



SDG&E's & SoCalGas' 2009 – 2011 LIEE and CARE Programs

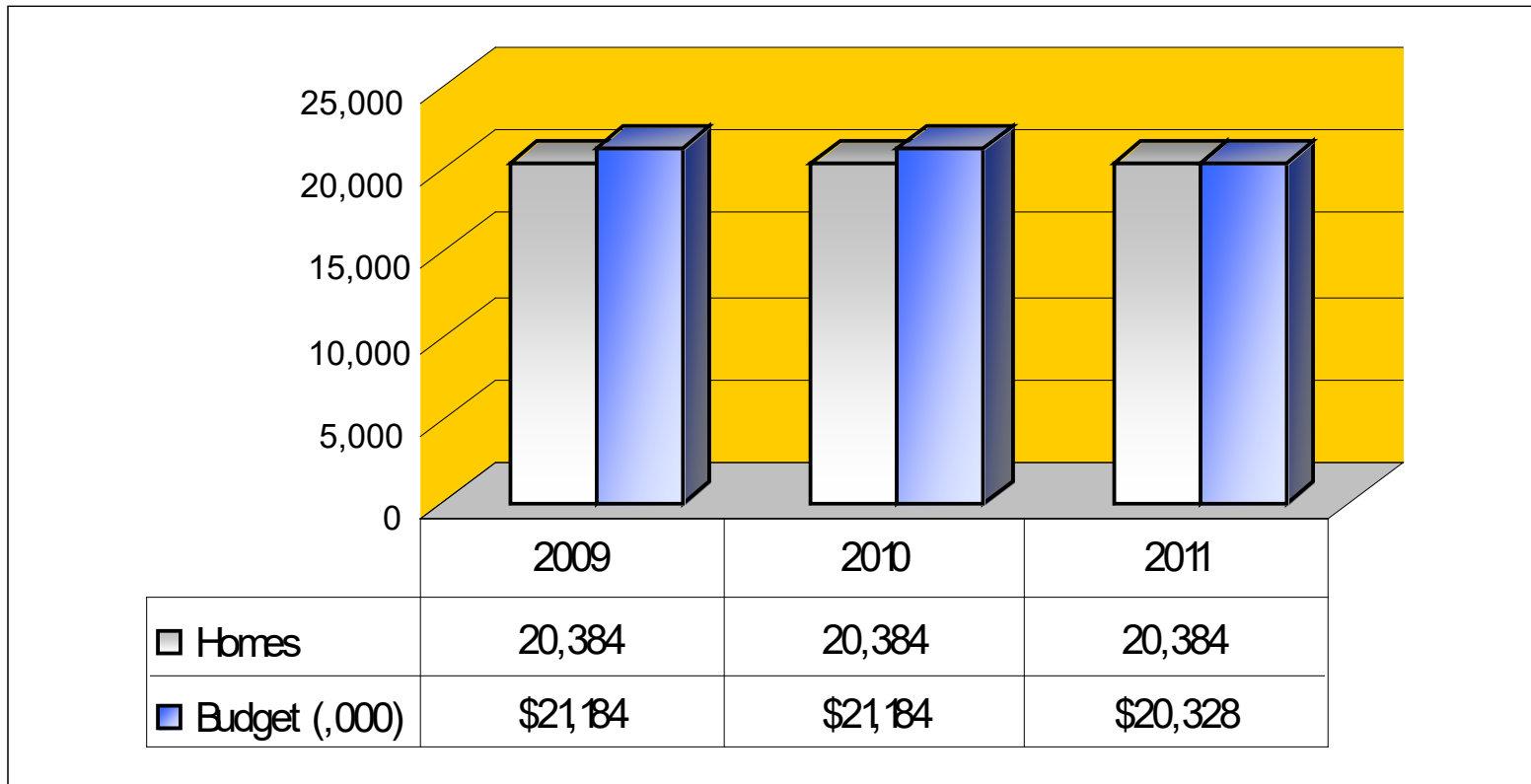


Low-Income Oversight Board Meeting
November 9, 2009
San Francisco, CA

LIEE 2009-2011 Targets



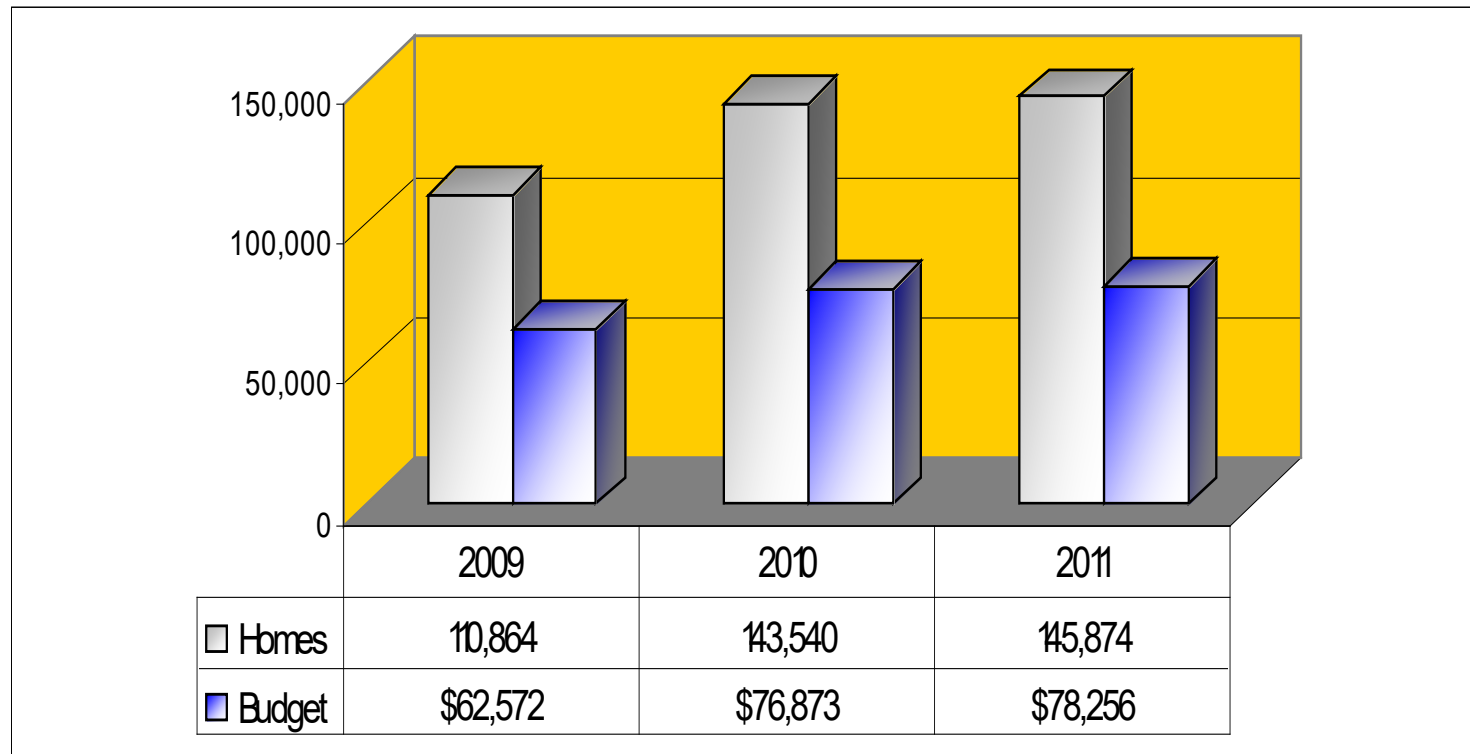
SDG&E LIEE 2009-2011 Targets



LIEE 2009-2011 Targets



SoCalGas LIEE 2009-2011 Targets



LIEE Program Activity

**SDG&E LIEE Jan 1 through September 30,
2009**



SDG&E LIEE Activity	
Homes Treated	12,586
2009 Homes Treated Goal	20,384
Expensed	\$ 10,068,697
2009 Budget	\$ 21,184,000
kWh	3,792,944
kW	417
Therm	152,322

SDG&E LIEE Installations	
Furnaces	1,190
Room AC	208
Envelope & Air Sealing	9,356
Duct Sealing	296
Attic Sealing	318
Water Heater Conservation	9,834
CFLs	69,768
Interior Hardwired Fixtures	7,992
Exterior Hardwired Fixtures	2,002
Furnace Clean & Tune	5,420
LED Night Lights	9,098

LIEE Program Activity



SoCalGas LIEE Jan 1 through September 30, 2009

SoCalGas LIEE Activity	
Homes Treated	53,330
2009 Homes Treated Goal	110,864
Expensed	\$ 31,036,221
2009 Budget	\$ 62,571,908
Therms	992,042

SoCalGas LIEE Installations	
Furnaces	3,805
Envelope & Air Sealing	42,286
Duct Sealing	1,761
Attic Sealing	3,022
Water Heater Conservation	45,048
Furnace Clean & Tune	460

LIEE Highlights



SDG&E

- Partnered with San Diego Urban Corps to promote CARE and LIEE programs through Summer Youth Program; ResponseLink to promote programs to disabled and elderly; Veterans Village to promote programs to needy Veterans; International Rescue Committee to reach out to resettled immigrants; and 211 to promote programs to a variety of customers in need
- Launched ad campaign (Jul-Sept) promoting awareness of the ways SDG&E can assist needy customers, i.e., CARE, LIEE & help with bills; consisted of Spanish & English radio, print & bus shelter ads. Increased program interest as evidenced by increased call volume to Call Center
- Launched ad campaign (Sept-Nov) promoting enrollment in CARE & LIEE, including online ads, both paid search & display ads on targeted web sites that drive customers to a landing page facilitating enrollment & radio spots. Good initial response to the online portion of the campaign with 500 conversions (365 hits to CARE apply button, 111 LIEE application downloads, 24 LIEE online applications completed) in the first 2 weeks



SoCalGas

- SoCalGas **launched a six week LIEE advertising campaign**
 - Focused on promoting LIEE No-Cost Energy-Saving Home Improvements
 - Designed to draw customers to the LIEE web site or to call toll-free
 - Included in bus shelter and interior bus cards, and ads in targeted community publication
- **SoCalGas and Imperial Irrigation District (IID) signed an agreement** whereby customers in their overlapping service territories will receive measures under the LIEE program
- **Whole Neighborhood Approach (WNA)** - SoCalGas partnered with its LIEE contractors to complete 6 WNA efforts in July, 33 WNA efforts in August, and 153 WNA efforts in September
- Continued **LIEE outreach activities**. Included are Direct Mail, AVM, Web, Radio, Print, and TV campaigns focused on promoting LIEE No-Cost Energy-Saving Home Improvements and designed to draw customers to the LIEE web site or to call toll-free.



Customer Contact Attempts



SDG&E LIEE Contact Attempts

As of September 30, 2009

	Automated Voice Messaging	Door-to-Door Canvassing	Total
Attempt	93,539	133,353	226,892
Not Home	43,548	116,289	159,837
% Not at Home	47%	87%	70%
Home	49,451	17,064	133,030
Enrolled	875	8,366	18,482
% Enrolled vs Attempted	1%	6%	8%
Not Interested	4,818	0	4,818
% Not Interested	5%	0%	5%
Refused	0	10,016	10,016
% Refused vs Attempted	0%	8%	8%



Customer Contact Attempts



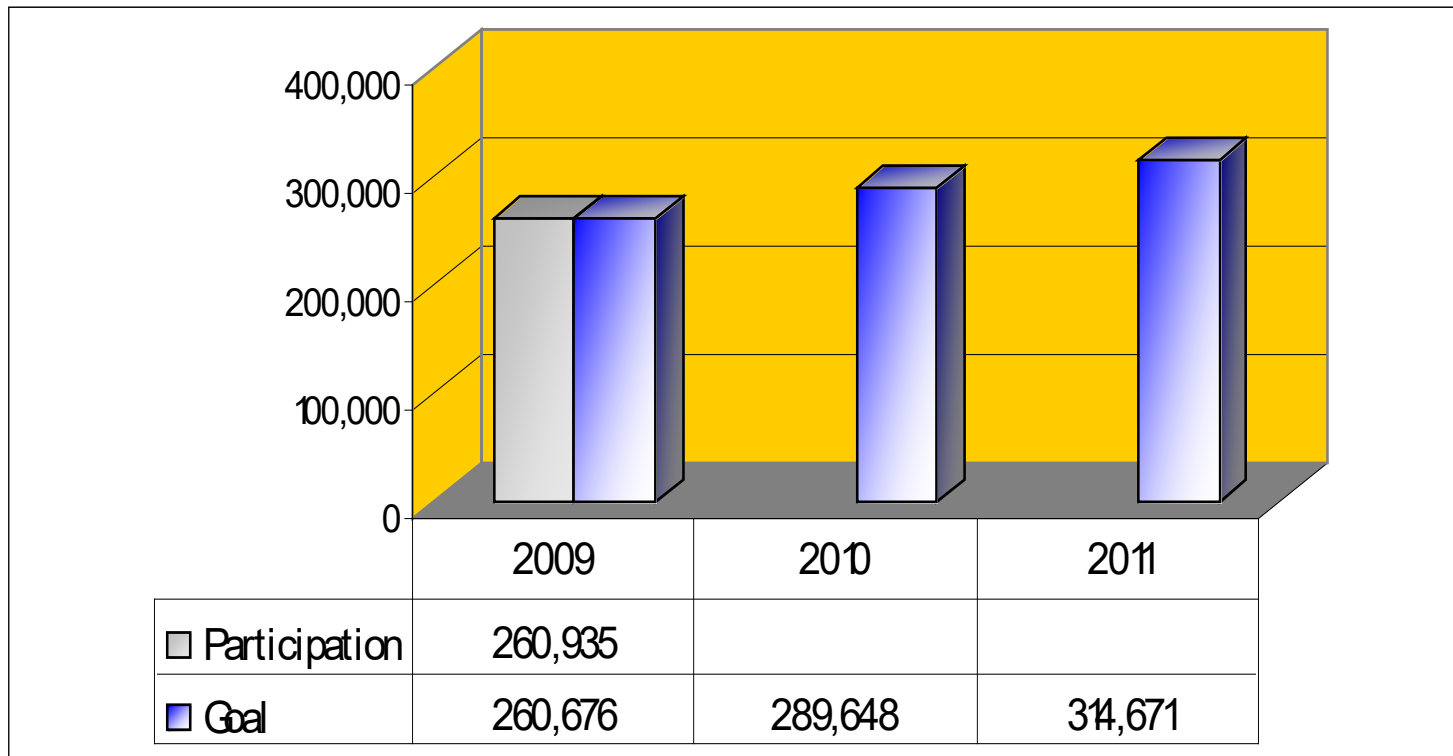
SCG LIEE Contact Attempts for WNA As of September 30, 2009

	Automated Voice Messaging	Door-to-Door Canvassing	Total
Attempt	12,423	8,022	20,445
Not Home	8,315	4,051	12,366
% Not at Home	67%	50%	60%
Home	1,600	3,971	5,571
Enrolled	560	804	1,364
% Enrolled vs Attempted	5%	10%	7%
Not Interested	621	1,320	1,941
% Not Interested vs Attempted	5%	16%	9%

CARE Program Activity



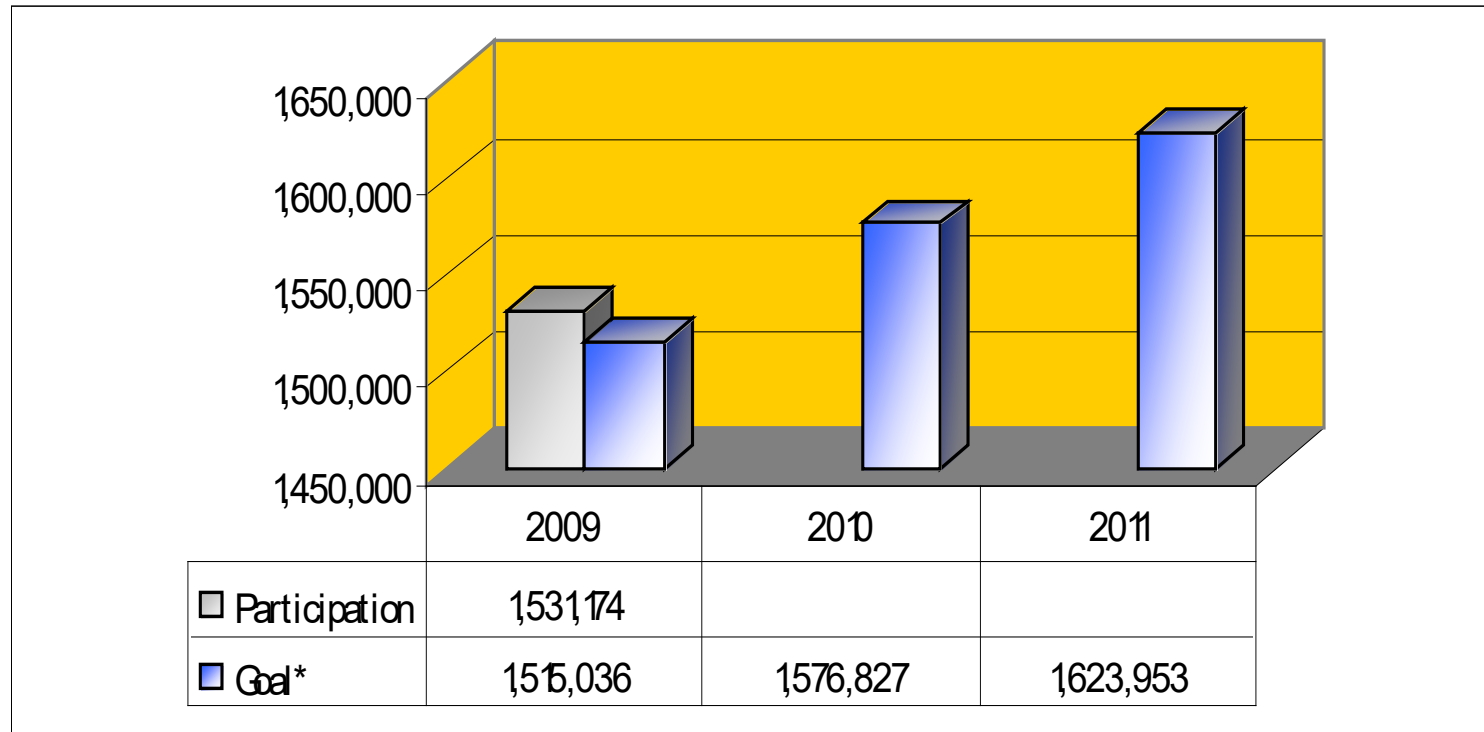
SDG&E Program Participation/Goals 2009 – 2011 as of September 30, 2009



CARE Program Activity



SoCalGas Program Participation/Goals 2009 – 2011 as of September 30, 2009



CARE Activities



- CARE Enrollments & Penetration Rates as of September 30, 2009

	Participants Enrolled	Eligible Participants	Penetration Rate
SDG&E	260,935	336,751	78%
SoCalGas	1,531,174	1,770,947	87%

CARE

Outreach/Marketing Activities



- Multi-lingual Mass Marketing campaigns
- Quarterly Bill Message
- Bill Inserts
- Direct Mail
- Cross Leverage Utility/Public Assistance programs
- Outbound Telephone Enrollment and Recertification Campaigns
- Door-to-Door
- Internet Enrollment
- Capitation Program
- Event-based Outreach
- Outreach by CSRs and Field Personnel
- Recertification by phone - IVR

CARE Highlights



SDG&E CARE Outreach Highlights as of September 30, 2009

- **San Diego Unified School District's School Lunch Program Kick Off Event** –SDG&E sponsored and participated in the event. Local community leaders attended and TV news covered the event. The Free Lunch Program is one of the public assistance programs that categorically qualify customers for the CARE and LIEE programs. Over 1,321 people attended this event
- **CARE and LIEE Mass Media Campaign** - The customer assistance mass media campaign promoting general awareness of customer assistance programs. The campaign consisted of print, radio and transit shelter advertising. In September SDG&E launched an online and radio campaign as part of the mass media campaign
- **Conducted a TV interview** with Azteca America to inform viewers about CARE and LIEE
- **ResponseLink San Diego** (Alert Services for Disabled)
- **Veteran's Village San Diego**
- **International Rescue Committee**, Crawford High School
- **Participated in KCBQ-AM's new radio** program "ElderCare Talk Radio to discuss the variety of assistance programs SDG&E offers to senior citizens and low-income families

CARE Highlights



SoCalGas CARE Outreach Highlights as of September 30, 2009

- **SoCalGas AVM recertifications** enrolled nearly 31,000 customers and **AVM self certifications** enrolled to date 20,634 customers
- **CARE Data Exchange** - The weekly SoCalGas/SoCal Edison data exchange file was expanded to include recertified-approved CARE customers to date through leveraging of SCE data, 3,688 SoCalGas customers were recertified in the CARE program
- **Expanded Categorical Eligibility** - CARE program information was translated into 13 languages and added to all applicable forms
- **Interview with KTIE-AM Inland Empire News Hour** promoting the Customer Assistance programs
- **Riverside Chamber** - Human Resources Committee
- 4th Annual Expo **“50+ Seniors Going Green”** Conference
- **West End Regional Center on Aging**, Chino
- La Opinion published an **article on Utility Bill Relief** - reflecting comments from SoCalGas’ Public Relations Manager



Detailed information about CARE and LIEE program achievements can be found in SDG&E's and SoCalGas' Monthly Reports