energy bills, lowering energy consumption, improving comfort and quality of life in households, and finally maximizing the numbers of households that can be served. The second objective is to avoid overlap duplication in the way these services are provided between the federally funded and administered funds in California, which go thru CSD, its providers and the utility rate payer funded delivery of program and services. The objective is to try to remove any unnecessary overlapping duplication, particularly, on the overhead and delivery cost, so that the money can be maximize in delivering actual benefits to households. And thirdly, to ensure that the programs and the delivery mechanisms and channels that are being used to drive these benefits are available to all qualified and eligible households and particularly to make sure those services are delivered to multi-family households.

Ms. Clinton informed the Board that a series of coordinated meetings have been held between the Governor's office, CPUC staff, CSD and the IOU's over the last year. Four pilots have been identified: IOU/CSD Bulk Purchase Cooperative, Geographic Coordination- Targeting High Energy Users/Underserved Populations; Solar Water Heaters for Low-Income, Single Family Households and CSD-IOU Datasharing Tool. There are various working groups that work on each of these pilots that represent the different departments, providers or utilities. There is a monthly coordination call to report on progress. Details of the pilots can be viewed and downloaded at:
<http://www.liob.org/docs/ACFA8.doc>

Ms. Clinton reported that under the multi-family housing in the low income proceeding there is a requirement in the decision to perform a multi-family segment study. This study will focus on obtaining a better understanding on what the low income multi-family population looks like, review and evaluate multi-family programs and research relevant for low income customers. The study has been initiated and is in its final stages.

Ms. Clinton also reported on the challenges in the area of financing, recognizing that it is challenging to pay for 100% of the cost of certain efficiency measures such as central heating ventilating air-conditioning system in multi-family buildings, and that although it is not possible to pay for 100% of the cost thru the low income programs, that there may be a need for financial tools that better match the changing cash flow to repay the capital cost in making these improvements. The Commission directed the development of various pilots in the financing programs. Two of these are being considered for multi-family housing, one for multi-family affordable housing and the second one is market-rate, multi-family finance. Both pilots are being proposed to be piloted in Northern California as part of the general efficiency proceeding.

Vice-Chairman Wimbley thanked Ms. Clinton for all of the support and leadership she has provided and mentioned that she has been instrumental in getting the pilots going and although they are still being shaped and formed, the collaboration between CSD, CPUC and the IOU's have been very productive.

Board Member Gross thanked the Governor, Ms. Clinton, CSD and staff for prioritizing multi-family housing and recognizing that these low income programs need to be geared to people's income and not where they live or the structure they live under.

The Board thanked Ms. Clinton for her report.

Item 7. Office of Governmental Affairs, Legislative Update - CPUC – OGA Director, Lynn Sadler (15 minutes) *Informational/Standing Item*

Ms. Sadler, Director of OGA, provided an explanation on how the Commission makes decisions on taking positions on Bills. She explained that the advisors and the utility staff that work on the subject matter meet and go thru the Bills as a briefing. Due to Bagley Keen provisions, Commissioners and advisors cannot discuss a position on the Bills, but OGA and their staff can present a summary and intent of the Bill to the Commissioners, advisors & staff. OGA then provides the recommended position and a memo is prepared, (which is posted on the CPUC's-Legislation website), for the Commission to take a vote on. If it is a Bill that everyone agrees on, it is placed as a consent item and if it is something that the Commissioners want to discuss; then it is discussed at a hearing. Ms. Sadler welcomes the Board's input regarding any Legislation questions the Board may have as well as any helpful input, or if the Board knows of any Bills that OGA needs to be aware of, to contact her directly. Ms. Sadler suggested visiting the Official California Legislative Information at www.leginfo.ca.gov for information regarding Legislation.

Ms. Sadler provided a summary of the low income related bills. The 2013 CPUC Analyses and Positions on Legislation can be view at: http://www.cpuc.ca.gov/PUC/legislation/posanalyses/2013_Legislative_Session_CPUC_Analyses_and_Positions_on_Legislation.htm

Commissioner Sandoval suggested that any recommendations or opinions regarding the Bills should be sent directly to her in order for her to share the LIOB's views with her fellow Commissioners.

The Board thanked Ms. Sadler for her presentation.

Item 8. Water utilities' current issues – Maria Carmen Rocha - CPUC Water Division (20 minutes) *Update/Informational/Standing Item*

a) Current Census Data Track

Ms. Rocha of Water Division announced that today's presentation will be and update on the census track data requested at the February, LIOB meeting. Ms. Rocha has been assisting Mr. Stephen St. Marie from the Policy and Planning Division in gathering data from Class A water utilities, to provide the Board a full analysis of the low-income programs.

Mr. St. Marie from the Policy & Planning Division provided a report on the review of the water low-income programs. The programs for the 10 Class-A water utilities have been built up and developed in each company's General Rate Cases, so each program is unique. The programs are all based on income and household size, but beyond that, they have many variations. The value of these programs is between \$6 and \$25 per monthly bill. Enrollment in the programs has been about 25%, however, with the efforts to raise penetration rate, the participation of eligible customers could increase to over 80%. A through program analysis for households in Great Oaks Water Company service area, San Jose Water Company service area and Park Water Company service area was provided by Mr. St.

Marie. Mr. St. Marie's full report can be view and downloaded at:

<http://www.liob.org/docs/Item%208.%20%20Low-income%20water%20programs.ppt>

Board Member Rodrigues commended Mr. St. Marie for an excellent and comprehensive presentation.

Item 9. Utilities' Reports— Utility representative (30 minutes) *Standing /Action/Discussion Item*

d) Update on IOU's ESA Studies Reports

- v. Multifamily Segment Study – PG&E**
- vi. Impact Evaluation – SDG&E**
- vii. Program Energy Education Study - SCE**
- viii. Needs Assessment Study – SCE**

Ms. Mary O'Drain provided an overview of the 4 studies directed in D. 12-08-044. Ms. O'Drain reported that all 4 reports are moving forward. Final reports should be available during the fall. She also noted that in order to incorporate the studies finding in the PY 2015-2017 studies must be finalized by July 1, 2014. Before these studies are finalized public workshops will be held to give the opportunity for public input. Energy Division will make final recommendations.

Board Member Rodrigues commented that while an energy savings impact of education is an important study, it also adds to the wealth of information there is for guiding the programs, he pointed out that it is exceptionally difficult to try to measure the impact of education and education brings benefits that aren't direct energy savings in the low income communities.

Ms. O'Drain commented that in conjunction with the studies, there are also 3 working groups and the output of these working groups will also help guide the development of the IOU's applications. These working groups are looking at cost effectiveness analysis, workforce education and training and the mid-cycle process.

Vice-Chair Wimbley requested for Energy Division to provide the Board with guidance on how the LIOB can be involved with the process this task.

Ms. Gibbs suggested that this can be done at the November meeting since most of the studies will be in their final stages.

Ms. O'Drain will also provide a final update on the studies at the November meeting.

The Board thanked Ms. O'Drain for the report.

Details of the studies can be view and downloaded at:

<http://www.liob.org/docs/Item%209a.%20IOU%20ESA%20Studies%20Update%202013-May-16%20all.ppt>

e) Current Penetration Rates for CARE & ESAP

Mr. John Fasana representing SCE provided the current penetration rates for CARE and ESA.

Vice-Chair Wimbley asked for an explanation on the number for SCG and SDG&E are below goal.

Ms. Sandra Williams of SDG&E addressed the Board on the issue brought by Board member Hobson regarding NAAC concern about SDG&E's penetration rates and looks forward to the discussion to be held by the subcommittee meeting to address the concerns. In their annual report SDG&E reported that they served over 22,000 homes achieving 110% of the Commission's goal. Traditionally and historically SDG&E has always met or achieved the goals. Ms. Williams mentioned that traditionally, SDG&E starts the year slow. The April reporting will be at 20% and by the end of May the numbers should be at 33%-35%.

Mr. Mark Aguirre of SoCalGas reported that although the numbers are currently low, SCG is in a ramp up period. The April report will reflect 24,000 YTD homes treated. SCG is working very closely with its contractors to try to work with them and put together resources to help them increase enrollments. Mr. Aguirre also reported that SCG had a record year for 2011 serving over 160,000 homes.

This report can be view and downloaded at:

<http://www.liob.org/docs/Item%209b.%20IOU%20CARE%20Participation%202013-May-16%20LIOB.ppt>

f) Prior LIOB meeting follow up items

i. Requirements for participants to enroll in the CARE Program

John Fasana provided a detailed report on the establishment of CARE, current CARE requirements, CARE eligibility conditions, enrollment requirements and income eligibility criteria. Mr. Fasana noted that the Federal Poverty Guideline (FPG) values corresponding to correct household size is used to calculate and update annual income limits for CARE and ESA. For 2013-2014 one and two-person household limits are now listed separately, pursuant to Resolution E-3524. D.06-12-038 authorized IOUs to enroll customers in CARE and ESA through categorical eligibility. D08-11-031 determined that categorical programs for CARE should be the same as those adopted in the California Lifeline Program.

This report can view and downloaded at: <http://www.liob.org/docs/ACFA5.ppt>

g) Introduction of newly elected LIOB Utility Representative for SDG&E

Ms. Yvette Vasquez introduced Mr. Alex Kim the Director of Residential services for SDG&E as the new LIOB representative.

Mr. Alex Kim expressed his excitement for the opportunity to be representing the IOU's as the new LIOB member and looks forward to working with the LIOB. He took this opportunity to recognized Board Member Gene Rodrigues for the outstanding job during this appointment as the representative for the IOU's.

Mr. Kim will start his one year appointment as the IOU representative on August 21, 2013. The board welcomed Mr. Kim to the Board and looks forward to working with him.

Ex-Parte Session in accordance with the Commission's Rules of Practice and Procedure, Rule [8.3\(c\)\(1\)](#) for proceedings A.08-05-022 et al, A.11-05-017, A.11-05-018, A.11-05-019, A.11-05-020 and A.11-06-016

Commissioner Sandoval open the all-party meeting related to the CARE proceeding. Commissioner Sandoval informed the Board that this session will particularly discuss the Joint Utilities Advice Letter that was discussed at length at the last meeting. Commissioner Sandoval announced that All Party questions were distributed to interested parties on the service list on the categorical enrollment processes for the California Alternate Rates for Energy (CARE). Commissioner Sandoval mentioned that as part of the issues raised at the previous LIOB meeting and subsequent meetings at the CPUC, the Commission determined to deny Advice Letter AL-4457 without prejudice. Further, Commissioner Sandoval informed the Board that the issues raised in the advice letter will be explored thru an upcoming Assigned Commissioner's Ruling (ACR) that will solicit comments, followed by reply comments about the determination of CARE eligibility. This format, she explained will assist to build a record on these issues and on how to appropriately determine and implement CARE eligibility. Commissioner Sandoval emphasized that today's goal is not to have a substantive debate about the answer to these questions, but rather to get the Board's opinion about whether or not these are the right questions to ask and whether or not there are additional questions or if the questions should be rephrased. Commissioner Sandoval reminded the Board that this is not to debate the questions but to receive input. Commissioner Sandoval expects to have the ACR after the 4th of July week at which time there will be an opportunity to provide comments. The following comments were made by the LIOB:

The complete set of questions can be view and downloaded at:

<http://www.liob.org/docs/5-16-13%20All%20Party%20Questions.pdf>

Question 1 – The Board did not offer any changes or suggestions to question 1.

Question 2 – Chairman Hernandez suggested using the categorical eligibility in two fashions. One is to use it the way it has been used in the past in terms of determining eligibility and the other one is to mirror a similar process to LifeLine, and not to discard any possible eligible customers that might indicate eligibility until an additional check is conducted and a thorough follow up has been completed for potential eligibility.

Question 3 – Board Member Rodrigues commented that what the Commission seems to be asking is: are there changes needed? Are there problems with it? And not whether the definition of consistent is clear.

Chairman Hernandez – commented that when Legislation chose to put that language in code, the intent was not to have these unintended consequences and although it may not be in the purview of the PUC to change it, it might strongly suggest to the Legislation for some flexibility.

Commissioner Sandoval commented that it is important to identify the questions that are subject to an interpretation debate. Issues such as having unrelated people living together with different economic units under one roof, under one meter. Are those 2 households? Is that an interpretation issue as opposed to one which needs new Legislation?

Question #4 – Commissioner Sandoval commented that this came from the Commission’s directive. The Commission asked the utilities to make suggestions about how to align these programs in order for them to be consistent. Now the Commission is debating on what consistency and alignment mean.

Board Member Hernandez commented that this could be as simple as using the same federal poverty guidelines levels. Is the same federal poverty guidelines level used? He also mentioned that this ties to question #2, which is an interpretation question.

Vice-Chair Wimbley – commented that whether it applies to question #4 or question #3, in some cases, the beneficiary could be a household, or it could be an individual that is part of a household and it is unclear on how to interpret and apply the definition between the two.

Question #5 – Commissioner Sandoval stated that this is about methodology and measurement, as well as determining what are some of the issues the joint utilities are trying to assess in their advice letter. Chairman Hernandez – commented it might make sense to have some kind of variability. For example if it doesn’t match up exactly but is close, then a presumable eligibility has to be followed up.

Commissioner Sandoval added that the utilities are asking for guidance on how to implement these programs and that this is an absolutely fair request.

Question #6 – Commissioner Sandoval suggested adding a question “c” – If there are two households under the same roof that have two different economic units, but are not sub-metered, how is the discount handled? This becomes a bigger problem when one economic unit would be eligible for a discount and the other one is not and the problem becomes worse if the eligible constituent is not the one on the account.

Vice Chair Wimbley commented that the questions are well written and oriented to flush out the questions and the details that will help clarify and hopefully solidified a better process that could be use to ensure that we don’t establish any unnecessary barriers that prevent or inhibit a low income person from accessing the programs.

Board Member Rodrigues added that the questions are broad enough to allow all stake holders to answer in terms of what the intended policy of the programs was, but also broad enough to allow people to answer specifically in the utility side on the practical day-to-day issues.

Mr. Enrique Gallardo, Legal Counsel with the Greenlining Institute recommended that when considering question #2, the following be taken into consideration: In response to the issues of whether the Commission should require income verification separate from, instead of, or in addition to, enrollment in programs used to establish categorical eligibility, Mr. Gallardo urges the Commission to also consider the administrative costs of such changes, as well as any resulting reduction of enrollment. Mr. Gallardo urged the addition of these questions to the ACR. In response to the issue of how much variance should be permitted in the guidelines of categorical eligibility programs, in question #5, Mr. Gallardo urged the Commission to consider evidence regarding the actual number of customers whose income is above 200 % of Federal Poverty Guidelines that result from these variances. Mr. Gallardo urged that the ACR include a call for review of such evidence.

Greenlining Institute's Ex-Parte filing can be view and downloaded at:

[http://www.liob.org/docs/Greenlining%20Ex%20Parte%20Notice.A.11-05-017%20-%20A.11-05-020\[1\].pdf](http://www.liob.org/docs/Greenlining%20Ex%20Parte%20Notice.A.11-05-017%20-%20A.11-05-020[1].pdf)

Ms. Alice Glasner representing DRA provided a handout with DRA's their suggestions. Ms. Glasner stated that DRA commends and supports this effort by Commissioner Sandoval to resolve important policy issues that have left stakeholders very far apart with respect to interpretation numerous important issues around CARE eligibility. DRA's Ex-Parte filing can be view and downloaded at:

<http://www.liob.org/docs/DRA%20Ex%20Parte%20Responses%20to%20QA%20May%2016,%202013%20LIOB%20All%20Party.pdf>

Item 11. ICF – International Q&A

- b) [Letter](#) from IOUs addressing the level of deviation between the non-utility low income programs that did not align with the income eligibility guidelines of the IOU low income programs.

Andrew Steinberg provided a brief overview of the utility requirement from D.12-08-044 to annually submit an Advice Letter to update the list of categorical eligibility programs for the California Alternate Rates for Energy (CARE) and Energy Savings Assistance (ESA) Programs. He also recapitulated events associated with the review and eventual dismissal (without prejudice) of the Advice Letter by the Commission's Energy Division because "it raises significant unforeseen policy issues requiring review in the formal proceeding." Mr. Steinberg added that with the ending of the Advice Letter process, the utilities' contract with ICF is currently ending. Mr. Steinberg introduced Ms. Rebecca Eaton from ICF International who provided a presentation describing the evaluation prepared by ICF International for Commissioner Sandoval on behalf of SoCalGas, San Diego Gas & Electric (SDG&E), Southern California Edison (SCE) and Pacific Gas and Electric (PG&E). Ms. Eaton informed the Board that an evaluation was initially sent to Commission Sandoval on March 29, 2013 in response to a request at the February 27, 2013 LIOB meeting, in which it was requested for ICF to provide a quantitative representation of the difference in eligibility guidelines of certain low income programs reviewed in the ICF Study and the CARE and ESA Programs. This ICF Study was previously submitted to the Commission in a joint utility Advice Letter filing in compliance with Decision (D.) 12-08-044.

This presentation can be view and downloaded at:

<http://www.liob.org/docs/Item%2011.%20ICF%20Memo%20Presentation%20for%2005%2016%2013%20LIOB%20Meeting.ppt>

The Ex-Parte filing of the Joint Utilities and ICF can be view and downloaded at:

<http://www.liob.org/docs/Joint%20Utilities%20and%20Rebecca%20Eaton%20Ex%20Parte%20Communication%20at%20the%205-16-13%20LIOB%20meeting.pdf>

<http://www.liob.org/docs/Joint%20Utilities%20and%20Rebecca%20Eaton%20Ex%20Parte%20Communication%20at%20the%205-16-13%20LIOB%20meeting%20Attch%201.pdf>

<http://www.liob.org/docs/Joint%20Utilities%20and%20Rebecca%20Eaton%20Ex%20Parte%20Communication%20at%20the%205-16-13%20LIOB%20meeting%20Attch%202.pdf>

Commissioner Sandoval closed the ExParte session part of this meeting and reminded parties to follow the Ex-Parte Commission's Rules of Practice and Procedures, Rule, [8.3\(c\)\(1\)](#)

End of Ex-Parte Session

Item 12. Highlights of upcoming activities for low-income energy programs – Energy Division Staff (10 minutes) *Standing Item*

Ms. Gibbs provided an update on the highlights and upcoming activities for low-income energy programs. Ms. Gibbs can be view and downloaded at:

<http://www.liob.org/docs/Item%2012.%20Highlights%20of%20Upcoming%20Activities%20for%20Low%20Income%20Energy%20Programs%20LIOB%20May%2016%20item%2012.ppt>

Item 13. Future Events/Meetings Dates – *Standing Item*

- c) August 21, 2013 – LIOB Meeting in Sacramento
- d) August 22, 2013 – Delta Tour
- e) November 6, 2013 – LIOB Meeting in San Diego

Item 14. Discussion on agenda items for the August 21, 2013 LIOB meeting – (10 minutes) *Standing Item*

Chairman Hernandez encouraged the sub-committees to start coordinating their meetings as soon as possible.

Communications Division to provide follow-ups on the following:

Update on Lifeline Direct Application Project

Update on LifeLine Proceeding/Public Participation Hearings

Presentation on the Federal Program and the State LifeLine Program

Water Division Update

Board Member Toledo questioned whether it is in the purview the LIOB to discuss water quality.

Commission Sandoval informed the Board that the Commission regulates the investor owned utilities and works with the coordination of the Board of Health on water quality issues. The investor owned utilities that have water quality issues are all on action plans. It is important to keep in mind that most of the water quality issues are on the non-regulated water companies and that the Commission only regulates 17% of the water users.

Commissioner Sandoval informed the Board that her office has been working on the details of the Delta Tour scheduled for August 22, 2013.

Vice-Chair Wimbley inquired as to how the percentage of the CARE discount is calculated.

Ms. Fortune informed the Board the level of the CARE discount is a rate design issue. Ms. Fortune will talk with the rate design group in the Energy Division to provide the Board with a presentation on what is occurring in the residential rate design OIR.

Commissioner Sandoval encouraged that Board to submit to staff recommendations on subjects that may be of interest to the Board.

Board Member Rodrigues addressed the Board and commented that it has been an honor to serve on this Board as an institution but more importantly a delight to serve with all the Board Members. Commissioner Sandoval thanked Board Member Rodrigues for his service and his contributions to the Board.

Meeting of the LIOB adjourned at 3:39pm

*Residential Rate Design – Order
Instituting Ruling (OIR)*



California Public Utilities Commission

Residential Rate Structure Rulemaking R.12-06-013

Status Update



Low Income Oversight Board Meeting

Gabe Petlin

Analyst, Retail Rate Design Section

Demand-Side Analysis Branch, Energy Division

August 21, 2013



Brief History of California Residential Rates

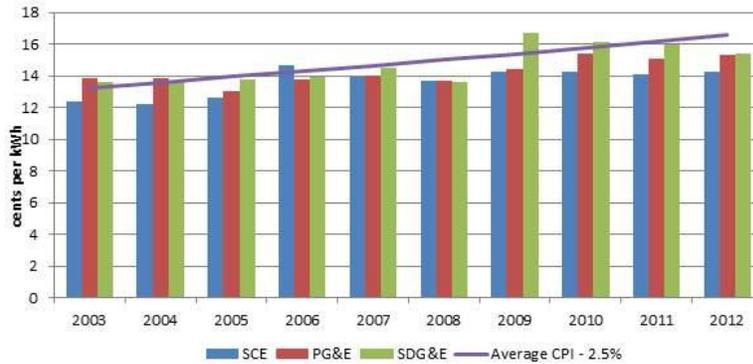
- AB 1890 (1996) – the electric restructuring bill – reduced rates by 10 percent for residential and small commercial customers.
- AB 1X (2001) imposed rate caps on tier 1 and 2 rates – freezing these rates 10 percent lower than 1996-1998 levels through 2009.
- SB 695 (2009) was intended to allow the utilities to rebalance lower-tier, upper-tier and CARE rates, but numerous restrictions in the bill have impeded the law from achieving its purpose:
 - Non-CARE tier 1 and 2 rates can increase by 3 to 5 percent per year, but tier 1 rates cannot be greater than 90 percent of system average rates (this provision has limited tier 1 increases for SCE).
 - CARE tier 1 and 2 rates can increase by up to 3 percent per year, but have not increased to date because they are tied to increases in CalWORKS benefits, which have been frozen by statute.
- As a result, the effective CARE electric discount is 30-47%





Residential Rate Design, not Total Cost, is the Primary Driver Causing Upper Tier Rates to Increase More Dramatically

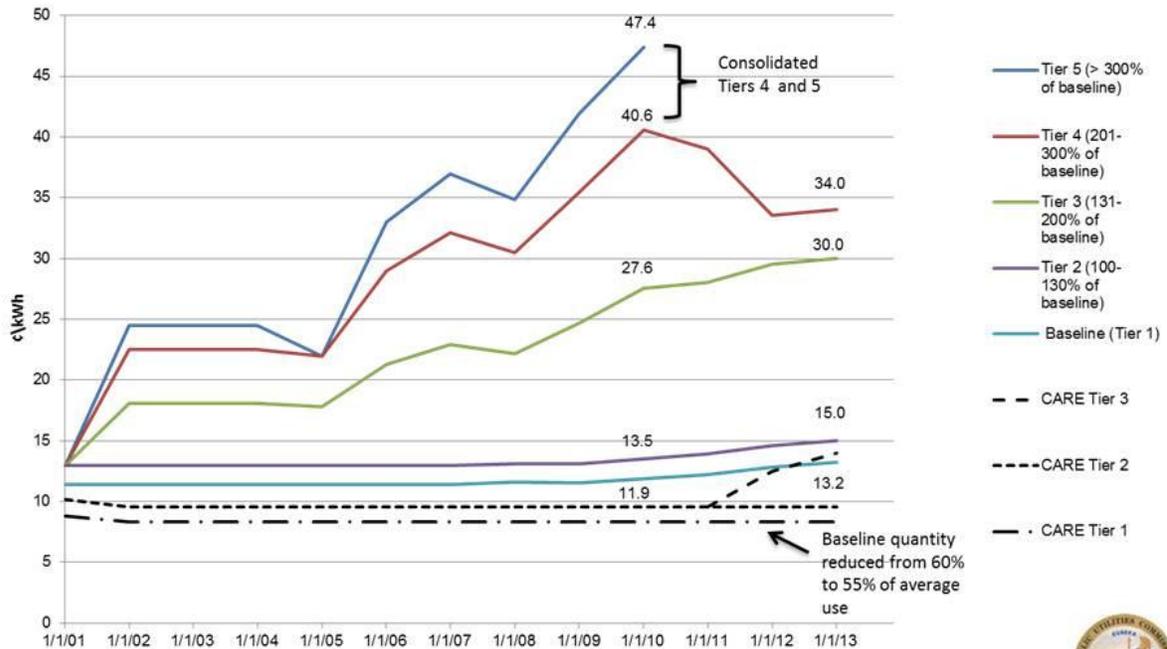
- Total IOU electric rates have roughly tracked inflation since 2003.



- We expect this trend to continue, on average, with a slight increase due to a variety of factors.
- Absent legislative change, the disparity between residential upper and lower tier rates will continue to grow.



Current and Historic PG&E Residential Electric Rates





IOU Tiered Rate Structure, CARE and Non-CARE

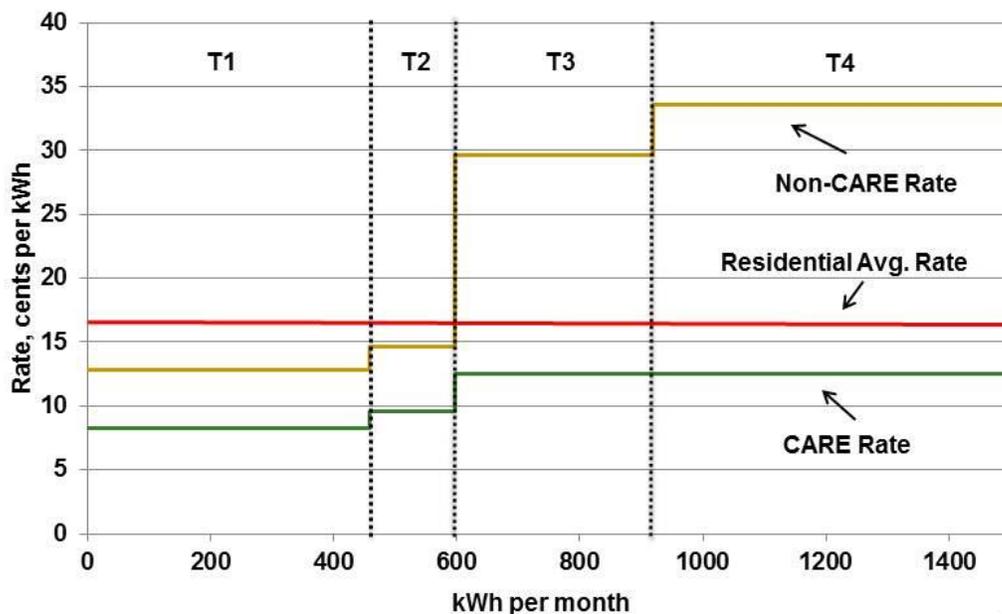
Current non-CARE and CARE Rates (cents/kWh)				
	PG&E	SCE	SDG&E	
Non-CARE Residential Rates			S	W
Tier 1 (usage below baseline)	13.2	12.9	14.8	
Tier 2 (usage below 130% of baseline)	15.0	16.0	17.1	
Tier 3 (usage below 200% of baseline)	30.0	29.3	27.4	25.6
Tier 4 (usage below 300% of baseline)	34.0	32.8	29.4	27.6
Tier 5 (usage over 300% of baseline)	34.0	36.3		
System Average	15.7	15.7	16.9	?
CARE Residential Rates				
Tier 1	8.3	8.5	9.9	
Tier 2	9.6	10.7	11.6	
Tier 3	14.0	20.0	16.4	17.5
CARE Average	9.6	11.7	11.4	

5



PG&E Tiered Rate Structure, CARE and Non-CARE

PG&E Summer Rates, Stockton (Region S)



6





Current Residential Rate Structure Is a Complex and Blunt Policy Tool

- Residential rates include CARE and non-CARE rates, 3 to 5 tiers, and baseline quantities that are defined by climate region.
- Current rate design has led to some customers paying far below average rates and others paying far above average rates.
 - Tiered rates are only mildly effective at helping the average low-income customer; they help some customers and harm some.
- Recent research indicates that tiered rates are not resulting in net conservation:
 - Some upper-tier users appear to conserve
 - However, these savings are off-set out by lower-tier users who consume more than they would if their bills reflected true costs.
- Tiered rate design and legislative restrictions complicate the transition to dynamic and time-variant pricing:
 - < 1% of residential customers on dynamic and time-variant pricing

7



The CPUC Opened a Rulemaking to Examine the Optimal Residential Rate Design

- The proceeding will examine the current residential electric rate design and possible residential rate designs to be implemented if statutory restrictions are lifted including time-variant rates.
- The Commission intends to ensure that rates are both equitable and affordable for low-income households while meeting the Commission's rate and policy objectives for the residential sector.
- The Commission will take a fresh look at advancing the transition to dynamic and time-variant pricing while encouraging conservation and peak load reduction.

8





Schedule for Residential Rate Rulemaking (R.12-06-013)

- June 2012 – OIR opened quasi-legislative proceeding
- August 2012 – Workshop on scope of proceeding.
- December 2012 – Workshops on terms and definitions, and bill impact calculator.
- March 2013 – Ruling on terms and definitions, bill impact calculator, requesting rate design proposals from parties.
- May 2013 – Rate design proposals served.
- Summer 2013 – Comment and briefing cycles on rate design proposals.
- Possible Energy Division staff proposal late summer.
- The Commission could issue a decision in late 2013 with a model rate design.
- Legislation would need to be passed concurrently in 2013 or after a decision in 2014 to enable CPUC to adopt optimal rate design.
- Soonest rates could reflect optimal rate design is late 2014 – 2016 depending on GRC and RDW schedules of IOUs.

9



Principles of Optimal Rate Design in R.12-06-013

- 1) Low-income and medical baseline customers should have access to enough electricity to ensure basic needs (such as health and comfort) are met at an affordable cost;
- 2) Rates should be based on marginal cost;
- 3) Rates should be based on cost-causation principles;
- 4) Rates should encourage conservation and energy efficiency;
- 5) Rates should encourage reduction of both coincident and non-coincident peak demand;
- 6) Rates should be stable and understandable and provide customer choice;
- 7) Rates should generally avoid cross-subsidies, unless the cross-subsidies appropriately support explicit state policy goals;
- 8) Incentives should be explicit and transparent;
- 9) Rates should encourage economically efficient decision making; and
- 10) Transitions to new rate structures should emphasize customer education and outreach that enhances customer understanding and acceptance of new rates, and minimizes and appropriately considers the bill impacts associated with such transitions.

10





Overview of Rate Design Proposals Submitted

13 different proposals received from parties for the default end-state rate structure which fit into the following categories:

- ◆ **Time-of-Use (TOU) Un-Tiered Rates** – Four rate proposals from SDG&E, EDF, CLECA, and CFC. All but 1 allow opt out to non-time variant rate.
- ◆ **Time-of-Use (TOU) Tiered Rates** – Four rate proposals from DRA, NRDC, SEIA/Vote Solar, and Sierra Club. All allow opt out to non-time variant rate.
- ◆ **Tiered Flat Rates** – Five rate proposals from PG&E, SCE, TURN, CfAT/Greenlining Institute, and SDCAN.
 - ◇ SCE & PG&E: 2 tier rate structure proposed
 - ◇ TURN: 3 tier rate structure proposed
 - ◇ CfAT/GI: 3 tier structure with surcharges > 400%, > 600% of baseline
 - ◇ SDCAN: Retain current 4 tier rate structure

11



Other Rate Design Proposal Elements

Customer Charges: Most oppose the use of fixed and demand charges:

- ◆ **Fixed Customer Charges** – IOUs & CLECA in favor, all others opposed. Most support minimum bill in lieu of customer charge.
- ◆ **Demand Charges**– SDG&E only party in favor.

Transition Plans: Educating customers and providing a gradual transition to facilitate customer understanding and minimize potential bill impacts is a priority for all.

- ◆ Transition plan proposals range from 1 to 7 years.
- ◆ Several parties gradually adjust the current tiered rate structure prior to default to reduce the inequities of the current tier structure while also ensuring bill changes are gradual.
- ◆ Many parties believe the cost-effective deployment of in-home devices (IHDs) will enhance customers' load response to time-variant pricing plans.
- ◆ Several parties propose an optional non-tiered cost-based TOU rate to be offered throughout the transition period to allow customers to benefit immediately from the transition to cost-based rates.

12





Vulnerable Customer Protections and CARE Rates

Vulnerable Customer Protections: Medical baseline and third party notification customers would be exempted from defaulting to TOU rates due to concerns with potential adverse consequences for this limited group of special needs customers.

CARE Rates: Proposal range from: status quo, straight 20% discount, institutionalizing current effective discounts, income sensitive discounts, usage sensitive discount, and fixed line item credits.

- ◆ **Status Quo** – EDF, CFC, Sierra Club, SDCAN, and NRDC: CARE unchanged.
- ◆ **PG&E** – Return to 20% of non-CARE bill, decrease from effective discount of 47%
- ◆ **SCE** – Return to 20% of non-CARE bill, decrease from effective discount of 31%
- ◆ **SDG&E** – Provide line item credit based on need, not on usage.
- ◆ **DRA** – CARE effective discount stay the same for SCE & SDG&E (30%); Reduce discount for PG&E to 35%.
- ◆ **CLECA** – Fixed line item bill credit not tied to rate schedule. If tiered rates continue then support declining discount based on higher usage. Explore cap on CARE discount.
- ◆ **TURN** – Declining CARE discount based on usage fixed at: 50% for Tier 1, 30% for Tier 2, and 10% for Tier 3.
- ◆ **CforAT/GI** – CARE discount stay the same, but not be tied to specific rate structure. CPUC may consider income sensitive discount or declining discount based on higher usage.
- ◆ **Joint Solar Parties** – Keep current effective discounts, but make more consistent for IOUs

13



Thank you

Gabe Petlin
Retail Rate Design Section, CPUC
(415) 703-1677
gp1@cpuc.ca.gov

14



*Highlights of Upcoming Activities
for Low-Income Energy Programs
Syreeta Gibbs – Energy Division*



Energy Division Highlights of Recent & Upcoming Activities for Low Income Programs

**LIOB MEETING
AUGUST 21, 2013
SACRAMENTO, CALIFORNIA**





Summary of Recent Activity

- ***The Final Reports for all ESA Working Groups were filed on July 15, 2013 as directed in D.12-08-044.***
 - ***Cost-Effectiveness Working Group – Joy Morgenstern***
 - ***Mid-Cycle Working Group – Syreeta Gibbs***
 - ***Workforce, Education & Training Working Group – Tory Francisco***





SUMMARY OF UPCOMING ACTIVITY

- ❑ **The Amended Scoping Memo issued on July 24, 2013 anticipates the following dates for upcoming proceeding activity.**
 - **August 2013** – Ruling seeking comments & reply regarding categorical eligibility and post-enrollment verification
 - **November 2013** - Final Proposed Phase Two Decision
 - **November 6, 2013** - LIOB Meeting in San Diego
 - **March 2014**- Final Proposed Guidance Decision for 2015-2017 Program Cycle Applications



Subcommittee Reports and Updates

- a) Marketing & Outreach (Board Members Toledo, Kim, Gross and Watts)*
- b) ESAP Implementation (Board Members Wimbley, Watts and Hobson)*
- c) Workforce Education and Training (Board Members Kim, Hernandez and Hobson)*
- d) Water Industry (Board Members Stephenson, Lopez and Hobson)*
- e) Emerging Issues/Climate Change (Board Members Toledo and Kim)*

Lifeline Telephone Program Update

Benjamin Schein—Consumer Programs

- a) *Lifeline Proceeding Update*
 - i. *Report on Scoping Memo and Public Participation Hearings*
- b) *Update on Lifeline Direct Application Project*
- c) *Presentation on Federal Lifeline Program and State Lifeline Program*

California LifeLine Program Update



Low Income Oversight Board

August 21, 2013

California LifeLine Program Update

- **CA LifeLine Proceeding – R. 11-03-013**
 - **All Party Meeting – January 2013**
 - **Scoping Memo Issued April 10, 2013**
 - Opening Comments Due May 13
 - Reply Comments Due May 31
 - **Public Participation Hearings**
 - May through August
 - **Workshop on Pre-Registration Scheduled**
 - August 20th in San Francisco

Federal Lifeline Program Summary

- Federal program provides \$9.25 monthly subsidy.
 - Subsidy can be applied to either wireline or wireless service.
 - Originally \$10.00 (\$3.50 basic, \$6.50 EUCL, plus additional subsidy for tribal customers).
 - Currently, the EUCL charge is inferred, with the balance (\$2.75) applied to basic service.

Federal Lifeline Program Summary (continued)

- Federal Lifeline does not provide:
 - Subsidy for
 - Connection/conversion charges
 - Administrative costs
 - Taxes/surcharges/fees (other than EUCL)
 - Deposits or payment plans
 - As robust consumer protection as California
 - Appeals, in-language support, marketing, etc.
 - Only designated ETC carriers are eligible to receive subsidy (ex. TracFone in CA)
-

Direct Application Process and Wireless

- Current statistics for the DAP program to date (7/24/13):
 - A total of 54,074 transactions.
 - 44,609 were successful
 - 9,465 errors (customer already existed, usually due to multiple submission attempts)

- Wireless Participation in LifeLine (June, 2013)
 - Cricket – 23,137 Approved, 1,069 Pending
 - Nexus – 64,597 Approved, 265 Pending
 - Telscape Wireless – 297 Approved, 49 Pending
 - Assurance (Virgin Mobile) - 8,988 Approved, 1,809 Pending

Contact Information

- Benjamin Schein – LifeLine Implementation
 - BDA@cpuc.ca.gov; (415) 703-1088
 - Michaela Pangilinan – LifeLine Outreach
 - WOW@cpuc.ca.gov; (415) 703-1890
 - RHA, Inc. (Outreach Contractor) – Vanessa Anderson
 - vanderson@rhainc.com; (559) 447-7000
 - Consumer Affairs Branch
 - http://www.cpuc.ca.gov/puc/cec/e_complaint/; (800) 649-7570
 - Xerox State and Local Solutions, Inc. (LifeLine Public Call Center)
 - <https://www.californialifeline.com/en>
 - (866) 272-0349 – English
 - (866) 272-0350 – Spanish
 - (866) 272-0351 – Lao/Hmong
 - (866) 272-0352 – Khmer
 - (866) 272-0353 – Tagalog
 - (866) 272-0354 – Korean
 - (866) 272-0355 – Vietnamese
 - (866) 272-0356 – Chinese
 - (866) 296-0860 – Japanese
-

Legislative Update
Office of Governmental Affairs
Lynn Sadler – OGA Director
a) AB 1407

Water Utilities' Current Issues

Maria Carmen Rocha – Water Division

Stephen St. Marie – Policy & Planning Division

- a) Update on Census Data Track – Stephen St. Marie – CPUC Policy and Planning Division*

CPUC Low Income Programs for Water



Low Income Oversight Board Meeting

August 21, 2013
Carmen Rocha
Division of Water and Audits

1

CPUC Low Income Programs for Water

- There are ten class A Water Investor Owned Water Utilities (IOU) that offer discounts.
- There is one Class B' Water IOU (Del Oro Water Company) and one class D' Water IOU (Tahoe Swiss Village Water Company) that also offer discounts
- Each IOU names its low income program for water service differently
 - Low Income Ratepayer Assistance Program (LIRA), California Alternate Rates for Water (CARW), Water Rate Assistance Program (WRAP), Low-Income Customer Assistance Program (LICA)
- Programs have been adopted by Decisions, Advice Letters, and Settlements between DRA and the Water IOUs
- Results for Data Sharing were submitted to DWA

2

○ Apple Valley Ranchos Water (CARW)

- Eligible customer discount: **\$6.69/month** prorated based on the days of service, if service is not provided for a full month
- Non-qualifying customer surcharge: **\$0.55/month** applicable to all metered customers, excluding customers receiving Non-Meter Fire Sprinkler Service, Gravity Irrigation Service, and customers that receive a CARW credit. (D.12.09.004, AL 174-W)
- Average bill **\$82.83** (28 hundred cubic feet average customer usage on a monthly basis, TY 2012, D.12.09.004).
- Prior to Data Sharing, **1,731** CARW customers were enrolled.
- After Data Sharing
 - **0** CARW customers successfully matched; **3,035** CARE customers automatically enrolled; and **860** customers re-certified for assistance.
 - Currently, a total of **4,975** CARW customers are now enrolled
 - Program enrollment increased by **65.21%**
 - Penetration rate is **50.75%** (9,805 eligible households, 2013 US Census)

3

○ California-American Water Company (LIRA Program)

- LIRA Program discount is a fixed monthly surcredit applicable to qualifying low-income residential customers and it varies by District (D.13.04.019, AL 1003) as follows:
 - **\$19.00** – Larkfield District
 - Los Angeles County
 - **\$9.50** – Baldwin Hills & Duarte Areas
 - **\$12** – San Marino Area
 - Monterey County District
 - **\$10** for 1 to 4 individuals; **\$15** for 5 to 8 individuals; & **\$20** for over 8 individuals
 - **\$21** – Ambler Park Area
 - **\$11.50** – Ralph Lane Area
 - **\$25.50** – Toro Area
 - Sacramento, San Diego, & Ventura County Districts
 - **\$10** – Sacramento District (Metered & Flat Customers)
 - **\$7** – San Diego County District
 - **\$14** – Ventura County District
 - Non-qualifying customer surcharge: Company does not have an ongoing surcharge to recover low income credits. A request to recover is in current general rate case (A.13.07.002) for which a surcharge would be applied to all bills (including commercial) (Data Request, August 6, 2013).

4

○ California-American Water Company (LIRA Program)

- Average bill per district (Data Request, May 2, 2013):
 - **\$76.21** – Larkfield District
 - Los Angeles County (summer rates)
 - **\$50.50** – Baldwin Hills
 - **\$52.40** – Duarte Areas
 - **\$59.49** – San Marino Area
 - Monterey (Main)
 - **\$48.45**
 - Sacramento, San Diego, & Ventura County Districts
 - **\$63.32** – Sacramento District
 - **\$44.86** – San Diego County District
 - **\$79.95** – Ventura County District
- Prior to Data Sharing, **5,375** LIRA customers were enrolled.
- After Data Sharing
 - A total of **19,116** customers enrolled through sharing.
 - Currently, a total of **20,188** LIRA customers are now enrolled
 - Program enrollment increased by **73.38%**
 - Penetration rate is **18.15%** (111,253 eligible households, 2013 US Census)

5

○ California Water Service (LIRA)

- Eligible customer discount: 50% off monthly metered single family residential and flat rate residential rates (Cap of \$ 12) (D.10.12.017, AL 2015-A).
- The RSF-LIRA program approved in D.06-08-011 requires a \$10 credit for customers in the Antelope Valley, Kern River Valley, and Redwood Valley districts regardless of the amount of a 5/8"x3/4" service charge in those districts (D.06-11-053, AL 1803).
- Non-qualifying customer surcharges applicable to all water service except that provided for private fire protection service and that provided under Schedule OR-3M, OR-3M-1, and OR-ZUL for raw water delivery along the Powers Canal, and LIRA customers (AL 2089):
 - A **\$0.0182** quantity rate surcharge per 100 cubic feet applied to all LIRA Tariff Areas (D.12.09.020, AL 2089).
 - A specific flat rate surcharge per service connection per month applied for each district as follows:
 - **\$0.075** Bakersfield District; **\$0.44** Chico District; **\$0.46** for Marysville District; **\$0.49** for Oroville District; **\$0.71** for Selma District; and **\$0.58** for Willows District (D.12.09.020, AL 2089).
- Average monthly bill for a 5/8"x 3/4" size meter is \$47.56 (for 22 CCF average customer water usage) (A.12.05.004).
- Prior to Data Sharing, 43,080 LIRA customers were enrolled.
- After Data Sharing
 - 46,927 CARE customers automatically enrolled & 444 customers re-certified for assistance.
 - A total of 96,128 LIRA customers are now enrolled.
 - Program enrollment increased by 55.18%
 - Penetration rate is 36.31% (264,707 eligible households, 2013 US Census).

6

○ Golden State Water (CARW)

- Eligible customer discount (A Monthly CARW credit amount) varies by district as follows:
 - Region I (D.13.05.011, AL 1518-W):
 - **\$3** for Arden Cordova metered customers
 - **\$9** for Arden Cordova Flat rate customers
 - **\$11** for Bay Point
 - **\$17** for Clearlake
 - **\$14** Los Osos
 - **\$12** for Ojai
 - **\$8** for Simi Valley
 - **\$8** for Region II (D.13.05.011, AL 1518-W) & **\$8** Region III (D.13.05.011, AL 1518-W).
- Non-qualifying customer surcharge varies by region: \$0.054/CCF-Region I; \$0.156/CCF-Region II; & \$0.082/CCF for Region 3 (A.11.07.017, D.13.05.011).
- Average monthly bill for a 5/8" x 3/4" size meter varies by district as follows, Region I (A.11.07.017, D.13.05.011):
 - **\$20.74** for Arden Cordova metered customers
 - **\$60.91** for Bay Point
 - **\$78.15** for Clearlake
 - **\$57.44** Los Osos
 - **\$72.57** for Ojai
 - **\$49.86** for Simi Valley

7

Golden State Water (CARW)

- Eligible metered single-family residential rates 'customer discount: \$5.50/month prorated based on days of service, if service is not provided for a full month; and eligible qualified non-profit group living facilities received a \$20.00 prorated discount.
- Non-qualifying customer surcharge: Flat surcharge rate of \$2.27
- Average bill per month is \$56.42 for 12.76 CCF average customer usage
- Prior to Data Sharing: 2,137 CARW customers were enrolled
- After Data Sharing:
 - 7,500 CARW customers successfully matched; 7,500 CARE customers automatically enrolled; & 663 customers re-certified for assistance.
 - A total of 11,676 customers are now enrolled
 - Program enrollment increased by 81.70%
 - Penetration rate is 69.09%

8

Park Water (CARW)

- **\$51.34** for Region II & **\$57.57** Region III (A.11.07.017, D.13.05.011)
- Prior to Data Sharing, 30,808 CARW customers were enrolled
- After Data Sharing
 - 74,791 CARW customers successfully matched; 17,880 CARE customers automatically enrolled; and 15,378 customers re-certify for assistance.
 - A total of 45,272 CARW customers are now enrolled
 - Program enrollment increased by 31.95%
 - Penetration rate is 32.35% (139,929 eligible households, 2013 US Census)

9

○ San Gabriel Valley Water Company (CARW)

- Eligible customer discount is 50% of monthly service charge or
- Los Angeles County Tariff Area (D.13.05.027, AL 427)
 - \$2.5295 for all water used per CCF:
 - \$10.50 for a 5/8 x 3/4-inch meter
 - \$15.76 for a 3/4-inch size meter
 - \$26.27 for a 1-inch size meter
- Fontana (D.13.05.027, AL 427)
 - \$2.2401 for all water used per CCF:
 - \$9.37 for a 5/8 x 3/4-inch meter
 - \$14.05 for a 3/4-inch size meter
 - \$23.43 for a 1-inch size meter
- Non-qualifying customer surcharge: None (tracked in memo account)
- Average bill per month is \$79.95 for 23 CCF average customer usage (A.12.05.002)
- Prior to Data Sharing: 21,944 CARW customers were enrolled
- After Data Sharing:
 - 0 CARW customers successfully matched; 13,588 CARE customers automatically enrolled; & 48,504 customers re-certified for assistance.
 - A total of 37,718 customers are now enrolled
 - Program enrollment increased by 41.82%
 - Penetration rate is 25.57%

10

○ **San Jose Water Company (WRAP)**

- Eligible customer gets a discount of 15% of the total water charges deducted from the bill of customers qualifying for and enrolling in the WRAP program (AL 449)
- Average bill per month is \$79.95 for 23 CCF average customer usage (A.12.05.002)
- Prior to Data Sharing: 7,633 WRAP customers were enrolled
- After Data Sharing:
 - 21,400 CARW customers successfully matched; 16,200 CARE customers automatically enrolled; & 5,200 customers re-certified for assistance.
 - A total of 23,629 customers are now enrolled
 - Program enrollment increased by 67.70%
 - Penetration rate is 33.67%

11

○ **Suburban Water Company**

- Eligible qualifying residential customer gets a \$6.50 per service per month
- Non-qualifying customer surcharges varies by district and customer class and implemented in amortizing WRAMs and/or MCBAs
-
- Average bill per month is \$79.95 for 23 CCF average customer usage (A.12.05.002)
- Prior to Data Sharing: 3,823 CARW customers were enrolled
- After Data Sharing:
 - 3,333 CARW customers successfully matched & 3,237 CARE customers automatically enrolled.
 - A total of 7,988 customers are now enrolled
 - Program enrollment increased by 52.14%
 - Penetration rate is 4.17%

12

○ Valencia Water Company (LIRA Program)

- Eligible individual metered residential domestic customers receive a 50% discount
- Non-qualifying customer surcharge: \$0.04 on service charge (D.06-11-051 & D.03-05-030)
- Average bill per month is \$42.60 for 20 CCF average customer usage (A.13.01.003)
- Prior to Data Sharing: 387 LIRA customers were enrolled
- After Data Sharing:
 - 4,121 CARW customers successfully matched & 1,728 CARE customers automatically enrolled.
 - A total of 2,143 customers are now enrolled
 - Program enrollment increased by 81.94%
 - Penetration rate is 36.55%

13

○ Great Oaks Water (LICA)

- Eligible individual metered residential domestic customers receive a 50% discount
- Non-qualifying customer surcharge: None (tracked in memo account)
- Average bill per month is \$10.35 for (14 to 32 CCF) average customer usage (A.12.05.005)
- Prior to Data Sharing: 325 LICA customers were enrolled
- After Data Sharing:
 - 2,197 CARW customers successfully matched & 2,197 CARE customers automatically enrolled.
 - A total of 2,197 customers are now enrolled
 - Program enrollment increased by more than 100%
 - Penetration rate is 49.45%

14

Utilities' Reports - Utility Representative

- a) Update on IOU's Studies Reports*
- b) Current Penetration Rates for CARE & ESAP*
- c) CARE & ESAP Marketing & Outreach Efforts*

Utilities' Update on Energy Savings Assistance Program Studies Ordered in D.12-08-044

LIOB Meeting
August 21, 2013
Sacramento, California



Studies Ordered in D.12-08-044

CPUC Decision (D.)12-08-044 directed IOUs to conduct four Energy Savings Assistance (ESA) Program Studies during the 2012-2014 program cycle.

- Proposals were solicited in October 2012 through a public bidding process and all contracts have been awarded.
- Research plans were posted at www.energydataweb.com for review and comment prior to an initial public meeting for each study.
- Draft Reports are being posted for review and comment prior to each study's public meeting.

Study	Consultant	Project Initiation	Public Meetings Held	Final Report Due *
ESA Multifamily Segment Study	Cadmus Group	1-18-2013	3-5-2013	12-4-2013
Energy Education Evaluation Study	Hiner / KEMA	1-24-2013	3-7-2013	10-31-2013**
Low Income Needs Assessment Study	Evergreen Economics	2-22-2013	3-19-2013	12-16-2013
ESA Impact Evaluation Study	Evergreen Economics	1-23-2013	2-20-2013 8-7-2013	8-31-2013

* With the support of Energy Division, the IOUs submitted requests to the ALJ and Assigned Commissioner to extend the final report delivery for the Multifamily, Energy Education, and Needs Assessment Studies. Extensions have been approved.

**This date applies to Phase 1 of the study.

ESA Multifamily Segment Study

- **Study goals:**
 - Develop market segment profile information
 - Use the information to investigate promising comprehensive multifamily segment strategies for the ESA Program

- **Areas of Focus:**
 1. Gather CA MF housing data relevant for low income customer programs
 2. Catalog existing MF energy efficiency programs relevant for low income customers
 3. Review and evaluate MF programs and research relevant for low income customers
 4. Identify and assess alternative program designs and delivery strategies
 5. Identify financing and funding options
 6. Solicit public comment at key decision points

- **Recent Activities & Status Update:**
 - Review and summarize other low income MF programs (ongoing)
 - Compare CA MF program offerings (ongoing)
 - Analyze MF residents and buildings in CA (ongoing)
 - Review program strategies and financing options (ongoing)
 - Conduct interviews with IOU Program Managers and MF stakeholders (completed)
 - Conduct telephone survey with property owners/managers (in the filed)

ESA / CARE Needs Assessment

- **Overall Study Goal:**
 - Identify and understand key issues regarding customer participation and needs relevant to the CARE and ESA programs.
- **Areas of Focus:**
 - Identify and understand relevant characteristics and energy efficiency related needs of the low income customers
 - Identify and understand factors related to program participation, including willingness and barriers to participate.
 - Examine marketing, outreach and delivery practices to facilitate reaching and enrolling eligible customers
- **Recent Activities & Status Update:**
 - Review of IOU provided data (ongoing)
 - Review and compare other programs in the country (ongoing)
 - Preliminary analyses and modeling (ongoing)
 - Interviews with IOU Program Managers (completed)
 - Interviews with contractors (completed)
 - Telephone survey with customers (in field)
 - In-home interviews with customers (in field)

ESA Program Energy Education Study

- **Overall Study Goal:**

- Identify best practices and potential improvements for the energy education component of the ESA program

- **Areas of Focus:**

- Examination of how energy education is delivered
- Examination of what materials and content are provided
- Develop and implement strategy to assess savings associated with Energy Education

- **Relevant Activities Status Update:**

- Review of energy education provided by other programs and regions (completed)
- Review of CA IOU materials and practices (completed)
- Interviews with IOU Program Managers (completed)
- In-depth Interviews with contractors who provide education (completed)
- Internet survey with larger group of contractors who provide education (in field)
- Focus groups with participants and non participant customers (completed)
- In-home visits with customers (completed)
- Telephone survey with recent participant customers (in field)

ESA PY2011 Impact Evaluation

- **Overall Study Goal:**
 - Produce estimates of first year annual gas and electric energy savings and demand reduction
- **Study Approach:**
 - Billing analysis of 2011 participant data
 - Tried various models to find best fit
 - Surveyed customers whose usage increased post program treatment
 - Comparison of results with DEER and previous evaluations

ESA PY2011 Impact Evaluation - Status

- Data collection and analysis is complete
- The draft report is posted on www.energydataweb.com
- Draft results were presented in a public workshop on August 7th
- Parties posted comments on Energydataweb site
- Final report to be posted by August 31st

ESA PY2011 Impact Evaluation - Issues

Data issues

- Screening out extreme monthly observations
 - < 100 kWh or > 10,000 kWh or > 5,000 therms
 - Resulted in only 1% to 3% exclusions

- Weather data
 - Hourly temperatures used to create weather variables
 - Captures more weather variation

- Increased usage from pre to post period
 - Survey results indicate no clear reasons
 - Average savings estimates lower as a result

ESA PY2011 Impact Evaluation – Draft Results

Average savings per household

	PY2011 Evaluation	PY2009 Evaluation	PY2005 Evaluation	PY2002 Evaluation	PY2001 Evaluation	PY2000 Evaluation
Electric Savings (kWh)						
PG&E	288	402	433	399	236	240
SCE	278	247	435	286	203	153
SDG&E	274	303	342	370	215	89
Gas Savings (therms)						
PG&E	13	9	19	9	18	28
SDG&E	21	8	14	4	13	13
SoCal Gas	15	11	17	17	20	26

*Current Penetration Rates for
CARE & ESAP*

CARE Participation

CARE Enrollment and Penetration by Utility, as of June 30, 2013

Utility	Customers Enrolled	Estimated Eligible Customers	Penetration Rate
Pacific Gas & Electric	1,446,731	1,574,844	91.9%
Southern California Edison	1,356,467	1,417,157	95.7%
Southern California Gas	1,643,311	1,797,772	91.4%
San Diego Gas & Electric	305,195	353,110	86.5%



ESA Program

Number of Homes Treated by Utility, as of June 30, 2013

Utility	Homes Treated	2013 GOAL	% of Goal
Pacific Gas & Electric	54,731	119,940	46%
Southern California Edison	35,916	87,389	41%
Southern California Gas	44,171	136,836	32%
San Diego Gas & Electric	6,440	20,316	32%



*CARE & ESAP Marketing &
Outreach Efforts*

LIOB Meeting: Communications Section

August 2013

1

SOUTHERN CALIFORNIA EDISON

Leading the Way in ElectricitySM

Marketing Overview for 2013

Ethnic advertising and community outreach continue to be key components of SCE's local marketing, education, and outreach efforts.

To date, in 2013, SCE has or is purchasing paid advertising in 54 ethnic media outlets, of which 17 (31%) are ethnic-owned

- Reaching Hispanic, Asian and African-American markets
- Produced in 7 languages: English, Spanish, Cambodian (Khmer), Chinese (Mandarin and Cantonese), Korean, Tagalog and Vietnamese



2

SOUTHERN CALIFORNIA EDISON

Marketing Overview for 2013

Ethnic Community Outreach:

- To reach our ethnic and at-risk customers, SCE continued to leverage established relationships with:
 - Community Based Organizations
 - Faith Based Organizations
 - Capitation agencies
 - City and Government partners



Conduct Grassroots Outreach:

- Community Forums
- Emergency Preparedness Forums
 - In partnership with the American Red Cross
- Ethnic Events
- Door to door canvassing (for Energy Savings Assistance program)

2013 Safety Campaign

Objective:

To continue the Safety message from 2012 motivating customers to think about safety

Markets:

General Market, Hispanic, Asian (Cambodian, Chinese, Korean, Filipino, Vietnamese), African American

Media Channels:

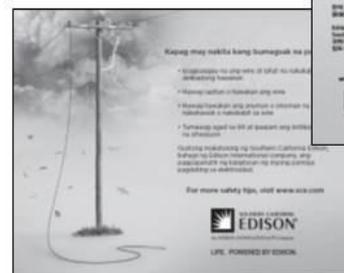
Broadcast TV, Cable TV, Radio, Out of Home, Online/Digital, Print, Media Relations

Other Channels:

Bill Messaging, SCE.com

Ethnic Community Outreach:

- Emergency Preparedness Community Forums (Dare to CARE)



2013 Summer Readiness Campaign

Objectives:

- Encourage conservation
- Drive awareness and participation in integrated Demand Side Management programs
- Remind customers how to prepare and find information in the unlikely event of rotating outages

Markets: General Market, Hispanic, African-American, Asian (Chinese, Korean, South Asian, Vietnamese, Filipino,)

Media Channels: Print, Radio, Online/Digital, Media Relations

Ethnic/Diverse Community Outreach:

- Deaf Nation Expo
- Cinco de Mayo Festival
- Fiestas Patrias
- Beaumont Cherry Festival

Other Channels: Direct Mail, Email, Outbound Call, Bill Messages, Social Media, SCE.com



2013 Income-Qualified Marketing

Objective:

- Increase enrollment and participation, among qualified customers, in CARE/FERA and Energy Savings Assistance Program (ESAP)

Ethnic Earned Media Placement:

- Very strong relationship with ethnic media outlets
- A total of 75 ethnic earned media placements (Print, TV, Radio, Online and Social Media)
- A total of 10,011,726 media impressions
- Press Material translated into in Spanish, Chinese, Korean, Vietnamese, Khmer, Thai, and Farsi. English materials are provided to the Hispanic, Japanese, Filipino, and Indian outlets.

Markets:

- African American (SB American, Long Beach Times)
- Chinese (International Daily News, World Journal)
- Korean (Korea Times, Korea Daily)
- Vietnamese (Viet Bao)
- Filipino (Weekend Balita, Asian Journal)
- Cambodian (Angkor Borei News)
- Hispanic (Univision/Telemundo)



2013 Income-Qualified Marketing

Outbound Calling:

- Improved automated outbound calling to support Chinese, Korean Vietnamese, Cambodian and Tagalog-speaking customers. More than 120,000 customers have been targeted.

Ethnic Community Outreach:

- CBO/FBO Outreach
- Capitation Agencies (more than 200 agencies)
- Grassroots Events with bilingual speaking reps

Examples of Ethnic/Diverse Community Outreach:

- National 211 Day
- “Helping Our Customers Succeed” Huntington Park Community Forum
- Ability First – Strut & Roll Disabled Community Fair
- “Helping Our Customers Succeed” Carson Community Forum
- Los Angeles County Consumer Education Fair
- Eddie Dee Smith Senior Expo
- “Helping Our Customers Succeed” Pico Rivera Community Forum



Appendix

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
African-American Media Outlets					
Print					
Black Voice News	X	X	X	X	X
California Crusader	X	X	X	X	X
Compton Bulletin		X	X	X	
Crown City News				X	
Inglewood Today	X	X	X	X	X
Inland Valley News	X	X	X	X	X
LA Focus	X	X	X	X	
LA Sentinel	X	X	X	X	
LA Watts Times				X	
Long Beach Times	X	X	X	X	X
Our Weekly Los Angeles	X	X	X	X	
Precinct Reporter Group (Precinct Reporter, Long Beach Lea	X	X	X	X	
San Bernardino American News	X	X	X		X
The Pasadena/SG Valley Journal News	X	X	X	X	X
Tri County Sentry	X	X	X	X	X
WAVE Newspaper Group	X	X	X	X	
Westside Story Newspaper	X	X	X		X
Yes We Can	X	X	X	X	
Online					
Californiacrusader.com					X
Crowncitynews.com					X
Inlandvalleynews.com					X
Lawattstimes.com				X	
Pasadenajournal.com					X
Sbamerican News.com				X	X
Westside Story News				X	

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
Asian Media Outlets					
Print (Market)					
Cambodian					
Angkor Borei News (Cambodian)	X	X		X	
Chinese					
China Press	X			X	
Chinese LA Daily News					X
International Daily News	X			X	X
Sing Tao Daily News	X	X	X		
World Journal	X	X	X	X	
Zhong Guo Daily News					X
Filipino					
Asian Journal	X	X			X
Asian Weekly				X	
Balita USA	X	X			X
California Journal	X	X			X
Filipino Press					X
Philippine Mabuhay News					X
US Asian Post		X			X
Weekend Balita				X	X
Japanese					
Rafu Shimpō					X
Korean					
Daily Sports Seoul USA	X			X	X
Korea Daily	X	X	X		
Korea Herald				X	
Korea Times	X	X	X	X	
Korean Sunday News	X			X	X
Thai					
Siam Media				X	
Vietnamese					
Nguoi Viet	X	X	X		
Saigon Times	X				
Viet Bao Daily News	X	X	X	X	X

Provides information on 2012 paid and/or earned media activity.

10

SOUTHERN CALIFORNIA EDISON

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
Asian Media Outlets					
Radio					
Chinese					
EDI - KWRM AM 1370	X	X	X		
Network Asia - KAZN 1300 AM	X	X	X		
KMRB		X	X		
Korean					
Radio Seoul - KMPC 1540 AM	X	X	X		
Radio Korea - KFOX 1650 AM	X	X	X		
Vietnamese					
Little Saigon Radio - KVNR 1480 AM	X	X	X		
Saigon Radio Hai Ngoai - KALI 106.3 FM	X	X	X		
TV					
Chinese					
CTI-TV				X	
ETTV America		X			X
IAVC		X			
KSCI		X			
Phoenix TV LA		X			
TVB LA		X			
ZWTV		X		X	
Korean					
KBS America		X			
KSCI		X			
MBC America		X			
Vietnamese					
Little Saigon		X			
Saigon TV		X			

Provides information on 2012 paid and/or earned media activity.

11

SOUTHERN CALIFORNIA EDISON

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
Asian Media Outlets					
Online					
Chinese					
China Press				X	
Chinese LA Daily News Online					X
ChineseDaily.com					X
CTI-TV				X	
World Journal				X	
Zhong Guo Daily News Online					X
Filipino					
Asian Journal Online				X	X
Balita.com					X
US Asian Post					X
Weekend Balita					X
Korean					
Daily Sports Seoul USA Online				X	X
ETTV America Online					X
International Daily News Online				X	X
Korea Daily Online				X	X
Radio Seoul				X	
Thai					
Siam Media				X	
Vietnamese					
Viet Bao Daily Online				X	X

Provides information on 2012 paid and/or earned media activity.

12

SOUTHERN CALIFORNIA EDISON

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
Hispanic Media Outlets					
Print					
Azteca News	X	X	X		
Eastern Group Publications		X			
El Clasificado				X	
El Mojave		X			
El Panamericano	X			X	X
El Sol	X				
Excelsior	X	X	X		X
HOY LA		X	X		
Impacto		X			
La Gaceta		X			
La Nueva Voz	X				X
La Opinion	X	X	X		X
La Prensa		X	X		
La Prensa Hispana		X	X		
Our Valley Nuestros Valles				X	X
Siglo 21					
Vida Newspaper		X			

Provides information on 2012 paid and/or earned media activity.

13

SOUTHERN CALIFORNIA EDISON

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
Hispanic Media Outlets					
Radio					
KAEH 100.9 FM		X			
KBFP 105.3 FM		X	X		
KBFP 800 AM		X	X		
KBUE 94.3 FM "Que Buena"	X	X	X		
KCEL 96.1 FM		X	X		
KCHJ					
KDLD		X			
KFSO- La Preciosa 92.9 FM		X	X		
KGEN 1370 AM		X	X		
KGST 1600 AM		X	X		
KHIT 107.1 FM		X	X		
KHJ-AM "La Ranchera" 930 AM					
KIWI 102.9 FM		X			
KLAX-FM "La Raza" 97.9	X	X	X		
KLBN		X	X		
KLJR 96.7 FM		X			
KLLE 107.9 FM		X	X		
KLOB- 94.7FM Super Estrella		X	X		
KLVE-FM "KLOVE" 107.5 FM		X	X		
KLYY-FM		X	X		

Provides information on 2012 paid and/or earned media activity.

14

SOUTHERN CALIFORNIA EDISON

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
Hispanic Media Outlets					
Radio					
KMLA		X			
KMQA-FM	X	X	X		
KMYX 92.5 FM		X			
KOND 92.1 FM		X	X		
KOXR 910 AM		X			
KRCD		X	X		
KRCV 98.3 FM		X	X		
KRDA-FM		X	X		
KRQB 96.1 FM		X			
KSCA		X	X		
KSSE		X			
KTNQ-1020 AM		X	X		
KUNA- 96.7 FM		X	X	X	
KWIZ FM - Sonido 96.7	X				
KWKW-AM		X	X		
KXLM 102.9 FM		X			
KXOL 96.3 FM			X		
KXOS-FM	X	X	X		
KXRS 105.7 FM		X			
KXXZ 95.9		X			

Provides information on 2012 paid and/or earned media activity.

15

SOUTHERN CALIFORNIA EDISON

Appendix

Media Outlets	Ethnic-Owned	Advertising 2013 Safety	Advertising 2013 Summer Readiness	Earned Media 2013 CARE/FERA*	Earned Media 2013
Hispanic Media Outlets					
TV					
GALA (cable)					
KAZA - TV Azteca Americas	X				
KEVC - TV Telefutura					
KFTR-TV Telefutura		X			
KFTV-TV Univision					
KMEX-TV Univision		X			X
KMSG - TV Azteca Americas	X				
KNSO-TV Telemundo	X				
KRCA-TV (Lieberman)	X				
KTFF - TV Telefutura					
KUNA-TV Telemundo		X		X	
KVEA-TV Telemundo		X		X	X
KVER-TV Univision		X		X	X
KWHY-TV	X	X			X
KYAV - TV Azteca Americas					
Online					
El Clasificado				X	
El Panamericano (Online)				X	X
Excelsior (Online)					X
Impremedia.com (Online)					X
Kunamundo.com (Online)					X
La Opinion- Online					X
La Prensa Hispana (Online)	X			X	X
Latino California				X	
Long Beach Al Dia				X	

Low Income Oversight Board

Update on Ethnic Marketing and Outreach

August 21, 2013



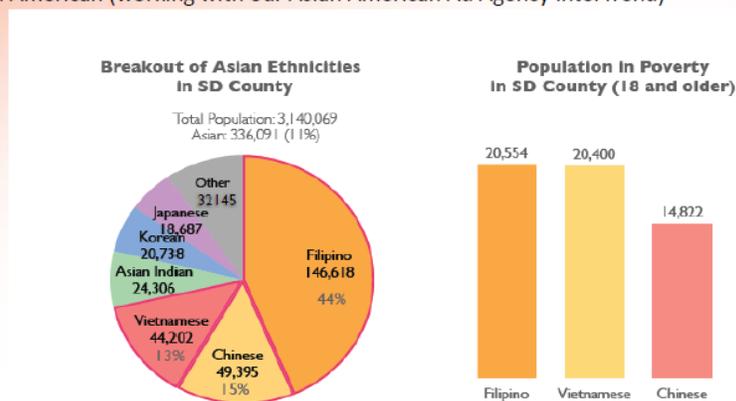
Overview

- Understanding the customer
- Q1 & Q2 spend
- Customer Assistance Communications & Collateral
- Innovative Communications
- Outreach
- Proposed Initiatives

2

Understanding our customer

- Caucasian- 47.6%
- Hispanic/Latino- 32.4%
- African American- 9%
- Asian American (working with our Asian American Ad Agency interTrend)



**Recommend Target for CARE & ESAP:
Filipino, Chinese and Vietnamese**

3

Ethnic Media Spend



Ethnicity	Q1 Media Spend	% of total spend
African American	\$74,987	57.9%
Chinese	\$6,704	5.2%
Hispanic	\$19,500	15%
Filipino	\$10,075	7.8%
Vietnamese	\$5,850	4.5%
Total Ethnic Spend	\$117,116	90.4%
Total Overall Spend	\$129,616	

Ethnicity	Q2 Media Spend	% of total spend
African American	\$34,822	4%
Chinese	\$24,692	2.9%
Hispanic	\$235,577	27%
Filipino	\$28,475	3.3%
Vietnamese	\$14,633	1.7%
Total Ethnic Spend	\$335,200	39%
Total Overall Spend	\$860,294	

Total Q1 & Q2 Ethnic Spend	\$452,316	45.7%
Total Overall Spend	\$989,910	

Media \$'s allocated across TV, Radio, Print, Online, Sponsorship

Programs supported: Customer Assistance, Front Page sponsorship, "Standing on their Shoulders- Inspired by African Americans Who Came Before You" Essay Contest, Chinese & Vietnamese Annual Calendar handout, Managing Your Use & Summer Prep

Customer Assistance Communications

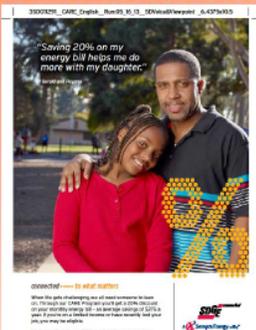
(CARE, Energy Savings Assistance Program, Medical Baseline)

Customer Assistance Marketing

• Customer/Employee testimonials

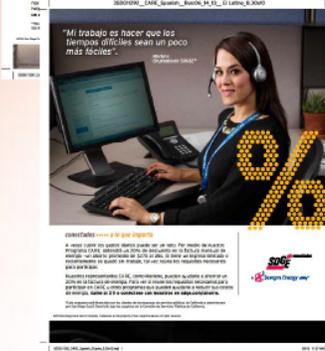
- Testimonials tell a story and better explain our programs
- A relatable story gives our programs more credibility and can alleviate apprehension about the offer
- Can connect cultural insights that motivate a customer
- Testimonials tell stories of important circumstances in our customers lives, such as:
 - Unemployment
 - Financial Pressures
 - Medical Issues

Customer Assistance Communications



CARE & Energy Savings Assistance Program

Tactic	Target
TV	Gen. Market/Spanish
Print (AA, Spanish)	Gen. Market/Spanish
Radio (Pandora, Univision)	Gen. Market/Spanish
Digital	Gen. Market/Spanish
OOH (Check Cashing Envelopes)	Gen. Market/Spanish



Customer Assistance Communications



CARE & Energy Savings Assistance Program	
Tactic	Language/Ethnicity
Print (Newspapers)	Tagalog, Chinese, Vietnamese
Online	Tagalog, Chinese, Vietnamese



- CTA directed customers to in-language pages- Outstanding results
- First place in Ethnic Marketing at UCI Better Communications Competition



Customer Assistance Communications



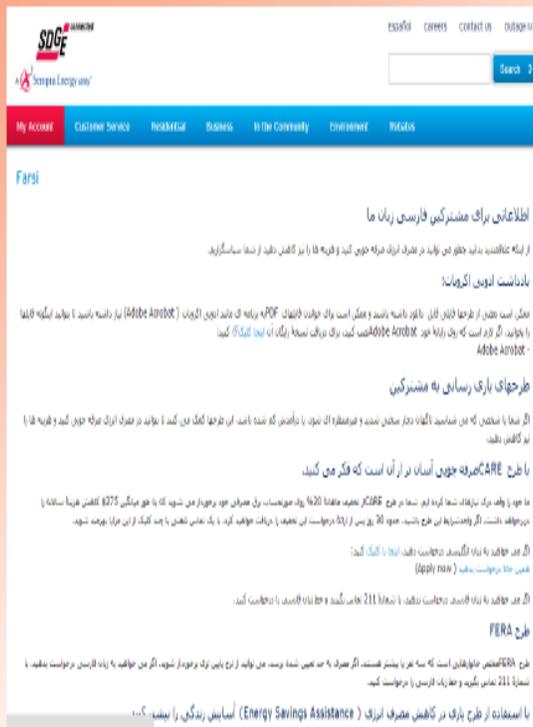
Program	Type/Ethnicity
CARE/ESA	Direct Mail/English, Spanish
CARE/ESA	Automated Phone Campaigns/ English, Spanish
Customer Assistance	Chinese Annual Calendar Vietnamese Annual Calendar



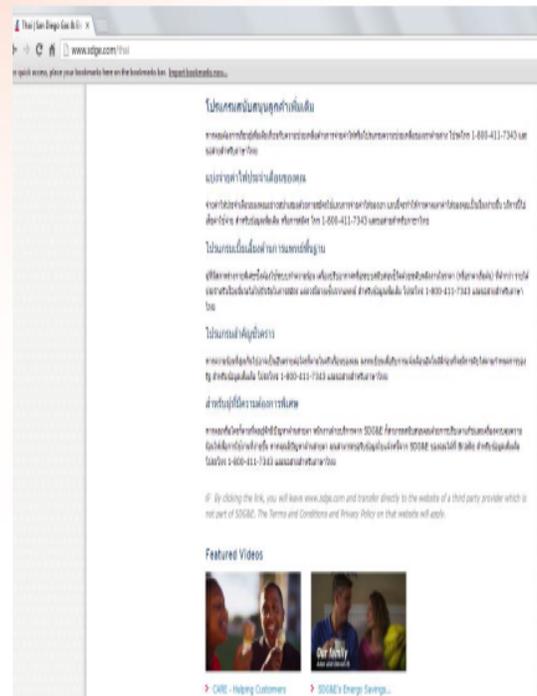
Customer Assistance Communications



Twelve different languages online



Example of Farsi page



Example of Thai page

Additional Language Pages: Spanish, Arabic, Thai, Armenian, Chinese, Farsi, Hmong, Khmer, Korean, Russian, Tagalog, Vietnamese

Customer Assistance Collateral

(CARE, Energy Savings Assistance, Medical Baseline)

Customer Assistance Collateral

Current Offerings		
Program	Type	Language/Type
CARE	Application	Spanish, Arabic, Thai, Armenian, Chinese, Farsi, Hmong, Khmer, Korean, Russian, Tagalog, Vietnamese
CARE	Bill insert	English, Spanish
ESA	Application, door hangers, education booklet	Spanish
Customer Assistance	Fact sheet	Spanish, Vietnamese, Chinese, Tagalog
CARE/ESA	Posters	Spanish, Vietnamese, Arabic
Medical Baseline	Application	Spanish, Vietnamese, Chinese
Medical Baseline	Fact Sheet	Spanish, Vietnamese, Chinese

Customer Assistance Collateral

Save 20% on your SDG&E* bill

RESIDENTIAL RATE ASSISTANCE APPLICATION FOR CARE AND ESA

Form fields: Name, Address, Email, Phone, Account Number.

1. Household information: Please provide other contacts in your household.

2. Public assistance programs: Do you receive any of the following public assistance programs? (Check all that apply)

3. Household Income: Please provide your household's annual income.

4. Disability: Do you or any household member have a disability?

5. Customer Support: Do you need help with your bill or account?

SDG&E* bill

SDG&E* bill

SDG&E* bill

Ahorre el 20% en la factura de SDG&E*

ASESIONA TU FACTURA RESIDENCIAL PEDIENDO UN BENEFICIO DE SOLICITUD PARA CARE Y ESA

Form fields: Nombre, Dirección, Teléfono, Correo Electrónico, Número de Cuenta.

1. Información del hogar: ¿Hay otros contactos en su hogar?

2. Programas de asistencia pública: ¿Recibe alguno de los siguientes programas de asistencia pública?

3. Ingresos del hogar: ¿Cuál es el ingreso anual de su hogar?

4. Discapacidad: ¿Usted o algún miembro de su hogar tiene una discapacidad?

5. Necesidad de asistencia: ¿Necesita ayuda con su factura o cuenta?

Programa CARE y ESA: ¿Quiénes son elegibles para el programa CARE y ESA?

Energy Savings Assistance Program

Ya sea que alquile o sea propietario, este es el Energy Savings Assistance Program mejor para la comodidad de su hogar y reduce la factura de SDG&E*.

¿Cómo puedo obtener más información sobre el programa?

¿Cómo recibir los beneficios?

Các Chương trình Hỗ Trợ của SDG&E*

Chương trình trợ giúp tiết kiệm năng lượng giúp bạn giảm chi phí hóa đơn hàng tháng và mang lại lợi ích lâu dài cho ngôi nhà của bạn.

Thông Tin Bổ Sung

Để biết thêm chi tiết về chương trình trợ giúp tiết kiệm năng lượng, vui lòng liên hệ với chúng tôi qua đường dây nóng 1-800-850-8589.

Innovative Communications

Innovative Communications



Energy Innovation Center: Media invite



Developing creative for campaigns: Image aware and specialized photoshoots



Ahorre hasta el 35% en su factura mensual de SDG&E®

conectados ***** para ayudarle

¿Sabía usted que? Si tiene un ingreso limitado o recientemente se quedó sin trabajo, tal vez pueda ahorrar hasta el 35% en la factura de SDG&E®.

Para más información habla con uno de nuestros Representantes de Servicios de Energía cuando lo atiendan.



Está muy cerca de ahorrar cada mes

conectados ***** a la asistencia

¿Sabía usted que? El Energy Savings Assistance Program puede ofrecer gratis aparatos domésticos y mejoras que ahorran energía en el hogar para ayudar a reducir su factura y hacer más cómoda su casa. Para ver si Energy Savings reúne los requisitos del programa, conéctese en sdge.com/casa.

Branch Office Pilot: Digiboard

Innovative Communications

- Standing on their Shoulders – Inspired by African Americans who came before you (past or present)

Who inspires you?

Your words. Their story.

Enter to win an iPad mini in our "Standing on their Shoulders" Essay Contest.

SDGE connected
A Sempra Energy utility

WIN an iPad mini and other fabulous prizes!!!

Made possible by SDGE

Inspired by the African American who came before you

ESSAY SUBMISSION

I am under 18
CLICK HERE!

I am over 18
CLICK HERE!

"embraced equality"

"give the often forgotten – a voice"

"her acts of kindness inspire me"

"never give up"

"not just a shadow reflecting"

"find opportunities"

"she's the foundation"

"courage, creativity and honor"

connected ***** to heritage

SDGE connected
A Sempra Energy utility

Innovative Communications



- Front Page sponsorship in six multicultural newspapers



connected ---- 連接省錢

您知道嗎？

使用洗衣機的冷水洗滌方式，每年可節省電熱水器電費高達 \$42，而且您還可節省更多，選購特定的洗衣機可獲 \$50 退款，特定的熱水器可獲 \$100 退款。想了解更多，請瀏覽 sdge.com/rebates。



©2012 San Diego Gas & Electric Company. Trademarks are the property of their respective owners. All rights reserved.



connected ---- to each other

We'd like to wish all moms a Happy Mother's Day this coming Sunday, May 12th. We hope that everyone has a wonderful day and a great year ahead.

To learn more about programs and services, connect with us at sdge.com.



conectados ---- a la seguridad



Ahora que estamos en enero, queremos recordarle que sea cauto con la energía este invierno.

¿Sabía usted que?

Las llamas que producen los aparatos domésticos de gas natural deben ser de un azul intenso. Las revisiones anuales de seguridad de los calentadores y otros aparatos domésticos de gas son gratis para nuestros clientes de gas natural. Para ayudar a mantenerle a salvo el resto de la temporada invernal, póngase de acuerdo con SD66C® para una inspección. Para programarla, llame al 1-800-311-7343 o visite sdge.com/serviceorder, y tenga a la mano su número de cuenta con SDG&E.



©2012 San Diego Gas & Electric Company. Trademarks are the property of their respective owners. All rights reserved.

connected ---- don't know



Năm nay hãy để ý đến chỗ này vì chúng tôi sẽ cung cấp cho quý vị hướng dẫn và ý tưởng để tiết kiệm tiền năng lượng và tiền.

Quý vị có biết?

Quý vị có thể tiết kiệm lên đến 20% trên hóa đơn năng lượng hàng tháng bằng cách hạ nhiệt kế lò sưởi từ 3 đến 5 độ (nếu sức khỏe cho phép). Tiết kiệm hơn nữa khi tắt nhiệt kế khi quý vị vắng nhà.

Hãy nổi vào trang mạng sdge.com/winter để có thêm hướng dẫn hữu ích.



©2012 San Diego Gas & Electric Company. Trademarks are the property of their respective owners. All rights reserved.

Customer Assistance Program

Outreach

Outreach/Partner	Language/Type
Multi-Cultural/Multi-Lingual	Various languages – Spanish, Vietnamese, Tagalog, Arabic
Community/Faith-Based Organizations	Varies by agency but has included immigrant population targets; Kurdish, Somali, Iraqi, Pan Asian
Seniors/Disabilities	Braille, large font, TTY/TDD
Food Service Industries	English, Spanish
Partnership with 2-1-1	Up to 170 languages & dialects

• Energy Solutions Partners

- Network of over 200 community and business partners
- Generating awareness for Customer Assistance solutions including CARE, ESA and Medical Baseline
- Partners utilizing their channels to connect constituents to these solutions. Channels include: E-blasts/e-news, website placement, Facebook postings, Tweets, special events and workshops

Bonsall Chamber E-Newsletter

NEWS RELEASE

Media Contact: Gina Jacobs
San Diego Gas & Electric
6073 946-2046
www.sdge.com
Twitter: @sdge

MORE LOW-INCOME SDG&E CUSTOMERS ELIGIBLE FOR BILL-ASSISTANCE PROGRAMS

Increased Income Guidelines Expand Eligibility

The Energy Savings Assistance Program (ESAP) and the Energy (CARE) and the Energy Savings Assistance Program (ESAP) are expanding their eligibility guidelines to include more low-income customers. "Our goal is to help even as many eligible customers in our assistance programs as possible, so that they can benefit from the savings on their energy bill," said Caroline Wins, Vice President of Customer Services for SDG&E.

Customers who enroll in the CARE program may qualify for a discount of 20 percent on their SDG&E bill. The average customer can save \$27 each year. Eligible customers can qualify based on their total household's income. Over 300,000 residents within SDG&E's service territory are participating in the CARE program, and an estimated 92,000 more are eligible.

San Clemente Chamber Newsletter

San Diego Gas & Electric's (SDG&E) Customer Assistance Programs provide support to more than 300,000 customers in San Diego and southern Orange counties. The programs help customers who are having a difficult time paying their bills; customers with medical conditions that require high-energy equipment; and low-income customers who want to install energy efficiency upgrades in their homes.

Programs include:

- CARE and FERA**
 - California Alternate Rates for Energy (CARE) is a low-income, ratepayer assistance program that provides customers with household incomes at or below 200 percent of federal poverty guidelines with a monthly savings of up to 35 percent on their SDG&E bill.
 - FERA allows families whose household income slightly exceeds CARE
- Medical Baseline**
 - The Medical Baseline Allowance Program ensures that extra allowances of natural gas and electricity are billed at the lowest rate for customers who rely on life support equipment or need heating or air conditioning due to medical conditions.
- Energy Savings Assistance**
 - The Energy Savings Assistance Program provides free energy efficiency upgrades to customers who meet the CARE household income guidelines – or who participate in certain public assistance programs. Upgrades make homes more comfortable and secure and include door and window weatherization, attic insulation, energy efficient appliances, low-flow showerheads and water heater blankets.

Solutions that can save customers up to 20% on their SDG&E bill

Applications and more information can be found at www.sdge.com/assistance.

Just one more way SDG&E is connecting its customers to smart energy solutions.

Photo: Laura Meuleman
SDG&E Team

Outreach Initiatives



- **Cool Zones**

- A San Diego County program administered by Aging & Independent Services. Launch event includes a resource fair with Customer Assistance Solutions
- 116 locations also receive training and materials promoting CARE, ESA and Medical Baseline programs
- Energy Solutions Partner network coordinates messaging to constituents during hot days and heat waves

- **Senior/Disabled Emergency Prep Effort**

- Special training on emergency & fire preparedness; refresher on Customer Assistance Solutions
- Survey of Medical Baseline customers



San Diego Chinese Historical Museum Blog Post

4. **Cool Zones:** Lines and crowds are unavoidable this time of year. Trust me, I am right there with you. If you can't take any more heat but are tired of the crowds on the sales floor, look for SDG&E Cool Zones. Cool Zones offer a place for people to escape the mid-day summer heat and are established all around San Diego County. Many restaurants and shops are official cool zones but if you don't mind the crowds, the sales floor at the convention center is also a great escape from the heat outside.

5. **Keep charged** Keeping cool is not just about controlling your body heat! Many comic-con attendees can easily lose their cool when their hand-held devices die out on them. Remember to charge your devices before heading to the convention center and save yourself a heated moment. SDG&E has a Reduce Your Use program where they will send out text messages or emails about days you can save electricity and save money when you don't use electricity between 11am through 6pm. The best time to charge your electronics is between 6pm and 6am, so remember to plug in after the convention.

Hope you liked those helpful tips for keeping cool in the crowd, and remember that the San Diego Chinese Historical Museum is another great place to escape the heat, especially our serene and beautiful koi pond and meditation garden! Don't have time to see the whole museum? That's ok! Stop by the museum where we'll have a booth outside with fun, free activities!

As SDG&E Partners in spreading the word about energy-conservation, SDCHM encourages all our followers to do their part to conserve energy. For tips on saving energy, check out SDG&E's website at <http://www.sdge.com>.

Customer Assistance Program

Proposed Initiatives

Proposed Initiatives



SDG&E will continue to work with ethnic agencies to determine the best ways to reach our customer.

The Multicultural/Multi-lingual effort and partnerships will continue to support our ethnic audiences.

SDG&E will continue to address the needs of seniors (SCAN Health), persons with disabilities, and those with limited English proficiencies.

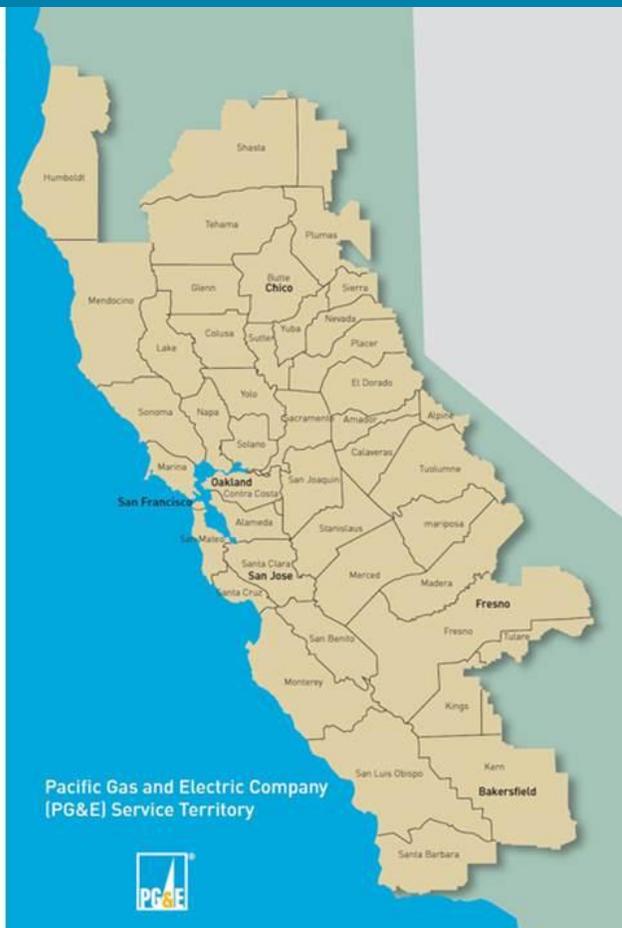
SDG&E is working on expanding the language offerings for ESA Program collateral.

Online joint application (English/Spanish) for CARE/ESA for ease of enrollment in both programs through one form.

Investigating three separate statewide ads for the Hmong, Laotian & Cambodian customer.

CARE and ESA Program: Marketing and Outreach Efforts

Low Income Oversight Board
August 21, 2013
Sacramento, CA



Pacific Gas and Electric Company
(PG&E) Service Territory



Assisting Our Customers

70,000
Square mile service area

CARE
1,446,731
Enrolled

ESA
975,000
Homes treated
(2004-June 2013)



2013 CARE and ESA Program Outreach Channels ³

Direct mail

- Targeted, bi-lingual direct mail projects

Online

- Targeted email campaigns
- Online enrollment and referral

Phone/mobile

- Automated phone calls
- Text messaging

Inserts

- Bill inserts
- Welcome packet inserts

Partnerships

- Local office partnerships
- Leveraging other PG&E programs and services
- Partnerships with Community Outreach Contractors (COCs), reaching disabled, senior and ethnic customers
- Outreach to Spanish-speaking immigrants via a partnership with the Mexican Consulate

Advertising

- Bus advertisements
- Collateral distribution



2013 CARE and ESA Program Media Partnerships ⁴

- CARE print ads: Hispanic, African American, Filipino
 - Cronicas* (April-December/ Napa, Solano, Sonoma, North counties)
 - El Observador* (April-December/ Santa Clara)
 - Post Newspaper Group* (April-October/ Oakland, Berkeley, Richmond, San Francisco, South County, Marin)
 - Manila Mail* (April, June, August, October/ Northern California)
 - Philippines Today* (May, June, August, October/ Northern California)
 - Vida en el Valle (May, June, August, October/ Fresno, Merced, Modesto, Stockton, Sacramento)
 - La Voz* (May/ Sonoma, Marin, Napa, Mendocino, Lake)
- ESA Program phone bank
 - KPIX/CW (February-March/ Sacramento, San Francisco Bay Area)
- ESA Program radio and television:
 - Cantonese, Mandarin, Hmong
 - Crossings TV* (January – December, Central Valley - Sacramento to Fresno)



* Ethnic-owned



CARE Program Outreach Strategy Enhancement

5

With the CARE penetration rate at 92%, PG&E is focusing on reaching the remaining “needles in the haystack” in the most efficient and cost-effective way possible. To this end, CARE is implementing the following:

- Propensity model to target customers most likely to be eligible
- High Usage Post Enrollment Verification (PEV) Campaign per Decision 12.08.044
- Customer research project to gain a deeper understanding of current CARE customers and eligible non-CARE customers to allow for more effective outreach



CARE Propensity Model

6

- Built to help identify all residential customers' propensity for eligibility
- Constructed by combining PEV data from Jan 2010 - Dec 2011 and additional internal and external data sources
- Variables most predictive of CARE eligible: payment patterns, purchase behaviors, income/social status
- Customers scored into deciles (10% scored groupings)
 - Decile 1: Most financially challenged with high-propensity for eligibility
 - Decile 10: Most affluent with low-propensity for eligibility
- Outreach targets customers in the top deciles via: direct mail, email, automated phone calls
- 2012 Acquisition Results: 4.63% response rate (number of new enrollments out of *total unique customer touches*)



CARE High Usage PEV Campaign

- **2012: New CPUC requirements for CARE customers with electric usage of 400 percent or more of baseline in any given month (estimated 70,000 customers/year)**
- **2013: Planned a comprehensive communication campaign to:**
 - Inform high usage customers about new requirements
 - Provide tools to lower their energy usage
- **April 2013: Soft launch to 350 high-usage customers**
 - Results validated that the majority of customers with this level of usage are not eligible
 - Lessons learned utilized to improve the communication piece
- **July 2013: Launched monthly High Usage PEV Campaign. Currently awaiting results**

Soft Launch



Final Launch



CARE Customer Research Project

- Deeper understanding of the low-income population is necessary to develop strategy and optimize messaging and channels to reach both CARE and eligible non-CARE customers
- Active research project to gain in-depth insights into the CARE customer journey including:
 - Needs state
 - Challenges and hardships
 - Key touch points
 - Effective and preferred communication channels
 - Experience with processes including enrollment application, PEV and recertification
 - Awareness / attitudes toward CARE and its processes
 - Consumption of media technologies
 - Communication preferences
 - Barriers to program participation, recertification and PEV
 - Awareness / perception of current outreach materials and forms



CARE Customer Research Project

9

- **Phase 1: Qualitative study of active CARE customers, eligible un-enrolled customers and community-based organizations (CBOs)**
 - 8 focus groups among CARE customers and eligible non-responders (English and Spanish)
 - 15 to 20 one-on-one telephone interview discussions with CBOs (representing diverse population: ethnic groups, the elderly, urban and rural, etc.)
- **Phase 2: Quantitative phone study**
 - 15 to 20 minutes survey with over 1,000 current customers and eligible non-responders
- **Phase 3 (pending approval): New outreach material development**
 - Optimize communication by presenting new messaging and material concepts based on insights garnered from research phases 1 and 2



Looking Forward

10

- **Enhance CARE outreach campaign based on insights gained via research project**
 - Objective: Minimize enrollment barriers by utilizing the optimal messaging, channel and segmentation strategy to reach eligible customers and drive them to enroll
- **Implement awareness campaign (October) targeting current CARE customers to:**
 - Raise program awareness
 - Reinforce program benefits
 - Collect customer information: phone, email, text, language, channel of choice
- Expand CARE acquisition efforts to four additional languages; Russian, Korean, Hmong and Tagalog (2014)
- Continue to evaluate ESA Program partnerships with local governments and CBOs. Upcoming partnerships include Union City and assistance agencies in San Mateo County
- Partner with Asian American, African American and Hispanic advertising agencies to create culturally-sensitive outreach strategies and materials



PG&E Focus on Ethnic Outreach

11

- Implemented dedicated Spanish language hotline
- On-demand translation services provided in over 100 languages
- Contact Center technology upgrades including natural language recognition
- Increasing in-language communications
 - Chinese and Spanish language energy statement
- Division Leadership Teams throughout the service areas – diverse leadership at the local level
- Developing the infrastructure to capture and support customer language preferences for all communications
 - Ability to communicate to customers in the language they prefer through the channels they prefer



A Sempra Energy utilitySM



Low Income Oversight Board

Update on Ethnic Outreach
August 21, 2013
Sacramento, CA



© 2006 The Gas Company. All copyright and trademark rights reserved.

Traditional Tactics Continue to Drive Enrollments

Bill Inserts

- Announce new income guidelines
- “Comparatively” low-cost
- Reach 3 million customers
- Bilingual (English/Spanish)*

Direct Mail

- Over 800,000 pieces for CARE and ESA Program
- Bilingual (English/Spanish)*

Phone Campaign / Automated Voice Messaging

- Targeting ESA eligible customers, and re-cert for CARE
- Bilingual (English/Spanish)*



* Other languages available through collateral materials



Traditional Tactics (continued)

Door-to-Door Canvassing

- Will extend through 2013
- A focused approach in Orange County for CARE
- Implementing multi-prong grassroots strategy
 - Community events invitation
 - Door hanger
 - Targeted canvassing
 - Phone campaign
 - Multi-lingual (English/Spanish/Other*)

* Depending on targeted neighborhoods, placement of canvassers who can speak Vietnamese, Korean, etc.

3



A Sempra Energy utility®



Framework for Ethnic Outreach

- Establish multi-lingual and large-font materials as “the norm” for Southern California Gas Company collateral.
- Use ethnic-targeted and ethnic-owned advertising to assist in Southern California Gas Company’s Customer Assistance Outreach:
 - As a stand-alone tactic
 - To complement other tactics

4



A Sempra Energy utility®



First Half of 2013 Review

- Using Ethnic Media to highlight involvement in the community
 - The Abilities Expo
 - Tet Festival
 - Cambodian New Year
 - Cinco de Mayo
 - Fiestas Patrias (Sept)
- Collaboration with Senior Centers, Food Pantries, VA Hospitals, 2-1-1, Faith-Based Organizations, and Community-Based Organizations



A Sempra Energy utility®

5

Sample Print Ads

Puede que tengas dinero extra debajo de tus narices.

PODRÍAS AHORRAR 20 POR CIENTO EN TU CUENTA DEL GAS.

A veces, las mejores cosas en la vida de precio. Lo especial, como el descuento de 20 por ciento en tu cuenta del gas que contiene el increíble programa SAVE. Hoy, más de 17 millones de personas en el sur de California califican para obtener estos descuentos. ¿Eres tú uno de ellos?

Avísale al califas y búscalo en tu cuenta del gas de tu compañía. Regístrate en SaveGas.com/AvísaleSAVE.

Sempra Energy utility
A la servicio... y con gente.

THE ENERGY OF COMMUNITY

The energy of community starts within each one of us. Since 1967, Southern California Gas Company (SoCalGas®) has been proud to partner with the communities where we live and work. SoCalGas will be in Los Angeles at the Abilities Expo at the Los Angeles Convention Center, March 30-April 1, 2012. Please stop by our booth to learn about programs and services that help limited income customers or customers with certain disabilities or medical conditions. For more information, visit socalgas.com (search "SASSSTAFF") or call 1-800-427-2200. For the hearing impaired, TDD/TTY is available 24 hours a day by calling 1-800-252-0259.

Sempra Energy utility
Glad to be of service.SM
socalgas.com



A Sempra Energy utility®

6

Over the summer...

- SoCalGas is in the process of informing its customers of the CARE program with an annual bill insert.
- The insert is scheduled to go to about 3 million residential customers not on CARE.
- Customers can mail back the postage-paid application to enroll in CARE.



9

A Sempra Energy utility®

To Strengthen the Bill Insert and Generate Awareness . . .

- Print campaign to reinforce the bill insert and encourage customers to apply for CARE if eligible:
 - Ethnic-Targeted, Ethnic-Owned Print Media: ~\$110,000:
 - **Hispanic:** Eastern Group Publications, La Opinion, HOY, La Nueva, El Aviso, San Fernando Valley/El Sol, La Nueva Voz
 - **African-American:** LA Watts Times, Our Weekly, Los Angeles Sentinel, The Wave Publication
 - **Asian:** California Journal for Filipino Americans, Asian Journal, The Korean Daily, The World Journal for Los Angeles

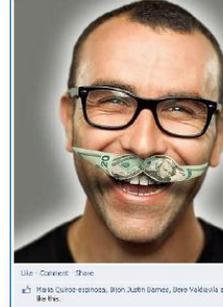
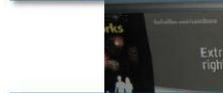


10

A Sempra Energy utility®

Other Media Used for Program Awareness

Digital Media, Outdoor Ad, and Social Media encouraging customers to apply for CARE if eligible:



11



Advertising in Rural and Remote Areas

- Throughout the year, Radio Campesina will provide Spanish-language spots encouraging customers to enroll in CARE if eligible.
 - \$40,000 for Radio Campesina: radio and on-location grassroots events
 - \$7,500 for Mundo Fox: includes community event, TV interviews, social media support
 - \$5,000 for La Prensa Hispana: print media
 - Directed towards rural areas in the service territory, especially Tulare and Kern counties



12



Mobile and Online Advertising

- SoCalGas launched a mobile campaign in May-July promoting the ESA Program
 - \$50,000 ethnic-owned media
 - Targeting Hispanic, African-American, and Asian-American consumer groups



13



A Sempra Energy utility®

Partnerships with Ethnic-Owned Companies

- SoCalGas continues to partner with several ethnic-owned companies to complement promotion of Customer Assistance Programs.
 - Los Kitos produces edu-comic books on CARE and ESA Program for children in English and Spanish.
 - Imprenta Communications Group will assist with grassroots community efforts to target underserved, low-income Hispanic and Asian communities in Orange County.



14



A Sempra Energy utility®



Questions?



*Presentation from Curt Schmutte
– Metropolitan Water District of
Southern California*

Future Events / Meeting Dates

- a) November 6, 2013 – LIOB Meeting in San Diego*
- b) Agenda Items for the November 6, 2013 LIOB Meeting*