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BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of Pacific Gas and Electric Company for Approval of the 2009-2011 Low Income Energy Efficiency and California Alternate Rates for Energy Programs and Budget (U39M).

Application 08-05-022
(Filed May 15, 2008)

And Related Matters.

Application 08-05-024
Application 08-05-025
Application 08-05-026

**ASSIGNED COMMISSIONER'S RULING
PROVIDING GUIDANCE CONCERNING THE CALIFORNIA ALTERNATIVE
RATES FOR ENERGY (CARE) PROGRAM AND ENERGY SAVINGS
ASSISTANCE PROGRAM (FORMERLY AND GENERALLY REFERRED TO
AS LOW INCOME ENERGY EFFICIENCY (LIEE) PROGRAM) AND RELATED
2012-2014 BUDGET APPLICATIONS**

1. Summary

This Ruling sets the stage for the upcoming 2012-2014 California Alternative Rates for Energy (CARE) and Energy Savings Assistance Program (formerly and generally referred to as Low Income Energy Efficiency Program (LIEE)) budget applications of Pacific Gas and Electric Company (PG&E), San Diego Gas & Electric Company (SDG&E), Southern California Edison Company (SCE), and Southern California Gas Company (SoCalGas) (collectively, Utilities).

First, it provides guidance (Guidance Document) to the Utilities for their upcoming 2012-2014 CARE and Energy Savings Assistance Program budget applications (see Attachment A to this Ruling). Second, it directs the Utilities to file their upcoming 2012-2014 CARE and Energy Savings Assistance Program budget applications by May 15, 2011. Third, it directs the Utilities' immediate roll out of the new Energy Savings Assistance Program title and logo.

2. Guidance Document

The Utilities are directed to follow the guidance set forth in the attached Guidance Document which provides a framework in the form of an outline for the Utilities' upcoming 2012-2014 CARE and Energy Savings Assistance Program budget applications and associated filings. The Guidance Document also specifies each of the elements which must be included in each section of the Utilities' filings. Utilities should contact Energy Division for accompanying spreadsheets that provide templates for the required quantitative information to be submitted.

3. Filing Deadline

The Utilities are directed to file their respective 2012-2014 CARE and Energy Savings Assistance Program budget application and associated filings by May 15, 2011.

4. Roll-out of New Brand/Tagline for the LIEE Programs

The Utilities are directed to immediately roll out and use the Energy Savings Assistance Program title and logo. Until now, the generic reference to the energy efficiency program for the low income sector has been either low income energy efficiency or LIEE program. Those generic references to the low

income program were born and remain in the body of the statute,¹ Commission's policy documents² and decisions.³

However, the Strategic Plan envisioned that a brand and tagline be developed and employed in the effective marketing, education and outreach of the low income program. Specifically, a key goal adopted in the Strategic Plan was "By 2020, all eligible customers will be given the opportunity to participate in the [Low Income Energy Efficiency] LIEE program." One of the strategies toward that goal was to develop a single uniform "recognizable and trustworthy Brand/Tagline for the LIEE programs." To implement that strategy, the Utilities and the Commission contracted a brand consulting firm, Interbrand, to research and develop a brand name, a single program name and logo, to be used by all of the Utilities for all of their low income energy efficiency programs.⁴

After extensive research, studies and focus groups, Interbrand recommended that all of the Commission's low income energy efficiency programs (previously and generally referred to as Low Income Energy Efficiency (LIEE) programs) be uniformly referred to going forward as the "Energy Savings Assistance Program" to more consistently, uniformly and effectively inform the customers of the low income energy efficiency programs implemented by various Utilities.

¹ E.g., California Public Utilities Code Sections 381.5 and 2866.

² E.g., The California Long-Term Energy Efficiency Strategic Plan (Strategic Plan).

³ E.g, Decision (D.) 08-11-031.

⁴ D.08-11-031, Ordering Paragraph 25.

Until recently, the Commission and the Utilities merely used the generic program titles -- the program title commonly used in statutes, decisions, and various policy documents -- Low Income Energy Efficiency program, or LIEE program. In implementing the Commission's approved low income program, Utilities then created their own differing utility-specific program titles/names.⁵

The idea at this juncture is to standardize and do away with all of the differing individual utility's program names and roll out a clearly identifiable program name that would be used by the Commission and all Utilities and be instantly recognized by low income customers.

Therefore, effective immediately, the Utilities should begin using the new brand name, Energy Savings Assistance Program including the logo, in place of the former generic reference to the low income program. In addition, the new brand name, Energy Savings Assistance Program including the logo, should also replace all of the various utility-specific low income energy efficiency program names used to date by the Utilities. In doing so, the Utilities should not be expending any funds to order or otherwise create any collateral⁶ which illustrates

⁵ To date, each of the Utilities developed and used differing names for their respective LIEE programs, and these various utility-specific low income program names have caused a lot of confusion among customers, which the new brand name will hopefully avoid. For instance, PG&E refers to its LIEE program as "The Energy Partners Program". SCE refers to its program as "Energy Management Assistance Program" or "EMA". SoCalGas refers to its program as "Direct Assistance Program" or "DAP", and SDG&E refers to its program as "Energy Team".

⁶ The term collaterals refers to the collection of media used for, but not limited to, fliers, posters, brochures, publications, letterheads, business cards, reference documents, websites, scripts or visual aids or tools used in demonstration, marketing, education and/or outreach efforts and presentations, etc. or other printed information used in any

Footnote continued on next page

the generic low income energy efficiency program as the program title. Instead, any future expenditure for collaterals should be for collaterals bearing the new brand/tagline and program title Energy Savings Assistance program and logo.

This single recognizable and trustworthy brand for the low income energy efficiency program will aid in heightened visibility of and elevated awareness by the potentially eligible customers of the Commission's energy efficiency program for the low income sector. It will also eliminate customer confusion with these different Utilities' individual utility-specific program names. In turn, heightened program visibility and elevated customer awareness of the program will lead to more at first, and all hopefully and ultimately, of the eligible customers participating in the program toward the Strategic Plan's 2020 goal.

Utilities are also directed, in all future filings and implementation of all low income energy efficiency activities, to use and refer to the low income energy efficiency program, previously and generally referred to as "Low Income Energy Efficiency" program or "LIEE" program, as Energy Savings Assistance Program. Although some of the Utilities have already started to roll out and use the new program title, Energy Savings Assistance Program, including the approved logo, in place of the former generic program title, this ruling reaffirms the need for the Utilities to roll out the immediate and consistent usage of the new program title and logo in order to expedite customer education and awareness of the new program title and logo and to minimize confusion amongst current, eligible and

way to refer to, promote and implement the Energy Savings Assistance Program (formerly and generally referred to as "Low-Income Energy Efficiency" program.)

potential program participants.

IT IS RULED that:

1. Pacific Gas and Electric Company, San Diego Gas & Electric Company, Southern California Edison Company, and Southern California Gas Company (collectively, Utilities) shall file their upcoming 2012-2014 California Alternative Rates for Energy and Energy Saving Assistance Program Applications by May 15, 2011.

2. Utilities shall follow the guidance provided in the attached Guidance Document (Attachment A to this Ruling) and tables in preparing and filing of their upcoming 2012-2014 California Alternative Rates for Energy and Energy Saving Assistance Program Applications, due May 15, 2011.

3. Utilities shall immediately begin using the new brand name, Energy Savings Assistance Program including the logo, in place of the former generic reference to the low income program.

4. Utilities shall immediately replace all of the various utility-specific low income energy efficiency program names used to date by the Utilities and cease from any further expenditure of funds to order or otherwise create any collateral which illustrates the generic low income energy efficiency program as the program title. Instead, any future expenditure for collaterals should be for collaterals bearing the new brand/tagline and program title Energy Savings Assistance Program and logo.

5. Utilities shall, in all future filings and implementation of all low income energy efficiency activities, use and refer to the low income energy efficiency program, previously and generally referred to as “Low Income Energy Efficiency” program or “LIEE” program, as Energy Savings Assistance Program.

Dated March 30, 2011, at San Francisco, California.

/s/ MICHAEL R. PEEVEY

Michael R. Peevey
Assigned Commissioner