



Winter Initiatives Update Low Income Programs

Pacific Gas and Electric Company
February 17, 2006

Winter Customer Care and Relief Program

Communications and Outreach



PG&E launched a heightened education and outreach effort beginning in September 2005 to inform customers, including low income customers, about high energy costs, the programs available to help, and the measures they can take to conserve energy comfortably

- Paid advertising
 - providing information on high gas prices this winter, using radio, television, and print ads
- Direct Mail
 - Direct mail to every customer in December, explaining what was happening, and suggesting ways to manage costs and usage
- Marketing
 - 10/20 Winter Gas Savings Program began in December, through television, radio, and direct mail, and print advertising

Communications and Outreach (continued)



- Bill Inserts
 - Multiple bill inserts, printed bill messages, and bill envelope messages
- Media
 - Issued more than 25 news releases since September 2005
 - Resulted in over 350 news print, radio and TV news stories in northern and central California
- Community Outreach
 - Multiple community briefings to hundreds of elected officials, community and business leaders
 - Special briefings to LIHEAP providers and other CBOs
 - Website dedicated to providing natural gas information, payment assistance and energy efficiency tips

LIEE Winter Household Assistance



- Weatherization Assistance
 - 13,896 homes served between November 1 and February 14
 - 8,093 homes served during the same period last winter
- LIEE Targeted Pilot Areas
 - Marin County HUD project
 - 520 units underway
 - San Mateo County project
 - Over 400 units identified
 - Native American Rancherias
 - 32 units in Pomo Rancheria (Lake County) identified



LIEE Appliance Replacements

- Central Furnaces
 - 325 Installed (Nov 1-Feb 15)
 - 521 Pending Installation
- Leaky Water Heaters
 - 53 Installed (Nov 1-Feb 15)
 - 38 Pending Installation
- Refrigerators
 - 6,441 Installed (Nov 1-Feb 15)
 - Over 5,000 Pending Installation
- Central Air Conditioners
 - 72 Installed (Nov 1-Feb 15)
 - 108 Pending Installation



CARE Enrollments

- Income Guidelines at 200% FPG
 - Estimated additional eligible customers
 - 252,000
 - Additional customers enrolled under new guidelines (Nov-Jan)
 - 20,500



CARE Phone Enrollments

- Pool of 15,000 eligible customers (i.e., customers who previously requested but did not return CARE applications)
- Phone enrollments (Nov-Jan)
 - In-bound: 700 customers
 - Out-bound: 1,500 customers
- Customers who were non-responsive to outbound calls were mailed CARE applications.
 - 1,400 customers enrolled as a result of this mailing.



CARE Recertification and Verification

- Estimated number of customers who would be retained on CARE during the Winter Initiative period (Nov-Apr) due to the suspension of CARE recertification and verification:
 - Recertification and verification: 34,000
- Retained customers to date (Nov-Jan)
 - Recertification and verification: 24,000

Bill Payment Assistance (REACH)



- Updates for Winter Season 2005-2006
 - Increased assistance funds provided to individuals
 - Goal to double funds available in this program year
 - Special shareholder contribution in December
 - Fund raising efforts target to both customers and employees
 - Matched dollars by shareholders
 - Call Center Agency Line



Payment Assistance Outreach

- Customer Communications
 - Variety of avenues to reach customers including advertising (print and radio), bill inserts and outer envelope, e-mails, outbound calls, IVR message and www.pge.com
- Enhanced Outreach to Vulnerable Customers
 - Ongoing proactive communication efforts in offering payment assistance
 - New outreach includes a payment assistance bill insert

Contact Center Communications



- Phone Technology and Services
 - Dedicated 800 numbers (English and Spanish speaking)
 - Enhanced system offers English and/or Spanish options
 - Third party translator services for other languages
 - Winter message during call offers further payment assistance
- Service Representatives
 - Additional training on Winter Care Program in October
 - Follow-up training with Q & A session
 - Proactively offering program and assistance information to customers



Service Disconnections and Balanced Payment Plan (BPP)

- Strong BPP enrollments and increased pay plan volumes
- January prior year comparison of accounts receivables indicates a minor increase in extended delinquencies
- A comparison of pay plans for January 2005 compared to January 2006 shows an increase in the number of active pay plans
- Disconnection moratorium in effect November and December this winter
- January disconnections this year included backlog “catch-up” work from the moratorium