

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

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

**MONTHLY REPORT OF SOUTHERN CALIFORNIA GAS COMPANY (U 904 G) ON
LOW-INCOME ASSISTANCE PROGRAMS FOR MAY 2013**

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**Southern California Gas Company
Energy Savings Assistance Program (ESA
Program)
And
California Alternate Rates for Energy (CARE)
Program Monthly Report**

LOW-INCOME ASSISTANCE PROGRAMS MONTHLY REPORT

TABLE OF CONTENTS

Title	Page
1. Energy Savings Assistance Program Executive Summary.....	2
1.1 Program Overview.....	2
1.2 Customer Outreach and Enrollment Update.....	2
1.3 Leveraging Success Evaluation, Including CSD.....	6
1.4 Workforce Education and Training.....	8
2. CARE Program Executive Summary.....	10
2.1 Program Summary.....	10
2.2 Outreach.....	11
2.3 Recertification Complaints.....	14
3. Appendix: ESAP and CARE Tables.....	15

ENERGY SAVINGS ASSISTANCE PROGRAM MONTHLY REPORT

1. Energy Savings Assistance Program Executive Summary

1.1. Energy Savings Assistance Program Overview

1.1.1. Provide a summary of the Energy Savings Assistance Program elements as approved in Decision (D.) 12-08-044:

Program Summary through May 2013			
	Authorized / Planning Assumptions*	Actual to Date	%
Budget	\$117,559,855	\$ 30,413,634	26%
Homes Treated	136,836	33,859	25%
kWh Saved	N/A	N/A	N/A
kW Demand Reduced	N/A	N/A	N/A
Therms Saved	4,552,434	902,336	20%

* Program decision D.12-08-044 was issued August 30, 2012; table reflects updated budgets and goals.

In May, SoCalGas processed and paid contractor invoices for 9,767 treated homes. In addition, SoCalGas paid for the installation of 1,577 appliances, 994 furnace repairs/replacements, 64 water heater replacements, and 1,035 high efficiency clothes washers.

1.2. Energy Savings Assistance Program Customer Outreach and Enrollment Update

1.2.1. Provide a summary of the Energy Savings Assistance Program outreach and enrollment strategies deployed this month.

Ethnic and Mass Media Campaign

Starting the week of May 20th, SoCalGas launched a mobile communications campaign in English and Spanish to support the ESA Program to enroll customers. According to Pew Research Center, Hispanics had the highest percentage that accessed the internet from their mobile devices. In 2012, Pike Research conducted a study of low-income ethnic groups and the

Hispanic group had the highest access rate of the internet via a mobile device. Research has shown mobile usage and the consumption of information via mobile, has increased dramatically; especially among our underserved customers who are more likely to be eligible for our assistance programs. Starting the week of May 20th, the mobile campaign will run for eight weeks and will allow customers the ability to submit their information for the ESA Program online via their mobile phones. The current mobile campaign allows SoCalGas customers to have a richer experience and not be directed to a website via their mobile phones. Since the launch of the campaign, results show that 23 customers have opted to receive follow up on enrolling for the ESA Program.

E- Newsletter

No E-Newsletter was deployed in the month of May; however there is a planned E-newsletter for June.

Energy Savings Assistance Program - Bill inserts/onserts

No bill insert/onsert was deployed in the month of May, however there is a planned bill insert and bill onsert to over 4 million SoCalGas customers in the month of June.

Energy Savings Assistance Program - Direct Mailings

During the month of May there was one direct mail campaign deployed to approximately 84,000 CARE enrolled and eligible ESA Program customers. The personalized letter available in Spanish directed customers interested in the ESA Program to call their local contractor assigned to their area.

Energy Savings Assistance Program - Outbound Dialing

Throughout the month of May, there were five automated voice messaging (AVM) campaigns deployed to approximately 64,000 CARE enrolled

English and Spanish speaking ESA Program eligible customers. Three of the five campaigns deployed had the option to put customers in direct contact with an ESA Program contractor to make an appointment. The other two campaigns arranged for an ESA Program contractor to contact interested customers. As a result of these campaigns, 4,025 customer leads were generated.

Energy Savings Assistance Program - Web Activities

SoCalGas includes website links to its Customer Assistance Programs in all of its communications that specifically promote the ESA Program to customers. For the month of May, 3,475 customers completed the on-line English ESA Program request form. The email website link encourages qualifying customers to apply for no-cost home improvements to reduce their monthly gas bills through SoCalGas' ESA Program.

1.2.2. Customer Assistance Events and Public Affairs/Public Relations Activities for the CARE and ESA Program

May 4 to 5 - Calle Cuatro Cinco de Mayo Festival, Orange County

Approximately 300,000 persons attended this weekend event in Santa Ana. Thousands of customers visited the booth; more than 6,000 pieces of collateral were distributed, and 200 customers filled out application materials (108 CARE, 92 ESA Program). In addition, there were stage announcements, email blasts, on-line advertisements, and social media promoting SoCalGas's attendance at the event.

May 8 - Nutritional Education and Obesity Prevention, Catholic Charities, Orange County

SoCalGas outreach workers attended a small class/workshop. This engagement is part of SoCalGas' ongoing grass roots outreach in Orange County. At the end of the small, one hour class, before students leave, an

outreach worker discusses the CARE and the ESA Program. It is part of the Catholic Charities collaborations includes workshops and pantry distribution events of various settings. SoCalGas plans to continue both efforts throughout 2013.

May 8 - Cuadrilla De La Semana (Lunch), Radio Campesina, Bakersfield

SoCalGas outreach began sponsoring “Cuadrilla de la Semana” on May 8th with Radio Campesina (in both Bakersfield and Visalia). SoCalGas outreach staff visits agricultural workers in the fields or near the workplace. While lunch is served, SoCalGas programs are discussed. These events will continue throughout the summer.

May 8, 9, & 15 - Food Pantry Distribution, Doris Cantlay Center, Catholic Charities, Orange County

Imprenta Communications is working with SoCalGas on grass-roots outreach via Faith-based organizations (Catholic Charities, Orange County). For a consecutive three day period, outreach workers met with families who were waiting in line at food pantry distribution facilities. Outreach workers spoke to over 400 families in Spanish, Vietnamese, or English – as appropriate.

May 16 - CalFresh Workshops, Catholic Charities, Orange County

SoCalGas participated in a CalFresh workshop hosted by Catholic Charities of Orange County. Imprenta Communications assists SoCalGas in ensuring that a bilingual representative is on premises during the workshop and that multilingual material (English, Spanish, and Vietnamese) is available. The workshops are small groups (approximately 20 people) where CalFresh and SoCalGas representatives explain the low-income programs, usually in Spanish, and then assist customers to out application forms.

May 24 - 11th Annual Housing and Supportive Services Fair, El Centro

SoCalGas participated in the 11th Annual Housing and Supportive Services Fair in El Centro. This fair covers an area with a large number of underserved population -- many who are enrolled by Cal Works and various other low income programs. The fair had an attendance of approximately 400 people. Attendees were educated on the ESA Program and had opportunities to network with local agencies. SoCalGas spoke to approximately 50 interested customers.

May 28 – Senior Lunch Program, Keungama Tofu House, Koreatown

SoCalGas is collaborating with Saint Barnabas Senior Services (SBSS) to present customer assistance information to senior citizens. SoCalGas visited a senior meals event that SBSS hosts at the Keungama Tofu House in Koreatown. A SoCalGas employee who is fluent in Korean gave a presentation to seniors as they were waiting for their lunch. He responded to questions, distributed in-language collateral, and ate lunch with the seniors. There were two waves of diners, and he presented to both sessions. The SoCalGas employee spoke to approximately 75 seniors.

1.3. Leveraging Success Evaluation, Including CSD

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

SoCalGas and Eastern Municipal Water District (EMWD) have a leveraging agreement where EMWD provides a rebate to SoCalGas for every High Efficiency Clothes Washer installed within the two utilities' joint service territory under SoCalGas' ESA Program. Initial installations under the signed agreement began in December 2010 and have continued

throughout 2013. As a result of this agreement SoCalGas' ESA Program will receive rebates totaling over \$220,000 for High Efficiency Clothes Washers installed in SoCalGas and EMWD joint service territory in 2013.

Meetings continued in May, 2013 regarding leveraging activities with CSD. These meetings are in compliance with CPUC decision (D.) 12-08-044, and involve coordination among the Commission's Energy Division, CSD, and the four large California energy IOUs concerning pilot programs. The discussions in May were primarily focused on engaging in partnership efforts to combine the resources of the Low Income Home Energy Assistance Program (LIHEAP) / WAP and ESA Programs, and cooperatively sharing information on progress towards the implementation of the pilot programs.

In May, SoCalGas and Riverside Public Utilities (RPU) reached an agreement to enhance their leveraging partnership by offering gas and electric measures within the two utilities' overlapping service territories. A goal of this partnership is to install a comprehensive mix of measures to provide customers energy and bill savings from both sets of measures, and greater customer convenience related to coordinated contractor visits. RPU and SoCalGas believe that these additional offerings will have a more widespread appeal especially in multi-family applications. Canvassing efforts are on-going and administrative challenges are being addressed.

SoCalGas is continuing discussions with two other municipalities regarding leveraging for both the energy efficiency and low-income programs. SoCalGas is working to see if these municipalities can collaborate low-income energy efficiency programs.

1.4. Workforce Education & Training

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

SoCalGas continued its internal training programs which contributes to the goals of workforce development. SoCalGas provides two areas of training: (1) Enrollment and Assessment (E&A); and (2) ESA Program Operations. The Year-to-Date results are shown in the following tables:

SoCalGas Skill-Level Test Results				
	First Quarter	April	May	YTD Total
Attended Testing	65	19	31	115
Passed Test	62	17	28	107
Pass Rate	95%	89%	90%	93%

AAfter successful completion of the Skill Level Test, the potential outreach specialist attends a mandatory 5-day class which reviews the requirements for enrollment, assessment and in-home education.

SoCalGas 5- Day Enrollment and Assessment Training				
	First Quarter	April	May	YTD Total
Attended Class	75	19	34	128
Tested	72	19	34	125
Passed Class	68	19	33	120
Badged	34	3	8	45
Census Attendees	0	0	0	0
Retention Rate*	94%	100%	97%	96%
	*Retention Rate is Passed/Tested			

The 5-day class covers utility-specific items related to policies, security processes and overall customer service standards as well as leveraging opportunities with other low-income programs. A final exam must be passed for an outreach specialist to be registered and receive a SoCalGas identification badge. The year-to-date total for badged outreach specialists for SoCalGas is 45. The classes are held at SoCalGas' Energy Resource Center located in Downey, California.

SoCalGas field operations training includes initial individual or group training for new participants in weatherization, inspections, Heating, Ventilation & Air Conditioning (HVAC) and Natural Gas Appliance Testing (NGAT). SoCalGas also provides refresher training primarily to address contractor issues and discuss new measures and procedures that have been implemented into the program. The class sizes typically range from 5 – 35 technicians. The table below shows the number of students that have attended classes in 2013.

Class Type	First Quarter		April		May		YTD Total	
	No of Classes	No of Students						
Initial	3	22	0	0	3	8	6	30
Refreshers	2	9	1	3	3	6	6	18
NGAT 5-Day	2	21	0	0	0	0	2	21
Grand Total	7	52	1	3	6	14	14	69

2. CARE Executive Summary

2.1. CARE Program Summary - May

2.1.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Actual Expenses to Date	% of Budget Spent
Outreach ⁽¹⁾	\$3,845,745	\$1,147,280	30%
Proc., Certification and Verification	\$8,200,213	\$564,387	7%
Information Tech./Programming	\$2,669,534	\$189,637	7%
Pilots ⁽¹⁾	\$180,000	\$45,000	25%
Measurement and Evaluation	\$51,484	\$0	0%
Regulatory Compliance	\$234,962	\$103,737	44%
General Administration	\$915,488	\$374,567	41%
CPUC Energy Division Staff	\$60,000	\$5,504	9%
Cooling Centers	N/A	N/A	N/A
Total Expenses	\$16,157,426	\$2,430,112	15%
Subsidies and Benefits	\$129,892,840	\$59,231,595	46%
Total Program Costs and Discounts	\$146,050,266	\$61,661,707	42%

* D. 12-08-044 was issued on Aug. 30, 2012 and is reflected in this table. Values may not sum to totals due to rounding.

(1) Outreach funds were reduced and recategorized as a Pilot for the SoCalGas share of the CHANGES program. The \$180,000 budget is a "not to exceed" 2013 allocation (SoCalGas 25% share of up to \$60,000/month).

2.1.2. Please provide the CARE program penetration rate to date.

CARE Penetration		
Participants Enrolled	Eligible Participants	Penetration rate
1,651,119	1,797,772	91.8%

2.2 Outreach

- 2.2.1** Discuss utility outreach activities and those undertaken by third parties on the utility's behalf. (For additional CARE Outreach see section 1.2.2.)

CARE Telephone Enrollments and Recertification

During the month of May, SoCalGas did not deploy any AVM campaigns. The AVM campaign will resume in June.

CARE Web Activity & Enrollments

SoCalGas references its website in virtually all communications. According to the April web traffic report, "Assistance Programs" was the fifth most visited page (25,000 visits). "CARE program" was the number one search topic. During May, over 5,800 new customers filled out an on-line application; 2,218 were subsequently enrolled; 1,752 recertified their eligibility via the company web site.

CARE Third-Party Enrollments & Outreach

To reach customers who are missed by traditional outreach (such as bill inserts, phone campaigns, direct mail, and mass media), SoCalGas employs a third-party contractor to canvass targeted neighborhoods for the purpose of enrolling customers in CARE program. The representatives are bilingual (English and Spanish). Door-to-door outreach generated 3,226 applications in May; 2,614 customers were subsequently approved for enrollment into the CARE Program.

SoCalGas also has an agreement with 211 LA County, which is a multilingual referral number for Los Angeles County. Through events and through inbound calls, 211 LA County directs needy customers to the CARE Program.

In addition, SoCalGas contracts Imprenta Communications to assist with grassroots communications within Orange County. These activities involved three events with the Catholic Charities of Orange County; details of these specific events are reported in Section 1.2.2.

CARE Direct Mail Activity and Enrollments

SoCalGas began a series of English/Spanish direct mail campaigns in late February. The first campaign targeted 600,000 customers who reside in the overlapping service territories of SoCalGas and Southern California Edison (SCE). As part of a follow-up, SoCalGas added an additional 100,000 customers who reside in Los Angeles (overlapping service territory with Los Angeles Department of Water & Power) to the spring campaign. Thus far, SoCalGas has mailed out approximately 700,000 bilingual (English/Spanish) letters with CARE applications.

During May there were 6,265 English applications returned and 3,625 were approved; there were 1,183 Spanish applications returned and 333 were approved. By combining the May results with the previously reported April results, 17,548 customers have returned applications; 9,501 applications have been approved (8,122 English; 1,379 Spanish). Applications are continuing to come in from this campaign and will continue to be reported. The results from the previously noted March micro campaign (a 1,000 piece mailer to Vietnamese customers in Orange County) has not achieved significant returns and further analysis will precede additional micro-mailers.

CARE Bill Inserts

The next planned bill insert is scheduled for July. This bill insert will describe the updated program eligibility guidelines.

CARE Mass Media Campaign

SoCalGas has an ongoing advertising contract with Radio Campesina (KMYX, Bakersfield & KUFW, Visalia) to encourage awareness of customer assistance programs, especially among farmworkers with limited English proficiency. The radio spots are short, 30 second Spanish language ads that run several times a day.

A number of mass media advertising campaign are scheduled for the month of June which will include the updated low income eligibility guidelines.

Disability Outreach

SoCalGas has begun to work with the Westside Center for Independent Living, which helps persons with disabilities living in their homes. Most of their clientele would be deemed low-income. On May 15, SoCalGas sponsored a Mental Awareness event. More than 100 persons with disabilities (or caregivers) attended the event and received CARE program information. The next planned event with this organization is in July.

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

To ensure continued increases in CARE enrollments and to retain customers already participating in CARE, SoCalGas shares customer enrollment information with other utilities such as the Los Angeles Department of Water and Power (LADWP), SCE, San Diego Gas & Electric, and Pacific Gas and Electric. During the month of May, 4,948 customers were enrolled in SoCalGas' CARE program as a result of inter-utility data sharing activities. Additionally, CARE shares data with internal

programs such as SoCalGas' ESA Program and the Gas Assistance Fund. Intra-utility efforts in May generated 3,164 CARE enrollments. Coordinating the CARE program with other related low-income programs not only results in higher program participation rates, it also helps increase Post Enrollment Verification (PEV) activities when customer information is shared with programs such as LIHEAP. Since LIHEAP requires upfront proof of income and is a qualifying Categorically Eligible program, once CARE receives LIHEAP customer data, those customers are considered automatically eligible and their "pre enrollment verification" is used by SoCalGas to meet CARE's PEV requirements. As a result of leveraging activities during May, 280 LIHEAP customers were enrolled in SoCalGas' CARE program.

2.3 CARE Recertification Complaints

There were no recertification complaints in May.

3. Appendix: Energy Savings Assistance Program Tables and CARE Tables

ESA Program - Table 1- Program Expenses

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

ESA Program - Table 3- Average Bill Savings per Treated Home

ESA Program - Table 4a- Homes Treated

ESA Program - Table 4b- Homes Unwilling/Unable to Participate

ESA Program - Table 5- Program Customer Summary

ESA Program - Table 6- Expenditures for Pilots and Studies

CARE- Table 1- CARE Overall Program Expenses

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

CARE- Table 3a- CARE Post-Enrollment Verification Results (Model)

CARE- Table 3b- CARE Post-Enrollment Verification Results (High Useage)

CARE- Table 4- Self Certification and Re-Certification

CARE- Table 5- Enrollment by County

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants as of Month End

CARE- Table 9- Expenditures for the CHANGES Pilot