

Low Income Oversight Board

Update on Ethnic Communications and Outreach

August 21, 2013



Overview

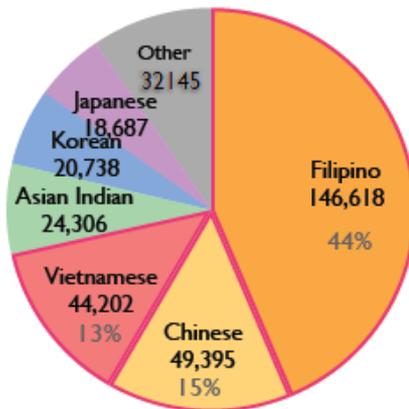
- Understanding the customer
- Q1 & Q2 spend
- Customer Assistance Communications & Collateral
- Innovative Communications
- Outreach
- Proposed Initiatives

Understanding our customer

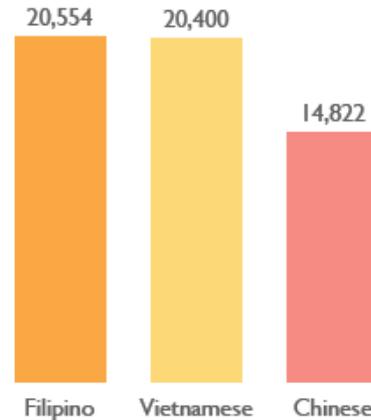
- Caucasian- 47.6%
- Hispanic/Latino- 32.4%
- African American- 9%
- Asian American (working with our Asian American Ad Agency interTrend)

**Breakout of Asian Ethnicities
In SD County**

Total Population: 3,140,069
Asian: 336,091 (11%)



**Population in Poverty
In SD County (18 and older)**



**Recommend Target for CARE & ESAP:
Filipino, Chinese and Vietnamese**

Ethnic Media Spend

| Ethnicity | Q1 Media Spend | % of total spend |
|---------------------------|------------------|------------------|
| African American | \$74,987 | 57.9% |
| Chinese | \$6,704 | 5.2% |
| Hispanic | \$19,500 | 15% |
| Filipino | \$10,075 | 7.8% |
| Vietnamese | \$5,850 | 4.5% |
| Total Ethnic Spend | \$117,116 | 90.4% |
| Total Overall Spend | \$129,616 | |

| Ethnicity | Q2 Media Spend | % of total spend |
|---------------------------|------------------|------------------|
| African American | \$34,822 | 4% |
| Chinese | \$24,692 | 2.9% |
| Hispanic | \$235,577 | 27% |
| Filipino | \$28,475 | 3.3% |
| Vietnamese | \$14,633 | 1.7% |
| Total Ethnic Spend | \$335,200 | 39% |
| Total Overall Spend | \$860,294 | |

| | | |
|---------------------------------------|------------------|--------------|
| Total Q1 & Q2 Ethnic Spend | \$452,316 | 45.7% |
| Total Overall Spend | \$989,910 | |

Media \$'s allocated across TV, Radio, Print, Online, Sponsorship

Programs supported: Customer Assistance, Front Page sponsorship, “Standing on their Shoulders-Inspired by African Americans Who Came Before You” Essay Contest, Chinese & Vietnamese Annual Calendar handout, Managing Your Use & Summer Prep

Customer Assistance Communications

(CARE, Energy Savings Assistance Program, Medical Baseline)

- Customer/Employee testimonials
 - Testimonials tell a story and better explain our programs
 - A relatable story gives our programs more credibility and can alleviate apprehension about the offer
 - Can connect cultural insights that motivate a customer
 - Testimonials tell stories of important circumstances in our customers lives, such as:
 - Unemployment
 - Financial Pressures
 - Medical Issues

Customer Assistance Communications

CARE & Energy Savings Assistance Program

Tactic

Target

TV

Gen. Market/Spanish

Print (AA, Spanish)

Gen. Market/Spanish

Radio (Pandora, Univision)

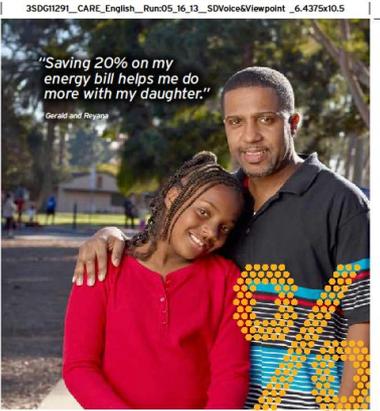
Gen. Market/Spanish

Digital

Gen. Market/Spanish

OOH (Check Cashing Envelopes)

Gen. Market/Spanish



connected **** to what matters

When life gets challenging, we all need someone to lean on. Through our CARE Program you'll get a 20% discount on your monthly energy bill – an average savings of \$275 a year. If you're on a limited income or have recently lost your job, you may be eligible.



We helped Gerald save 20% on his bill and even more he can...

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conectados **** a lo que importa

A veces cubrir los gastos diarios puede ser un reto. Por medio de nuestro Programa CARE, obtendrá un 20% de descuento en la factura mensual de energía – un ahorro promedio de \$275 al año. Si tiene un ingreso limitado o recientemente se quedó sin trabajo, tal vez reúna los requisitos necesarios para participar.

Nuestros representantes CARE, como Martina, pueden ayudarle a ahorrar un 20% en la factura de energía. Para ver si reúne los requisitos necesarios para participar en CARE u otros programas que pueden ayudarla a reducir sus costos de energía, llame al 211 o conéctese con nosotros en sdge.com/ahorra.



*Este programa está financiado por los clientes de las empresas de servicios públicos de California administrado por San Diego Gas & Electric. Para los detalles de la Comisión de Servicios Públicos de California.

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connected **** to a comfortable home

Taking care of your loved ones on a limited budget can be a real challenge. Our Energy Savings Assistance Program can make your home more comfortable through free energy efficient home improvements. The insulation and weather stripping – even roof appliances. If you're on a limited income or have recently lost your job, you may be eligible.

In addition to providing free home improvements, we also helped the Banks Family save an extra 20% on their monthly energy bill through our CARE Program. To see if you qualify, call 866-597-0597 or connect with us at sdge.com/esap.

*This line and the numbers will not be reproduced by the program. This program is funded by California

Energy Savings Assistance Program



Semptra Energy utility



conectados **** para más comodidad en el hogar

Atender las necesidades de nuestros seres queridos con un presupuesto limitado puede ser todo un reto. Nuestro Energy Savings Assistance Program puede aumentar la comodidad de su hogar* y, al mismo tiempo, reducir sus costos de energía. Puede obtener gratis mejoras eficientes en energía para el hogar como aislamiento y cocción de buriles – y hasta aparatos seleccionados. Si tiene un ingreso limitado o recientemente se quedó sin trabajo, tal vez reúna los requisitos necesarios para participar.

Reduzca y nuestros demás representantes pueden ayudarla a ver si reúne los requisitos. Además, tal vez tenga derecho a recibir un 20% de descuento en la factura mensual de energía. Llame al 866-597-0597 o conéctese con nosotros en sdge.com/asistencia.

Energy Savings Assistance Program



Semptra Energy utility

*Este programa está financiado por los clientes de las empresas de servicios públicos de California. Este programa está financiado por San Diego Gas & Electric. Para los detalles de la Comisión de Servicios Públicos de California.

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Customer Assistance Communications

CARE & Energy Savings Assistance Program

| Tactic | Language/Ethnicity |
|--------------------|------------------------------|
| Print (Newspapers) | Tagalog, Chinese, Vietnamese |
| Online | Tagalog, Chinese, Vietnamese |



- CTA directed customers to in-language pages- Outstanding results
- First place in Ethnic Marketing at UCI Better Communications Competition



Customer Assistance Communications

| Program | Type/Ethnicity |
|---------------------|---|
| CARE/ESA | Direct Mail/English, Spanish |
| CARE/ESA | Automated Phone Campaigns/ English, Spanish |
| Customer Assistance | Chinese Annual Calendar Vietnamese Annual Calendar |

能源之星齊照
SDGE® 與聖地牙哥華人社區攜手
歡慶新年。

我們致力為您提供各種各樣的節能省錢計劃和資訊，想知道更多內容請來電查詢的檔案并查詢位於美國的家居改善計畫？
請電上 sdge.com/Chinese
下載SDGE的免費手機應用程式。
請與我們聯繫您的個人帳戶、舉報SDGE設備故障、不防到各大社交網站關注我們，若有任何能源相關的疑難，請與電控中心SDGE小時專線(800-487-3443)或SDGE的能源服務專員討論。

搜尋關鍵字: SDGE
Search for "SDGE"

Let the Energy Stars shine together
SDGE® is excited to celebrate the New Year with the San Diego Chinese community and we're committed to offering programs and information that can help you save energy and money.

Want to know more about bill discounts or home improvements for qualified households? Please go to sdge.com/energystars. What about downloading our free app to manage your account or following us on the social space to get up-to-date information? And when you've got energy questions, just pick up the phone and call 1-800-487-3443 to speak to our energy service specialists. We're here for your questions, 24/7.

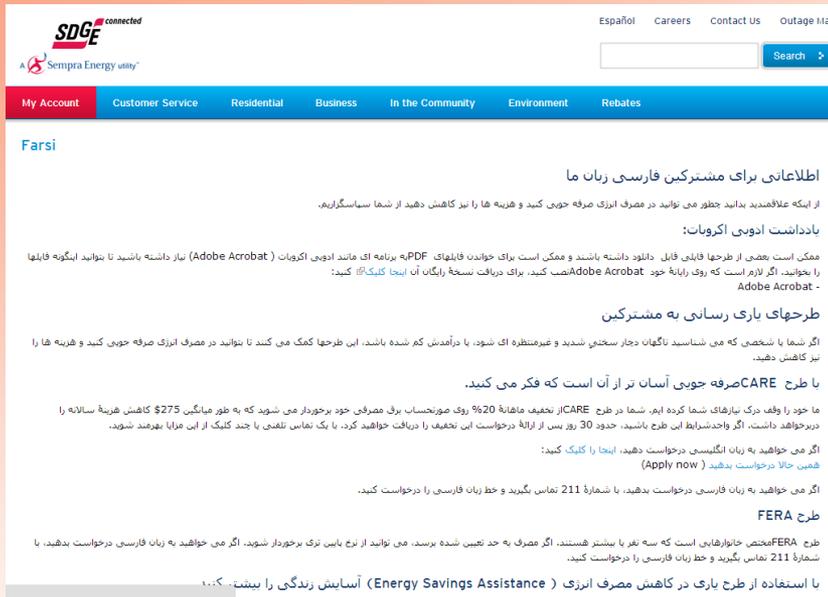
2013 蛇年
YEAR OF THE SNAKE

SDGE
Semptra Energy Inc.®

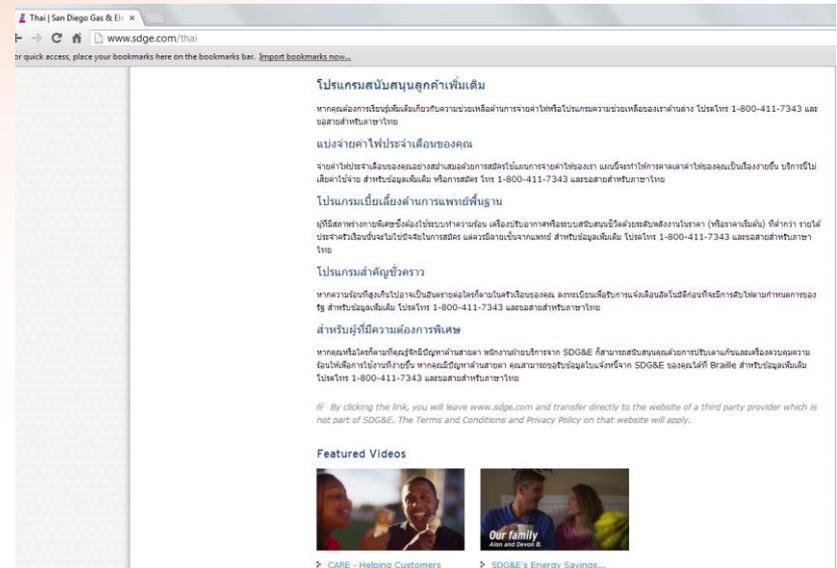
P.O. Box 129631, San Diego, CA 92112-9631 • 1-800-487-3443 • Connect at sdge.com
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Customer Assistance Communications

Twelve different languages online



Example of Farsi page



Example of Thai page

Additional Language Pages: Spanish, Arabic, Thai, Armenian, Chinese, Farsi, Hmong, Khmer, Korean, Russian, Tagalog, Vietnamese

Customer Assistance Collateral

(CARE, Energy Savings Assistance, Medical Baseline)

Customer Assistance Collateral

Current Offerings

| Program | Type | Language/Type |
|---------------------|--|---|
| CARE | Application | Spanish, Arabic, Thai, Armenian, Chinese, Farsi, Hmong, Khmer, Korean, Russian, Tagalog, Vietnamese |
| CARE | Bill insert | English, Spanish |
| ESA | Application, door hangers, education booklet | Spanish |
| Customer Assistance | Fact sheet | Spanish, Vietnamese, Chinese, Tagalog |
| CARE/ESA | Posters | Spanish, Vietnamese, Arabic |
| Medical Baseline | Application | Spanish, Vietnamese, Chinese |
| Medical Baseline | Fact Sheet | Spanish, Vietnamese, Chinese |

Customer Assistance Collateral



A Semptra Energy utility™

Save 20% on your SDG&E® bill



RESIDENTIAL RATE ASSISTANCE APPLICATION FOR CARE AND FERA

Your Name _____ Home Telephone _____
 Home Address, Apartment, City, Zip Code _____ Email Address _____
 SDG&E Account Number _____

1 Household information: Please complete Number of persons in your household: Adults: + Children: +
 Please complete either section 2A OR 2B, then go to section 3.

2A Public assistance programs: (For CARE Program Only) If you, or someone in your household receives benefits from any of the following public assistance programs, and your household income does not exceed the CARE income guidelines, please check all that apply:
 Medicaid/Medi-Cal - Under 65
 Bureau of Indian Affairs - General Assistance
 Women, Infants and Children program (WIC)
 Healthy Families A & B
 SNAP/CalFresh (Food Stamps)
 Head Start Income Eligible (Tribal Only)



"Saving 20% on my energy bill helps me do more with my daughter!" - Gerald and Rhyanne

If you do not pur please

2B Household income If your household does not please check all sources household and write the

You must check (x) all:
 Wages and/or profits from employment
 Rent or royalty income
 Pensions
 Social Security
 CSIP or SSI
 Disability or workers' compensation payments
 Unemployment benefits

3 Declaration: (Please be I state the information I have provided is true and correct. I understand that SDG&E can share this assistance program.



أكثر من 300,000 أسرة تأهلت لبرنامج

وحققت توفيراً متوسط 275 دولار أمريكي سنوياً في فاتورة الطاقة الخاصة بهم.



إذا كنت أنت أو شخص ما تعرفه تواجه علي نحو غير متوقع مصائب أو إكناك من نوي الدخل اأحدود فالت مؤهل للاشتراك في برنامج CARE.

اكتشف ما إذا ما كنت مؤهلاً:

يرجى طلب الحصول على مزيد من المعلومات وكيفية تقديم طلب الاشتراك في هذا الموقع

اتصل على 2-1-1 لاستفسار عن معلومات برنامج CARE

زيارة الموقع الإلكتروني sdge.com/care

Ahorre el 20% en la factura de SDG&E®



ASISTENCIA TARIFARIA RESIDENCIAL FORMULARIO DE SOLICITUD PARA CARE Y FERA

Su nombre _____ Teléfono de casa _____
 Número y calle, Apartamento, Ciudad, Código postal _____ Dirección de correo electrónico _____
 Número de cuenta de SDG&E _____

1 Información del hogar: Favor de llenar Número de personas en el hogar: Adultos: + Niños: +
 Por favor llene ya sea la sección 2A OR 2B, y luego vaya a la sección 3.

2 Programas de Asistencia Pública: (para el Programa CARE únicamente): Si usted o alguien que vive en su hogar recibe beneficios de alguno de los siguientes programas de asistencia pública, y el ingreso no excede de los lineamientos de ingreso para CARE, por favor marque todas las opciones que correspondan.
 Medicaid / Medi-Cal - Menor de 65 años
 Programa para Mayores, Bebé y Niños (WIC)
 Programa Nacional de Alimentos (EBL) (NSLP)
 Programa de Asistencia a Hogares - Uso Recurso para Gastos de (LINEAP)
 Seguro Suplementario (SSI) (S) (SNAP) y TANF (antiguas anteriores, por B.
 Programa CARE o FERA) la pública, por favor todos los miembros del hogar, como:



"Mi trabajo es hacer que los tiempos difíceles poco más fáciles." - Marlene, Empleada de

Requisitos de ingreso para Programas CARE y FERA
 Mayor de 18 años de edad en 2013 y 21 años en

Energy Savings Assistance Program



Ya sea que alquile o sea propietario, deje que el Energy Savings Assistance Program mejore la comodidad de su hogar y reduzca la factura de SDG&E®.

Los inquilinos y propietarios que reúnan los requisitos pueden recibir sin costo, estas mejoras para el hogar:

- Aislamiento para el ático
- Iluminación eficiente en energía
- Bunkies para puertas
- Reemplazo de aparatos domésticos que reúnan los requisitos*
- Envasillado
- Reparaciones menores en el hogar
- Cubiertas de bajo flujo para regular
- Cubiertas para calentadores de agua



Rebecca, y nuestros demás representantes, también informan a los clientes acerca de nuestro programa CARE que les permite ahorrar el 20% en su factura de energía. Visite sdge.com/ahorro o llame al 211 para obtener más información.

¿Cómo reúnan los requisitos?

Me interesa. ¿Cuál es el siguiente paso?

Para programar una breve visita a fin de ver si reúne los requisitos necesarios, o una hora que sea cómoda para usted, comuníquese al Energy Savings Assistance Program de SDG&E al 1-866-997-9597 o visite sdge.com/ahorro. Haga clic en el botón de inicio de sesión en la página de inicio de sesión de SDG&E.

*Siempre y cuando reúnan los requisitos de elegibilidad para el programa. No se permite el uso de los fondos para reparaciones de emergencia o para trabajos de mantenimiento de emergencia.

Các Chương trình Hỗ Trợ của SDG&E®



Chúng tôi cố gắng tạo các giải pháp giúp quý vị điều hành việc sử dụng năng lượng và tiết kiệm chi phí hiệu quả hơn điện hàng tháng.

Thời gian chờ đợi

Chương trình Chăm sóc Hàng hóa của California (CARE) có thể làm giảm đến 20% chi phí trả tiền nhà của SDG&E hàng tháng. Quý vị có thể lợi dụng thêm mức chi phí được giảm hoặc chi phí của công ty hoặc thanh toán chi phí hàng tháng cho công ty của mình hàng tháng.

Hãy liên hệ: sdge.com/care để được trợ giúp thêm. Gọi số 1-877-544-5555 để được trợ giúp thêm.

Lưu ý: Chăm sóc Hàng hóa của California (CARE) cũng có thể giúp chi trả chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn. Chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn có thể được giảm chi phí của chúng hàng tháng.

Hãy liên hệ: sdge.com/care để được trợ giúp thêm. Gọi số 1-877-544-5555 để được trợ giúp thêm.

Chương trình Hỗ trợ Tài trợ (FERA) cũng có thể giúp chi trả chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn. Chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn có thể được giảm chi phí của chúng hàng tháng.

Hãy liên hệ: sdge.com/care để được trợ giúp thêm. Gọi số 1-866-997-9597 để được trợ giúp thêm.

Học Cách Sử dụng Năng Lượng Trong Nhà: Tài liệu hướng dẫn thông tin chi tiết về việc tiết kiệm năng lượng trong nhà của bạn. Tài liệu này có sẵn miễn phí và có thể được tải xuống từ trang web của chúng tôi. Để được trợ giúp thêm, hãy liên hệ với chúng tôi qua đường dây nóng của chúng tôi.

Chương trình Hỗ trợ Tài trợ (FERA) cũng có thể giúp chi trả chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn. Chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn có thể được giảm chi phí của chúng hàng tháng.



Miền phi Tân Trạng và C&M là thị trấn duy nhất chi trả chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn. Chi phí của các thiết bị gia dụng có chi phí cao hơn chi phí của các thiết bị gia dụng có chi phí thấp hơn có thể được giảm chi phí của chúng hàng tháng.

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Innovative Communications

Innovative Communications



Energy Innovation Center: Media invite



Está muy cerca de ahorrar cada mes

connected *** a la asistencia**

¿Sabía usted que?

El Energy Savings Assistance Program puede ofrecer gratis aparatos domésticos y mejoras que ahorran energía en el hogar para ayudar a reducir su factura y hacer más cómoda su casa. Para ver si

Energy Savings Assistance Program reúne los requisitos del programa, conéctese en sdge.com/casa.



ice Representatives when they assist you



Ahorre hasta el 35% en su factura mensual de SDG&E®

conectados *** para ayudarle**

¿Sabía usted que?

Si tiene un ingreso limitado o recientemente se quedó sin trabajo, tal vez pueda ahorrar hasta el 35% en la factura de SDG&E®.



Para más información hable con uno de nuestros Representantes de Servicios de Energía cuando le atiendan.

Developing creative for campaigns: Image aware and specialized photoshoots

Branch Office Pilot: Digiboard

Innovative Communications

- Standing on their Shoulders – Inspired by African Americans who came before you (past or present)

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Who inspires you?

Your words. Their story.

blazer-
to inspire

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s, visit

Enter to win an iPad mini in our "Standing on their Shoulders" Essay Contest.

A Sempra Energy utility™

Enter Now >

11/7/13 Magic 92.5 and SDGE Celebrate Black History Month

Magic 92.5 | San Diego, California

Home | Music | On Air | Around Town | Contests | Contact | LISTEN LIVE

WIN an iPad mini and other fabulous prizes!!!

Made possible by SDGE connected
Inspired by the African American who came before you.

"Standing on Their Shoulders—Inspired By The African Americans Who Came Before You"

Your 500-word essay should describe someone in the African American community (past or present) who has made a difference to you. What impact did this person have on you?

Winning Essays will receive all of these exciting prizes!

- iPad Mini
- Professional speech coaching from the Black Storytellers of San Diego
- 2 tickets to a production at the Ira Aldridge Repertory Players Theatre (\$50 value)
- Winning essay participants may be featured in ads

Submission Guidelines: Essays that do not conform to the rules may be disqualified. For a complete listing of rules, you can read the Terms & Conditions.

THE TITLE PAGE must include the title of the essay, contestant's name, grade level, address, telephone number, and email address (if available).

Please limit your essay to ONLY 500 WORDS.

Make sure you use a 12pt FONT & DOUBLE-SPACING.

Made possible by SDGE connected
Inspired by Sempra Energy utility™

www.magic925.com/pages/sdgecontest

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"embraced equality" Katie Pressley Winner in the 16th division Inspired by President Obama

"give the often forgotten – a voice" Sierra Treviño Winner in the 6th - 8th grade division Inspired by Tubac

"her acts of kindness inspire me" Veronica Chandler Winner in the 9th - 12th grade division Inspired by her Auntie Vernon

"never give up" J'iah Long Winner in the 3rd-5th grade division Inspired by Gold Medalist, Gabby Douglas

"not just a shadow reflecting" Caroline Thymen Winner in the 3rd - 5th grade division Inspired by Congressman Joseph Hayne Rainey

"find opportunities" Jonathan Rivera Altamirano Winner in the 9th - 12th grade division Inspired by Malcolm X

"she's the foundation" Amir Abdul Rahim Winner in the 9th - 12th grade division Inspired by Magician, Richard Potter

"courage, creativity and honor"

connected ***** to heritage

On June 19th we commemorate the abolition of slavery through Juneteenth National Freedom Day. Juneteenth made it possible for us to honor those who have made a difference in the lives of others and we would like to present the winners of our "Standing on their Shoulders - Inspired by African Americans Who Came Before You" Essay Contest. Here's to our inspirational participants. And to the power of freedom.

Get energized about community involvement at sdge.com/community.

A Sempra Energy utility™

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1/2

Innovative Communications

- Front Page sponsorship in six multicultural newspapers



connected ---- 連接省錢

您知道嗎？

使用洗衣機的冷水洗滌方式，每年可節省電熱水器電費高達\$42。而且您還可節省更多，選購特定的洗衣機可獲\$50退款，特定的熱水器可獲\$100退款。想了解更多，請瀏覽 sdge.com/rebates。



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connected ---- to each other

We'd like to wish all moms a Happy Mother's Day this coming Sunday, May 12th. We hope that everyone has a wonderful day and a great year ahead.

To learn more about programs and services, connect with us at sdge.com.



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conectados ---- a la seguridad

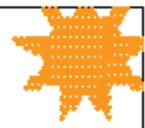


Ahora que estamos en enero, queremos recordarle que sea cauto con la energía este invierno.

¿Sabía usted que?

Las llamas que producen los aparatos domésticos de gas natural deben ser de un azul intenso. Las revisiones anuales de seguridad de los calefactores y otros aparatos domésticos de gas son gratis para nuestros clientes de gas natural. Para ayudar a mantenerle a salvo el resto de la temporada invernal, póngase de acuerdo con SDG&E® para una inspección. Para programarla, llame al 1-800-311-7343 o visite sdge.com/serviceorder, y tenga a la mano su número de cuenta con SDG&E.

connected ---- đến kiến thức



Năm nay hãy để ý đến chỗ này vì chúng tôi sẽ cung cấp cho quý vị hướng dẫn và ý tưởng để tiết kiệm tiền năng lượng và tiền.

Quý vị có biết?

Quý vị có thể tiết kiệm lên đến 20% trên hóa đơn năng lượng hàng tháng bằng cách hạ nhiệt kế lò sưởi từ 3 đến 5 độ (nếu sức khỏe cho phép). Tiết kiệm hơn nữa khi tắt nhiệt kế khi quý vị vắng nhà.

Hãy nổi vào trang mạng sdge.com/winter để có thêm hướng dẫn hữu ích.



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Customer Assistance Program Outreach

Outreach

| Outreach/Partner | Language/Type |
|-------------------------------------|---|
| Multi-Cultural/Multi-Lingual | Various languages – Spanish, Vietnamese, Tagalog, Arabic |
| Community/Faith-Based Organizations | Varies by agency but has included immigrant population targets; Kurdish, Somali, Iraqi, Pan Asian |
| Seniors/Disabilities | Braille, large font, TTY/TDD |
| Food Service Industries | English, Spanish |
| Partnership with 2-1-1 | Up to 170 languages & dialects |

Outreach Initiatives

• Energy Solutions Partners

- Network of over 200 community and business partners
- Generating awareness for Customer Assistance solutions including CARE, ESA and Medical Baseline
- Partners utilizing their channels to connect constituents to these solutions. Channels include: E-blasts/e-news, website placement, Facebook postings, Tweets, special events and workshops

Bonsall Chamber E-Newsletter

296-6833

A Sempra Energy utility™

NEWS RELEASE

Media Contact: Gina Jacobs
San Diego Gas & Electric
(877) 866-2066
www.sdge.com
Twitter: @sdge

MORE LOW-INCOME SDG&E CUSTOMERS ELIGIBLE FOR BILL-ASSISTANCE PROGRAMS

Increased Income Guidelines Expand Eligibility

“Our goal is to help enroll as many eligible customers in our assistance programs as possible, so that they can benefit from the savings on their energy bill,” said Caroline Winn, Vice President of Customer Services for SDG&E.

Customers who enroll in the CARE program may qualify for a discount of 20 percent on their SDG&E bill. The average customer can save \$275 each year. Eligible customers can qualify based on their total household’s income. Over 300,000 residents within SDG&E’s service territory are participating in the CARE program, and an estimated 50,000 more are eligible.

San Clemente Chamber Newsletter

San Diego Gas & Electric's (SDG&E) Customer Assistance Programs provide support to more than 300,000 customers in San Diego and southern Orange counties. The programs help customers who are having a difficult time paying their bills; customers with medical conditions that require high-energy equipment; and low-income customers who want to install energy efficiency upgrades in their homes.

Programs include:

- CARE and FERA**
 - California Alternate Rates for Energy (CARE) is a low income, ratepayer assistance program that provides customers with household incomes at or below 200 percent of federal poverty guidelines with a monthly savings of up to 35 percent on their SDG&E bill.
 - FERA allows families whose household income slightly exceeds CARE
- Medical Baseline**
 - The Medical Baseline Allowance Program ensures that extra allowances of natural gas and electricity are billed at the lowest rate for customers who rely on life support equipment or need heating or air conditioning due to medical conditions.
- Energy Savings Assistance**
 - The Energy Savings Assistance Program provides free energy efficiency upgrades to customers who meet the CARE household income guidelines – or who participate in certain public assistance programs. Upgrades make homes more comfortable and secure and include door and window weatherization, attic insulation, energy efficient appliances, low-flow showerheads and water heater blankets.

limits to be billed at the lower Tier 2 rate for electric usage that would normally be billed at the higher Tier 3 rate.

Solutions that can save customers up to 20% on their SDG&E bill

Applications and more information can be found at www.sdge.com/assistance.

Just one more way SDG&E is connecting its customers to smart energy solutions.



Photo: Laura Meuleman

SDG&E Team

Outreach Initiatives

- **Cool Zones**

- A San Diego County program administered by Aging & Independent Services. Launch event includes a resource fair with Customer Assistance Solutions
- 116 locations also receive training and materials promoting CARE, ESA and Medical Baseline programs
- Energy Solutions Partner network coordinates messaging to constituents during hot days and heat waves

- **Senior/Disabled Emergency Prep Effort**

- Special training on emergency & fire preparedness; refresher on Customer Assistance Solutions
- Survey of Medical Baseline customers



San Diego Chinese Historical Museum Blog Post

4. **Cool Zones:** Lines and crowds are unavoidable this time of year. Trust me, I am right there with you. If you can't take any more heat but are tired of the crowds on the sales floor, look for SDG&E Cool Zones. Cool Zones offer a place for people to escape the mid-day summer heat and are established all around San Diego County. Many restaurants and shops are official cool zones but if you don't mind the crowds, the sales floor at the convention center is also a great escape from the heat outside.

5. **Keep charged:** Keeping cool is not just about controlling your body heat! Many comic-con attendees can easily lose their cool when their hand-held devices die out on them. Remember to charge your devices before heading to the convention center and save yourself a heated moment. SDG&E has a Reduce Your Use program where they will send out text messages or emails about days you can save electricity and save money when you don't use electricity between 11am through 6pm. The best time to charge your electronics is between 6pm and 6am, so remember to plug in after the convention.

Hope you liked those helpful tips for keeping cool in the crowd, and remember that the San Diego Chinese Historical Museum is another great place to escape the heat, especially our serene and beautiful koi pond and meditation garden! Don't have time to see the whole museum? That's ok! Stop by the museum where we'll have a booth outside with fun, free activities!

As SDG&E Partners in spreading the word about energy-conservation, SDCHM encourages all our followers to do their part to conserve energy. For tips on saving energy, check out SDG&E's website at <http://www.sdge.com>.

Customer Assistance Program

Proposed Initiatives

Proposed Initiatives

SDG&E will continue to work with ethnic agencies to determine the best ways to reach our customer.

The Multicultural/Multi-lingual effort and partnerships will continue to support our ethnic audiences.

SDG&E will continue to address the needs of seniors (SCAN Health), persons with disabilities, and those with limited English proficiencies.

SDG&E is working on expanding the language offerings for ESA Program collateral.

Online joint application (English/Spanish) for CARE/ESA for ease of enrollment in both programs through one form.

Investigating three separate statewide ads for the Hmong, Laotian & Cambodian customer.