

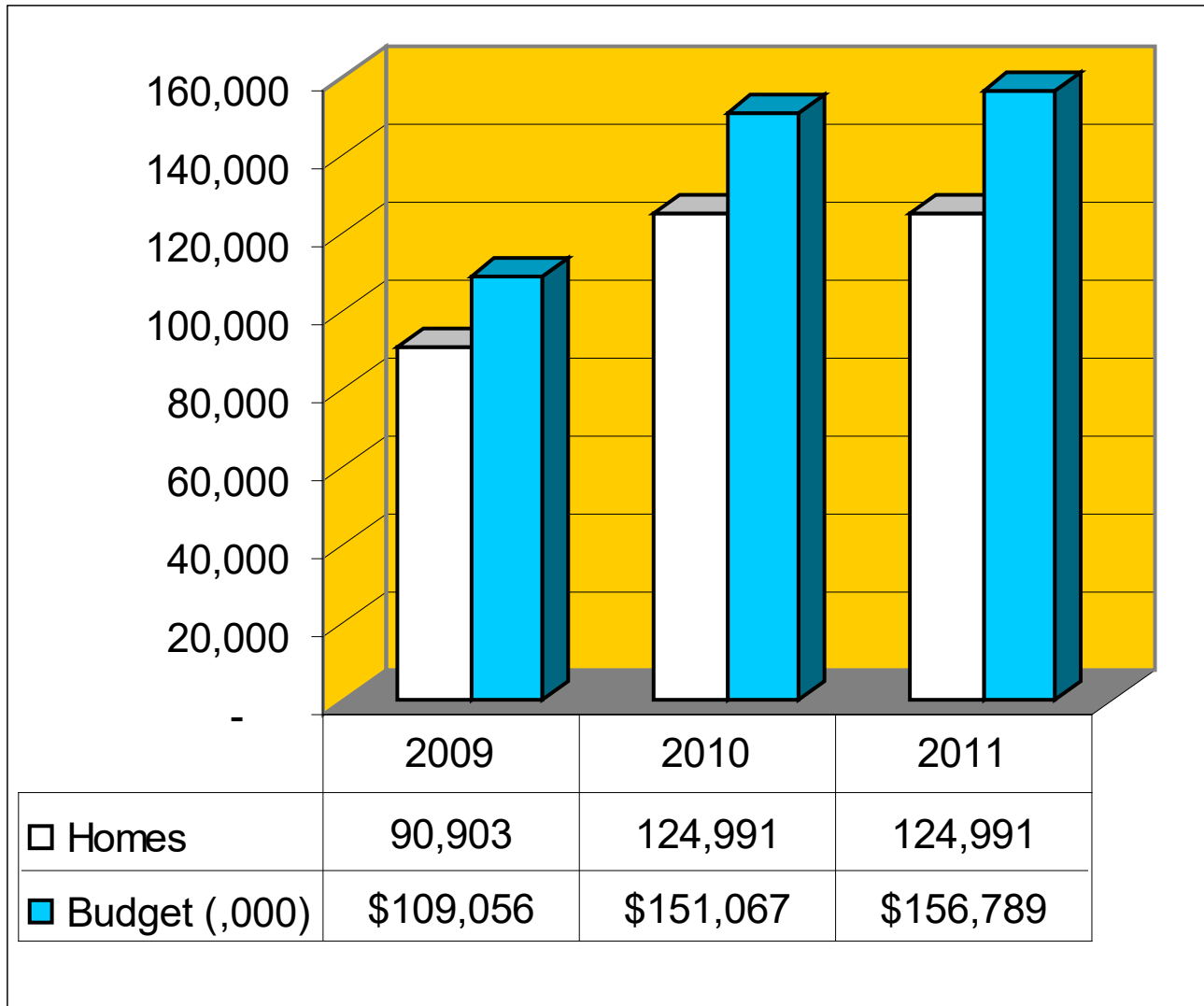


Implementation Update of PG&E's 2009-2011 LIEE and CARE Programs



Presentation to the LIOB
January 26, 2010
San José, CA

LIEE Program 2009-2011 Budgets and Units





LIEE Program Activity Through December 31, 2009*

Activity

Budget	\$109,056,366
Expenditures	\$91,798,569
Percent	84%

Homes Treated	83,347
Homes Goal	90,903
Percent	92%

Energy Savings & Demand Reduction

kWh	32,871,193
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kW	6,073
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Therms	1,577,979
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Measure Installations

Water Heating	58,569 Homes	Refrigerators	17,706
Envelope & Air Sealing	54,544 Homes	Lighting	500,311
Heating	2,338	Cooling	4,273

* These totals may not be final. Final numbers will be reflected in PG&E's LIEE Annual Report.

Other LIEE Figures

- Percentage of disabled enrolled versus 15% goal:
 - **18% disabled customers enrolled in 2009**
- LIEE customers participating in CSI:
 - **26 SASH-generated new LIEE enrollments for 2009**
- Homes gone back to versus new customers:
 - **4,011 go-back homes treated in 2009 out of 83,347 treated homes**

- **Multi Ethnic AD campaign:** Bilingual Print Campaign. Advertisement promoting LIEE and CARE in the following papers throughout the service area: Asian Journal, El Mensajero, Vision Hispana, El Bohemio, Post group, Sacramento Observer, Sacramento Advocate, Cali Today, Dan Viet
- **Saber es Poder Campaign:** In partnership with CARE and the Mexican Consulate in the City of Fresno & San Francisco.
- **Direct Mail** letters sent to targeted neighborhoods notifying customers of upcoming LIEE program events
- **Radio:** Radio Bilingue Radio: 1 hour live interviews in Spanish. The interviews aired on 6 local stations all based in the Central Valley. Live calls were fielded and information was presented on how to access our services and sign-up for CARE and the Energy Partners Program. Total of six interviews.
- **Enviro Bro “Green Show” Radio Interview**
- **Events & Presentations generated through media outreach**
- **Bilingual Bill Insert**
- **Multilingual Collateral**

LIEE Leveraging and Integration Efforts

- CARE and LIEE: Direct Mail, Print AD Campaigns, Bilingual Bill Insert, Presentations and Events
- Planning and Development of Outreach activities with Cities and Counties: Bakersfield, Stockton, San Pablo, Fresno, Sacramento, Selma, Soledad, Richmond, San Rafael, Milpitas, Oakland, Firebaugh,
- LIEE works closely across departments leveraging resources, co-marketing and developing outreach opportunities to provide customers a wide range of benefits and services: Government Relations, Community Relations, Marketing, Corporate Communications, CARE, Smart AC, Legal, Sales & Service, LGP's, ect
- Local Government Partnership and Third Party Initiatives: Installations are completed under one program umbrella that is seamless to customers, but paid and tracked appropriately to LIEE , LGP or TPI
- Developing partnerships with SMUD, LIHEAP, MID, CA Dept. of Social Services, HUD Housing, County Food Banks and School Districts
- Participated in community outreach events creating program referrals

2009 Expenditures for LIEE Pilots and Studies

	Authorized 2009-2010 Budget	2009 Expenditures
Pilots:		
Microwaves	\$ 300,000	\$14,503
High Efficiency Clothes Washers	\$ 750,000	\$32,836
On Line EP Training	\$ 450,000	\$ -
City of San Joaquin	\$ 410,000	\$ -
Studies:		
Low Income Non-Energy Benefits	\$ 90,000	\$ -
2009 Process Evaluation	\$ 75,000	\$ -
Household Segmentation Study	\$ 120,000	\$ -
Refrigerator Degradation Study	\$ 66,667	\$ -

CARE Penetration (as of December 31, 2009)		
Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
1,351,415	1,563,788	86.4%

Outreach Highlights:

- Enrolled over 466,000 new customers highlighting 80,000 from inbound customer calls, 70,000 from internet, 56,000 from bill inserts and 54,000 from outbound phone calls
- Increased recertification retention from 79% to 86% due to automated phone recertification
- Door-to-Door canvassing
- Participated in 154 community outreach events
- Partnered with 147 Community Outreach Contractors

Process Improvement:

- Enhanced enrollment effectiveness: automated phone enrollment followed by a direct mail piece and door-to-door canvassing

- Automated outbound phone certification and recertification
- Direct Mail
- Bill Inserts and Quarterly Bill Messages
- Door-to-Door canvassing
- Internet Enrollment: One-e-App, Facebook and website
- Capitation program
- Outreach events
- Ethnic Media:
 - Television (Q2 – Q4) – English commercial on CW – Channel 44
Cable 12
 - Print (Q3) – CARE and LIEE ad and CARE application in Asian
Journal, a Filipino newspaper.
 - Radio (Q4) – English ad on KISQ, KKGN, KMEL, KNEW and KYLD radio
stations, Cantonese ad on KVTO radio station, and Vietnamese ad on
KVVN radio station.

Leveraging and Integration:

- Integration with LIEE, FERA, Cooling Centers and local office kiosks
- Leverage with other utilities: SCE, SCG, SMUD, TID, MID and SVP
- Leverage with other public assistance programs: LIHEAP and REACH

Pilots and Studies:

- One-E-App Pilot
 - Authorized budget \$345,000
 - Used budget \$467,671
- 2010 CARE Recertification and Post-Enrollment Verification Non-Response Study
 - Authorized budget \$75,000
 - Used budget \$0

California Facebook Demographics			
Age	Male	Female	All*
Generation Y (18-29yrs)	2,508,020	2,491,940	5,194,860
Generation X (30-44yrs)	1,477,420	1,647,240	3,221,880
Baby Boomers (45-64yrs)	849,860	1,174,400	2,037,000

*variance due to people who do not declare their gender

- 467 fans
- Reach new customers base who are tech and web savvy
- Drive online interactions and enrollments with customers

- **LIEE**

- Saber es Poder: Energy Efficiency campaign in partnership with CARE and the Mexican Consulate in the Cities of Fresno, San Jose, San Francisco and Sacramento.
- Hmong Media Campaign 2010: Includes, Radio, TV Community programming, print advertisement one year campaign
- Tribal TANF Outreach: Participation in the Tribal TANF administrators meeting and further development of partnership
- Presentations and Events to disabled and underserved populations: Deaf and Disabled and CA Foundation for Independent Living Centers Direct Mail Pieces
- Bilingual Bill Insert and Bill Message
- Ethnic Media Radio Campaign

- **CARE**

- Refine successful initiatives in 2009 for implementation in 2010
- Continue with economic crisis outreach activities
- Enhance inbound customer calls to automatic phone enrollment
- Text messaging pilot
- Enhance Facebook fan page: video vignette, targeted demographics and enrollment metric

- D.00-07-020 Ordering Paragraph 4 governs customer confidentiality:
 - The utilities shall provide LIEE contractors with lists of eligible (including the California Alternate Rates for Energy (CARE)) customers, subject to confidentiality agreements. This information shall be provided to the contractor, at cost, provided that: (1) the contractor has documented its need for such records based on the specifics of its program implementation or marketing plan and (2) appropriate security arrangements have been made that will protect the confidentiality of these records. The utilities shall negotiate with contractors the specific procedures for (1) releasing customer records (without prior customer consent), (2) contacting the customer with program information, and (3) ensuring confidentiality of customer-specific information. Utility customer information received through this process may be used only for LIEE programs and purposes. The use of utility customer information for purposes other than LIEE programs and purposes may result in penalties, including, but not limited to revocation of contractor's or subcontractor's ability to participate in LIEE programs.
- PG&E's LIEE program maintains a "Do Not Call" list for customers who request that they not be contacted again
- All contractors working on LIEE are required to sign Non-Disclosure Agreements