WeCARE CALIFORNIA

The Outcome…

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The CPUC partnered with the four energy investor-owned utilities:

- Pacific Gas & Electric Company (PG&E);
- Southern California Gas Company (SoCalGas);
- San Diego Gas & Electric Company (SDG&E); and
- Southern California Edison (SCE)

to host a series of community events, with 3 primary goals:

1. ***Increase CARE enrollment***
2. ***Educate*** consumers about various utility bill discounts and financial assistance plans
3. ***Outreach*** to the community about the services provided by the CPUC

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Five CPUC Co-Sponsored Community Events

- Bakersfield - 4/20/09
- Stockton - 4/23/09
- Long Beach - 4/23/09
- San Diego - 4/23/09
- Los Angeles- 4/24/09

Two Events Solely Sponsored by Utilities

- Telethon on Spanish TV - 4/22/09
- El Centro – 4/25/09

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Bakersfield, 4/20/09
Sponsors: PG&E, SCE, SoCalGas

Attendees	600
CARE Applications	84
LIEE Leads	135
Lifeline Educations	60

Media Coverage: KBAK TV 29/KBFX TV 58 (CBS/FOX); KERO TV 23 (ABC); KGET TV 17 (NBC); KUZZ Radio; El Popular (Spanish newspaper)

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-PGE-C

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Stockton, 4/23/09
Sponsors: PG&E

Attendees	500
CARE Applications	89
LIEE Leads	120
Lifeline Educations	310

Media Coverage: Stockton Record, Central Valley Business Times, KOVR-TV

PG&E
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Long Beach, 4/23/09
Sponsors: SCE

Attendees	1,300
CARE Applications	559
LIEE Leads	61
Lifeline Educations	280

Media Coverage: LA Times Consumer Blog, LAist, Long Beach Press-Telegram, Annenberg Community TV, Univision, Telefutura, KRCA TV, LA18 Chinese News, Philippine News (print & online), Daily Sports Seoul, International Daily News Online (Chinese), Chinese Daily News (print & online), Zhong Guo Daily News Chinese, OurWeekly, Save the Date Central, KBUE, KWIZ FM

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San Diego, 4/23/09

Sponsors: SDG&E Joined Urban League of San Diego's Annual Career Opportunity Exchange

Attendees	5,200 for the Career Opportunity Exchange
CARE Applications	200
LIEE Leads	188
Lifeline Educations	500+

Media Coverage: KBNT 17 Univision, KGTV 10 ABC, KNSD 7/39 NBC, KUSI 9/51, Fox 5 San Diego, The CW San Diego 6, XHAS 33 Telemundo, Azteca America, Urban Broadcast News Network (UL), Radio Latina 104.5 FM, Frontera Newspaper

earth
09

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Los Angeles, 4/24/09
Sponsors: SoCalGas & L.A. DWP

Attendees	968
CARE Applications	190
LIEE Leads	143
Lifeline Educations	500+

Media Coverage: KRCA-TV, KNX-AM 1070, LA City View TV 35, Los Angeles Sentinel, Our Weekly, China Press, KALI-FM 106.3

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On Location Success Story #1:

- CPUC CAB Staff worked with PG&E staff on site to restore electricity to a customer who attended We CARE Day in Bakersfield.
- PG&E agreed to accept a payment of $200 to restore service same day.
- arrangements were then made on the account for the remainder.

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Pacific Gas and Electric Company

Sempra Energy utility

SDGE

Sempra Energy utility

SOUTHERN CALIFORNIA EDISON

On Location Success Story #2:

- CPUC Staff assisted customer whose electric service had been shut off for a month.
- There were 2 LIHEAP pledges on her account, which had not come through.
- CAB staff contacted PG&E rep, who left a message for his LIHEAP contact regarding the pledges.
- Next day Staff followed-up with PG&E rep, who said LIHEAP had called and pledged a total of $750. PG&E turned service back on the following day after costumer paid $266.

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On Location Success Story #3:

- One customer was pleased to get on the CARE program.
- She did not think she was eligible because there were 3 adults in the house and 5 children.
- She did not realize children were counted towards the total number of people in her household.

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Pacific Gas and Electric Company

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SDGE

Sempra Energy utility

SOUTHERN CALIFORNIA EDISON

On Location Success Story #4:

- A stereotypical "little old lady" approached SCE rep with a very worried look on her face because she could not pay her gas bill.
- The SCE rep told her she was at the right place, and pointed at the Catholic Charities booth right next to them.
- But directed her first toward the SoCalGas booth, and explained that anytime she has trouble with her utility bill she should contact the utility right away. They have, or can refer her to, programs for payment assistance, payment arrangements, level pay plan, etc.
- She managed a smile and a thank you, and walked to the SoCalGas booth.

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Two Events *Solely Sponsored by Utilities*

Telethon on Univision TV, 4/22/09, 5 – 8 am

- **Sponsors: SCE & SoCalGas**
- **30 Reps (15 SCE & 15 SoCalGas) answered calls**
- **Show's Coverage area: San Francisco to San Diego**

El Centro Event, 4/25/09

- **Held in Conjunction with**
- **30th Annual Imperial County Children's Fair**
- **Sponsor: SoCalGas**

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Summary of Events

Solely Sponsored by Utilities

	Telethon	El Centro	Totals
Participants	800 Callers	10,000 – 20,000 Attending Children's Fair	See Summary Slide
CARE Apps	129	67	196
LIEE Leads	N/A	126	126
LifeLine Educations	N/A	50+	50+

Media at Events: The Telethon was held at a TV station. At El Centro event 2 TV and 1 Radio Stations interviewed/talked about We CARE.

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Summary of *CPUC Co-Sponsored* Events

	Bakersfield	Stockton	Long Beach	San Diego	Los Angeles	Totals
Attendees	600	500	1,300	5,200	968	Next Slide
CARE Apps	84	89	559	200	190	1,122
LIEE Leads	135	120	61	188	143	647
LifeLine Educations	60	310	280	500+	500+	1,650+
Media at Event	3 TV 1 Print 1 Radio	1 TV 2 Print	5 TV 9 Print 2 Radio	9 TV 1 Print 1 Radio	2 TV 3 Print 2 Radio	20 TV 16 Print 6 Radio

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Summary of *All* Events

	CPUC Sponsored	Solely Utility Sponsored	Totals
Attendees/Callers	3,368*	800	4,168**
CARE Apps	1,122	196	1,318
LIEE Leads	647	126	773
LifeLine Educations	1,650+	50+	1,700+
Media at Event	20 TV 16 Print 6 Radio	3 TV 1 Radio	23 TV 16 Print 7 Radio

Footnotes: 3,368 excludes San Diego event, and 4,168 excludes both El Centro & San Diego events which were part of larger events.

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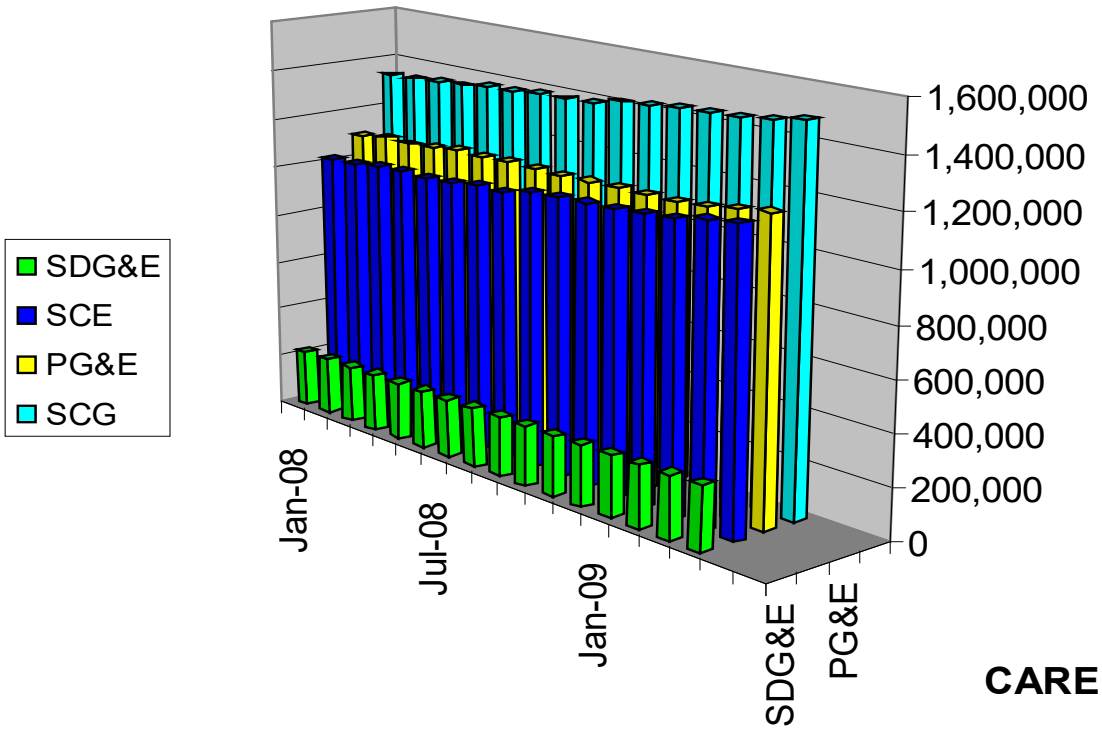

CARE Enrollment

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Pacific Gas and Electric Company

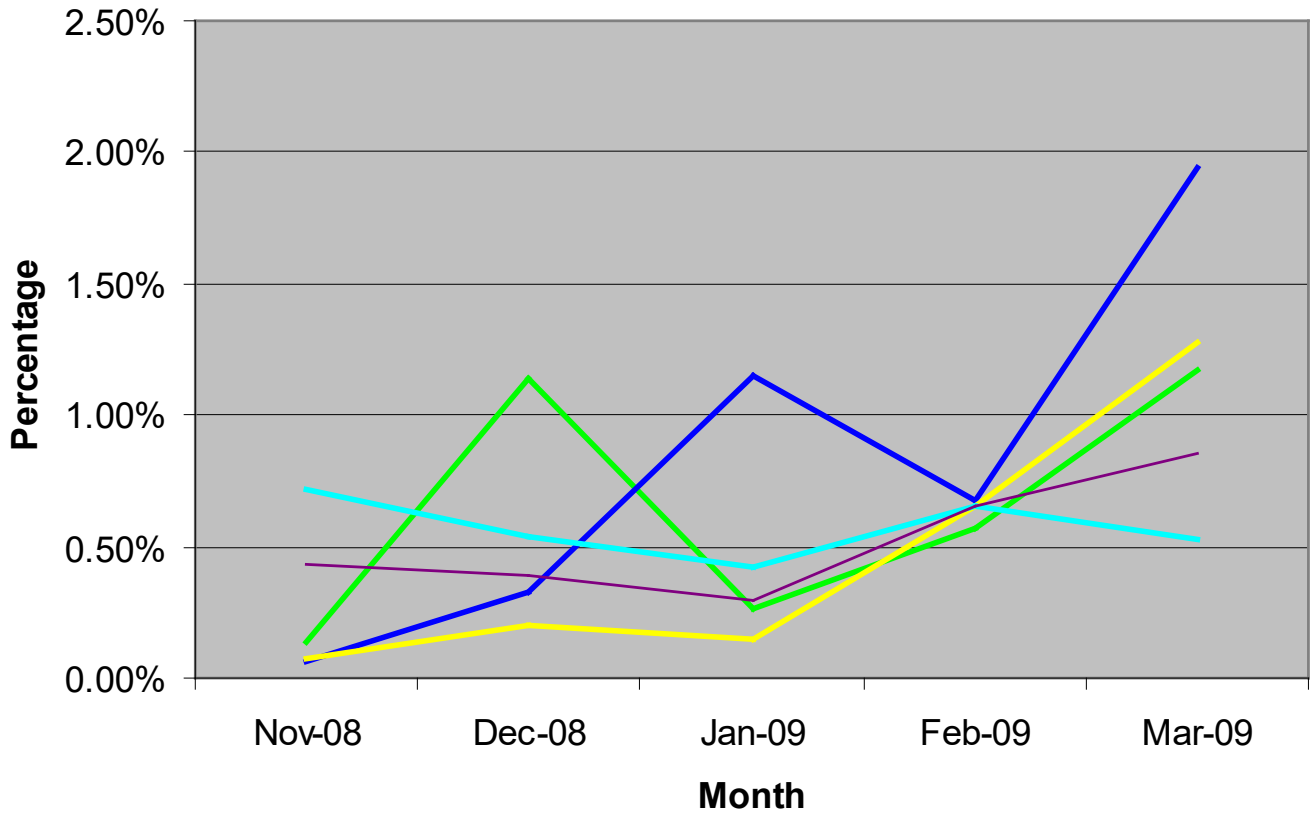
Sempra Energy utility

SDGE

Sempra Energy utility

SOUTHERN CALIFORNIA EDISON

CARE Enrollment Percentage Change



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This is <u>not</u> the end!

- **Additional We CARE events are being planned**