

# COVID-19 IMPACTS

## CARE

## ESA

## PSPS

Low Income Oversight Board Meeting

Webex

September 17, 2020



# SCE Report on COVID-19 Impacts:

## CARE Program

## ESA Program

## PSPS Update

# COVID-19 Impacts: CARE/FERA Program

**As of July 2020, SCE has continued to see an increase in CARE/FERA enrollments since Consumer Protections went into effect in March 2020.**

- CARE enrollments have increased by over 160k customers
- FERA enrollments have increased by over 6.6k customers

## **Outreach strategies have increased awareness and enrollments in SCE's Income Qualified Programs**

- Monthly targeted direct mail efforts included hot climate zones and hard to reach customers average more than 400,000.
- Email blast to eligible CARE/FERA customers reach approximately 150,000 customers each month.
- Text message campaign in April reached 1.6 million customers.
- Social media messaging via NextDoor app in May reached nearly 1,000,000 subscribers.
- Updated pages on [sce.com](http://sce.com) to include Additional Assistance Programs including links to Low Income Home Energy Assistance (LIHEAP) California Lifeline, 2-1-1, and [www.everyoneon.org](http://www.everyoneon.org) for information about affordable internet and low cost computers.

# COVID-19 Impacts: ESA Program Performance

## Program Summary for the Month (As of July 2020)

<b>2020</b>	<b>Authorized/Planning Assumptions</b>	<b>Year-to-date Actual</b>	<b>%</b>
Budget	\$65,067,100	\$22,487,076	35%
Homes Treated	113,612	28,250	25%
kWh Saved	33,920,000	15,446,731	46%
Therms Saved	N/A	N/A	N/A

# COVID-19 Impacts: ESA Program

## ESA Workforce

- SCE lifted the ESA work suspension on June 1, 2020
- Workforce is currently at 92%

## Virtual ESA

- Implemented virtual enrollments as a method of participation in the program.
- Implemented virtual safety training to address COVID-19

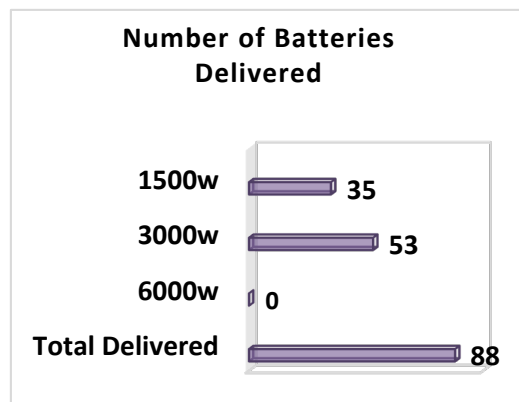
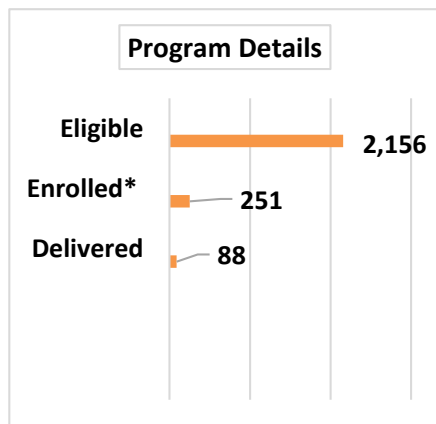
## Outreach

- Outreach strategies focus on ESA contractors directly calling customers to limit door-knocking activities.

# PSPS Update: Critical Care Backup Battery Program

PROGRAM	ELIGIBILITY REQUIREMENTS	BATTERY SOLUTION OFFERING	PROGRAM OUTREACH	NEW ELIGIBLE CUSTOMERS
<p>Critical Care Backup Battery (CCBB) Program offers eligible customers a free portable backup battery to power medical devices in the event of a power outage.</p>	<p>Eligible customers must be enrolled in SCE's Medical Baseline program and identified as a critical care customer relying on life-support equipment, enrolled in SCE's CARE/FERA income-qualified bill assistance program and live in a high fire risk area.</p>	<p>The program will offer 3 different sizes of backup batteries. Each battery will be equipped with a 200W solar panel. Customers will be assessed, and the size of backup battery provided will be dependent on the energy usage from the customers medical devices.</p> <p>All batteries come with a 3-year warranty</p>	<p>On July 7, 2020, the CCBB program was successfully launched. Outreach letters and fact sheets were mailed to approximately 2,142 eligible customers informing them about the program offering.</p>	<p>Each month a new list of eligible customers will be generated informing new customers about the program.</p>

First month program update (7/7-8/28)



- SCE conducted a prioritized outreach to customers impacted by a PSPS event in 2019.
- 100% of all customers will be called to conduct a customer a satisfaction survey.
- To date SCE has received an overall positive customer response to the program and a few customer testimonials.

# PG&E Report on COVID-19 Impacts: Consumer Protections, CARE, ESA, PSPS

# COVID-19 Impacts: CARE/FERA Program

Since COVID-19, PG&E has put in place numerous consumer protections related to the CARE program to support our customers during this emergency.

## **Program Changes**

- All Standard and high-usage post-enrollment verifications have been frozen for 12 months
- All CARE and FERA program removals have been halted
- All recertifications have been halted to avoid removing people from the discount

## **Expanded Outreach**

- Aggressive promotion of consumer protections including email, TV and digital media, PG&E web site
- Working with CBO partners to better inform customers of program changes
- Invited all LIHEAP providers to apply to become CARE Outreach Contractors
- Targeted and co-marketing of similar programs to expand reach, such as on the Fresh EBT mobile app and CA Lifeline program



# COVID-19 Impacts: CARE/FERA Program

Since March 1<sup>st</sup>, PG&E has seen rapid enrollment increases in CARE and FERA:

- CARE enrollments have increased by over 139k customers
- FERA enrollments have increased by over 10k customers

## Notable CARE Increases

County	Trend	% Increase
Placer	67% - 80%	19%
Marin	77% - 92%	20%
San Mateo	78% - 92%	18%
San Luis Obispo	58% - 66%	14%
Sonoma	86% - 97%	12%

## Notable FERA Increases

County	Trend	% Increase
Marin	13% - 25%	91%
Napa	14% - 24%	71%
Sonoma	13% - 22%	64%
San Francisco	13% - 20%	58%
San Mateo	15% - 23%	59%

- **Tripled frequency** of emails and direct mail campaigns
- Increased the size of the target audience to **include the entire eligible residential customer base** with emails on file
- **73% of new enrollments** have come from online applications, driven by media and email campaigns

# COVID-19 Impacts: ESA Program Performance

<b>Program Summary for Month (as of July 2020)</b>			
<b>2020</b>	<b>Authorized/Planning Assumptions</b>	<b>Year-to-date Actual</b>	<b>%</b>
Budget	\$229,715,098	\$68,133,295	30%
Homes Treated	104,222	43,093	41%
kWh Saved	51,820,000 kWh	27,969,089 kWh	54%
Therms Saved	1,900,000 Therms	(74,252) Therms	0%

# COVID-19 Impacts: ESA Program

PG&E's ESA program has been suspended as of 3/19/20 due to COVID19. We plan to restart the program in early June 2020.



**Dispersed 60-day advances** to eligible Contractors.

Contractors who are still interested in receiving the advance can do so up until the Commission vote.



**Developed virtual training for contractors** to increase efficiency and adhere to physical distancing guidelines.



**Implemented a virtual education and enrollment pilot** so that Contractors can enroll customers ESA during the suspension period.

**Currently enrolling approximately 200 customers per week.**

## Homes Treated

Time period	% vs goal
Jan-Apr 2020	107%
July 2020	62.5%

**SoCalGas**  
**COVID-19 IMPACTS**  
**Consumer Protections**  
**CARE**  
**ESA**

# COVID-19 IMPACTS: Consumer Protections

SoCalGas' COVID-19 Pandemic Protections provides the following to residential and small business customers until April 16, 2021:

- Waives deposit requirements
- Implements payment plan options
- Suspends disconnection for non-payment
- Waives late fees for small businesses
- Suspends all collections activity, including field service collections
- Suspends recertification and verification requests for the CARE program
- Suspends all CARE removals
- Suspends recertification requests for Medical Baseline customers
- Contacts all community outreach contractors to help them better inform customers of these eligibility changes

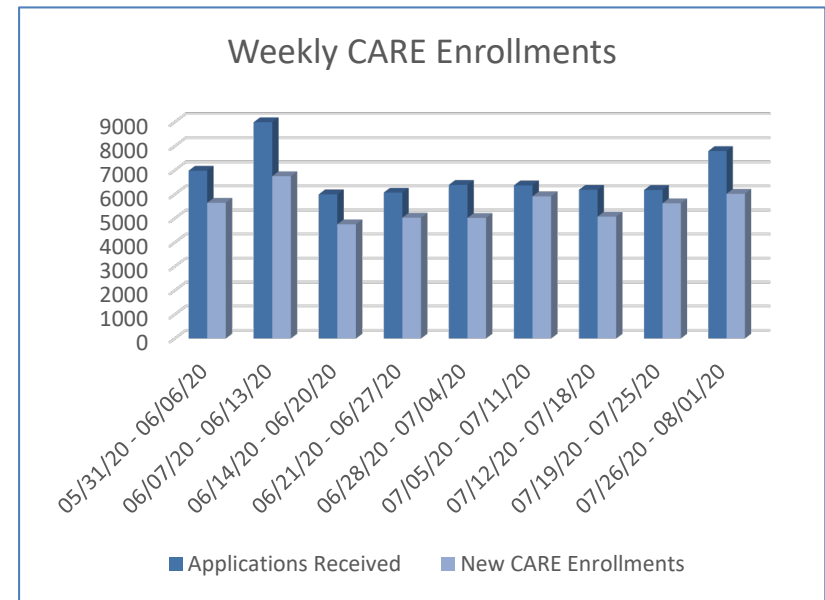
# COVID-19 IMPACTS: SoCalGas' CARE Program



## Enrollment trends – weekly CARE enrollment tracking May – July 2020

Total New Enrollments: 213,251\*

Week	Applications Received	% Change From Week Prior	New CARE Enrollments	% Change From Week Prior
<b>Total CARE Participants May 2020</b>			<b>1,670,374</b>	
05/31/20 - 06/06/20	6,979	5.4%	5,649	3.69%
06/07/20 - 06/13/20	8,994	28.9%	6,755	19.58%
06/14/20 - 06/20/20	6,000	-33.3%	4,758	-29.56%
06/21/20 - 06/27/20	6,074	1.2%	5,034	5.80%
06/28/20 - 07/04/20	6,394	5.3%	<b>5,022</b>	
<b>Total CARE Participants June 2020</b>			<b>1,685,904</b>	
07/05/20 - 07/11/20	6,371	-0.4%	5,918	17.84%
07/12/20 - 07/18/20	6,190	-2.8%	5,078	-14.19%
07/19/20 - 07/25/20	6,184	-0.1%	5,630	10.87%
07/26/20 - 08/01/20	7,797	26.1%	6,024	7.00%
<b>Total CARE Participants July 2020</b>			<b>1,699,741</b>	
08/02/20 - 08/08/20	6,398	-17.9%	6,218	3.22%
08/09/20 - 08/15/20	6,437	0.6%	6,127	-1.46%
08/16/20 - 08/22/20	5,805	-9.8%	5,320	-13.17%



\*Based on Total New enrollments in July 2020 CARE Table 2.

# COVID-19 IMPACTS: SoCalGas' CARE Program

## Future Marketing & Outreach Strategy (1 year - 2 year)

- To reach newly eligible customers, SoCalGas' Marketing & Outreach strategy will continue to integrate mass advertising campaigns, direct marketing, emails, bill inserts, texting, and outreach to community organizations.
- Digital and virtual channels will be prioritized for ease of enrolling on-line.
- Focusing on counties with lower penetration rates:
  - San Luis Obispo: SoCalGas developed small, tactical campaigns integrating local media and Community Based Organizations (CBO) in this rural county. SoCalGas began a partnership with Center for Family Strengthening – Promotores Collaborative of San Luis Obispo County and with Lazer Broadcasting (Radio Lazer 103.1 and La Mejor 106.7) two local Spanish language radio stations
  - Orange County: Increased partnerships with food banks and organizations that outreach to those at risk of homelessness. Looking into potential partnership with Goodwill of Orange County.
- To address and reduce attrition once emergency protections are lifted, SoCalGas will increase messaging to customers in 2021, to let them know about recertification and income verification that will be reinstated in April 2021.

# COVID-19 IMPACTS: SoCalGas' CARE Program

## Coordination with social services for Customer Assistance Program outreach

- SoCalGas began a partnership with Goodwill of Southern California to promote customer assistance programs to customers visiting stores as well as employees. Customers will receive program information with receipt at purchase and employee areas have informational posters on SoCalGas' Customer Assistance programs as well as information pamphlets.
- SoCalGas continues to work with government agencies in their service territory to promote CARE program information during the enrollment of customers onto social service programs.
- In a joint effort with SoCalGas' Community Relations and Regional Public Affairs departments, SoCalGas' Customer Assistance Program information was distributed via several food distribution activities throughout 6 counties. Activities included working with Imperial County Area Agency on Aging and California National Guard to distribute food and information due to Stay at Home orders.



# ESA Program Performance

Program Summary through July 2020			
2020	Authorized / Planning Assumptions*	Year-to-Date Actual	%
Budget	\$216,861,913	\$58,284,934	26.87%
Homes Treated	191,186	48,027	25.12%
Therms Saved	6,530,000	259,549	3.97%

\* Annual budget and homes treated goals through July 31, 2020 as reported in the IOU ESA-CARE Monthly Report (filed August 21, 2020).

# COVID-19 IMPACTS: SoCalGas' ESA Program



## Workforce

- Resolution E-5074 requires the following:
  - Up to 60 days advanced payment to ESA contractors.  
SoCalGas has paid out over \$14M through July to support the workforce.
  - Provides a Post-Pandemic Return to Service (PPRS) credit which will be earned through actual work performed in ESA eligible households for a six-month period.
  - Advanced payments must be repaid no later than Dec 31, 2021.

# COVID-19 IMPACTS: SoCalGas' ESA Program



## Future Marketing & Outreach strategy (1 year - 2 year)

- To reach newly eligible customers, SoCalGas' Marketing & Outreach strategy will continue to integrate advertising campaigns, direct marketing, and outreach to community organizations.
- Digital and virtual channels will be prioritized for ease of reaching customers about the ESA Program.
- SoCalGas will continue to support the Clear Plan as well as the virtual enrollment process which launched on May 12. The virtual enrollment process allows contractors to enroll customers over the phone with eligibility documentation being transmitted through secure means.

# COVID-19 IMPACTS: SoCalGas' ESA Program



## Timeline and Milestones

- The suspension of in-person program activities in response to COVID-19 and related state and local orders began on March 18 and ended May 31.
- In alignment with SoCalGas company directives and state and local Stay-at-Home orders, SoCalGas began development of a process to virtually enroll customers into the ESA Program. The process was implemented on May 12 to maintain program continuity for eligible customers and to support the contractor workforce by building a pipeline of enrolled customers.
- SoCalGas lifted the suspension effective June 1.
- Resolution E-5074 was approved on May 28, 2020, requiring a 60-day advance payment offers to ESA contractors to cover the period of suspended activity, and establishing a Post-Pandemic Return to Service (PPRS) credit and earning period.
- SoCalGas began the six month PPRS credit-earning period on July 15, 2020.
- All Prime Contractors who accepted an advance payment must zero out their balances no later than December 31, 2021.

# COVID-19 IMPACTS: SoCalGas' ESA Program



## Weatherization programs overall performance/penetration rates

- The program activity was paused between March 18 and May 31 due to stay-at-home orders. Since the suspension was lifted, ESA Program contractors have been ramping up their program activity. Below are homes treated by month, as reported in SoCalGas' Monthly Reports.
  - February: 13,616
  - March: 9,405
  - April: 13,506
  - May: 2,696
  - June: 1,274
  - July: 7,530

Note: homes treated are reported once invoices are paid, thus the numbers in April reflect work that was completed prior to April (pre-suspension) but invoiced and paid in April.

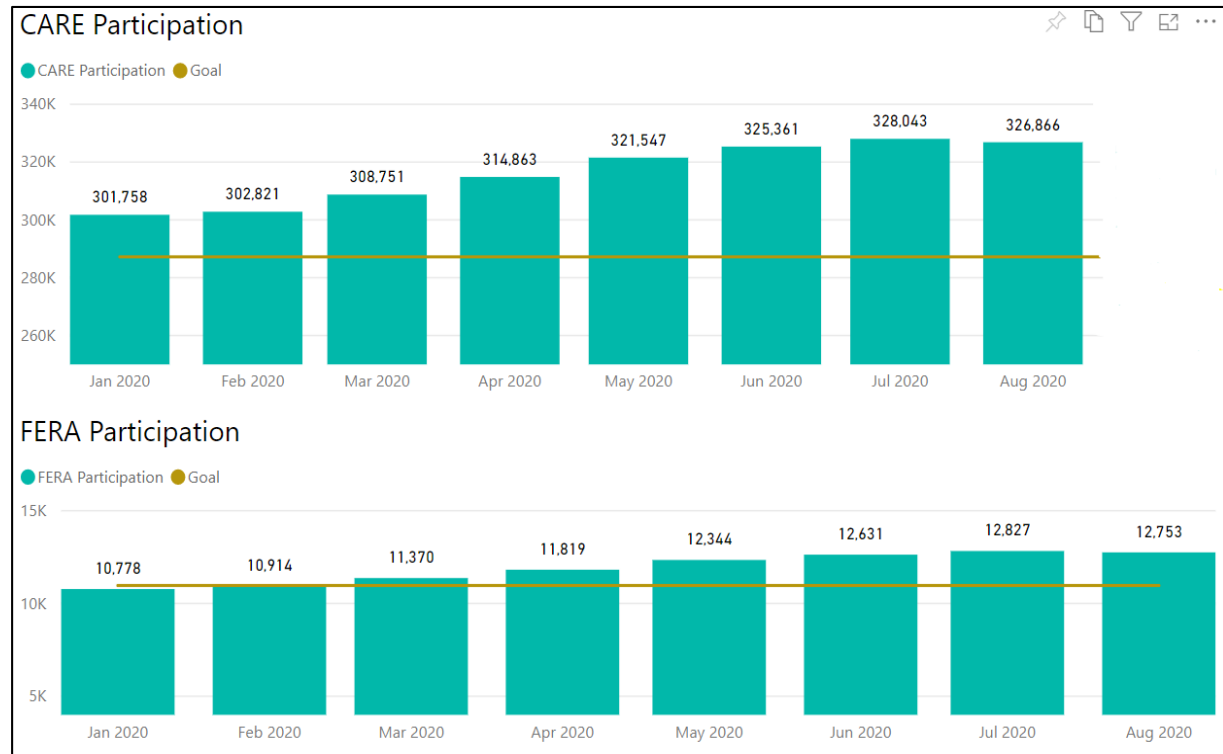
# **SDG&E's Response to COVID-19**

*CARE, ESA, PSPS*

# COVID-19 Impacts: CARE & FERA Programs

Enrollments continue to increase, but have stabilized in recent months

- Applications in Q2 jumped 38% compared to last year.
- Enrollments in Q2 jumped 47% compared to last year.
- More than 52% of the applications were submitted over the Internet.



SDG&E continues to recognize that the COVID-19 pandemic is an evolving crisis and continues to monitor the situation and perceived customer impacts. While CARE/FERA enrollments have increased during the pandemic period, SDG&E cannot conclusively state that the increased enrollments are a direct result of the pandemic.

# COVID-19 Impacts: ESA Program Performance



<b>2020 Program Summary through July</b>			
<b>Description</b>	<b>Authorized/Planning Assumptions</b>	<b>Year-to-date Actual<sup>1</sup></b>	<b>%</b>
Budget	\$35,509,153	\$9,487,939	27%
Homes Treated	23,761	4,800	20%
kWh Saved	7,220,000	518,296	7%
Therms Saved	420,000	13,949	3%

<sup>1</sup> 2020 through July 31, as reported in SDG&E's ESA-CARE Monthly Report (filed August 21, 2020)



# COVID-19 Impacts: ESA Program Workforce & Outreach



## ESA Workforce

- SDG&E lifted the ESA work suspension on May 29, 2020
- The PPRS Credit Earning period is TBD
- Contractor Advance tracking:
  - 2 contractors accepted a 30-day advance
  - 3 contractors accepted a 60-day advance
  - 3 contractors accepted a 60-day advance and have returned in full
  - 2 contractors declined all offers

## Virtual ESA

- Implemented virtual enrollments as a method of participation in the program
- Approximately 300 customers were enrolled by phone
- Contractors have begun scheduling follow-up appointments for in-home assessments

## Outreach

- Contractors continue to offer phone enrollment and have integrated appointment scheduling for in-home enrollments
- Limited door-to-door activity has resumed

# PSPS Update

Access and Functional Needs (AFN) plan submitted June 1;  
quarterly status update submitted on September 1.

- 2-1-1 Referral Service / AFN Support Model
- Inter-Tribal Agency Assistance
- New/Updated Resiliency Programs



**SDG&E® WILDFIRE RESILIENCE  
DRIVE-THRU SAFETY FAIR**

**■ RAMONA OUTDOOR COMMUNITY CENTER**  
Ramona Rodeo Parking Lot  
421 Aqua Ln., Ramona, Ca 92065  
Saturday, July 11 | 10 am - 12 pm

**■ JULIAN CHARTER SCHOOL**  
1704 Cape Horn Ave., Julian, Ca 92036  
Saturday, July 18 | 10 am - 12 pm

**■ MOUNTAIN EMPIRE HIGH SCHOOL**  
Student Parking Lot  
3305 Buckman Springs Rd., Pine Valley, Ca 91962  
Saturday, September 12 | 10 am - 12 pm

**■ VIEJAS CASINO**  
East End Parking Lot Past Casino  
5000 Willows Rd., Alpine, Ca 91901  
Saturday, September 26 | 10 am - 12 pm

 **& WILDFIRE SAFETY** Come & join us for our 2<sup>nd</sup> Annual Wildfire Safety Fair.  
Learn more at [sdge.com/fairs](https://sdge.com/fairs).

# PSPS Update: 2-1-1 Referral Service / AFN Support Model



SDG&E has established an AFN Support Model with 2-1-1 San Diego and 2-1-1 Orange County to mitigate adverse impacts to those experiencing PSPS events. Both agencies are well positioned to support vulnerable populations regardless of where they reside. These incremental partnerships expand services, programs and collateral available to vulnerable populations, including:

- Enhanced identification through partner lists and phone screening;
- Assessment of needs to align with existing and new regional resource providers;
- Referral of customers to resources such as evacuation planning;
- Assisted transportation, food security and outreach and welfare checks;
- Navigation support (e.g., personalized case management)
- Outreach/communications campaigns in advance of and during PSPS events
- Proactive community engagement outside of fire season to provide resources ahead of time.



## Inter-Tribal Agency Assistance

SDG&E coordinates efforts with inter-tribal agencies, such as Indian Health Councils within SDG&E's territory, and inter-tribal organizations set up to provide support to tribal communities during emergencies and inter-tribal resource centers. SDG&E also works directly with tribal governments to provide advanced education, resources and notifications to support PSPS events.

# PSPS Update: Resiliency Programs



## Generator Grant Program

The Generator Grant Program (GGP) is a resiliency program to empower **medical baseline (MBL) customers** who may be impacted by PSPS.

Offered to more than 1,750 customers; to date **more than 1,000** have been delivered. The population includes every customer who experienced a PSPS while being enrolled as a MBL customer in 2019.

SDG&E partners with a third-party administrator to implement this program. Eligible customers receive a **Goal Zero Yeti 3000 generator coupled with a Boulder 100 Briefcase solar module** which produces power to recharge the unit. To increase mobility of the solar panels, a supplemental 15ft extension cord has been included. Additionally, two standard wall chargers and a 12V car charger are provided to maximize the usefulness of the unit and provide alternative charging sources.

All provided at **no cost** to the customer.

## Generator Assistance Program

The Generator Assistance Program (GAP) is an SDG&E pilot program in 2020 to expand its offerings **beyond just Medical Baseline customers** to a larger population of potentially vulnerable customers.

The eligibility for this program is all customers in High Fire Threat District (HFTD) who have experienced a previous year PSPS outage.

Over 28,000 customers were invited to participate in 2020. Qualifying customers are offered a **rebate of \$300** on a list of available portable gas generators through local and online retailers.

In addition, if the customer participates in the CARE Program, they **qualify for an additional \$150 rebate in their purchase**, bringing the total instant rebate up to \$450 for CARE customers.