

2015-2017 Low Income Assistance Programs

Low Income Oversight Board Meeting February 19, 2015



- D. 14-08-030 determined the requirements for the 2015-2017 Applications
 - Authorized one year’s bridge funding to allow the programs to continue until a decision is issued and determined that 2015 programs and budget should maintain the status quo
 - Set November 18th as the due date for the Application
 - Provided A Guidance Document directing utilities what to include in their Applications (Attachment Q)
 - Maintained the policies adopted in the Statewide Strategic Plan
 - Offer all eligible and willing low income customers the opportunity to participate in the ESA Program and treat all eligible and willing homes by 2020
 - Enroll all eligible and willing customers into the CARE program

Proposed New Program Activities

- Development of Standardized Energy Education Training which will include class room and web based training for outreach and assessment contractors.
- Increased focus on ESA Program measures that address the water/energy nexus in response to California's drought emergency.
- Increased contractor requirements for monitoring their workforce including better tracking and reporting of employee demographics, job skills, training and employee pay.
- Expanding leveraging efforts with California Lifeline and Covered California to promote CARE and ESA through their CBO networks.

California Alternate Rates for Energy (CARE) At a Glance

- Proposed 2015-2017 Budgets

Budget Category	2015	2016	2017
CARE Management Costs	\$5,485,965	\$6,647,204	\$6,647,204
Projected Subsidies & Benefits	\$71,776,318	\$69,916,644	\$73,102,151
Total Program Costs	\$77,252,283	\$76,563,848	\$79,937,363

- Forecasted Enrollment Goals

Program Activity	2015	2016	2017
New Enrollments	72,000	75,000	75,000
Attrition	64,000	58,000	55,000
Net Increase	8,000	17,000	20,000
Year-end Enrollments	298,554	315,554	335,554

ESA Program 2015-2017 Proposal At A Glance

Proposed Budgets and Goals

Year	Homes Treated Goal	Budget	Annual kWh Savings	Annual kW Savings	Annual Therm Savings
2015	20,316	\$23,772,250	6,238,616	1,134	364,377
2016	20,316	\$30,649,505	5,723,366	1,025	331,283
2017	20,316	\$31,631,921	5,723,386	1,025	331,283
Total	60,498	\$86,053,676	17,685,348	3,184	1,026,943

Proposed Portfolio Cost Effectiveness

Year	ESACET (Includes both resource and non resource measures)	Resource Measure TRC (Includes resource measures only)
2015	.79	.58
2016	.78	.59
2017	.78	.59

2015-2017 Proposed ESA Program Measures

Appliances	Hot Water	Enclosure	HVAC	Maint.	Lighting	Misc.
<ul style="list-style-type: none"> HE Clothes Washers 	<ul style="list-style-type: none"> Water Heater Blankets 	<ul style="list-style-type: none"> Air Sealing 	<ul style="list-style-type: none"> FAU Standing Pilot Light Conversion 	<ul style="list-style-type: none"> Furnace Clean & Tune 	<ul style="list-style-type: none"> CFLs 	<ul style="list-style-type: none"> Smart Strip
<ul style="list-style-type: none"> Refrigerators 	<ul style="list-style-type: none"> Low Flow Showerheads 	<ul style="list-style-type: none"> Attic Insulation 	<ul style="list-style-type: none"> Furnace Repair/Replace 	<ul style="list-style-type: none"> Central AC Tune Up 	<ul style="list-style-type: none"> Interior Hard Wire CFL Fixtures 	<ul style="list-style-type: none"> Tier II Smart Strips (2016)*
<ul style="list-style-type: none"> Microwaves 	<ul style="list-style-type: none"> Water Heater Pipe Insulation 		<ul style="list-style-type: none"> Room AC Replacement 		<ul style="list-style-type: none"> Exterior Hard Wire CFL Fixtures 	
	<ul style="list-style-type: none"> Faucet Aerator 		<ul style="list-style-type: none"> Duct Test & Seal 		<ul style="list-style-type: none"> Torchiere 	
	<ul style="list-style-type: none"> Water Heater Repair/Replace 		<ul style="list-style-type: none"> Energy Efficient Fan Control* 		<ul style="list-style-type: none"> LED Night Lights 	
	<ul style="list-style-type: none"> Thermostatic Shower Valve 				<ul style="list-style-type: none"> LED Diffuse Bulb* 	
	<ul style="list-style-type: none"> Combined Showerhead/ TSV* 				<ul style="list-style-type: none"> LED Reflector Bulb * 	
	<ul style="list-style-type: none"> Heat Pump Water Heater* 					
	<ul style="list-style-type: none"> Tub Diverter* 					

*New Measures. SDG&E did not propose to retire any measures.

Water Energy Nexus & Drought Measures

- Leveraging with water agencies to address water-energy nexus
 - Partnering with San Diego County Water Authority to have ESA Contractors conduct their water audits
 - Incorporating SDCWA water conservation fact sheets and tips in the ESA Program energy education booklet
- Requesting \$3.63 million from GHG allowance revenues in accordance with D. 14-10-033 for water-related programs (water-energy nexus) provided through the ESA Program
- Offering new measures that will also result in water savings (Combination Low Flow Showerhead/Thermostatic Shower Valve, Heat Pump Water Heater, Tub Diverters)

Outreach Strategies

SDG&E will continue engagement efforts with a coordinated, multi-prong approach which includes direct marketing efforts (door-to-door canvassing, direct and electronic mail, outbound calling) with mass outreach (mass/social media) and partnerships with community-based organizations.

For 2015, SDG&E will enhance efforts in the following areas in support of CARE & ESA:

- **Rural / Back Country**

- Continue direct marketing efforts with customers through direct mail and phone campaigns, as well as general awareness through rural media
- Leverage relationships with police, fire, and safety agencies that have a role in emergency preparedness to provide information at outreach events on CARE, ESA other customer solutions



- **High Poverty Areas**

- SDG&E plans to build on past successes by continuing to work closely with its door-to-door outreach contractors to implement a multi-tactic campaign consisting of direct/electronic mail, outbound calling and door hangers when a customer is not at home
- Leverage relationships with community-based organizations to help promote program offerings



Outreach Strategies continued

• **Tribal Communities & Government Agencies**

- SDG&E will continue to leverage opportunities with tribal organizations and local government agencies to promote the CARE, ESA and other customer solutions
- Enhanced outreach efforts will include program enrollment day events in partnership with community-based organizations that serve the tribal communities.
- SDG&E will reach out to government agencies to host informational events as an enhancement to training and outreach efforts with government employees who serve low-income and hard-to-reach populations
- Enhanced outreach efforts with water agencies will include participation at community fairs in low-income and rural zip codes



• **California Lifeline & Other Categorical Programs**

- SDG&E will build upon and leverage partnerships with social service agencies offering the California Lifeline and other categorical programs like CalFresh, LIHEAP and Covered California to promote CARE, ESA and other customer solutions
- Enrollment day events will be hosted by SDG&E at various social service partner agencies



Outreach Strategies continued

• Renters and Multi-family Tenants

- Enhance direct connect efforts with customers through direct/electronic mail and phone campaigns, as well as general awareness media campaigns
- Continue to conduct education and outreach events with organizations that serve property owners/operators including real estate, property manager and trade associations
- Educate SDG&E employees who work with property managers – providing program materials, training sessions and talking points to help them promote the ESA program
- Utilize partnerships with associations serving property managers to improve and enhance communications with these customers and evaluate opportunities for events directly with residents of multifamily units

Qualified renters and homeowners may receive these home improvements* at no cost:

- Attic insulation
- Energy-efficient lighting
- Door weatherstripping
- Replacement of qualified appliances**
- Caulking
- Minor home repairs
- Low-flow showerheads
- Water heater blankets

How do I qualify?

You may qualify for these improvements if your household income falls within the guidelines:

Maximum Allowable Annual Income
Effective June 1, 2014 through May 31, 2015

Household Size	Total Annual Household Income
1-2	\$31,460
3	\$39,580
4	\$47,700
5	\$55,820
6	\$63,940
7	\$72,060
8	\$80,180
Each additional household member add	+ \$8,120



I'm interested. What's the next step?

To schedule a short qualification appointment at a time that's convenient for you, contact SDG&E's Energy Savings Assistance Program at 1-888-272-8394, or visit sdge.com/esap. TDD/TTY is available at 1-877-889-7343.

* As long as the residence was not previously served by the program.

** Existing appliances must meet age requirements to qualify for replacement. Co-pay may be required for landlords who own appliances and pay tenant utility bill.

Authorized representatives of our Energy Savings Assistance Program are working with your property manager to offer these energy saving items to you at no cost.

- Compact Florescent Light Bulbs (CFLs)
- Faucet Aerators
- Microwaves
- LED Night Lights
- Smart Strips (also called Power Strips)
- Torchiere

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