

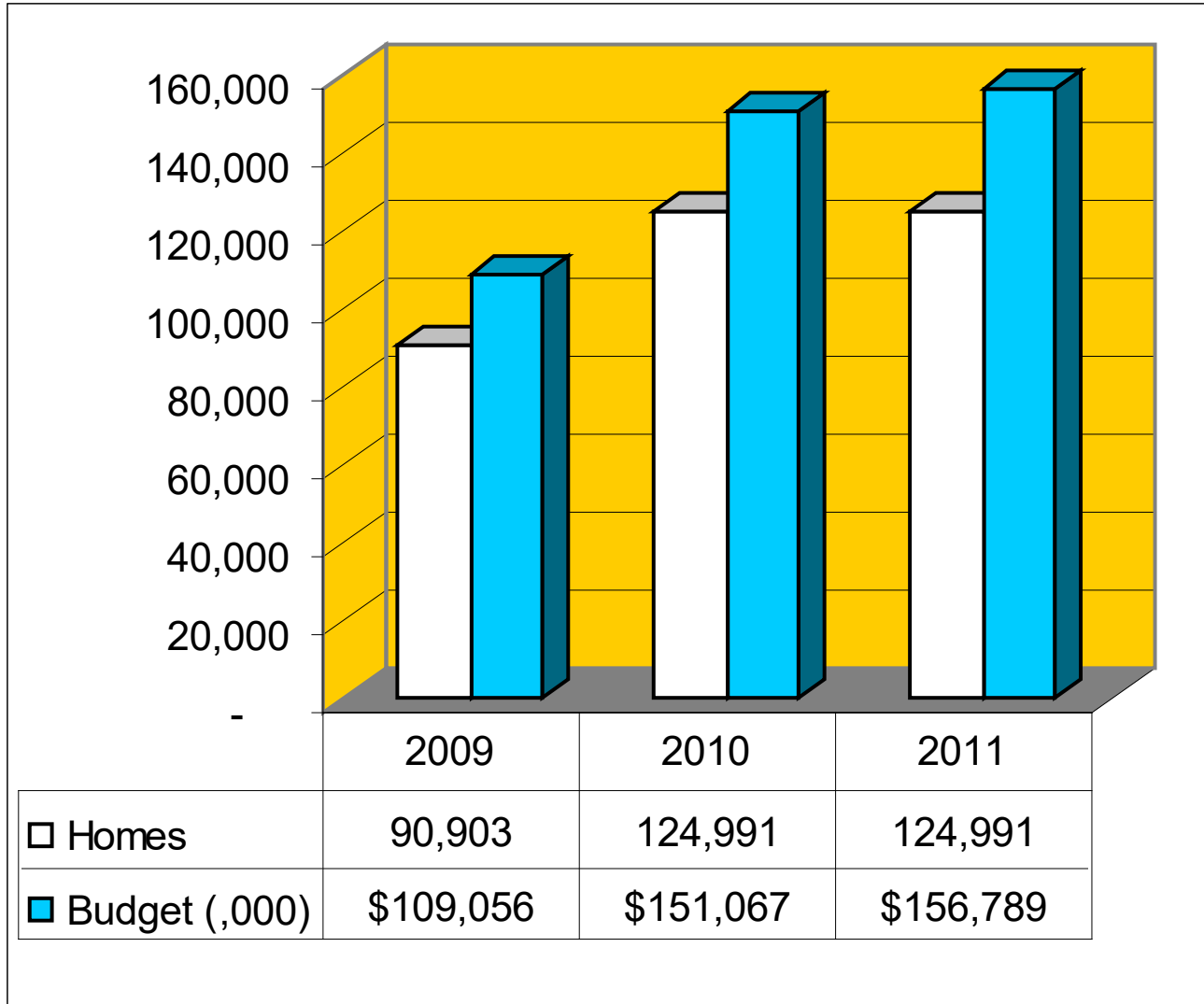


## Implementation Update of PG&E's 2009-2011 LIEE and CARE Programs



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

# LIEE Program 2009-2011 Targets





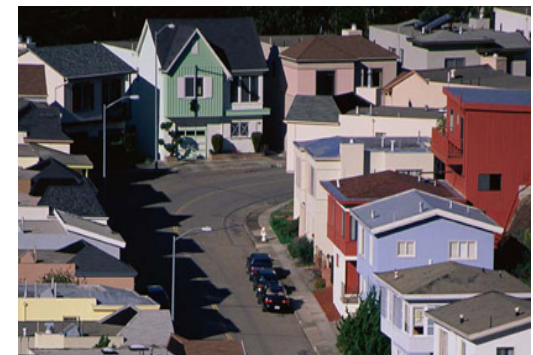
# LIEE Program Activity: January 1 – September 30, 2009

| 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 – August 2009

| Customers     | Refusal Type                        |
|---------------|-------------------------------------|
| 167           | Customer Refused                    |
| 1             | Event                               |
| 38            | Home Too New                        |
| 277           | Mail                                |
| 328           | Not Interested                      |
| 457           | Over Income                         |
| 17,043        | Phone                               |
| 4             | Property Owner Refused              |
| 968           | Site Visit/ Canvassing/ Not Home    |
| <b>19,283</b> | <b>Subtotal</b>                     |
| <b>57,164</b> | <b>Customers Enrolled</b>           |
| <b>76,447</b> | <b>Total Recorded LIEE Contacts</b> |



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

| <b>Participants</b> | <b>Eligible Participants</b> | <b>Penetration Rate</b> |
|---------------------|------------------------------|-------------------------|
| 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

- Historically, less shut-off for non-pays (SONPs) are completed during the winter season.
- Consequently, 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.
- CARE customers as a percentage of overall SONPs has been approximately 32% each month (see table below).

**PG&E Care SONP**

| Month 2009 | Non-CARE | CARE   | CARE % of Total |
|------------|----------|--------|-----------------|
| Jan        | 8,738    | 4,114  | 32%             |
| Feb        | 11,296   | 4,961  | 31%             |
| Mar        | 19,196   | 7,938  | 29%             |
| Apr        | 20,940   | 9,655  | 32%             |
| May        | 23,693   | 10,956 | 32%             |
| Jun        | 20,088   | 9,463  | 32%             |