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ATTACHMENT 1

**March 30, 2011 Guidance Ruling
and Related Attachments for Your Reference**



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MP1/jt2 3/30/2011

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



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ATTACHMENT A

**GUIDANCE DOCUMENT FOR THE CALIFORNIA ALTERNATE RATES FOR
ENERGY (CARE) AND ENERGY SAVINGS ASSISTANCE PROGRAM
BUDGET APPLICATIONS FOR PROGRAM YEARS 2012, 2013, AND 2014**

California Public Utilities Commission
March 2011

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

The following document is presented to Pacific Gas and Electric (PG&E), Southern California Edison (SCE), Southern California Gas (SoCalGas), and San Diego Gas and Electric (SDG&E) as guidance for preparation of the PY 2012-2014 Energy Savings Assistance Program (formally the Low Income Energy Efficiency (LIEE) program) and California Alternative Rates for Energy (CARE) Budget Applications due for submission on May 15, 2011. In addition to the information requested in this guidance, the IOUs may include any further information they feel relevant for consideration in their respective budget applications. We do request that you follow this template as closely as possible in order for ease of application analysis.

I. ESAP PROGRAM PLAN AND BUDGETS APPLICATION FOR PY 2012-2014

A. OVERVIEW

1. Energy Savings Assistance Program Summary

Please provide a basic introduction of the Energy Savings Assistance Program. Include a narrative summary of:

- a. How elements in the 2012-2014 proposed Energy Savings Assistance Program are specifically designed to reflect the goals of the California Energy Efficiency Strategic Plan for the Energy Savings Assistance Program;
- b. How initiatives or activities will meet the key policy objective of making the Energy Savings Assistance Program a reliable energy resource for the State of California; and
- c. How the 2012-2014 proposed Energy Savings Assistance Program will accomplish the programmatic initiative of reaching the second quarter of all willing and eligible households during the 2012-2014 budget cycle.¹

2. Utility Requests

Please provide a short description of the 2012-2014 program requests, including:

- a. Existing program elements and strategies to be continued;
- b. New program elements and strategies to be implemented; including estimates of budgets for these new approaches;
- c. Proposed Pilots and Studies to be conducted;
- d. New Measures to be implemented;
- e. Existing Measures to be retired;
- f. Total requested budget of the portfolios for each year, and for the entire budget cycle, including any requests to carryover funds from prior budget cycles;

¹ The 2009-2011 program and budget aimed to reach the first quarter of all willing and eligible households.

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- g. Total number of homes to be treated for each year, and for the entire budget cycle, (including the homes projected for but not reached in 2009-11 PY);
- h. Estimated energy savings for each year, and for the entire budget cycle (based on proposed measures); and
- i. Exceptions requested.

B. BACKGROUND

1. Energy Savings Assistance Program Summary - Legal Framework of the program
Provide a brief history of the program, how it helps low income energy customers, how it is funded, and how the program has expanded and changed since its inception, including an overview of the guidance received from the Commission.
2. Program Eligibility Guidelines
Provide a brief summary of the program eligibility guidelines, including income, categorical eligibility qualifications, self certifications, and the process for getting enrolled.
3. Eligible Population
Include an estimation of the eligible population, citing the sources. Also project the eligible population for the 2012-2014 period, while describing the parameters used to make such projections.

C. PROGRAM GOALS

Please identify how the utility's goals for the 2012-2014 proposed Energy Savings Assistance Program will align with the vision, goals and strategies outlined in the California Energy Efficiency Strategic Plan below.

1. Strategic Plan Vision
 - a. By 2020, 100 percent of eligible and willing customers will have received all cost-effective Energy Savings Assistance Program energy efficiency measures.
2. Strategic Plan Goals
 - a. By 2020, all eligible customers will be given the opportunity to participate in the Energy Savings Assistance Program; and
 - b. The Energy Savings Assistance Programs will be an energy resource by delivering increasingly cost-effective and longer-term savings.
3. Strategic Plan Strategies
 - a. Improve program delivery;

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- b. Promote the growth of a trained Energy Savings Assistance Program workforce;
- c. Increase collaboration and leveraging of other low income programs and services;
- d. Coordinate and communicate between the Energy Savings Assistance Program, energy efficiency and demand-side management programs to achieve service offerings that are seamless for the customer;
- e. Provide low income customers with measures that result in the most savings in the Energy Savings Assistance Program; and
- f. Identifying segmented concentrations of customers to improve delivery.

D. PROGRAM DELIVERY

1. Existing Strategies

Discuss mechanics of the program and provide a brief description of the strategies employed during the 2009-2011 program years that will be continued through 2012-2014, including a description of activities performed by third-parties and other stakeholders.

- a. Marketing, Education and Outreach (ME&O)
Describe the current ME&O efforts and any new methods to improve them. Please include information on integrating Engage 360 and the Energy Savings Assistance Program.
- b. Workforce Education and Training (WE&T)
Discuss the utility's current workforce education and training strategy as it pertains to the workforce needs of the Program. Include specific training strategies for reaching disadvantaged communities and how the utility will work with community stakeholders to assist in the development of training strategies. Refer to the 2010 WE&T Pilot results and to the California Workforce Needs Assessment report and recommendations.
- c. Leverage of available resources with
 - The California Department of Community Services & Development;
 - Municipal Utilities; and
 - Community Based Organizations and communities receiving federal and state energy efficiency funds. Refer to relevant areas of the 2010 Local Government Strategic Energy Action Report and recommendations.
- d. Integration of the Energy Savings Assistance Program with existing utility energy efficiency infrastructure
- e. Whole Neighborhood Approach
- f. Customer Service Improvements
- g. Other

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

2. Incorporating Evaluation and Study Results

Discuss the results of the studies and evaluations carried out during the 2009-2011 program cycle. Explain how the results will be incorporated into the 2012-2014 program cycle.

- a. Process Evaluation Study Results (PG&E, SCE, SCG, SDG&E)
- b. Impact Evaluation Study Results (PG&E, SCE, SCG, SDG&E)
- c. Household Segmentation Study Results (PG&E, SCE)
- d. High Usage Needs Assessment Study Results (SCE)
- e. Refrigerator Degradation EUL Study Results (PG&E, SCE, SDG&E)
- f. Non Energy Benefits Study Results (PG&E, SCE, SCG, SDG&E)

3. Incorporating Experiences from 2009-2011 Implementation

Discuss the challenges and obstacles your utility experienced in meeting the 2009-2011 budget cycle goals. Include any changes your utility would propose in the program delivery cycle to further your success in meeting the strategic planning goals.

4. New and Proposed Strategies

Discuss mechanics of the program and provide a brief description of new strategies that will be employed, including a description of activities performed by third-parties and other stakeholders.

- a. Describe new ME&O efforts to be employed, including the integration of the new low income brand as well as the new EE brand.
- b. Describe how Engage 360 and the Energy Savings Assistance Program will be used in Program marketing. Give a detailed strategy.
- c. Describe new WE&T strategies for 2012-2014. Include specific training strategies for reaching disadvantaged communities and how the utility will work with community stakeholders to assist in the development of training strategies. Also include any relevant recommendations resulting from the California Workforce Needs Assessment report.
- d. Describe new leveraging opportunities, strategies and relationships for 2012-2014.
- e. Describe new integration opportunities and strategies for 2012-2014
- f. Describe other new strategies identified through past evaluations, studies, focus groups, etc.
- g. New customer service improvements

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

E. COST EFFECTIVENESS & ENERGY SAVINGS

1. Energy Savings

Provide a description of anticipated savings for both gas and electric measures for each year, and for the entire budget cycle. Also, describe how it supports the Energy Efficiency savings goal.

2. Cost Effectiveness of Overall Energy Savings Assistance Program

Discuss the overall program benefit/cost ratio and cost-effectiveness using the Utility Cost Test and Modified Participant Cost Test. Explain assumed values and variables and other model components. Discuss the overall program benefit/cost ratio and cost-effectiveness using the Total Resource Cost (TRC) Test, as presented in the California Standard Practice Manual. Explain assumed values and variables and other model components. Explain what value you recommend for adoption for the benefit cost ratio of measures to be installed in the 2012-2014 program cycle.

F. MEASURE PORTFOLIO COMPOSITION

1. Overall Portfolio Composition

Discuss the mix of measures proposed for the 2012-2014 portfolio.

a. Cost Effectiveness and Other Criteria for Program Measures

- Describe the criteria used to compose the portfolio;
- Describe how the portfolio composition results in improved cost-effectiveness;
- Describe how each measure included in the portfolio achieves the dual objectives of maximizing long-term and enduring energy savings and enhancing the participants' quality of life;
- Demonstrate how each measure included in the portfolio passes or fails the current cost effectiveness criteria as per D.08-11-031. Discuss the benefit/cost ratio and cost-effectiveness ratio of proposed measures using the Utility Cost Test and Modified Participant Cost Test. Explain assumed values and variables and other model components. Discuss the benefit/cost ratio and cost-effectiveness of measures using the Total Resource Cost (TRC) Test, as presented in the California Standard Practice Manual. Explain assumed values and variables and other model components; and
- Provide justification for any measures included in the portfolio that do not meet the current criteria of cost effectiveness but serve other important policy objectives.

b. New Measures

- Identify new measures that are being proposed for the 2012-2014 program with the relevant cost effectiveness ratios;

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

- Provide justification for why such measures should be included in your portfolio.
- c. Retired Measures
- Identify measures from the 2009-2011 portfolio that are being retired or proposed to be retired from the 2012-2014 program;
 - Provide a justification for why such measures should no longer be included in your portfolio.
- G. OTHER ESAP PROGRAM ELEMENTS AND POLICIES**
1. Please discuss the existing policies that should be reiterated and will be continued into the 2012-2014 cycle, any existing policies that are being proposed to be retired, and any existing policies that being proposed to be expanded or modified in the next cycle. Includes but not limited to the following elements:
- a. Cost Effectiveness Threshold
 - b. Utility Gas/Electric Budget Split (If applicable)
 - c. Joint Utility Funding Split for Joint Projects
 - d. 3 Measure Minimum
 - e. Definition of Treated Household
 - f. Refrigerator Replacement Age
 - g. Cooling Center Budgets
 - h. Other
- H. PILOTS**
- Include a summary of any new pilots being proposed. Discuss how each pilot contributes to meeting the programmatic initiative.
- I. STUDIES**
- Include a summary of new studies being proposed. Discuss how each study contributes to meeting the programmatic initiative.
- J. BUDGET**
1. Present a detailed budget discussion that clearly identifies specific strategies and programs for the budget years 2012-2014 and works towards accomplishing the Energy Savings Assistance Program's programmatic initiative.
 2. The proposed budget should clearly outline each program category cost and break it into specific components.
 3. Include a table on the 2009-11 actual budget, comparing the costs with the proposed 2012-2014 budget, and indicate the reasons for an increase or decrease in proposed allocations for program categories.

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

4. Tracking Program Costs – Propose a method for reporting costs and demonstrate consistency across the utilities.
5. Include a discussion on required Budget Flexibility and potential Fund Shifting

K. REVENUE REQUIREMENTS AND RATE IMPACTS

Discuss the revenue requirements necessary to achieve the program plans and objectives proposed for the three year application period as well as the projected rate impacts that would arise due to the increased revenue requirements. Please include a forecast of funds unused from prior budget cycles and how these funds will reduce the revenue requirement.

L. CONCLUSION

II. CARE PROGRAM PLAN AND BUDGETS APPLICATION FOR PY 2012-2014

A. OVERVIEW

1. California Alternate Rates for Energy Program Summary
Please provide a basic introduction of the CARE program. Include a narrative summary of:
 - a. How elements and strategies in the proposed 2012-2014 CARE program are specifically designed to reach a penetration goal of 90%; and
 - b. How many households will be enrolled in the 2012-2014 program years, with a recap of the budget requested to meet this goal.
2. Utility Requests
Please provide a short description of the 2012-2014 program requests, including:
 - a. Existing program elements and strategies to be continued;
 - b. New program elements and strategies to be implemented; including estimates of budgets for these new approaches;
 - c. Proposed Pilots and Studies to be conducted if any;
 - d. Total requested budget of the portfolios for each year, and for the entire budget cycle;
 - e. Total number of households to be enrolled for each year, and for the entire budget cycle;
 - f. Exceptions requested.

B. BACKGROUND

1. CARE Summary - Legal Framework of CARE
Provide a brief history of the program, how it assists the low income customers, and how it is funded along with a guideline of how the

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

program has expanded and changed over the years including an overview of the guidance received from the Commission.

2. Program Eligibility Guidelines

Provide a summary of the program eligibility guidelines, including income, categorical eligibility qualifications, self certifications, and the process for getting enrolled.

C. PROGRAM GOALS

Please identify how the utility's 2012-2014 CARE program goals for the 2012-2014 CARE program aligns with Commission directives of reaching a penetration goal of 90%.

D. PROGRAM DELIVERY

1. Existing Strategies to be Continued

Discuss mechanics of the program and provide a brief description of the strategies employed during the 2009-2011 PY that will be continued through 2012-2014, including a description of activities performed by third-parties and other stakeholders.

2. Incorporating Evaluation and Study Results

Discuss the results of the CARE-related studies and evaluations carried out during the 2009-2011 program cycle. Explain how the results will be incorporated into the 2012-2014 program cycle. Refer to 2010 CARE Recertification and Post Enrollment Verification Study results if applicable.

3. New and Proposed Strategies

Discuss mechanics of the program and provide a brief description of new strategies that will be employed, including a description of activities performed by third-parties and other stakeholders.

E. OTHER CARE PROGRAM ELEMENTS

Please discuss the existing policies that should be reiterated and will be continued into the 2012-2014 cycle, any existing policies that are being proposed to be retired, and any existing policies that being proposed to be expanded or modified in the next cycle. Elements may include the following and could vary by utility:

1. Over the Phone CARE Enrollments
2. Capitation Fee Policy
3. Cooling Center Budgets

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

F. PILOTS

Include a summary of any new pilots being proposed. Discuss how each pilot contributes to meeting the programmatic initiative. Include information of the CHANGES pilot, if applicable.

G. STUDIES

Include a summary of new studies being proposed. Discuss how each study contributes to meeting the programmatic initiative.

H. BUDGET

1. Present a detailed budget discussion that clearly identifies specific strategies and programs for the budget years 2012-2014.
2. Tracking Program Costs - Propose method for reporting costs and demonstrate how it is consistent across the utilities.
3. Budget Flexibility and Fund Shifting

I. REVENUE REQUIREMENTS AND RATE IMPACTS

Discuss the revenue requirements necessary to achieve the program plans and objectives proposed for the three year application period as well as the projected rate impacts that would arise due to the increased revenue requirements.

J. CONCLUSION

III. EXCEL ATTACHMENTS

A. ESAP

1. ESAP BUDGET PROPOSAL TEMPLATE
 - 1a. ESAP BUDGET PROPOSAL TEMPLATE - ELECTRIC
 - 1b. ESAP BUDGET PROPOSAL TEMPLATE - GAS
2. ESAP PLANNING
3. ESAP PENETRATION
4. ESAP PROGRAM DETAIL BY HOUSING TYPE
5. ESAP SUMMARY OF COST EFFECTIVENESS
6. ESAP PROGRAM COST EFFECTIVENESS - WEATHER SENSITIVE
7. ESAP PROGRAM COST EFFECTIVENESS - NON WEATHER SENSITIVE
8. ESAP PILOTS AND STUDIES

B. CARE

1. CARE BUDGET PROPOSAL TEMPLATE
2. CARE PARTICIPATION
3. CARE OUTREACH AND PENETRATION
4. CARE RATE IMPACTS - ELECTRIC

Guidance Document for CARE/ESAP Budget Applications PY 2012-2014

5. CARE RATE IMPACTS - GAS
6. CARE PROGRAM DETAIL - USAGE LEVEL
7. CARE PILOTS AND STUDIES

C. STUDIES AND PILOTS PROPOSAL TEMPLATE

D. UTILITY TESTIMONY

PY 2012-2014 Energy Savings Assistance Program Proposed Electric & Gas Budget
[Utility Name]

	PY2011 Authorized	PY 2012 Year-End Projected	PY 2013 Year-End Projected	PY 2014 Year-End Projected
Energy Savings Assistance Program				
Energy Efficiency				
Appliances				
Domestic Hot Water				
Enclosure				
HVAC				
Maintenance				
Lighting				
Miscellaneous				
Customer Enrollment				
In Home Education				
Pilot				
Energy Efficiency Total				
Energy Efficiency				
Training Center				
Inspections				
Marketing and Outreach				
Statewide Marketing Education and Outreach				
Measurement and Evaluation Studies				
Regulatory Compliance				
General Administration				
CPUC Energy Division				
TOTAL PROGRAM COSTS				
Funded Outside of ESAP Program Budget				
Indirect Costs				
NGAT Costs				

PY 2012-2014 Energy Savings Assistance Program Proposed Electric Budget
[Utility Name]

Energy Savings Assistance Program	PY2011 Authorized	PY 2012 Year-End Projected	PY 2013 Year-End Projected	PY 2014 Year-End Projected
Energy Efficiency				
Appliances				
Domestic Hot Water				
Enclosure				
HVAC				
Maintenance				
Lighting				
Miscellaneous				
Customer Enrollment				
In Home Education				
Pilot				
Energy Efficiency Total				
Training Center				
Inspections				
Marketing and Outreach				
Statewide Marketing Education and Outreach				
Measurement and Evaluation Studies				
Regulatory Compliance				
General Administration				
CPUC Energy Division				
TOTAL PROGRAM COSTS				
	Funded Outside of ESAP Program Budget			
Indirect Costs				
NGAT Costs				

PY 2012-2014 Energy Savings Assistance Program Proposed Gas Budget
[Utility Name]

	PY2011 Authorized	PY 2012 Year-End Projected	PY 2013 Year-End Projected	PY 2014 Year-End Projected
Energy Savings Assistance Program				
Energy Efficiency				
Appliances				
Domestic Hot Water				
Enclosure				
HVAC				
Maintenance				
Lighting				
Miscellaneous				
Customer Enrollment				
In Home Education				
Pilot				
Energy Efficiency Total				
Energy Savings Assistance Program				
Training Center				
Inspections				
Marketing and Outreach				
Statewide Marketing Education and Outreach				
Measurement and Evaluation Studies				
Regulatory Compliance				
General Administration				
CPUC Energy Division				
TOTAL PROGRAM COSTS				
Funded Outside of ESAP Program Budget				
Indirect Costs				
NGAT Costs				

PY 2012-2014 Energy Savings Assistance Program Planning Assumptions
[Utility Name]

Measures*	Units	PY 2011 Authorized			PY 2012 Planned			PY 2013 Planned			PY 2014 Planned			Proposed Expenses
		Quantity Installed	kWh (Annual)	Therms (Annual)	Quantity Installed	kWh (Annual)	Therms (Annual)	Quantity Installed	kWh (Annual)	Therms (Annual)	Quantity Installed	kWh (Annual)	Therms (Annual)	
Appliances														
High Efficiency Clothes Washer	Each													
Refrigerators	Each													
Microwaves	Each													
Domestic Hot Water														
Water Heater Blanket	Home													
Low Flow Shower Head	Home													
Water Heater Pipe Insulation	Home													
Faucet Aerator	Home													
Water Heater Repair/Replacement	Each													
Thermostatic Shower Valve	Each													
Enclosure														
Caulking	Home													
Weatherstripping	Home													
Utility Gaskets	Home													
Attic Access Weatherstripping	Home													
Evaporative Cooler Cover	Home													
AC Vent Cover	Each													
Attic Insulation	Home													
HVAC														
FAU Standing Pilot Light Conversion	Each													
Furnace Repair/Replacement	Each													
Room A/C Replacement	Each													
Central A/C Replacement	Each													
Heat Pump Replacement	Each													
Evaporative Coolers (Replacement)	Each													
Evaporative Coolers (Installation)	Each													
Duct Testing and Sealing	Home													
Maintenance														
Furnace Clean and Tune	Home													
Central A/C Tune-up	Home													
Evaporative Cooler Maintenance	Home													
Lighting														
Compact Fluorescent Lights (CFLs)	Each													
Interior Hard wired CFL fixtures	Each													
Exterior Hard wired CFL fixtures	Each													
Torchiere	Each													
Occupancy Sensor	Each													
LED Night Lights	Each													
Miscellaneous														
Pool Pumps	Each													
Pilots														
	Each													
	Each													
Customer Enrollment														
In-Home Education	Home													
Total														

* Include all proposed new measures, where appropriate.

Energy Savings Assistance Program Penetration
[Utility Name]

	Number of Customers in Utility Service Area	Number of Eligible Low Income Customers*	Number of Customers Served by ESAP in Past 10 Years	Number of Customers Enrolled in CARE	Number of Eligible and Willing ESAP Customers**	Customers to be Treated by ESAP Program	Percent of ESAP Programmatic Initiative Achieved
PY 2007							
PY 2008							
PY 2009							
PY 2010							
PY 2011							
PY 2012							
PY 2013							
PY 2014							

* Number of eligible low income customers to be based on customers at or below 200 percent of the Federal Poverty Line.

** Number of eligible and willing ESAP customers based on utility's proposed "standard means of deriving the number of ESAP customers on which to reaching 1/2 of the Commission's programmatic initiative," as discussed in Section III.

Energy Savings Assistance Program Detail by Housing Type											
[Utility Name]	PY 2010		PY 2011 (Projected)		PY 2012 (Projected)		PY 2013 (Projected)		PY 2014 (Projected)		
	Customers Eligible	Customers Treated	Customers Eligible	Customers Treated	Customers Eligible	Customers Treated	Customers Eligible	Customers Treated	Customers Eligible	Customers Treated	
Gas and Electric Customers											
Owners - Total											
Single Family											
Multifamily											
Mobile Homes											
Renters - Total											
Single Family											
Multifamily											
Mobile Homes											
Electric Customers (only)											
Owners - Total											
Single Family											
Multifamily											
Mobile Homes											
Renters - Total											
Single Family											
Multifamily											
Mobile Homes											
Gas Customers (only)											
Owners - Total											
Single Family											
Multifamily											
Mobile Homes											
Renters - Total											
Single Family											
Multifamily											
Mobile Homes											

**Summary of Energy Savings Assistance Program Cost Effectiveness
[Utility Name]**

	Ratio of Program Benefits over Program Costs		
	Utility Cost Test	Modified Participant Test	Total Resource Cost Test
PY 2008			
PY 2009			
PY 2010			
PY 2011			
PY 2012			
PY 2013			
PY 2014			

Energy Savings Assistance Program Cost-Effectiveness - Weather Sensitive Measures
[Utility Name]

Measure*	Measure Group	Type of Home (SF, MH, MF)	Electric or Gas (E,G)	Climate Zone (Number)	Ratio of Benefits Over Costs***	
					Utility Cost Test	Modified Participant Test
	<i>Appliances</i>					Total Resource Cost Test
	<i>Domestic Hot Water</i>					
	<i>Enclosure</i>					
	<i>HVAC</i>					
	<i>Maintenance</i>					
	<i>Lighting</i>					
	<i>Miscellaneous</i>					

* Include chart pertaining to each proposed measure, with information included on type of home (ie. Single Family, Multi Family, Mobile Home) and electric or gas (if applicable).

** Charts to include information on each climate zone in utility service area.

Energy Savings Assistance Program Cost-Effectiveness - Non Weather Sensitive Measures
[Utility Name]

Measure*	Measure Group	Type of Home (SF, MH, MF)	Electric or Gas (E, G)	Utility Cost Test	Ratio of Benefits Over Costs***	
					Modified Participant Test	Total Resource Cost Test
	<i>Appliances</i>					
	<i>Domestic Hot Water</i>					
	<i>Enclosure</i>					
	<i>HVAC</i>					
	<i>Maintenance</i>					
	<i>Lighting</i>					
	<i>Miscellaneous</i>					

PY 2012 - 2014 CARE Proposed Program Budget
[Utility Name]

CARE Budget Categories	2011 Authorized	2012 Planned	2013 Planned	2014 Planned
Outreach				
Processing, Certification, Recertification				
Post Enrollment Verification				
IT Programming				
Cool Centers				
Pilots				
Measurement and Evaluation				
Regulatory Compliance				
General Administration				
CPUC Energy Division Staff				
SUBTOTAL MANAGEMENT COSTS				
Subsidies and Benefits				
TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS				

PY 2012 - 2014 CARE Estimated Participation
[Utility Name]

	Total Enrolled 12-31-10	Total Enrolled Through April 2011	5/21/11 RD Report	PY 2011 Estimated Eligible	Estimated Net PY 2011 Enrollments	Estimated Year End PY 2011 Participation	Estimated PY 2011 Goal Rate	Estimated PY 2012 Net Enrollments	Estimated Year End PY 2012 Participation	Estimated PY 2012 Goal Rate	Estimated PY 2013 Net Enrollments	Estimated Year End PY 2013 Participation	Estimated PY 2013 Goal Rate	Estimated PY 2014 Net Enrollments	Estimated Year End PY 2014 Participation	Estimated PY 2014 Goal Rate
(Source)	(1)	(2)	(2)	(2)	(3)	(Col. B+E)	(Col. F/D)	(2)	(Col. F+H)	(Col. I/D)	(2)	(Col. I+K)	(Col. L/D)	(2)	(Col. L+N)	(Col. O/D)
	0	0	0	0	0	0	0%	0	0	0%	0	0	0%	0	0	0%

(a) Estimated PY2012, PY2013 and PY2014 Goal Rate will fluctuate based on updated CARE Eligibility information to be filed September 2011, September 2012 and September 2013.

(1) CARE Annual Reports, dated 5/1/12

(2) Each utility's estimate based on eligibility rates filed.

(3) Most recent estimates of net enrollments.

**PY 2010-2011 CARE Outreach and Penetration Information
[Utility Name]**

CARE PY 2010				
Outreach Method	Total Cost	Estimated # of Customers	Estimated # of Customers	Percent of Net Enrollment

CARE PY 2010				
Outreach Method	Total Cost	Estimated # of Customers	Estimated # of Customers	Percent of Net Enrollment

PY 2012 - 2014 CARE and ESAP Rate Impacts - Electric
[Utility Name]

PY 2012	Average Rate Excluding CARE/ESAP Surcharge	CARE Subsidy Portion of Rate	CARE Administration Portion of Rate	ESAP Program Portion of Rate	ESAP Administration Portion of Rate	Total CARE/ESAP Surcharge	Average Rate Including CARE/ESAP Surcharge
Customer Type							
Residential							
Commercial							
Industrial							
Agricultural							
Lighting System							

PY 2013	Average Rate Excluding CARE/ESAP Surcharge	CARE Subsidy Portion of Rate	CARE Administration Portion of Rate	ESAP Program Portion of Rate	ESAP Administration Portion of Rate	Total CARE/ESAP Surcharge	Average Rate Including CARE/ESAP Surcharge
Customer Type							
Residential							
Commercial							
Industrial							
Agricultural							
Lighting System							

PY 2014	Average Rate Excluding CARE/ESAP Surcharge	CARE Subsidy Portion of Rate	CARE Administration Portion of Rate	ESAP Program Portion of Rate	ESAP Administration Portion of Rate	Total CARE/ESAP Surcharge	Average Rate Including CARE/ESAP Surcharge
Customer Type							
Residential							
Commercial							
Industrial							
Agricultural							
Lighting System							

PY 2012 - 2014 CARE and ESAP Rate Impacts - Gas
 [Utility Name]

PY 2012	Average Rate Excluding CARE/ESAP Surcharge	CARE Subsidy Portion of Rate	CARE Administration Portion of Rate	ESAP Program Portion of Rate	ESAP Administration Portion of Rate	Total CARE/ESAP Surcharge	Average Rate Including CARE/ESAP Surcharge
Customer Type							
Residential							
Commercial							
Industrial							
Agricultural							
Lighting System							

PY 2013	Average Rate Excluding CARE/ESAP Surcharge	CARE Subsidy Portion of Rate	CARE Administration Portion of Rate	ESAP Program Portion of Rate	ESAP Administration Portion of Rate	Total CARE/ESAP Surcharge	Average Rate Including CARE/ESAP Surcharge
Customer Type							
Residential							
Commercial							
Industrial							
Agricultural							
Lighting System							

PY 2014	Average Rate Excluding CARE/ESAP Surcharge	CARE Subsidy Portion of Rate	CARE Administration Portion of Rate	ESAP Program Portion of Rate	ESAP Administration Portion of Rate	Total CARE/ESAP Surcharge	Average Rate Including CARE/ESAP Surcharge
Customer Type							
Residential							
Commercial							
Industrial							
Agricultural							
Lighting System							

Low Income Customer Usage Levels
[Utility Name]

	PY 2010		PY 2011 (Projected)		PY 2012 (Projected)		PY 2013 (Projected)		PY 2014 (Projected)	
	Number of CARE Customers	Number of Customers Treated by ESAP	Number of CARE Customers	Number of Customers Treated by ESAP	Number of CARE Customers	Number of Customers Treated by ESAP	Number of CARE Customers	Number of Customers Treated by ESAP	Number of CARE Customers	Number of Customers Treated by ESAP
Electric										
Total										
Tier 1*										
Tier 2*										
Tier 3*										
Tier 4*										
Tier 5*										
Gas										
Total										
Below Baseline*										
Above Baseline*										

* Utility may include a more detailed breakdown of gas customers' usage level and an explanation of measurement breakdown employed. The usage tier should be reported as the tier the customer was on, the maximum number of months, in the reported year.

PY 2012 - 2014 CARE Pilots and Studies
[Utility Name]

Line No.	Statewide Study	Total Cost	Percent paid by Utility	Total Cost paid by Utility
Total				

(End of Attachment A)



INFORMATION REGARDING SERVICE

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

/s/ JOYCE TOM

Joyce Tom

N O T I C E

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