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December 21, 2009

**VIA HAND DELIVERY**

ALJ Kimberly Kim  
California Public Utilities Commission  
Administrative Law Judge Division, Room 5003  
505 Van Ness Ave  
San Francisco CA 94102 3298

RE: 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 (U 39 M) A.08-05-022 et al.

Dear ALJ Kim:

Enclosed please find a courtesy copy of the **“One-Hundred And Third Status Report Of Pacific Gas And Electric Company (U 39 M) On The Results Of Its Low Income Energy Efficiency And Care Program Efforts In Compliance With Ordering Paragraph 17 Of Decision 01-05-033, Issued May 7, 2001”**, which was e-filed with the Docket office the above-referenced proceeding.

In addition, this document was electronically mailed to all parties on the official service lists for A.08-06-022 et al, R.08-07-011; and A.08-06-031 who provided email addresses and by United States mail for those parties without email addresses.

Sincerely,

/s/

Daniel F. Cooley

DFC/pak  
Enclosure

**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 (U 39 M) | Application 08-05-022<br>(Filed May 15, 2008) |
| Application of San Diego Gas & Electric Company (U 902 M) for Approval of Low Income Assistance Programs and Budgets for Program Years 2009 – 2011                                | Application 08-05-024<br>(Filed May 15, 2008) |
| Application of Southern California Gas Company (U 904 G) for Approval of Low Income Assistance Programs and Budgets for Program Years 2009 – 2011                                 | Application 08-05-025<br>(Filed May 15, 2008) |
| Application of Southern California Edison Company (U 338-E) for Approval of Low Income Assistance Programs and Budgets for Program Years 2009, 2010, and 2011                     | Application 08-05-026<br>(Filed May 15, 2008) |

**ONE-HUNDRED AND THIRD STATUS REPORT OF PACIFIC GAS AND ELECTRIC COMPANY  
(U 39 M) ON THE RESULTS OF ITS LOW INCOME ENERGY EFFICIENCY AND CARE  
PROGRAM EFFORTS IN COMPLIANCE WITH ORDERING PARAGRAPH 17 OF DECISION 01-  
05-033, ISSUED MAY 7, 2001**

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Attorneys for:  
PACIFIC GAS AND ELECTRIC COMPANY

Dated: December 21, 2009

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
STATE OF CALIFORNIA**

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(U 39 M) ON THE RESULTS OF ITS LOW INCOME ENERGY EFFICIENCY AND CARE  
PROGRAM EFFORTS IN COMPLIANCE WITH ORDERING PARAGRAPH 17 OF DECISION 01-  
05-033, ISSUED MAY 7, 2001**

In accordance with Ordering Paragraph 17 of Decision 01-05-033, the direction of Administrative Law Judge Gottstein at the July 11 and 28, 2001 status conferences, and the agreements reached between the utilities and the Energy Division on the format and content of the tables, Pacific Gas and Electric Company submits its attached one-hundred and third monthly status report on the results of its Low Income Energy Efficiency and CARE Program efforts, showing results through November 2009.

Respectfully submitted,

LISE JORDAN  
DANIEL F. COOLEY

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/s/  
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December 21, 2009

CERTIFICATE OF SERVICE BY ELECTRONIC MAIL

I, the undersigned, state that I am a citizen of the United States and am employed in the City and County of San Francisco; that I am over the age of eighteen (18) years and not a party to the within cause; and that my business address is 77 Beale Street, San Francisco, California 94105

On December 21, 2009, I served a true copy of:

**ONE-HUNDRED AND THIRD STATUS REPORT OF PACIFIC GAS AND ELECTRIC COMPANY (U 39 M) ON THE RESULTS OF ITS LOW INCOME ENERGY EFFICIENCY AND CARE PROGRAM EFFORTS IN COMPLIANCE WITH ORDERING PARAGRAPH 17 OF DECISION 01-05-033, ISSUED MAY 7, 2001**

- [XX] By Electronic Mail – serving the enclosed via e-mail transmission to each of the parties listed on the official service lists for A.08-05-022, et al. with an e-mail address.
- [XX] By U.S. Mail – by placing the enclosed for collection and mailing, in the course of ordinary business practice, with other correspondence of Pacific Gas and Electric Company, enclosed in a sealed envelope, with postage fully prepaid, addressed to those parties listed on the official service lists for A.08-05-022, et al. without an e-mail address.

I certify and declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on this 21<sup>st</sup> day of December 2009, at San Francisco, California.

\_\_\_\_\_  
/s/  
PATRICIA A. KOKASON

**Pacific Gas and Electric Company**

**Low Income Energy Efficiency (LIEE)  
AND  
California Alternate Rates for Energy (CARE)**

**Program Monthly Report  
For November 2009**

**(December 21, 2009)**

**PACIFIC GAS AND ELECTRIC COMPANY**

**LOW INCOME ENERGY EFFICIENCY PROGRAM AND CARE PROGRAM  
MONTHLY REPORT FOR NOVEMBER 2009**

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# PACIFIC GAS AND ELECTRIC COMPANY

## LOW INCOME ENERGY EFFICIENCY PROGRAM AND CARE PROGRAM MONTHLY REPORT FOR NOVEMBER 2009

This Low Income Programs Monthly Report complies with low income reporting requirements established in Decision (D.) 01-05-033, as updated by D.08-11-031, requiring the utilities to comply with reporting and program evaluation requirements previously established for the California Alternate Rates for Energy (CARE) and Low Income Energy Efficiency (LIEE) programs. The utilities met with Energy Division staff to revise reporting tables and formats in compliance with the mandates of D.08-11-031 and now use the new, Energy Division-approved monthly reporting format for the 2009 reports.

### **1. LIEE Executive Summary**

The LIEE program provides free home weatherization, energy efficient appliances and energy education services to income-qualified PG&E customers throughout the Company's service area.

PG&E has offered energy efficiency programs to income-qualified customers in its 48 counties since 1983. The Low Income Energy Efficiency (LIEE) program's objective is to help income-qualified customers reduce their energy consumption and costs while also improving their quality of life. The 2009-2011 LIEE program authorized in D.08-11-031 is a resource program emphasizing long-term and enduring energy savings, which continues to serve all eligible low income customer populations by providing all feasible LIEE measures at no cost to the customer through a direct-install, whole house approach. All housing types are eligible to participate and the LIEE program is available to both homeowners and renters.

#### **1.1. Low Income Energy Efficiency Program Overview**

The 2009-2011 LIEE program was adopted in D.08-11-031. PG&E's authorized LIEE program budget for 2009-2011 is \$416.9 million, plus any remaining unspent carryover.

PG&E's 2009-2011 LIEE program follows the policies and guidance given in D.07-12-051. D.07-12-051 established the following programmatic initiative for LIEE:

*To provide all eligible customers the opportunity to participate in the LIEE programs and to offer those who wish to participate all cost-effective energy efficiency measures in their residences by 2020.*

PG&E's LIEE program will treat 90,903 customers in 2009.

**1.1.1. Provide a summary of the LIEE Program elements as approved in Decision 08-11-031:**

| <b>LIEE Program Summary for Month</b> |  |                            |          |
|---------------------------------------|--|----------------------------|----------|
| <b>2009</b>                           | <b>Authorized / Planning Assumptions</b> | <b>Year-to-Date Actual</b> | <b>%</b> |
| Budget                                | \$ 109,056,366                           | 77,438,361                 | 71.0%    |
| Homes Treated                         | 90,903                                   | 69,201                     | 76.1%    |
| kWh Saved                             | 31,000,000                               | 27,476,538                 | 88.6%    |
| kW Demand Reduced                     | 5,500                                    | 5,089                      | 92.5%    |
| Therms Saved                          | 1,100,000                                | 1,302,256                  | 118.4%   |

**1.2. Whole Neighborhood Approach Evaluation**

In D.08-11-031, the Commission described a Whole Neighborhood Approach to LIEE installation, under which the IOUs install all feasible measures in the homes of eligible customers on a neighborhood-by-neighborhood basis. The Commission believes this approach will increase energy savings, reduce overhead and transportation costs, and encourage leveraging with local entities.

**1.2.1. Provide a summary of the geographic and customer segmentation strategy employed, (i.e. tools and analysis used to segment “neighborhoods,” how neighborhoods are segmented and how this information is communicated to the contractor/CBO).**

PG&E is identifying neighborhoods with large numbers of low income customers with the aid of census and other demographic information and correlating it with PG&E customer energy usage information, as directed in D.08-11-031. Key variables defined by the Commission in D.08-11-031 were high incidences of poverty and high energy use, as well as high energy burden and energy insecurity.<sup>1</sup>

To identify potential neighborhoods to target for the LIEE programs, PG&E starts with its estimates of LIEE eligibility by ZIP-7, derived from census data.<sup>2</sup> PG&E

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<sup>1</sup> Energy burden is the percent of income that goes towards payment of energy bills, and energy insecurity refers to customers experiencing difficulty in paying energy bills and actual or threatened utility shut-offs.

<sup>2</sup> The joint utility methodology, which derives the number of customers potentially eligible for CARE and LIEE services in each utility’s service area, was adopted by the Commission in D.01-03-028, and is updated annually. Sources for this estimation include: the Commission’s current guidelines; current year small area vendor marginal distributions on household characteristics; Census Public Use Microdata Sample (PUMS) 2000 and PUMS 2007 sample data; utility meter and master meter household counts; Department of Finance CPI series; and various Geographic Information System (GIS) sources. ZIP-7s are smaller breakdowns of postal ZIP Codes that are used



has ranked ZIP-7 areas with the highest populations of estimated LIEE-eligible customers<sup>3</sup> in its service area, and correlates them with PG&E billing information, including: information on PG&E customer energy use;<sup>4</sup> the number of 48-hour shut-off notices sent; actual shut-offs over the last year; and the number of customers in PG&E's Third-Party Notification Program. PG&E is also correlating this data with the current CARE penetration rate, and the number of customers who have already participated in LIEE since 2002 (thus making them ineligible for participation at this time).

Finally, D.08-11-031 permits targeted self-certification and enrollment activities in areas of the IOUs' service territory where 80% of the customers are at or below 200% of the federal poverty line. (D.08-11-031, O.P.6) PG&E ranks ZIP-7 areas by percent of LIEE estimated eligibility. As described above, areas with the highest estimates of LIEE eligibility, correlated with high energy usage, the number of 48-hour shut-off notices sent, actual shut-offs over the last year, and low previous LIEE participation, are evaluated so that they can be selected first for the Whole Neighborhood Approach events. We anticipate that some of the areas selected will be over 80% LIEE-eligible. These neighborhoods where over 80% of the customers are at or below 200% of the federal poverty level will be self-certified.

Using this information to help determine potential neighborhoods to approach with the LIEE program, PG&E's LIEE program managers are working with both internal and external groups to target and select neighborhoods. PG&E works closely with its LIEE implementation contractors, CARE outreach contractors, PG&E local government relations and communications staff, and state LIHEAP agencies to help establish contact with government representatives and neighborhood leaders.

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for small area research in census data. They are the smallest geographical area for which reliable income and demographic data is available.

<sup>3</sup> Customers with household incomes at or below 200% of the Federal Poverty Level are eligible for both LIEE and CARE.

<sup>4</sup> To calculate energy use, PG&E's electric customers were divided into low, medium and high tiers, based on their electric use at Tiers 1-2 (Low Electric Use below 130% of baseline), Tier 3 (Medium Electric Use from 131% to 200% of baseline) and Tiers 4-5 (High Electric Use above 200% of baseline). A customer is considered at the highest tier if they overused electricity during at least two months of the previous twelve month period. PG&E chose to use a two month tier trigger rather than a one month trigger to help filter out atypical usage patterns caused by unusual weather spikes, temporary home visitors, or other outlier events that are not indicators of normal household energy usage.

In order to accurately assess home energy use, a customer must have a minimum six month billing history to be eligible to participate in the program. Customers with less than a six month history will be re-evaluated after they have sufficient billing history.

PG&E also tiered gas usage and divided gas customers into Tier 1 below-baseline low usage customers, and Tier 2 above-baseline high usage customers. PG&E used the same two month trigger described above for electric tiering.

In addition to neighborhoods identified and selected by PG&E for Whole Neighborhood Approach events, PG&E's contractors are also encouraged to suggest neighborhoods to target based on their knowledge of the areas in which they work. PG&E contractors are very familiar with the local neighborhoods in their assigned areas and currently use many strategies to enroll LIEE customers, including: canvassing neighborhoods; targeted direct mail; outbound calls; advertising in local venues; speaking to local groups; and outreaching at community events.

PG&E coordinates LIEE neighborhood events with scheduled CARE events such as the recent "We CARE" events, and publicizes them in advance through targeted mailings, door hangers, local community partners (e.g., civic and social leaders, churches, and low income service agencies), and local print, radio and television media. PG&E's new LIEE community coordinator works to publicize and promote events with local community and civic leaders, and to enlist their support and partnership in making neighborhood events a success. PG&E contractors all carry door hangers to leave behind at the homes of customers that were not home at the time of the neighborhood visit. The door hangers include program and contact information so that the customer can schedule a visit.

### **1.3. LIEE Customer Outreach and Enrollment Update**

PG&E increases outreach within the Company by coordinating activities and advertising with other PG&E energy efficiency and rate programs likely to reach low income customers and service providers. PG&E's LIEE contractors are required to inform customers about other programs (such as CARE) for which they may be eligible. LIEE contractors help qualified customers not on the CARE rate to fill out applications.

PG&E combines its LIEE and CARE outreach activities in order to leverage low income outreach efforts and provide PG&E low income customers with the knowledge and tools to access all of PG&E's free energy services.

PG&E employees regularly make presentations about the Company's low income programs to the media and at community events throughout PG&E's service area. These presentations educate customers about energy efficiency and inform them about assistance programs and opportunities available to them through PG&E. PG&E employees make presentations and design media initiatives about LIEE and CARE in multiple languages, including: English, Spanish, Chinese and Vietnamese.

PG&E contracts directly with both community-based organizations (CBOs) and private contractors who provide a wealth of experience in the communities they serve. PG&E currently has 29 installation contractors including 11 CBOs and two appliance contractors who serve 48 counties and over 70,000 square miles in PG&E's service area. Of the 11 CBOs, six of them are Low Income Home Energy Assistance Program (LIHEAP) agencies.

PG&E has five contracts with LIHEAP agencies that are not working within PG&E's LIEE program. PG&E is coordinating with these LIHEAP agencies to

install Energy Star® refrigerators in homes receiving PG&E electric service where the LIHEAP contractors have installed all other measures under the State Weatherization Program. This allows both the LIEE and LIHEAP programs to leverage their resources and help additional low income homes. Through November, 383 refrigerators have been installed, which equates to \$306,400 leveraged through this program.

PG&E and its contractors use PG&E's Energy Partners Online database (EPO) for LIEE activities. The database shows which customers received LIEE services, what year they were provided, and which customers are participating in CARE. With this information, the contractors are better able to market to the community, e.g., contacting only those customers who have not received LIEE services in the past.

LIEE program materials are provided in seven languages: English, Spanish, Vietnamese, Chinese, Russian, Korean, and Hmong.

In addition, PG&E continues to combine its LIEE and CARE outreach activities in order to leverage low income outreach efforts and provide PG&E's low income customers with the knowledge and tools to access all of PG&E's free energy services.

**1.3.1. Provide a summary of the LIEE Program outreach and enrollment strategies deployed this month.**

PG&E's LIEE program assigns LIEE program staff to manage community outreach. LIEE outreach staff work closely with CARE outreach staff, PG&E Energy Efficiency, Government Partnerships, Third Party Programs, and PG&E communities to promote LIEE awareness and facilitate successful neighborhood efforts.

Currently, PG&E marketing and outreach is performed by LIEE implementation subcontractors. These contractors are responsible for enrolling LIEE participants to meet their contract goals. PG&E provides them with a database containing current CARE customers in their contract area. This database is updated on a weekly basis. In addition, the program database notes which customers have participated previously and are thus ineligible to receive LIEE services.

PG&E contractors currently use many strategies to enroll LIEE customers, including: canvassing neighborhoods; targeted direct mail; outbound calls; advertising in local venues; speaking to local groups; and outreach at community events. Customers who call into PG&E's customer service are referred to the LIEE program and assigned to the contractor in their area who sets up an appointment with them. PG&E is helping its contractors continue these successful marketing and outreach strategies.

LIEE also takes full advantage of CARE's successful low income customer segmentation and targeted marketing strategies by working closely with its CARE

outreach team. CARE outreach targets seniors, disabled customers, families, ethnic populations, rural and urban customers, and other low income PG&E customers.

During the past month PG&E's LIEE staff has capitalized on much of the outreach efforts to date to assist its contractors with generating enrollments. The LIEE program launched its first ethnic marketing campaign throughout the service area. Print advertisements were created in English, Spanish, Vietnamese and Chinese. Through this print outreach and marketing initiative, the LIEE program circulated over 450,000 ads within the service area. The Outreach staff continues to create marketing opportunities and further develop relationships and reach out to eligible customers. The LIEE outreach staff continues to meet with several cities and non-profit agencies to plan and coordinate various Whole Neighborhood Approach activities that will launch the first quarter of 2010.

Highlights for the month:

- Dia de Los Muertos Event, Oakland, 11/01/09.
- Participated in the Lotus Bloom – Carmen Flores Center Information session. Made a presentation to 20 families on the CARE and LIEE program on 11/4/09.
- Met with Lotus Bloom, a nonprofit located in Oakland, and the local merchants association to continue planning a WNA approach in their area. An event has been scheduled for December 17 themed, “Light up the Holidays with the PG&E Energy Partners Program.”
- Met with the Department of Employment and Social Services for Yolo County to discuss a potential partnership focused on stimulus funding.
- Continued to work closely with weatherization contractors to increase their access to eligible customers and to provide them with data and potential opportunities to treat neighborhoods rapidly.
- Developed a bill insert and bill message for the month of December.
- Improved existing outreach resources with PG&E Marketing and Branding.
- Developed an ethnic marketing outreach plan to launch in December. The advertisements will run in the following newspapers:
  - Spanish: *El Mensajero, El Bohemio, Vida en el Valle, Vision Hispana, El Sol de Salinas, El Popular*;
  - Chinese: *World Journal, Sing Tao Daily, International Daily, China Press*;
  - Vietnamese: *Cali Today, Dan Viet, Vietnam Daily News*; and
  - English: *Post Group, Sacramento Observer, California Advocate, News Observer, SF Bay View*.

#### **1.4. Leveraging Success Evaluation, Including CSD**

- 1.4.1.** Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented? What was the result in terms of new enrollments?

PG&E, SCE, SDG&E, and SoCalGas met with CSD staff, representatives from several LIHEAP agencies and CPUC staff in Downey on April 29, 2009 to discuss leveraging opportunities. Ideas discussed included: developing a shared repository database that could include customers served and customers on wait lists by utilities and LIHEAP agencies; and sharing utility information with LIHEAP agencies about LIEE customers who are found to be over the LIEE income guidelines or require HVAC or other services which the utilities are unable to provide under LIEE guidelines. PG&E has also had conversations with individual LIHEAP agencies to come up with workable strategies and discuss how we can work together to implement them.

#### **1.5. Workforce Education & Training**

- 1.5.1.** Please summarize efforts to improve and expand LIEE workforce education and training. Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.

All contractors and subcontractors responsible for implementing the LIEE program are trained at the PG&E Energy Training Center (ETC) in Stockton California. Most of these LIEE energy specialists and installation contractors are from the local communities in which they work. Because of the increased size of the 2009 LIEE program, more contractor crews have been hired to implement the LIEE program, and 621 individuals have been trained to deliver the LIEE program year-to-date.

PG&E is actively involved with the California Energy Efficiency Long Term Strategic Plan's Workforce Education and Training team that is developing plans to conduct green workforce needs assessment research. PG&E is also working with Energy Division staff as it hires a consultant to develop a low income workforce education and training plan.

PG&E plans to begin its on-line training pilot (authorized in D.08-11-031) later this year, following approval of its expanded pilot implementation plan. This pilot will explore what LIEE training currently conducted on-site at the ETC can be moved to a web-based and/or off-site curriculum without decreasing effectiveness or results. Specifically, the pilot will evaluate the effectiveness of selected topics for on-line training in lieu of sending all students to a single location for all elements of the certification program. The integration of an on-line training component may reduce the training costs of LIEE Weatherization Specialists by the participating LIEE contractor, which could lead to the training of more individuals.

## **1.6. Miscellaneous**

### **LIEE High Efficiency Toilet (HET) Replacement Pilot Program**

PG&E has partnered with the Santa Clara Valley Water District (SCVWD) to offer up to 1,000 direct install HETs to low income customers. The HET Replacement Program is available to residents who meet the current LIEE program criteria and are customers of both the partner water agency and PG&E.

Through this program, PG&E has installed 346 high efficiency toilets through November 2009. The program was originally set to end on August 15, 2009 but was extended through December 31, 2009.

### **LIEE Coordination with the Single Family Affordable Solar Housing Program (SASH)**

PG&E's Energy Partners program works with Grid Alternatives to deliver LIEE services to customers that have been approved to participate in the Single Family Affordable Solar Housing Program (SASH). Grid Alternatives refers SASH-eligible homes to PG&E on a regular basis. If the customer has not yet participated in LIEE, the customer is placed in the program. The home is assessed, and delivery of all eligible measures is expedited. PG&E then notifies Grid Alternatives of the measures that were installed in the home. Grid Alternatives uses this data in their calculations to accurately size the SASH solar unit to be installed. Year-to-date, LIEE has treated 17 homes that were selected for SASH program participation. In addition, PG&E supplied LIEE measure installation data for another 37 SASH-selected homes that were treated through the LIEE program in prior years.

## **2. CARE Executive Summary**

The CARE program provides a monthly discount on energy bills for income-qualified households throughout PG&E's service area.

To qualify for CARE, a residential customer's household income must be at or below 200 percent of Federal Poverty Guidelines, as required in D.05-10-044.

### **2.1. CARE Program Summary**

The 2009-2011 CARE Program was adopted in D.08-11-031. The authorized CARE administrative budget is \$9,106,000 for 2009. This includes \$350,000 for PG&E's Cooling Centers program. In addition, D.09-06-026, Ordering Paragraph 2, augmented the 2009 budget by increasing the amount for the One-E-App Pilot Project by \$42,000 to cover One-E-App's maintenance costs.

PG&E anticipates its costs for the One-E-App Pilot will be approximately \$144,000 over the approved budget. In order to cover this shortfall, PG&E plans to shift funds from the "Automatic Enrollment" portion of the CARE Information Technology / Programming budget category. D.08-11-031, Ordering Paragraph 85, authorizes CARE fund shifting, and the Energy Division has reviewed and approved this fund shifting activity.

As a result of increased CARE outreach efforts due to the economic crisis, PG&E anticipates that its costs at year-end for the CARE Outreach budget category will be approximately \$681,000 over the approved budget of \$5.5 million. These increased efforts include the We CARE California Week, three additional monthly bill inserts, 15-day notice inserts, workforce layoff packages, and additional direct mail campaigns to customers who are starting new service or have requested payment arrangements.

To date, these increased outreach efforts have resulted in 34,907 of the overall 416,530 new enrollments in CARE in 2009.

**2.1.1. Please provide CARE program summary costs**

| <b>CARE Budget Categories</b>            | <b>Authorized Budget</b> | <b>Actual Expenses Year to Date</b> | <b>% of Budget Spent</b> |
|--|--------------------------|-------------------------------------|--------------------------|
| Outreach                                 | 5,500,000                | 5,189,123                           | <b>94%</b>               |
| Automatic Enrollment                     | 150,000                  | 0                                   | <b>0%</b>                |
| Proc / Certification / Verification      | 1,800,000                | 1,520,977                           | <b>84%</b>               |
| Information Tech / Programming           | 150,000                  | 98,057                              | <b>65%</b>               |
| Pilots                                   | 345,000                  | 470,433                             | <b>136%</b>              |
| Measurement and Evaluation               | 0                        | 27,516                              | <b>0%</b>                |
| Regulatory Compliance                    | 105,000                  | 72,971                              | <b>69%</b>               |
| General Administration                   | 500,000                  | 374,736                             | <b>75%</b>               |
| CPUC Energy Division Staff               | 206,000                  | 96,284                              | <b>47%</b>               |
| Cooling Centers                          | 350,000                  | 94,010                              | <b>27%</b>               |
| <b>Total Expenses</b>                    | <b>9,106,000</b>         | <b>7,944,107</b>                    | <b>87%</b>               |
| Subsidies and Benefits                   | 461,250,651              | 492,791,165                         | <b>107%</b>              |
| <b>Total Program Costs and Discounts</b> | <b>470,356,651</b>       | <b>500,735,272</b>                  | <b>106%</b>              |

**2.1.2. Please provide the CARE program penetration rate to date**

| <b>CARE Penetration</b> |  |                             |
|-------------------------|--|-----------------------------|
| <b>Participants</b>     | <b>Estimated Eligible Participants</b> | <b>YTD Penetration Rate</b> |
| <b>1,320,082</b>        | <b>1,563,788</b>                       | <b>84%</b>                  |

## **2.2. Outreach**

### **2.2.1. Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.**

PG&E's CARE Program rolled out the following outreach direct mail initiatives to increase enrollment of eligible customers in November:

- Recertification Direct Mail - 4,543 direct mail pieces in English/Spanish/Chinese/Vietnamese were mailed to customers who failed to recertify. This direct mail reoccurred on the 15th of every month. Year-to-date, PG&E's CARE Program has re-enrolled 14,465 customers back to the program.
- Third-party Notification Direct Mail: 750,000 English/Spanish direct mail pieces were mailed to customers who designated a friend or relative to receive duplicate copies of past-due payment notices. This was part two of the same initiative PG&E started in February. Year-to-date, PG&E's CARE Program has enrolled 17,867 new customers.

As part of its mass media campaign, PG&E promoted the CARE Program through television and publications:

- Ethnic Television Media – PG&E ran a CARE commercial on CW – Channel 44 Cable 12 in the San Francisco Bay Area. The commercial is scheduled to run from May through December.
- Ethnic Radio Media – CARE radio advertisements in English, Cantonese and Vietnamese are scheduled to run from October through December.
  - The English advertisement is running on KISQ, KKGN, KMEL, KNEW and KYLD radio stations in San Francisco, Alameda, San Mateo, Santa Clara, Contra Costa, Solano, Sonoma, Marin and Santa Rosa counties.
  - The Cantonese advertisement is running on KVTO radio station in San Francisco, Alameda, San Mateo, Contra Costa, Marin, Napa, Solano and Sonoma counties.
  - The Vietnamese advertisement is running on KVVN radio station in Alameda, Santa Clara, Santa Cruz and San Mateo counties.

PG&E's CARE Program worked with third-party vendors to enroll eligible customers via automated phone enrollment and door-to-door canvassing:

- Automated Telephone Enrollment – PG&E contracted with a third-party vendor, SoundBite Communications, to enroll new customers by telephone and recertify existing customers. Year-to-date, PG&E has enrolled 42,697 new customers and recertified 26,601 existing customers through this method.
- Door-to-Door Canvassing – PG&E contracted with a third-party vendor, Energy Save, who conducted a door-to-door campaign to enroll hard-to-reach customers who typically would not respond to traditional outreach initiatives



such as direct mail or a bill insert. Year-to-date, PG&E has enrolled 13,015 new customers through Energy Save's efforts.

In November, PG&E's CARE Program participated in seven outreach events where program representatives were available to answer questions and help customers enroll in the program:

- Dia de los Muertos event in Oakland on 11/01/09.
- Supervisor Chiu's District 3 Resource Fair in San Francisco on 11/07/09.
- Supporting Foster Families Event in Stockton on 11/07/09.
- Civic Pride Event in Oakland on 11/07/09.
- English Center Community Resource Fair in Oakland on 11/11/09.
- Rock Da Block Event in Merced on 11/21/09.
- Holiday Light Exhibit in San Jose on 11/22/09.

**2.2.2. Describe the efforts taken to reach and coordinate the CARE program with other related low income programs to reach eligible customers.**

PG&E currently exchanges data with Southern California Edison (SCE) Company and Southern California Gas (SCG) Company to automatically enroll their CARE customers who also receive PG&E service. PG&E also participates in data exchanges of qualified low income customers with the Sacramento Municipal Utility District (SMUD) and Modesto Irrigation District (MID). PG&E provides natural gas in the SMUD and MID electric service areas and will automatically enroll qualified low income customers served by SMUD and MID in CARE.

PG&E has resumed the automatic enrollment of LIHEAP customers, as authorized in D.02-07-033. 6,849 LIHEAP customers have been automatically enrolled in CARE in 2009.

Through PG&E's Low Income Energy Efficiency Program (known as Energy Partners for PG&E), each home that receives LIEE services where the customer is not on the CARE rate is then signed up for the CARE discount. 2,364 LIEE participants were enrolled in CARE in November.

In addition, PG&E continues to integrate CARE and LIEE outreach efforts to effectively provide eligible customers with the knowledge and tools to access all of PG&E's free energy services.

**2.2.3. Recertification Complaints**

D.08-11-031, Ordering Paragraph 90, directed the IOUs to report in their monthly and annual reports, the number of customer complaints received regarding CARE recertification efforts and the nature of the complaints beginning with the first report due on or about December 31, 2008.

PG&E reports that it received no complaints about CARE recertification in November.

### **2.3. Miscellaneous**

D.08-11-031, Ordering Paragraph 64, granted the IOUs discretion about how to enroll eligible public housing residents in each of their service areas. In response, PG&E contracted with 10 Public Housing Authority (PHA) as a Community Outreach Contractor (COC) to enroll their eligible residents in the program.

As authorized in D.08-11-031, PG&E implemented the CARE One-E-App Pilot on September 22. The pilot is currently taking place in Fresno, San Joaquin, and Solano Counties, with plans to expand to Alameda and Sacramento Counties in the coming weeks. Income-qualified customers in these counties are able to meet with a Certified Application Assister and enroll in CARE through the One-E-App system. One-E-App is a Web-based, one-stop eligibility system accessible at a variety of community organizations, which connects families with a range of publicly funded health and human service programs. The pilot will run through the end of the year, and if successful, will be expanded throughout PG&E's service area.

### **3. Appendix: LIEE Tables and CARE Tables**

LIEE- Table 1- LIEE Program Expenses

LIEE- Table 2- LIEE Expenses & Energy Savings by Measures Installed

LIEE- Table 3- LIEE Average Bill Savings per Treated Home

LIEE- Table 4- LIEE Homes Treated

LIEE- Table 5- LIEE Customer Summary

LIEE- Table 6- LIEE Expenditures for Pilots and Studies

LIEE- Table 7- Whole Neighborhood Approach

CARE- Table 1- CARE Overall Program Expenses

CARE- Table 2- CARE Enrollment, Recertification, Attrition, and Penetration

CARE- Table 3- CARE Standard Random Verification Results

CARE- Table 4- Self-Certification and Self-Recertification

CARE- Table 5- Enrollment by County

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants as of Month-End