

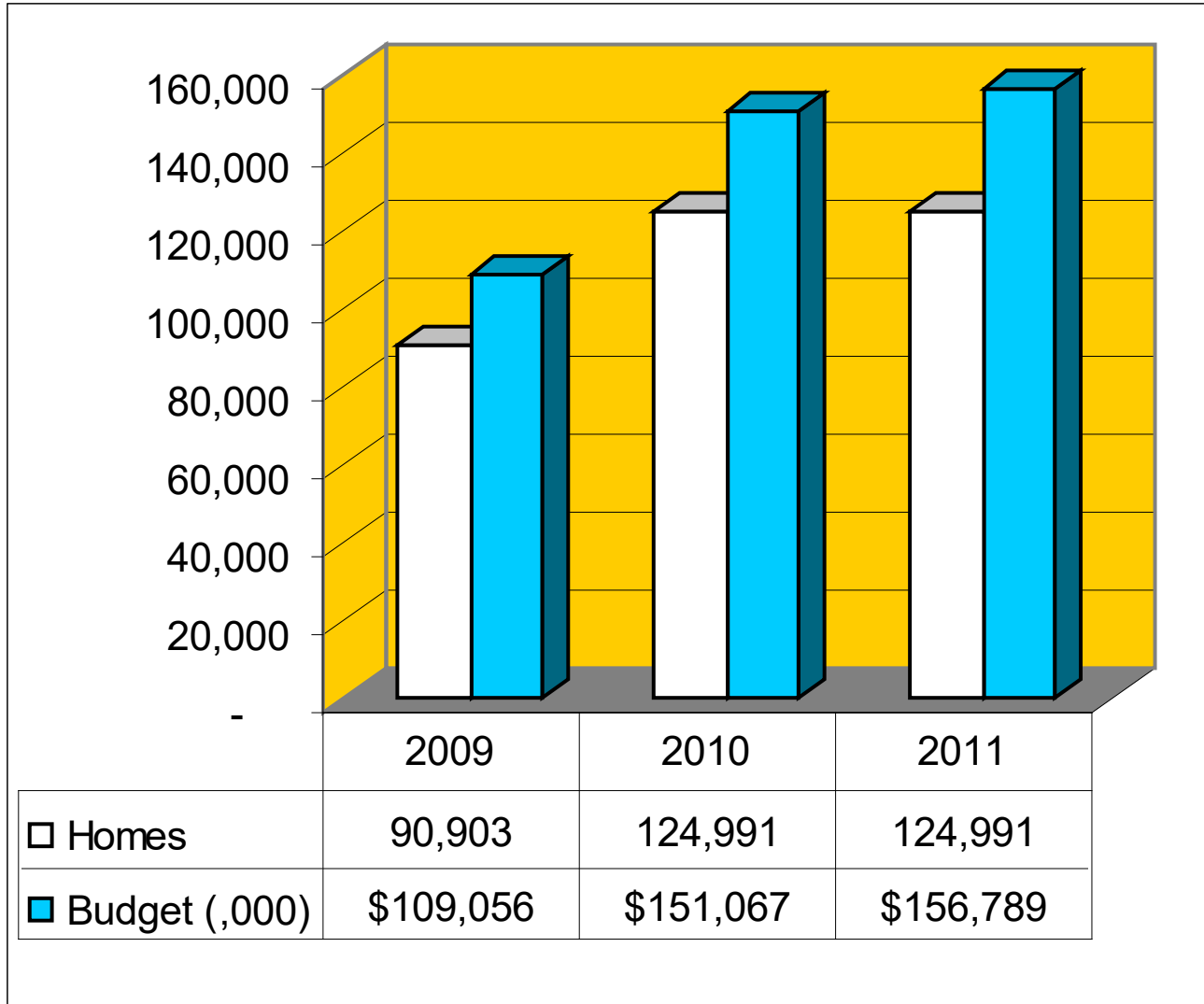


Implementation Update of PG&E's 2009-2011 LIEE and CARE Programs



Presentation to the LIOB
November 9, 2009
San Francisco, CA

LIEE Program 2009-2011 Targets





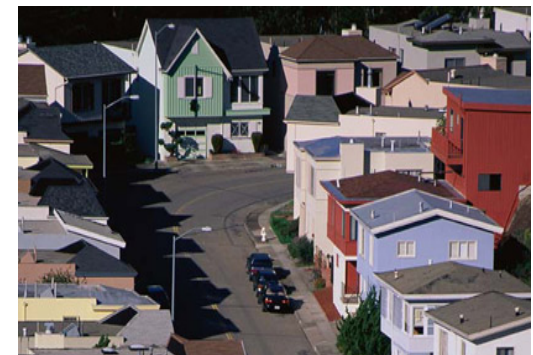
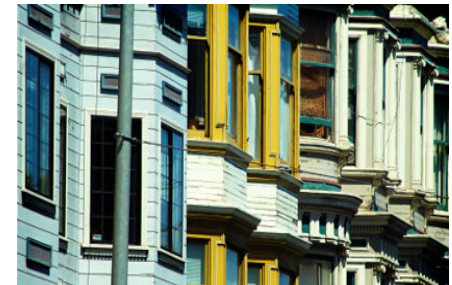
LIEE Program Activity: January 1 – September 30, 2009

PG&E LIEE Activity	
Homes Treated	50,079
2009 Homes Treated Goal	90,903
Expensed	\$56,858,158
2009 Budget	\$109,056,366
kWh	19,571,637
kW	3,569
Therm	923,004

PG&E LIEE Installations	
Furnaces	1,487
Room AC	1,174
Evaporative Coolers	1,440
Envelope & Air Sealing	31,988
Duct Sealing	1,300
Attic Insulation	2,919
Water Heater Conservation	33,018
CFLs	189,079
Interior Hardwired Fixtures	86,028
Exterior Hardwired Fixtures	21,000
Refrigerators	10,782
Occupancy Sensors	14,006
Torchieres	3,988

LIEE Program Highlights

- Developing partnerships with SMUD, LIHEAP, MID and HUD Housing
- Partnered with the Mexican Consulate in Fresno and San Francisco:
 - Created a lobby informational video communicating LIEE and CARE programs
 - Conducted joint press conferences
- Participated in community outreach events creating LIEE program referrals
 - Bakersfield, Stockton, San Pablo, Fresno, Sacramento, Selma, Soledad, Richmond, San Rafael, Milpitas, Oakland, Firebaugh, Wasco
- Coordinating with Grid Alternatives to identify and treat income-qualified customers before they receive their solar installations through the SASH Program
- Media and Print Outreach
 - Univision, Radio Bilingue, Que Huong Radio, Asian Journal, local community call-in radio shows
 - Direct Mail letter sent to targeted neighborhoods notifying customers of upcoming LIEE program events
 - PG&E’s August bill included an insert about the LIEE and CARE programs



PG&E LIEE Contacts January – September 2009

Customers	Refusal Type
259	Customer Refused
55	Event
70	Home Too New
417	Mail
616	Not Interested
723	Over Income
21,190	Phone
50	Property Owner Refused
1,342	Site Visit/ Canvassing/ Not Home
23	Other
4,290	Customer withdrew/ not qualified
29,035	Subtotal
69,512	Customers Enrolled
98,547	Total Recorded LIEE Contacts



California Alternate Rates for Energy (CARE) as of September 30, 2009

Participants	Eligible Participants	Penetration Rate
1,272,837	1,562,094	81.5%

- Enrolled 330,762 new customers
- Recertified 303,423 customers
- Dropped (attrition) 194,162 customers
- Net increase 136,600 customers



California Alternate Rates for Energy (CARE) Outreach Activities during the Economic Crisis

- Sent direct mail to customers who have received 3 or more 48-hour notices in the last six months, customers residing at the address of a recently-closed CARE account, and customers who recently started new services or requested payment plan
- Participated in community outreach events and onsite enrollment events at foreclosure clinics, free medical clinics, EDD offices and job fairs
- Supplied EDD offices with applications onsite and inserted in informational packets
- Inserted applications into employers' layoff packets
- Implemented automate phone enrollment, phone recertification, and free text-messaging pilot
- Implemented door-to-door canvassing
- Emailed program information to customers who signed up for paperless billing
- Implemented One-E-App Pilot
- Created a CARE Facebook fan page, a social online networking site



PG&E CARE Shut-Offs for Non-payment

2009	Total CARE Customers	Total Residential Service Terminated	CARE Service Terminated	Non-CARE Service Terminated
January	1,137,916	12,920	4,114	8,806
February	1,145,358	16,343	4,961	11,382
March	1,159,954	27,284	7,938	19,346
April	1,176,257	30,772	9,655	21,117
May	1,191,719	34,827	10,956	23,871
June	1,207,722	29,707	9,463	20,244
July	1,223,447	35,691	12,070	23,621
August	1,245,640	29,376	10,913	18,463
September	1,272,837	33,248	12,196	21,052

- Historically, less shut-offs for non-pay (SONPs) are completed during the winter season
- Therefore, an increase in SONP volumes is experienced coming out of the winter season
- In 2009, SONPs for both Non-CARE and CARE customers have followed the same expected historical pattern