July 1, 2008 **BY HAND DELIVERY**

DOCKET OFFICE
California Public Utilities Commission
505 Van Ness Avenue, Room 5021
San Francisco, CA 94102-3214

Re: A. 08-05-022

Dear Docket Clerk:

Enclosed for filing are an original and 5 (five) copies of:

RESPONSE OF
PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)
TO ASSIGNED COMMISSIONER'S RULING ORDERING LARGE INVESTOR-OWNED UTILITIES TO COMPLY WITH PRIOR COMMISSION/COMMISSIONER DIRECTIVES (JUNE 13, 2008)

Please return an endorsed stamped copy to the Company representative submitting this filing.

Very truly yours,

/s/
DANIEL F. COOLEY

DFC/pjd

cc: Commissioner Dian Grueneich
Matthew Tisdale
Natalie Walsh
Sarita Sarvate
Mariana Campbell
Alik Lee
ALJ Maryam Ebke
Karen Watts-Zagha
Robert Lehman
Johanna Sevier
Kelly Hymes
Dan Olson

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 No. 08-05-022** **(Filed May 15, 2008)**

RESPONSE OF PACIFIC GAS AND ELECTRIC COMPANY (U 39 M) TO ASSIGNED COMMISSIONER'S RULING ORDERING LARGE INVESTOR-OWNED UTILITIES TO COMPLY WITH PRIOR COMMISSION/COMMISSIONER DIRECTIVES (JUNE 13, 2008)

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I. INTRODUCTION

On May 15, 2008 each of the Investor Owned Utilities (IOUs) submitted applications for the LIEE and CARE programs for years 2009-2011. On June 17, 2008, an Assigned Commissioner's Ruling was issued containing 36 questions directed to each of the four IOU's. Questions 1–10, 35–36 were addressed specifically to PG&E. Responses to those questions were submitted on Friday, June 27, 2008. An additional Assigned Commissioner's Ruling was issued on June 13, 2008 with 7 questions to each of the IOUs. This response addresses those 7 questions.

II. ASSIGNED COMMISSIONER'S RULING RESPONSES TO QUESTIONS 1-7

PG&E's specific responses to each of the 7 questions directed to the IOUs are set forth in the separate attachments which are being transmitted herewith.

III. CONCLUSION

This pleading and attachments respond to the ACR's seven questions.

Respectfully submitted,

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By: _____/s/_____
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PG&E Response to Assigned Commissioner's Ruling Ordering Large Investor-Owned Utilities to Comply with Prior Commission/Commissioner Directives (June 13, 2008)

1) Single Statewide Marketing Campaign

At Energy Division's March 28, 2008 LIEE Program Delivery and ME&O Public Workshop, parties asked for clarification regarding exactly what the Commission meant by the term "statewide marketing campaign," and whether this required multi-language mass media. This question was never fully addressed, although the sense of the IOUs was that we were not being asked to develop a formal advertising campaign so much as to come up with coordinated statewide outreach efforts using our common tagline.

This understanding fit in well with PG&E's beliefs about what we needed to successfully enroll the 25% of the eligible customers into the program while making more low income customers aware of the LIEE program and the benefits of energy efficiency in general. PG&E does not believe a large (and expensive) mass marketing campaign is necessary to meet LIEE participation goals during this 2009-11 period, as described in our 2009-11 LIEE Testimony (at pp. 1-46–1-48). PG&E's LIEE marketing efforts will coordinate closely with its CARE program to save costs by leveraging with CARE's highly successful outreach efforts. PG&E will also use the new statewide LIEE tagline currently being developed in all of its marketing materials to help create more awareness of the statewide reach of the IOU low income programs.

However, in order to meet the directives of the ACR, PG&E and the other IOUs have jointly developed a statewide marketing campaign for the LIEE program.[1] The Statewide Marketing Plan, including proposed budget information, is attached (Attachment 1).

In compliance with the requirement of D.07-12-051 and the ACR dated April 1, 2008 to develop a statewide LIEE tagline to use with our program names, PG&E and the IOUs have selected and tested taglines and potential statewide LIEE program names.

Twenty focus groups were held in early June throughout the IOU service areas to test low income customer responses to new names and taglines for the LIEE program. Focus groups were held in both English and Spanish with customers who had previously participated in the LIEE program and customers who have never participated in (and may never have heard of) the LIEE program.

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[1] The utilities believed that the directive required the development of a tagline, and verbally requested an extension to July 15 to allow time to test the names with customer focus groups and believed we had received permission to extend this deadline. PG&E apologizes for this misunderstanding both in terms of the deadline and for not understanding exactly what was required.

The following names and taglines were tested in focus groups:

Potential Statewide LIEE Program Names

Home Energy Savings Solutions	California Energy Assistance
Energy Savings Assistance Program	Californians Saving Energy
Californians Saving Energy at Home	California Energy Alliance
Energy Partners	

Potential Statewide LIEE Program Taglines

Energy-saving assistance for income-qualified households
No-cost energy solutions for income-qualified California households
A no-cost, energy-saving home improvement program for income-qualified households
No-cost energy-saving home improvements for qualified Californians
No-cost energy-saving home improvements for renters and homeowners
Keeping homes across California more energy efficient

A copy of the Tagline Summary Report describing the results of the focus groups and the Team's recommendations is attached (Attachment 2).

2) Integration and Leveraging

As part of current integration efforts, PG&E provides materials about its EE and DR programs to low-income customers at events, on customer bills, and on its web site. In preparation of the 2009-11 portfolio, PG&E's LIEE program staff has been working particularly closely with PG&E's Local Government Partnerships (LGP) and Third-Party Program teams to use these distribution channels to complement rather than duplicate LIEE services, thus bringing more EE opportunities to more low-income customers.

Furthermore, LIEE is leveraging PG&E's EE programs as an ongoing source of potential ideas for the LIEE programs. As noted in the LIEE Application, cost-effectiveness is measured differently for the two portfolios. EE is rebate-based, whereas LIEE is a free direct-installation program. However, the EE programs continue to generate many varied and innovative ideas, and LIEE staff will continue to analyze EE programs for potential new LIEE measures. To prepare PG&E's LIEE Application, staff reviewed all of the measures offered through EE, DR and LGPs. The LIEE Application proposes to include the following EE measures in its 2009 through 2011 portfolio:

- Torchieres;
- Occupancy Sensors;
- High Efficiency Clothes Washers; and

- Microwaves.

In addition, LIEE educators are incorporating information about SmartMeter™ program capabilities into their energy education for low-income customers (as appropriate). This approach will better help low-income customers manage their energy usage.

In the attached spreadsheet (Attachment 3), PG&E provides a list describing all new efforts to a) integrate the various demand-side programs (integration), and b) employ all available resources and coordinate with others in pursuit of those resources (leveraging). This list of PG&E's new integration and leveraging efforts includes details on each effort. PG&E does not have a specific budget for leveraging and integration related costs (except for $500,000 allocated to integration marketing costs to support LIEE participation in efforts proposed in the Energy Efficiency Integration filing). Administrative and labor costs relating to the activities described in the attached matrix are embedded in the applicable categories of the 2009-2011 budget proposals. Past leveraging costs are also embedded and included in actual expenditures as reported in previous LIEE Annual Reports.

3) California Solar Initiative (CSI)

The Commission has requested additional detail and clarification with regard to PG&E's coordination between LIEE and CSI, as well as the statement that LIEE CSI customers will be "fast-tracked" through the LIEE process. PG&E offers the below additional detail with the understanding that more specifics will be developed as the low income solar programs become more defined over the course of this year.[2]

The LIEE and CSI staff are coordinating together to fully incorporate the LIEE program into CSI offerings once the low-income solar programs begin enrolling participants. Given the complexities and challenges faced by this market segment, the approach adopted by the CPUC is to develop two separate CSI programs, single family and multifamily. The CPUC has determined that EE will be part of the program design for both low income solar programs. However, since the multifamily program is still under development by the CPUC and the single family program is awaiting the selection of the third party administrator, it is not yet possible for PG&E to provide complete details regarding the CSI/LIEE program integration. Below, PG&E provides an update of its anticipated plan.

On June 9, bids to be the Statewide Program Manager for the Single Family Low Income (SFLI) Solar Program were submitted to Southern California Edison. Once a Program

[2] Selection of the CSI single-family low-income housing program administrator is currently underway as provided by D.07-11-045. See also May 15, 2008 Scoping Memo and Ruling of Assigned Commissioner and Administrative Law Judges in R. 08-03-008, pg. 3, relaying that a Proposed Decision regarding the CSI multi-family low-income housing program is expected in the third quarter of 2008.

Manager is selected during the third quarter of 2008, CSI staff will coordinate with them and LIEE to ensure that LIEE measures and education are included in the Single Family Low Income Solar Program. Depending on the expected Program Manager's program implementation plan, LIEE integration may include CSI attendance at LIEE staff meetings, and coordinating CARE and/or LIEE outreach events to include Low Income Solar marketing materials. This also may include the cross-referencing of Low Income CSI projects with LIEE projects to ensure that solar and EE measures are completed in tandem to cost effectively implement the program.

With regard to the Multifamily Low Income (MFLI) Solar Program, a staff proposal for program structure was issued by the CPUC Energy Division (ED) on February 29, 2008. On March 26, PG&E filed comments which included the following recommendations to leverage EE:

1. Develop and offer a no cost field audit for common areas and tenant units in a multifamily low income building
2. Require participation in any applicable LIEE measures recommended by the audit, and encourage EE on common areas, but not require recommendations that will be an additional cost burden.
3. An annual or biannual review of the energy efficiency requirements for the MFLI

As with the SFLI, LIEE will be leveraged through the coordination of marketing materials and events, as well as the cross-referencing of LIEE and MFLI projects to ensure that EE and solar measures are implemented in parallel. A proposed and final decision on the MFLI program design is expected later this year. PG&E expects that the final decision will specifically address EE requirements, but it is a challenge to provide LIEE integration details without knowing the program design or what those EE requirements will be.

In addition, PG&E would like to clarify that SFLI CSI projects will be coordinated so that both EE and solar installations occur in parallel whenever possible, but PG&E is not suggesting that solar installations must wait until the installation of LIEE measures is complete. Instead, PG&E will work with the SFLI program administrator to insure that customers meet the energy efficiency requirements for SFLI established by the Commission.[3]

4) Graphics Summarizing Applications

PG&E submits the attached color pie charts and graphs (Attachments 4, 5 and 6) summarizing the following elements of our 2008-2011 LIEE applications:

a. Program measures and installations by measure group.
b. Annual MWh savings by measure group.

[3] See D.07-11-045, Ordering Paragraph 11, "Low-income incentive applicants should obtain an energy efficiency audit, and enroll in LIEE, if eligible, and have all feasible LIEE measures installed or be on the waiting list for installation prior to receiving solar incentives."

c. Energy savings in 2007 (actual), 2008 (authorized) and 2009, 2010 and 2011 for total program portfolio.
d. Budgets in 2007 (actual), 2008 (authorized) and 2009, 2010 and 2011 for total program portfolio.
e. A comparison exhibit prepared by all IOUs jointly that compares items a-d across IOUs.
f. Changes in LIEE measures (and related budgets) from the prior budget cycle to the 2009-2011 cycle.
g. New LIEE measures proposed in the 2009-2011 budget cycle.

5) Water Conservation

PG&E believes it has complied fully with the water conservation directives of D.06-12-038. In D.06-12-038, which adopted budgets and addressed issues related to low income energy efficiency programs, the Commission directed PG&E, SCE, SDG&E and SoCalGas to file proposals for "energy efficiency water conservation programs for low income customers." (D.06-12-038, *mimeo.*, p. 17). The Commission stated, "[T]he design of the low income programs should incorporate water savings measures that could enhance the overall cost-effectiveness of the energy conservation programs while providing additional benefits to low income customers." (*Id.*, pp. 16-17).

Assigned Commissioner Grueneich and the assigned Administrative Law Judge (ALJ) Steven Weissman held a prehearing conference on January 30, 2007 in R.06-04-010. In a ruling dated February 16, 2007, after considering the comments and concerns offered by various parties at the prehearing conference, the assigned Commissioner and ALJ described a series of objectives for the pilot water programs and encouraged the parties to apply them when discussing the pilot proposals, and any potential modifications. PG&E filed its Energy Efficiency Water-Embedded Energy Pilot Programs (Appl. 07-01-024 et.al.) on June 14, 2007. Supplemental testimony was filed on July 19, 2007. D. 07-12-050 adopted IOU programs, evaluations and studies, including a Low Income Direct Install High Efficiency Toilet Replacement Pilot in PG&E's service area.

The Low Income Direct Install High Efficiency Toilet (HET) Replacement Project is specifically designed to serve low income customers. PG&E is partnering with the Santa Clara Valley Water District (SCVWD) to offer up to 1,000 direct install HETs to low income customers. PG&E will leverage its current LIEE program to identify the target customers, manage a direct install contractor, and deliver the installation. The replacement would be available to residents who meet the current LIEE criteria for low income, are customers of both the partner water agency and PG&E, and qualify for a water agency rebate (specifically, the existing toilet is an older and higher flow toilet). Because this is a 2008 pilot, the HET program was not discussed in the 2009-2011 Applications. The HET pilot begins implementation in July 2008.

PG&E is committed to doing its part to help save water in our drought-beset state. PG&E has incorporated measures that save water in addition to energy in its LIEE program. PG&E currently offers several water conservation measures to its qualifying customers through the LIEE program, including low-flow showerheads and faucet aerators. PG&E repairs leaky water heaters for qualifying homeowner LIEE participants. In addition, PG&E has proposed a high efficiency clothes washer pilot program for 2009. PG&E plans to incorporate clothes washers as a regular measure in its 2010-11 LIEE program.

6) Education

D.06-12-038 directed the IOUs to include in their energy education materials a discussion of the benefits of energy efficiency programs and efforts to reduce greenhouse gases and promote water conservation. This was reiterated in D.07-12-051, which specified that "LIEE programs should emphasize effective ways to inform customers of the benefits to themselves and their communities of conservation and energy efficiency measures, as well as the way energy efficiency promotes environmental values and reduces greenhouse gasses." (D.07-12-051, *mimeo.,* p. 3.)

PG&E has developed a fact sheet on climate change that is used as part of the LIEE program energy education that is provided to each participating household. The fact sheet includes a simple explanation of what greenhouse gases are and describes some easy things consumers can do at home to help reduce greenhouse gases by conserving energy and water. A copy of PG&E's *Climate Change Fact Sheet* is attached (Attachment 7).

7) Workforce Education and Training

The ACR noted for information purposes only that the Low Income Oversight Board has established a Workforce Education and Training subcommittee to develop a proposal for inclusion in the statewide strategic plan to establish programs to train the future workforce for energy efficiency programs, including the LIEE program. PG&E plans to participate in all workshops and meetings to help the LIOB in this effort.

Low Income Energy Efficiency (LIEE)
2009 to 2011 Statewide Marketing and Outreach Plan

1. Objective:

The objective of the statewide Low Income Energy Efficiency (LIEE) marketing and outreach plan is to help enable the enrollment of 25% of willing and eligible customers into the LIEE program, while leveraging opportunities to increase CARE participation. The marketing plan calls for expanded statewide coordination among the utilities, to avoid duplication of effort and increase the pie of available funding. In addition, the plan will leverage utility energy efficiency and California Solar Initiative (CSI) efforts to help promote the program.

2. Target Audience:

To generate awareness and participation in LIEE, among eligible residential customers, the marketing and outreach efforts may target customers by income, language preference (ie., English, Spanish, Chinese, Vietnamese, Korean, and Cambodian), and special needs (ie., TTY and large-font) as appropriate.

3. Strategy:

Consistent with the California Energy Efficiency Strategic Plan (CEESP) the LIEE marketing and outreach plan will leverage the statewide "brand," utility demand side management activities (such as EE and CSI), third parties, and other market actors to generate awareness and drive participation in the LIEE program. To effectively leverage the opportunities within each of these areas, the IOUs will coordinate closely with each other, third parties, and market actors such as: community based organizations, retailers, and local governments.

The IOUs will take the lead on developing and implementing a new brand (name) and message platform for LIEE that will be utilized statewide. The new name and message will provide a level of clarity and consistency around LIEE, which will help maintain awareness and improve participation among eligible customers who move between utilities within the state.

In addition to implementing a new statewide brand and message for LIEE, the IOUs will lead a coordinated marketing effort that will move consumers through a continuum from awareness, to attitude change, to action, to long-term behavior change (see Exhibit A below). Given the diversity of California's residential customers, the marketing and outreach plan will use an integrated, multi-layered, multi-channel marketing approach to effectively reach customers and drive them to action (see Exhibit B below).

The first layer – statewide branding – will build awareness of the benefits of an energy efficient lifestyle and will affect customer attitudes. The IOUs will leverage the statewide branding efforts but will not duplicate them.

The second layer – individual utility efforts– will provide customers with bundled and targeted solutions to move them from awareness to action. Bundled messaging involves pulling together relevant LIEE, energy efficiency, demand response and California Solar

Initiative (CSI) programs. Program bundling will help deliver awareness of relevant solutions, to provide consumers with holistic energy management solutions.

The third layer – highly targeted, grass roots marketing— will provide an opportunity to generate awareness and participation among hard to reach customers, by coordinating closely with: third parties, community based organizations, retailers, local cities and governments. For example, grass roots efforts may provide an opportunity to reach ethnic groups by participating in ethnic events and providing information on LIEE in-language.

In addition to conducting a coordinated marketing effort, the IOUs will continue to explore opportunities for simplifying the enrollment and participation process.

Exhibit A: Path to Action - Moving Customers through a Continuum

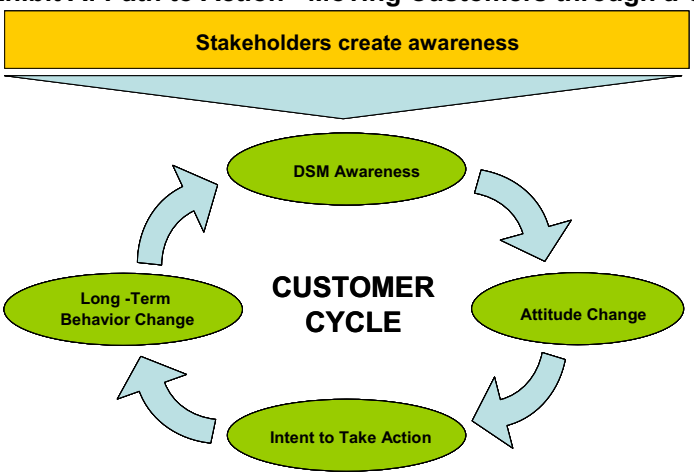
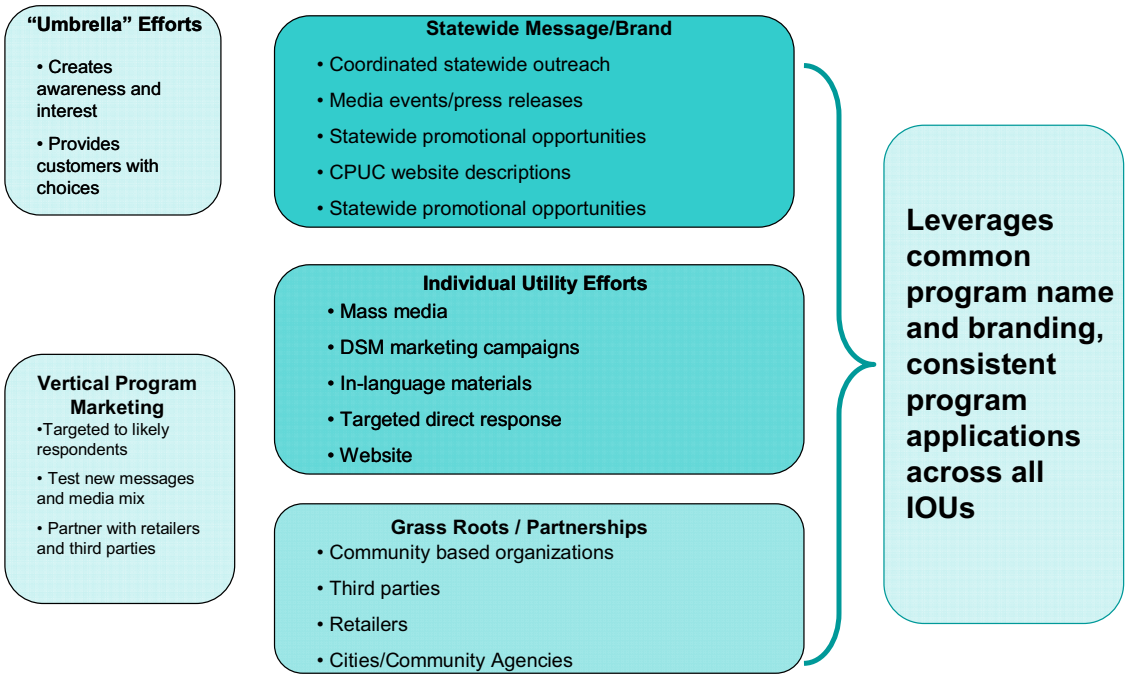


Exhibit B: Multi-layered, Multi-channel Marketing Approach



4. Tactics:

The LIEE marketing and outreach plan will use an integrated, multi-layered, multi-channel marketing approach to effectively reach customers and drive them to action. Creating awareness, interest, and name recognition will be accomplished through activities like: media events and press releases at the statewide and local level, statewide promotional opportunities with retailers and government agencies, and developing material like a brochure, which can be used statewide.

In addition, the marketing and outreach plan will move customers from intent to action by leveraging individual utility marketing campaigns, such as: mass media (print, radio, bill inserts/onserts, online) targeted direct response and in-language efforts to reach likely respondents. The various partnerships established with local community agencies, community based organizations, non-profit organizations, cities and communities and retailers will also be leveraged to increase awareness and participation in LIEE programs and expand opportunities to increase CARE participation.

5. Coordination Efforts:

The IOUs will continue to coordinate LIEE marketing and outreach efforts. Coordination efforts may include: regular low income marketing and outreach meetings, coordination with the statewide energy efficiency marketing and outreach effort, and on-going coordination with third parties and other market actors like:

- Community Based Organizations
- Community Agencies
- Retailers
- Cities/Communities
- Non-profit Organizations
- Public Housing Authority
- Low Income Home Energy Assistance Program (LIHEAP)

6. Branding and Messaging:

Beginning in April 4, 2008, the four IOUs began working together to develop recommendations for a common program name and program description (tagline) for their LIEE programs.[1] SoCalGas, on behalf of the other large IOUs, hired an advertising agency and a market research firm to develop potential program names and to conduct market research (respectively) to gain a better understanding of what would best describe this program to and resonate with the target audience. Based on the results of the study, the four large IOUs support the report's recommendations to utilize the program name "Energy Savings Assistance Program" and the tagline "A no-cost energy-saving program for qualified renters and homeowners."

[1] In. D. 07-12-051, the Commission adopted a recommendation by PacifiCorp for the development of a single statewide marketing campaign for the LIEE program and determined that this and other ME&O matters would be addressed in workshops to be convened by the Commission to implement the Decision. The workshops were also to address the development of a brand name for the LIEE programs to be used as a tag line that each utility would add to its own program name. The Commission workshop to discuss the statewide M&E and Program Delivery was held on March 28, 2008.

7. Branding and Messaging Research:

Doyle, Dane and Bernbach (DDB), is an advertising agency currently working on Southern California Edison's account. Based on their expertise and competitive cost, we hired DDB to develop an initial list of names for consideration, and then worked with the four IOUs to jointly narrow down the list of names to a shorter list to evaluate in focus groups (Attachment A). A total of 20 focus groups were conducted from June 4 – 12 in Los Angeles, Orange County, San Diego, and San Francisco Bay Area (Concord) with income-qualified customers (both participants and non-program participants) residing in each of the utilities service territories as follows:

	Per Utility	Total
English speaking/non-senior- program participants	1 group	4 groups
English speaking/non-senior – non program participants	1 group	4 groups
English speaking seniors (60-79) – both program participants and non-program participants	1 group	4 groups
Spanish speaking – program participants	1 group	4 groups
Spanish speaking – non program participants	1 group	4 groups
Total	5 groups	20 groups

Note: In the case of SoCalGas and SCE, two geographically different locations were used (Garden Grove and Los Angeles) with approximately half the sessions for each utility conducted in each of the two locations.

Twelve of the groups were conducted among English-speaking utility customers, and the remaining eight were conducted among Spanish-speaking utility customers. Seven program names were tested monadically among utility customers and six descriptors of the program were also tested monadically among the same groups of customers.2

Details regarding the research methodology, focus group participant selection criteria, conclusions and recommendations are contained in Attachment B.

KEY FINDINGS

Program Name

Among the program names tested, the three that utility customers select as the best fit and most enticing for the LIEE program are (in rank order):

- Energy Savings Assistance Program
- Home Energy Savings Solutions

[2] Travis Research moderated the focus group sessions. An experienced Spanish language moderator was used for the Spanish-language sessions. The moderator guide was developed jointly by Travis Research and the IOUs.

- California Energy Assistance

The top ranked name "Energy Savings Assistance Program" includes two components that customers find most appealing: savings and assistance. The inclusion of "program" ensures that the prospective participants understand what it is. While the preferred program names are comparatively lengthy, customers feel they best highlight the main program benefits (savings, assistance, solutions).

Program Descriptors/Tagline

Participants ranked "No-cost energy-saving home improvements for renters and homeowners" and "A no-costs energy-saving home improvement program for income-qualified households" as the best fit for the program, providing comprehensive information and featuring the main perceived program benefits (no-cost, energy saving, home improvement).

Best Combinations

The top two descriptors were also selected by utility customers select as the best fit with the top two preferred names. They both feature the important benefits to customers of "no-cost, energy-saving home improvements." While the former descriptor clarifies that renters, in addition to homeowners, are eligible to participate, the latter includes mention of the income requirements that customers ultimately believe is more important to convey to prospective participants.

Word Observations
Across the utility groups, customers are consistent in their interpretation of works or phases in the proposed names and descriptions. Participant feedback uncovers points that can be important when establishing language for the LIEE program. Page 10 of the final report provides a complete summary of how customers interpreted key words and phrases discussed in the study. The following provides important insights on how customers may react to certain terminology and phrases:

- "Californians" - Those who were born outside of California do not necessarily consider themselves "Californians" even if they have lived here for decades. Therefore, they are unsure if they are eligible for the program if "Californians" appears in the title or the description. This is especially true of Spanish-speaking customers.

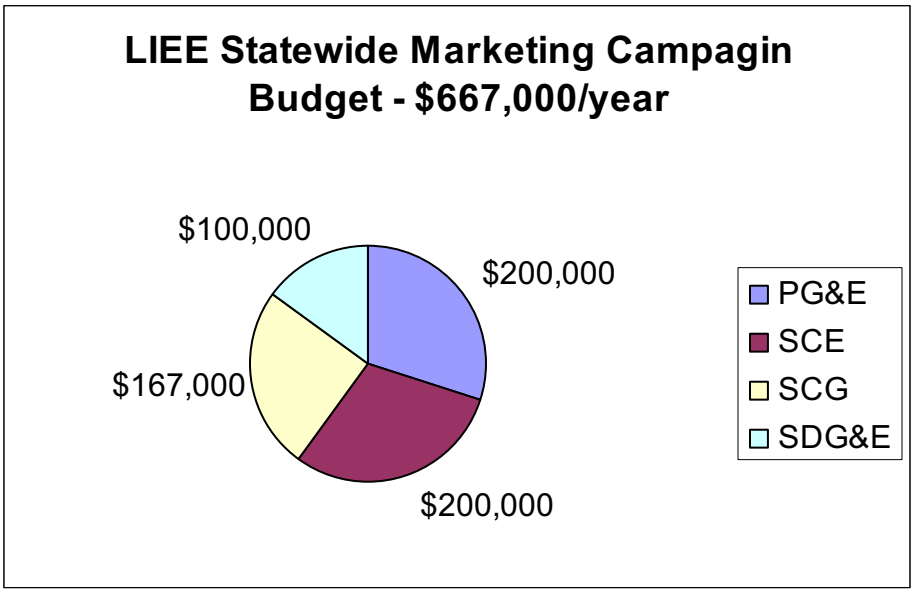
- "Alliance" – It is interesting to note that while many English-speaking customers take issue with the word "alliance" [in California Energy Alliance], Spanish-speaking customers do not seem to have the same concerns. The term appears to be more common place and less confusing in Spanish, based on the different comments between the English-language groups and the Spanish-language groups.

- "Renters and Homeowners" – Unless specified, many renters assume they are not eligible for the program because they do not own the property to which the home improvements will be made. Consequently, renters especially appreciate making this clarification in the description. (They know, however, that they will need to get approval from the landlord or building manager to have these improvements made.)

- "Income-qualified" - The term can be uncomfortable and objectionable to some, even if they do fall into this income bracket, but others appreciate the term being included in the description to avoid wasting time for those people who likely not qualify. When some see this phase, they automatically presume they are not eligible for the program because they have been denied for other programs due to exceeding the income qualifications.

Based on the findings of the research, the report recommends that the combination of statewide program name "Energy Savings Assistance Program" and "A no-cost, energy-saving home improvement program for qualified homeowners and rents" tag line would appeal to a broad range of utility customers because the combination includes all benefits and aspects of the LIEE program that customers identify as most important and motivating to them.3

8. Budget



[3] The report found that while most customers agree that it is important to stipulate that the program has qualifications, there are enough who take issue with or object to "income-qualified" that caution should be used in using this term.

Attachment A

List of Initial Program Names

Cal Save Energy Partnership

California Energy Alliance**

California Energy Assistance**

California Energy Subsidy

California Utility Solutions

Californians Saving Energy**

Californians Saving Energy at Home**

CHEER (California Households for Energy Efficient Resources)

Energize California Homes

Energy Assistance Initiative

Energy Efficiency Partnership

Energy Partners**

Energy Partners Programs

Energy Plus Assistance

Energy-Saving Assistance**

Energy-Saving Home Improvement Project

Flexible Home Energy Solutions

Helping Californians (in Need) Save Energy

Home Energy Efficiency Upgrade Program

Home Energy Plus

Home Energy Savings Solutions**

LEAP (Low-income Energy Assistance Program)

LEEP (Leveraging for Energy Efficiency Program)

REACH (Resources for Energy Assistance in California Households)

Saving California's Energy

The California Energy Saver Home Improvement Program

The California Gold Home Energy Saver Program

The California Gold Home Save Energy Program

Vital California Home Program

** Final List of Program Names Included in Market Research

Initial Program Descriptors/Tagline

A free program for income-qualified households to receive energy-saving home Improvements

A no-cost, energy-saving home improvement program for income-qualified households

Empowering income-qualified households with free money-saving solutions

Energy savings for income-qualified homes**

Energy-saving assistance for income-qualified households

Energy-saving programs for income-qualified households

Free money-saving measures for income-qualified households

Helping income-qualified households receive free energy-saving home improvements

Income-qualified energy services

Keeping homes across California more energy efficient**

Making California homes more efficient

No-cost energy measures for income-qualified households

No-cost energy saving home improvements for qualified Californians**

No-cost energy solutions for income-qualified California households**

No-cost, energy-saving home improvements for renters and homeowners**

No-cost, energy-saving measures for income-qualified households**

Providing free money-saving solutions for income-qualified households

** Final List of Program Descriptors/Taglines Included in Market Research

Attachment B

See Attachment 2

Low Income Energy Efficiency (LIEE) Program Name/Description Qualitative Research

Results of Research

June 19, 2008

Prepared for:

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BACKGROUND AND OBJECTIVES

All four of the major utilities in California currently provide their (income-qualified) residential customers with no-cost weatherization services and energy-saving products/services through the LIEE program. Each utility offers the program under a unique name:

PG&E	Energy Partners Program
Southern California Edison (SCE)	Energy Management Assistance (EMA)
SDG&E	Energy Team
Southern California Gas (SCG)	DAP

The utilities, in conjunction with the California PUC, have decided that uniformity across utilities will better meet the goal of achieving a reduction in residential energy usage and greater participation in the no-cost program. Therefore, the four utilities are working together to establish a single program promoted under a common name and description. DDB was selected as the firm to develop names and descriptions for the program. Of the names and descriptions developed by DDB, the utilities jointly narrowed them down to a shorter list to evaluate in the focus groups.

Market research was conducted with customers residing in the areas served by the utilities to gauge their reactions to potential names/descriptions for the program. The research also serves to:

- Identify the energy saving methods customers are currently using (aside from those in the programs presently sponsored by their utility)
- Probe awareness and understanding of the LIEE program
- Gain insight as to customer impressions of the LIEE program.

METHODOLOGY

Research Methodology

- A total of 20 focus groups were conducted in Los Angeles, Orange County, San Diego and the San Francisco Bay Area (Concord) with income-qualified utility customers on June 4-12, 2008 as follows:

	PER UTILITY	*TOTAL*
English speaking/non-senior – program participants	1 group	4 groups
English speaking/non-senior – non-program participants	1 group	4 groups
English speaking seniors (60-79) – both program participants and non-program participants	1 group	4 groups
Spanish speaking – program participants	1 group	4 groups
Spanish speaking – non-program participants	1 group	4 groups
Total	**5 groups**	**20 groups**

Note: In the case of SCG and SCE, two geographically different locations were used (Garden Grove and Los Angeles, near LAX), with approximately half of the sessions for each utility conducted in each of the two locations.

Screening Criteria

Respondents were screened to meet the following criteria:

…Participants…

- Participated in the LIEE program within the past year

…Non-Participants…

- Has not participated in the LIEE program
- Falls into an eligible FPG Tier (household size/income) OR participates in a similar lower income assistance program, such as Medi-Cal, Food Stamps, Healthy Families, etc.

…All…

- Has at least joint responsibility for reviewing and paying household utility bills
- Has at least joint responsibility for decisions regarding household's participation in Public Assistance programs
- Speaks either English or Spanish (depending on session)
- (Spanish Groups) Those whose communications and daily media is primarily Spanish + total media consumption (TV, radio) is 50% or more in Spanish language.
- Does not work in sensitive industry
- Good mix of ages (depending on session, 21-79)
- Good gender mix
- Has not participated in a focus group within the past 6 months.

METHODOLOGY (continued)

Focus Group Moderation	▪ The English language groups were moderated by Mark Frey, Executive Vice President and Gaye Allan, Vice President of Travis Research Associates. ▪ The Spanish sessions were conducted by Walter Meneses, an experienced Spanish language moderator. ▪ The moderator guide was jointly developed by Travis Research and the four utilities.
Limitations of Qualitative Research	▪ Focus groups seek to develop insight and direction rather than to provide quantitatively precise or absolute findings. This is due to the limited size of the sample of respondents and the means by which they are recruited. It must be understood that the results reported here are qualitative in nature and not projectable to a larger population.

SUMMARY OF FINDINGS

Introduction

The following provides a summary of findings for the 20 focus groups that were conducted among LIEE program participants and non-participants in Los Angeles, Orange County (Garden Grove), San Diego and the San Francisco Bay Area (Concord) from June 4 to June 12, 2008. Twelve of the groups were conducted among English-speaking utility customers, and the remaining eight were conducted among Spanish-speaking customers.

Names

Seven names were tested monadically among utility customers with the following results:

MOST WELL RECEIVED	WELL RECEIVED	NOT WELL RECEIVED
▪ Energy Savings Assistance Program (Q9) ▪ Home Energy Savings Solutions (R4)	▪ California Energy Assistance (P7)	▪ Californians Saving Energy at Home (K2) ▪ Californians Saving Energy (J5) ▪ California Energy Alliance (T3) ▪ Energy Partners (S6)

Descriptions

Six descriptions of the program were also tested monadically among the same groups of customers with the following results:

MOST WELL RECEIVED	LESS WELL RECEIVED	LEAST WELL RECEIVED
▪ No-cost energy-saving home improvements for renters and homeowners (28) ▪ A no-cost energy-saving home improvement program for income-qualified households (16)	▪ No-cost energy solutions for income-qualified California households (49) ▪ Energy-saving assistance for income-qualified households (97) ▪ No-cost energy-saving home improvements for qualified Californians (83)	▪ Keeping homes across California more energy efficient (51)

More detailed findings are on the pages to follow.

Program Name Evaluations

Energy Savings Assistance Program (Q9) and Home Energy Savings Solutions (R4) resonate best with utility customers, who see them as the strongest fit with the LIEE program. While they are comparatively lengthy names, customers feel they best highlight the main program benefits (savings, assistance, solutions).

Most Well Received ⟷ **Least Well Received**

	Energy Savings Assistance Program (Q9)	*Home Energy Savings Solutions (R4)*	*California Energy Assistance (P7)*	*Californians Saving Energy at Home (K2)*	*Californians Saving Energy (J5)*	*California Energy Alliance (T3)*	*Energy Partners (S6)*
Strengths	▪ Fits well with program ▪ Informative/ comprehensive ▪ Attention getting concept ▪ Implies saving money, not just energy ▪ Assistance implies help, not just tips ▪ Easy acronym: ESAP	▪ Fits well with program ▪ "Solutions" is a positive term, providing answers ▪ Attention getting concept	▪ Fits with program ▪ Brevity, short name ▪ Memorable name	▪ Fits with program ▪ Attention getting concept	▪ Brevity, short name ▪ Some connect as Californians	▪ Idea of alliance or union	▪ Implies partnership with utility ▪ Brevity, short name
Weaknesses	▪ Too long, wordy ▪ Dry, bland name	▪ "Solutions" can suggest tips vs. actual assistance ▪ Does not sound like program ▪ Too long	▪ Not enough information ▪ Lacks mention of savings ▪ Can imply assistance for state vs. individual households ▪ Uninteresting name	▪ Name sounds like statement, not program ▪ "Californians" can alienate those not originally from the state ▪ Not enough information ▪ No indication of help	▪ Name sounds like statement, not program ▪ Name implies eligibility for *all* California customers ▪ "Californians" can alienate those not originally from the state ▪ Not enough information	▪ Poor fit with program ▪ "Alliance" implies to some: ✓ union of companies ✓ military or political alliance ▪ Alienate those unfamiliar with term ▪ Not enough information ▪ Uninteresting name	▪ Does not fit with program ▪ Not enough information ▪ Partnership with utility unbelievable to some ▪ Confusion over term "partners"

Program Description Evaluations

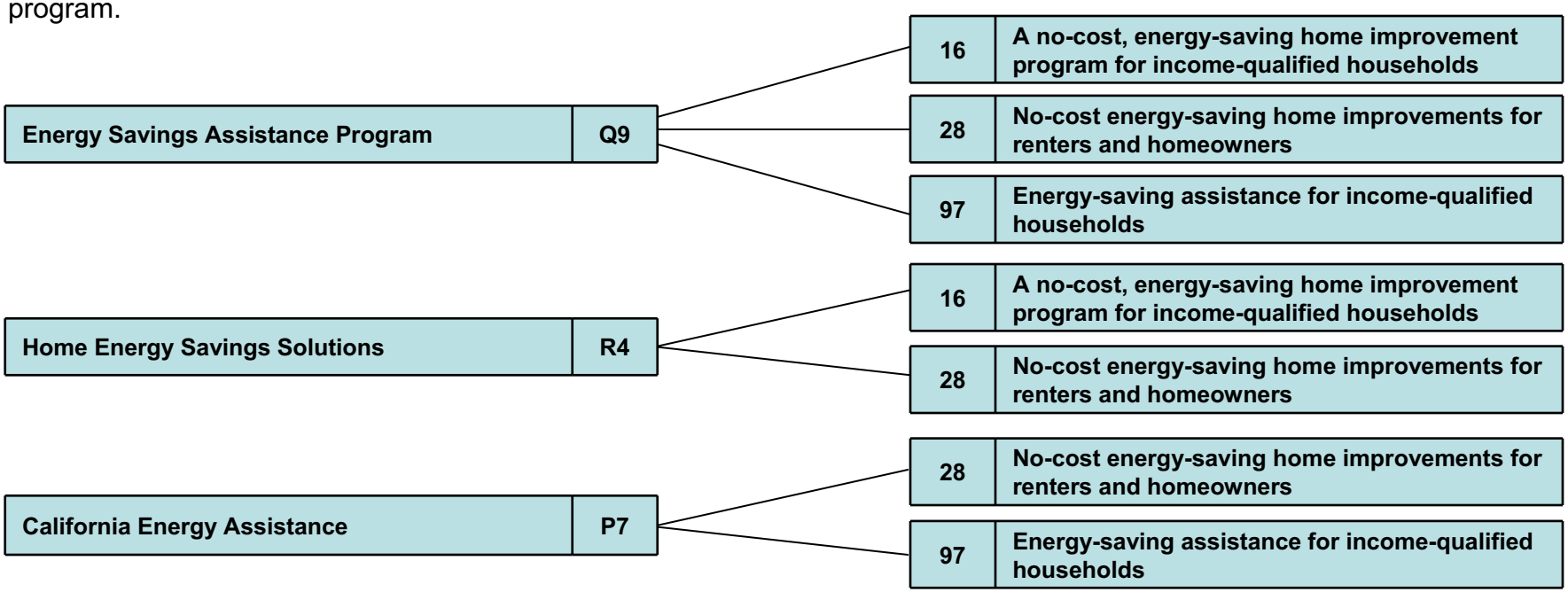
Utility customers select "A no-cost, energy-saving home improvement program for income-qualified households" (16) and "No-cost energy-saving home improvements for renters and homeowners" (28) as the best fit for the program, providing comprehensive information and featuring the main perceived program benefits (no cost, energy saving, home improvement).

Most Well Received ⟷ **Least Well Received**

	No-cost energy-saving home improvements for renters and homeowners (28)	***A no-cost, energy-saving home improvement program for income-qualified households (16)***	***No-cost energy solutions for income-qualified California households (49)***	***Energy-saving assistance for income-qualified households (97)***	***No-cost energy-saving home improvements for qualified Californians (83)***	***Keeping homes across California more energy efficient (51)***
Strengths	▪ Comprehensive description of program ▪ Clarification of renter eligibility ▪ Mention of "no-cost"	▪ Comprehensive description of program ▪ Specifies who will be saving	▪ Good description of program ▪ "Solutions" is appealing to some	▪ Good description of program	▪ Good description of program ▪ "Qualified" better than "income-qualified"	▪ Sounds nice
Weaknesses	▪ No mention of income qualifications ▪ Does not sound like a program ▪ Some feel "renters and homeowners" is unnecessary because it is assumed	▪ Some assume renters are excluded ▪ "Income-qualified" leads some to presume they are ineligible	▪ No mention of home improvements ▪ "Income-qualified" is objectionable to some ▪ "Income-qualified" leads some to presume they are ineligible ▪ "Solutions" implies passive assistance ▪ Not enough information	▪ "Income-qualified" leads some to presume they are ineligible ▪ "Assistance" is objectionable to some ▪ No mention of "no-cost" ▪ Not enough information	▪ "Qualified" suggests a lot of work and restrictions to some ▪ "Californians" can alienate those not originally from the state ▪ No mention of savings	▪ Does not fit with or sound like program ▪ Implies open to all in California ▪ No mention of savings ▪ No mention of income qualifications ▪ No mention of help ▪ Not enough information

Best Combinations

Below shows, in rank order, the combinations of names and descriptions that utility customers feel work best for the LIEE program.



The top two descriptions that utility customers select as the best fit with the top two preferred names (Q9 and R4) are:

- 16 – A no-cost, energy-saving home improvement program for income-qualified households
- 28 – No-cost energy-saving home improvements for renters and homeowners

These two are the descriptions that are also the most preferred descriptions when they are evaluated individually. They both feature the important benefits to customers of "no-cost, energy-saving home improvements." While Description 28 clarifies that renters, in addition to homeowners, are eligible to participate, Description 16 includes mention of the income requirements that customers ultimately believe is more important to convey to prospective participants.

Description 97 (Energy-saving assistance for income-qualified households) is selected as another strong combination, although some caution that the wording in this description is repetitive with both Names Q9 and P7.

Wording Observations

Across the utility groups, customers are consistent in their interpretation of words or phrases in the proposed names and descriptions. Their feedback is interesting and uncovers points that can be important when establishing language for the LIEE program.

Word/Phrase	*Comment*
Assistance	Most customers believe "assistance" is a positive word that implies actual help versus suggestions or tips. Some, however, associate "assistance" with "public assistance" programs, in particular welfare, and have a negative impression of the word. A few point out, though, that when "assistance" is combined with "energy" that the welfare connotation is mitigated.
Solutions	Some perceive "solutions" as a positive term, providing answers to problems or questions. Others believe the term implies suggestions or advice, as opposed to actual help or assistance.
Program	Many think the inclusion of "program" in "Energy Savings Assistance Program" helps to define what it is and confirm that it is an official program.
Californians	While some are proud to be residents of the state and define themselves as Californians, many who were not born here do not perceive themselves as Californians and are confused when the term is included in a name or description. Some find the term "corny," conjuring up images of the Beverly Hillbillies or goldminers.
California	Likewise, "California" raises questions (Is this a program benefiting the state or me? Why is this program exclusive only to California?) that customers likely would not ask if it were not included in the name or description.
Alliance	The term "alliance" conjures up a number of impressions to customers that have nothing to do with energy conservation (e.g., mergers and acquisitions, military alliances, political alliance). Some are unfamiliar with the term or think others would not be familiar with the term and, therefore, would not pursue the program.
Partners	While some see "partners" as a positive, consumer-friendly term, others are confused by the use of the word in this context. Some associate the term with business partners or a business partnership in which they would have to contribute funds. Others are cynical about the term, stating they do not believe they could be partners with a large company, like a utility.
Savings	Customers define "energy savings" as saving money, while "energy saving" implies saving energy. Although they would like to save energy, this target group is more interested in the bottom line… saving money.
Income-qualified	The term "income-qualified" can be uncomfortable and objectionable to some, even if they do fall into this income bracket, but others appreciate the term being included in the description to avoid wasting time for those people who would likely not qualify. When some see this phrase, they automatically presume that they are not eligible for the program because they have been denied for other programs due to exceeding the income qualifications.
Renters	Many renters do not believe that they would be able to participate in this type of home improvement program because they do not own their homes. Given the income-qualified target, it is likely that many participants would be renters.

Differences Among Segments

Across the various groups, customers tend to practice conserving energy at home in similar ways. As for the LIEE program, most utility customers have similar awareness levels and impressions of the program. That said, there are a few variations among the groups.

Conserving Energy at Home

- General market and Hispanic customers conserve energy at home in similar ways (e.g., turning lights off, using fans, replacing incandescent bulbs with compact fluorescent bulbs), although Hispanic customers seem to rely more heavily on electricity than gas. Spanish-speaking customers tend to be more comfortable with electricity. They explain that, in their home countries, gas was either not available or very costly.

Awareness

- Where gas and electric utilities are combined, customers seem to be more aware of the sponsor for the program. In the areas where the utilities are separate (SCG and SCE), there tends to be some confusion. Even among participants, some are not sure if the sponsor of the program is the gas company, the electric company or a public service agency.
- Most customers are unaware of the name of the LIEE program in their area, except in San Diego, where many SDG&E customers call the program by name: Energy Team.

Impressions

- PG&E and SDG&E participants are especially complimentary of the contractors who came to their homes and provided the services included in the LIEE program.

Differences Among Segments (continued)

Across the various groups, customers agree much more than disagree on their reactions to the names and descriptions. There are, however, a few notable differences.

…"Californians"…

Those who were born outside of California do not necessarily consider themselves "Californians," even if they have lived here for decades. Therefore, they are unsure if they are eligible for the program if "Californians" appears in the title or description. This seems to be especially true of Spanish-speaking customers.

…"Alliance"…

It is interesting to note that while many English-speaking customers take issue with the word "alliance" [in California Energy Alliance (T3)], Spanish-speaking customers do not seem to have the same concerns. The term appears to be more commonplace and less confusing in Spanish, based on the differences in comments between the English-language groups and the Spanish-language groups.

…"Renters and Homeowners"…

Unless specified, many renters assume they are not eligible for the program because they do not own the property to which the home improvements will be made. Consequently, renters especially appreciate making this clarification in the description. (They know, however, that they will need to get approval from the landlord or building manager to have these improvements made.)

Conclusions

Names

Among the names tested, the three that utility customers select as the best fit and most enticing for the LIEE program are (in rank order):

- Energy Savings Assistance Program (Q9)
- Home Energy Savings Solutions (R4)
- California Energy Assistance (P7)

The top ranked name, "Energy Savings Assistance Program" (Q9) includes the two components that customers find most appealing: savings and assistance. The inclusion of "program" ensures that prospective participants understand what it is.

In addition to "savings," the term "solutions" appeals to many customers in "Home Energy Savings Solutions" (R4). That said, many think "assistance" is a stronger word and implies more help than "solutions."

Lastly, customers appreciate the relative brevity of "California Energy Assistance" (P7) as well as the inclusion of the word "assistance." Overall, however, they find "California" unnecessary or confusing and would prefer to include "savings."

Descriptions

Among the descriptions tested, the two that customers choose as the best fit and most enticing language for the LIEE program are:

- No-cost energy-saving home improvements for renters and homeowners (28)
- A no-cost energy-saving home improvement program for income-qualified households (16).

Both descriptions include the elements customers find most alluring: no cost, saving and home improvements.

Description 28 explains that renters are included in the program, which certainly appeals to those renters who would otherwise presume that only homeowners are eligible.

Description 16 clarifies that there are income requirements for the program that suggest to prospective participants that this is a program for lower income households.

Conclusions (continued)

Combinations

The combinations of names and descriptions that, overall, customers feel are the best fit for the top two names are:

Energy Savings Assistance Program	**Q9**	**A no-cost, energy-saving home improvement program for income-qualified households**	**16**
		No-cost energy-saving home improvements for renters and homeowners	**28**
Home Energy Savings Solutions	**R4**	**A no-cost, energy-saving home improvement program for income-qualified households**	**16**
		No-cost energy-saving home improvements for renters and homeowners	**28**

While Description 28 is slightly favored over Description 16 when evaluated individually, customers ultimately feel that including the income qualifier in the description is more important than specifying eligibility for renters.

Recommendations

Among the names tested in this study, "Energy Savings Assistance Program" appears to be the strongest candidate as a statewide name for the LIEE program. While there are two descriptions that test well among customers, "A no-cost energy-saving home improvement program for income-qualified households" (16) and "No-cost energy-saving home improvements for renters and homeowners" (28), neither is a clear winner.

Based on the findings from this research, we recommend the following guidelines be used to assist in the development of a statewide name and description for the LIEE program:

RECOMMENDED WORDS	
Assistance	Implies active help and, when combined with "energy," does not connote public assistance or welfare
Savings	Conveys to customers that they will save money, a strong motivator, especially for this target group
Qualified	Communicates that there are qualifications to the program but does not limit them to income-based, which alienates those who find the term "income-qualified" objectionable and those who presume their income is too high to be eligible
Renters	Specifies that renters are included in the program, which is not generally assumed for home improvement assistance programs
Program	Spells out that this is a program and not a statement, political group, conglomerate or business partnership

RECOMMENDED WORD WITH CAUTION	
Income-Qualified	As mentioned above, can alienate those who find the term objectionable as well as those who believe they will not qualify because they presume their income exceeds the requirements for the program

WORDS/PHRASES TO AVOID	
California or Californians	Introduces images or restrictions that otherwise would not come to mind if not included
Alliance	Evokes thoughts of business mergers, political groups, and military alliances that take customers down a path that has nothing to do with energy conservation or savings
Partners	Similarly, evokes thoughts of business partnerships or owners and can confuse prospective participants

Recommendations (continued)

Based on the findings from this research, a possible combination that would appeal to a broad range of utility customers might be:

Energy Savings Assistance Program + **A no-cost, energy-saving home improvement program for (income) qualified renters and homeowners**

This combination includes all benefits and aspects of the program that customers identify as most important and motivating to them.

While most customers agree that it is important to stipulate that the program has qualifications, there are enough who take issue with or object to "income-qualified" that caution should be used in using this term.

DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS

Conserving Energy At Home

Utility customers are currently conserving energy at home in the following ways:

Lights

- Turn off lights when leaving room or home
- Convert to compact fluorescent light bulbs
- Install sensor lights that turn off when no activity in room
- Use candles

Air/Heat

- Open windows or use fans instead of using air conditioning
- Use more blankets and layer clothing instead of using heater
- Keep windows closed (warm air inside) during winter
- Use fireplace instead of heater
- Turn the heater pilot off during the summer
- Install solar panels

Laundry

- Use cold water to wash
- Hang clothes to dry
- Do laundry in the evenings

Appliances

- Purchase Energy Star products
- Run dishwasher only when full
- Handwash dishes
- Unplug or turn off items that drain electricity when not in use
- Keep water heater on warm
- Cover water heater with blanket

Insulation

- Insulate attic
- Seal doors and windows
- Install double-pane windows

Shower

- Take quick showers
- Shower at gym

Customers across the four utility companies make similar efforts to conserve energy at home.

General market and Hispanic customers also conserve energy at home in similar ways, although Hispanic customers rely more heavily on electricity. Those who speak Spanish as their primary language tend to be more comfortable with electricity. They explain that, in their home countries, gas was either not available or very costly.

DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS

Awareness

Awareness of the program is fairly strong among utility customers, especially among participants, who praise the program as a service for customers. When non-participants are exposed to the program, they agree that it is a helpful program for the utility companies to offer to customers who most need the assistance.

- Not surprisingly, participants in the LIEE programs are more aware of the programs than those who are not participating.
- Some non-participants acknowledge getting flyers with their bills but admit to discarding them without reading them.
- Many SCG non-participants pay their bills online, and while most still receive paper bills, they do not usually review them or the inserts.
- Where gas and electric utilities are combined, customers seem to be aware of the local sponsor for the program. In the areas where the utilities are separate (SCG and SCE), there is some confusion. Even among participants, some are not sure if the sponsor of the program is the gas company, the electric company or a public service agency (or possibly multiple sponsors if they participate in more than one program).
- Most customers are not aware of the name of the LIEE program in their area, except in San Diego, where many SDG&E customers call the program by name: Energy Team

Impressions of Programs

- Nearly all participants have positive comments regarding their local program, expressing their appreciation for the home improvements, new no-cost appliances and reduction in their utility bills.
- PG&E and SDG&E participants are especially complimentary of the contractors who came to their homes and provided the services included in the LIEE program.
- Only a few participants have criticisms of the program:
  - ✓ While most say the work is done quickly, some are still waiting for follow-up work or delivery of their refrigerator
  - ✓ Some feel that (once having seen the program description) more work could have been done to their home
  - ✓ A few mention that, while they were told their new refrigerator would be the same size as their old one, the replacement refrigerator is smaller than their previous unit
  - ✓ A few have not noticed a reduction yet in their utility bill.
- Most non-participants are interested in the program once they hear about it. Only a few have concerns:
  - ✓ Renters are unsure if they are eligible or may not want to work with building manager/owner
  - ✓ Some wonder about the quality/brands of the replacement appliances.

DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS

Rating of Names

Seven names were tested monadically among utility customers with the following results:

MOST WELL RECEIVED	WELL RECEIVED	NOT WELL RECEIVED
▪ Energy Savings Assistance Program (Q9) ▪ Home Energy Savings Solutions (R4)	▪ California Energy Assistance (P7)	▪ Californians Saving Energy at Home (K2) ▪ Californians Saving Energy (J5) ▪ California Energy Alliance (T3) ▪ Energy Partners (S6)

"Energy Savings Assistance Program" (Q9)

By far, the name "Energy Savings Assistance Program" (Q9) is the most appealing to utility customers, who see it as the best fit for the program and the most comprehensive name overall.

STRENGTHS	
Fits With Program	*"Dead on in the description [of the program]." (SCG, OC, Non-Part., 21-59)* *"This clearly explains the program." (SCE, OC, Participants, 21-59)* *"It leaves no questions. It explains itself." (PG&E, Non-Part., 21-59)* *"It refers to the program; it defines what the program is." (SDG&E, Spanish, Non-Part. 21-79)*
Informative/ Comprehensive	*"It's letting you know that you're going to be saving energy." (SCG, LA, Spanish, Non-Part., 21-79)* *"'Assistance' implies they are going to help you with it, not just tell you what to do." (PG&E, Participants, 21-59)* *"The name tells you they're going to help you, assist you in saving money." (SDG&E, Spanish, Participants, 21-79)*
Attention Getting	*"This grabs you. It gets to the point." (SCG, LA, Participants, 21-59)* *"This invites you to participate." (SCG, LA, Spanish, Non-Part., 21-79)* *"It's like an invitation." (PG&E, Spanish, Non-Part., 21-79)* *"I would have given it an eleven, but it's not available." (SDG&E, Spanish, Non-Part. 21-79)*
Sounds Good	*"It flows well." (SCG, LA, Participants, 21-59)* *"[There's a] nice ring to it; it flows." (PG&E, Participants, 21-59)* *"I like the way it sounds." (SDG&E, Mixed Part., 60-79)*
Implies Saving Money, Not Just Energy	*"The 's' in 'savings' denotes money." (PG&E, English, Mixed Part., 60-79)* *"When it says 'saving,' that means saving energy, but when it says 'savings,' that means saving money." (SDG&E, Mixed Part., 60-79)* *"It tells you both how to save energy… and money." (PG&E, Non-Part., 21-59)*
Easy Acronym	*"We even gave it a nickname – ESAP." (SCG, LA, Participants, 21-59)* *"Winner! Great acronym… ESAP." (SCE, LA, Non-Part., 21-59)*

WEAKNESSES	
Length	*"It's too wordy." (SCE, OC, Participants, 21-59)* *"Bit long." (SCG, OC, Non-Part., 21-59)* *"Too long, too wordy." (PG&E, English, Mixed Part., 60-79)*
Dry Name	*"Cut and dry. Bureaucratic, institutional." (SCE, LA, Mixed Participants, 60-79)* *"It's not catchy." (SCE, OC, Participants, 21-59)*

"Home Energy Savings Solutions" (R4)

Utility customers find "Home Energy Savings Solutions" (R4) the next most appealing name. There are mixed reactions, however, to the word "solutions," which some consider a positive term, providing answers, while others interpret as tips or suggestions as opposed to actual assistance.

STRENGTHS

Fits With Program	*"It tells it like it is." (SCG, OC, Mixed Part., 60-79)* *"If fits really well as a name." (SCE, OC, Spanish, Participants, 21-79)* *"All the key words are there… That's exactly what the program is." (PG&E, English, Mixed Part., 60-79)* *"It's straight to the point." (SDG&E, Participants, 21-59)*
"Solutions" Provide Answers	*"'Solutions' is positive, proactive, an answer to your problems." (SCG, OC, Non-Part., 21-59)* *"That [solutions] is what all consumers are looking for." (SCE, OC, Spanish, Non-Part., 21-79)* *"I like solutions to problems." (PG&E, Participants, 21-59)* *"Solutions is the most attractive word of them all." (SDG&E, Spanish, Participants, 21-79)*
Attention Getting	*"It would catch your attention… What kinds of solutions? What are we saving?" (SCG, LA, Participants, 21-59)* *"It arouses your curiosity." (SCG, LA, Participants, 21-59)* *"[This] name stands out." (SCG, OC, Mixed Part., 60-79)*

WEAKNESSES

Does Not Sound Like a Program	*"Not really a program." (SCG, OC, Non-Part., 21-59)* *"Sounds banky." (SCE, LA, Non-Part., 21-59)* *"Doesn't sound like a name for a company's program." (SDG&E, Spanish, Participants, 21-79)*
"Solutions" Suggests Passive Assistance	*"'Solutions' doesn't imply that somebody's coming out to help you." (SCE, OC, Participants, 21-59)* *"I think it's more for tips. It would give solutions, not assistance." (PG&E, Non-Part., 21-59)* *"'Solutions' [means they] tell you and you do it yourself. They suggest rather than do something." (SDG&E, Non-Part., 21-59)*
Length	*"It's too long." (SCG, OC, Mixed Part., 60-79)* *"Too long." (SDG&E, Mixed Part., 60-79)*

"California Energy Assistance" (P7)

"California Energy Assistance" (P7) ranks third among the potential program names. While its brevity appeals to utility customers, the name leaves them with many questions and wanting more information.

STRENGTHS	
Fits With Program	*"It says what it is." (SCE, OC, Participants, 21-59)* *"It lets you know help is available." (PG&E, Non-Part., 21-59)*
Brevity	*"It's short and to the point." (SCG, LA, Participants, 21-59)* *"Rolls off your tongue." (SDG&E, Participants, 21-59)*
Memorable	*"It's easy to remember." (SCG, LA, Participants, 21-59)* *"You're less likely to forget something like this." (PG&E, Participants, 21-59)*

WEAKNESSES	
Not Enough Information	*"For a person who wants to know about this, I wouldn't get it." (SCG, LA, Participants, 21-59)* *"The name… it doesn't really relate to me what they're doing." (SCG, GG, Spanish Participants)* *"Not specific enough." (SCE, GG, Eng Non-Participants)* *"Who gives the assistance? PG&E? California? The governor?" (PG&E, English, Mixed Part., 60-79)* *"I don't like it because it doesn't include the whole program. It's not complete." (PG&E, Spanish, Non-Part., 21-79)* *"I don't think it reflects everything the program encompasses. It's incomplete." (SDG&E, Spanish, Participants, 21-79)*
Lacks Mention of Savings	*"Nothing about saving." (SCG, LA, Participants, 21-59)* *"Doesn't have 'savings' [in it]." (SDG&E, Participants, 21-59)*
Implies Assistance for State	*"[Sounds like] for the state, not your home." (SCG, OC, Mixed Part., 60-79)* *"[Sounds like] a government agency." (SDG&E, Participants, 21-59)*
Uninteresting Name	*"Boring." (SCG, OC, Non-Part., 21-59)* *"Needs to be catchy." (SCG, OC, Non-Part., 21-59)* *"The name doesn't interest me." (PG&E, Spanish, Non-Part., 21-79)*

"Californians Saving Energy at Home" (K2)

As with "Californians Saving Energy" (J5), utility customers do not perceive "Californians Saving Energy at Home" (K2) as a *program* name. The use of "Californians" alienates many who feel the name disqualifies and discriminates against them.

STRENGTHS	
Fits With Program	*"I like it. At least it describes something about saving energy. It has saving energy at home." (SCG, LA, Participants, 21-59)* *"It would fit very well." (SCG, LA, Participants, 21-59)* *"It says what it intends to do." (PG&E, Non-Part., 21-59)*
Attention Getting	*"It would be something that people would look at." (SCG, LA, Participants, 21-59)*

WEAKNESSES	
Does Not Sound Like a Program	*"Sounds like a campaign." (SCG, LA, Participants, 21-59)* *"It still just sounds like a club. It doesn't indicate that they're going to help." (SCG, LA, Participants, 21-59)* *"It sounds like a statement." (SCE, OC, Participants, 21-59)* *"Like it as a statement but doesn't fit as a name." (PG&E, Participants, 21-59)* *"It sounds like a news segment – 'News at 11.'" (SDG&E, Non-Part., 21-59)*
Discrimination in Term "Californians"	*"I may not be from California. I'm from Belize. Maybe it's just for Americans or California people." (SCG, LA, Participants, 21-59)* *"Many people will think that only if you were born in California will it be for us." (SCE, OC, Spanish, Non-Part., 21-79)* *"I guess I'm not a Californian. I wasn't born and raised in California." (PG&E, Participants, 21-59)* *"A lot of people who live here don't consider themselves to be Californians." (PG&E, Spanish, Participants, 21-79)*
Not Enough Information	*"It doesn't indicate that they're going to help me. They might just want to teach me." (SCG, LA, Participants, 21-59)* *"It doesn't state what it's all about." (SCE, OC, Participants, 21-59)* *"It says nothing about any qualifications." (PG&E, English, Mixed Part., 60-79)* *"It doesn't fit the program. It doesn't define who is saving or how." (PG&E, English, Mixed Part., 60-79)*
Not Attention Getting	*"It doesn't have a good grab." (PG&E, Non-Part., 21-59)* *"It's not catchy enough." (SDG&E, Participants, 21-59)*

"Californians Saving Energy" (J5)

Overall, utility customers do not perceive "Californians Saving Energy" (J5) as a *program* name. The use of "Californians" confuses some by implying the program is open to all residents of the state. While the use of "Californians" resonates with some who feel the name speaks to them, the term alienates others, especially Hispanic customers, who feel the name disqualifies and discriminates against them.

STRENGTHS	
Brevity	*"Short and simple." (SCE, OC, Participants, 21-59)* *"It's concise." (SDG&E, Mixed Part., 60-79)*
California Connection	*"This speaks to me as a Californian." (SCE, LA, Non-Part., 21-59)* *"I like it because it involves citizens, and everyone wants to save." (PG&E, English, Mixed Part., 60-79)*

WEAKNESSES	
Does Not Sound Like a Program	*"Sounds too much like a statement. It doesn't sound like a program." (SCG, LA, Participants, 21-59)* *"Sounds like an activist group." (SCG, OC, Non-Part., 21-59)* *"[Sounds like a] statement, not a program." (SCE, OC, Participants, 21-59)* *"It sounds more like a slogan than a name." (SCE, LA, Non-Part., 21-59)* *"It's an energy idea but not a program." (PG&E, Non-Part., 21-59)* *"Sounds like something to do, not a title." (SDG&E, Participants, 21-59)* *"Sounds like a political action committee." (SDG&E, Non-Part., 21-59)*
Not Enough Information	*"The name doesn't fit. There should be more." (PG&E, Participants, 21-59)* *"It doesn't define the program. It's ambiguous." (PG&E, English, Mixed Part., 60-79)* *"The name is not getting your attention that they are going to help you." (SDG&E, Spanish, Participants, 21-79)*
Name Implies Eligibility for All California Customers	*"I really don't like this name because it says "California," and there are people in California who aren't getting this kind of help." (SCG, LA, Spanish, Participants, 21-79)* *"Sounds like it's for all Californians." (SCE, LA, Mixed Participants, 60-79)* *"Seems like it includes the whole state." (PG&E, Participants, 21-59)* *"Some save and some don't, [but] Californians refers to everyone." (SDG&E, Spanish, Participants, 21-79)*

"Californians Saving Energy" (J5) (continued)

WEAKNESSES (continued)	
Discrimination in Term "Californians"	*"When you see that [term 'Californians'], you assume you need to be documented, so I wouldn't be qualified." (PG&E, Spanish, Non-Part., 21-79)* *"Even if you live here, a lot of people don't consider themselves Californians." (PG&E, Spanish, Participants, 21-79)* *"'Californians' makes people think that it's not them because they were born somewhere else." (SDG&E, Spanish, Participants, 21-79)* *"There are people from other places, and they don't feel like Californians." (SDG&E, Spanish, Participants, 21-79)*
Not Attention Getting	*"It's not grabbing." (SCG, LA, Participants, 21-59)* *"It's not going to attract that much attention." (SCE, OC, Spanish, Participants, 21-79)* *"Sounds too commonplace." (PG&E, English, Mixed Part., 60-79)*
Not Enough Information	*"It doesn't tell you that anyone is going to help you." (SCG, LA, Participants, 21-59)* *"It's not telling me that you're offering a program." (SCG, OC, Mixed Part., 60-79)* *"The name is short, but the idea is vague." (SCG, LA, Spanish, Participants, 21-79)* *"Not specific enough." (SCE, LA, Non-Part., 21-59)* *"It's open to too many interpretations." (SDG&E, Mixed Part., 60-79)*

"California Energy Alliance" (T3)

While the idea of an alliance in "California Energy Alliance" (T3) appeals to some utility customers, the term "alliance" raises a number of issues that confuse, mislead and alienate others.

STRENGTHS

Idea of Alliance	*"Like the alliance part. Usually an alliance means it's mutually beneficial." (SCG, LA, Participants, 21-59)* *"It shows that people are united, and people are trying to save energy as a united group." (SCG, LA, Spanish, Non-Part., 21-79)* *"It's an agreement among everybody." (SCE, OC, Spanish, Participants, 21-79)* *"It sounds good. We need to be allied to save energy." (SCE, OC, Spanish, Non-Part., 21-79)* *"PG&E is a big corporation, but [they are] working together with us." (PG&E, Participants, 21-59)*

WEAKNESSES

Does Not Fit With Program	*"It sounds like something from history class." (SCG, LA, Participants, 21-59)* *"'Alliance' doesn't sound like it's going to help you." (SCG, OC, Non-Part., 21-59)* *"It sounds like a big corporation coming together to help themselves." (PG&E, Participants, 21-59)* *"'Alliance' sounds like the military, political." (SCE, LA, Mixed Participants, 60-79)* *"'Alliance' denotes a political organization." (PG&E, English, Mixed Part., 60-79)* *"'Alliance' throws everyone off." (SDG&E, Non-Part., 21-59)*
"Alliance" Implies a Union of Companies	*"Sounds like an alliance among the companies. I don't see the consumer." (SCE, OC, Spanish, Participants, 21-79)* *"[Sounds like] energy companies coming together. Not for the people." (SDG&E, Mixed Part., 60-79)*
Term "Alliance" Can be Alienating	*"Many wouldn't know what the word means." (SCG, OC, Mixed Part., 60-79)* *"I didn't understand alliance." (SCG, LA, Spanish, Non-Part., 21-79)* *"Not everyone's going to get it." (SCE, OC, Participants, 21-59)* *"What the hell does 'alliance' mean?" (PG&E, Non-Part., 21-59)*

"California Energy Alliance" (T3) (continued)

WEAKNESSES (continued)	
"Alliance" Over-Used Term	*"Everyone has an alliance." (SCG, LA, Participants, 21-59)* *"'Alliance' is a word that is used often." (SCE, LA, Non-Part., 21-59)* *"'Alliance' is ordinary, common." (SDG&E, Mixed Part., 60-79)*
Not Enough Information	*"Too ambiguous. How is it making me a part of it?" (SCE, OC, Participants, 21-59)* *"Doesn't say 'energy saving.' Need that." (SCE, LA, Non-Part., 21-59)* *"It says nothing about savings." (PG&E, Participants, 21-59)* *"It doesn't tell you who… or how." (PG&E, Non-Part., 21-59)*
Uninteresting Name	*"It doesn't catch your eye." (SCG, LA, Participants, 21-59)* *"Makes me not want to read it at all!" (SCG, OC, Non-Part., 21-59)* *"It doesn't have a lot of spark." (PG&E, Spanish, Participants, 21-79)*
Name Too Long	*"It's too long." (SCE, LA, Eng Participants)* *"Too long. Too many words." (PG&E, English, Mixed Part., 60-79)* *"The name is quite long and complicated." (SDG&E, Spanish, Non-Part. 21-79)*

"Energy Partners" (S6)

While the idea of a partnership in "Energy Partners" (S6) appeals to some utility customers, the term "partners" seems to raise more questions and confuse customers about the program.

STRENGTHS	
Implies Partnership With Utility	*"With this program, they're offering to partner with us." (SCG, LA, Participants, 21-59)* *"[Sounds like] we're all in it together." (SCE, LA, Mixed Participants, 60-79)* *"For me, it would be partnered between us and them." (PG&E, Spanish, Non-Part., 21-79)* *"It's inviting us to partner up. We're going to be partners to solve it, about the environment." (SDG&E, Spanish, Non-Part. 21-79)*
Brevity	*"I want short and simple." (SCG, GG, Spanish Participants)* *"It's concise and to the point." (SDG&E, Mixed Part., 60-79)*

WEAKNESSES	
Does Not Fit With Program	*"Too business-like. It doesn't say to me anything about assistance." (SCG, LA, Participants, 21-59)* *"Sounds like a law firm." (SCE, OC, Participants, 21-59)* *"It's too corporate." (PG&E, Participants, 21-59)* *"It sounds like an investment firm." (SDG&E, Participants, 21-59)*
Not Enough Information	*"There's nothing there." (SCG, OC, Mixed Part., 60-79)* *"It doesn't say that they're trying to save you money." (SCE, GG, Eng Non-Participants)* *"It's totally ambiguous. It doesn't attract your interest. It's just another noun flying by." (PG&E, English, Mixed Part., 60-79)* *"Doesn't specify what kind of partnership and how it's going to benefit you." (SDG&E, Spanish, Participants, 21-79)*
Not Believable	*"Doesn't sound true." (SDG&E, Mixed Part., 60-79)* *"I don't believe it." (SDG&E, Non-Part., 21-59)*
Confusion Over Term "Partners"	*"'Partners' kind of throws me off." (SCG, LA, Participants, 21-59)* *"'Partners' [implies] a financial commitment." (SCG, OC, Non-Part., 21-59)* *"For me, being partners is like being an owner, and we're consumers." (PG&E, Spanish, Participants, 21-79)* *"It leads you in the wrong direction." (PG&E, Non-Part., 21-59)*

Differences Among Segments

Across the various groups, customers agree much more than disagree on their reactions to the names. There are, however, a couple of notable differences.

…"Californians"…

Customers who are not native to California tend not to perceive themselves as "Californians" and question their eligibility. Many Spanish-speaking customers, especially those who are not documented in the U.S., are put off by the term "Californians" for this reason.

…"Alliance"…

English-speaking customers associate the term "alliance" with a merger of companies or an alliance among military or political groups, which takes them down a path that has little to do with energy conservation. Thus they object to the word being used in this context. Spanish-speaking customers, however, do not seem to associate "alliance" in the same way and, consequently, do not have the same objections to the word.

DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS

Rating of Names

Six descriptions of the program were also tested monadically among the same groups of customers with the following results:

MOST WELL RECEIVED	*LESS WELL RECEIVED*	*LEAST WELL RECEIVED*
▪ No-cost energy-saving home improvements for renters and homeowners (28) ▪ A no-cost energy-saving home improvement program for income-qualified households (16)	▪ No-cost energy solutions for income-qualified California households (49) ▪ Energy-saving assistance for income-qualified households (97) ▪ No-cost energy-saving home improvements for qualified Californians (83)	▪ Keeping homes across California more energy efficient (51)

"No-cost energy-saving home improvements for renters and homeowners" (28)

This description is rated highest as a good fit for the program, primarily because it includes the benefits that appeal most to customers (no cost, energy saving, home improvements). Many especially appreciate the phrase "for renters and homeowners" because home improvement programs are often not available to renters. Some, however, feel that this description should include mention of the program's income qualifications.

STRENGTHS	
Comprehensive Description of Program	*"It says everything." (PG&E, Non-Part., 21-59)* *"It describes what it is." (SDG&E, Participants, 21-59)*
Clarification of Renter Eligibility	*"It benefits everybody, homeowners and renters." (SCG, LA, Spanish, Non-Part., 21-79)* *"A lot of renters don't know they can get this." (PG&E, Participants, 21-59)* *"They are going to help renters and homeowners. It includes everyone." (PG&E, Spanish Non-Participants)* *"Usually renters don't get the breaks." (SDG&E, Non-Part., 21-59)*
Mention of No Cost	*"It's free!" (SCG, LA, Participants, 21-59)* *"To the point… it says 'no-cost.'" (SCG, OC, Non-Part., 21-59)* *[Moderator: "What do you like about this?"] "No cost!" (SDG&E, Non-Part., 21-59)*

"No-cost energy-saving home improvements for renters and homeowners" (28) (continued)

WEAKNESSES	
No Mention of Income Qualifications	*"It doesn't say anything about income." (SCG, LA, Participants, 21-59)* *"The only negative is that it doesn't mention that there is an income qualification." (SCG, LA, Participants, 21-59)* *"It needs [to say] 'income-qualified.'" (SCG, LA, Non-Part., 21-59)* *"The word 'qualified' is missing." (PG&E, Eng Non-Participants)* *"Doesn't tell you who qualifies." (SDG&E, Non-Part., 21-59)*
Does Not Sound Like a Program	*"It doesn't say anything about income." (SCG, LA, Participants, 21-59)* *"The only negative is that it doesn't mention that there is an income qualification." (SCG, LA, Participants, 21-59)* *"It needs [to say] 'income-qualified.'" (SCG, LA, Non-Part., 21-59)* *"The word 'qualified' is missing." (PG&E, Eng Non-Participants)* *"Doesn't tell you who qualifies." (SDG&E, Non-Part., 21-59)*
Some Feel it is Unnecessary to Call Out "Renters and Homeowners"	*"We assume it's available to renters and homeowners anyway." (SCE, Eng Seniors)* *"Doesn't need to say 'renters and homeowners.' 'Household' is simpler." (PG&E, English, Mixed Part., 60-79)*

"A no-cost, energy saving home improvement program for income-qualified households" (16)

Utility customers appreciate the comprehensiveness of this description, which includes aspects of the program that are important to them (no cost, energy saving, home improvement). Some, however, feel that the lack of mention of renter eligibility will lead customers to assume the program is strictly for homeowners. In addition, because of the phrase "income-qualified," many say they would presume they would not qualify for the program.

STRENGTHS	
Comprehensive Description of Program	*"It's more complete. It really explains the program." (SCG, GG, Spanish Participants)* *"Covers all the bases." (SCG, OC, Non-Part., 21-59)* *"Excellent [description]. It explains what the program is about." (SCE, LA, Mixed Participants, 60-79)* *"It specifies more who's going to receive the savings." (SCE, OC, Spanish, Non-Part., 21-79)* *"Very informative… It says all the right things." (PG&E, Non-Part., 21-59)* *"This explains it all." (SDG&E, Participants, 21-59)*

WEAKNESSES	
Some Assume Renters are Excluded	*"It's not really helping everybody. It's just for homes." (SCG, LA, Participants, 21-59)* *"It doesn't let you know it's for renters and homeowners." (PG&E, Participants, 21-59)* *"'Households'… this one is not for renters." (SDG&E, Non-Part., 21-59)*
"Income-Qualified" Suggests to Some They are Not Eligible	*"[If it just said qualified], there would be a higher possibility that you would qualify." (SCG, OC, Non-Part., 21-59)* *"[Income-qualified]... I don't think I qualify." (SCG, OC, Participants, 21-59)* *"'Income-qualified' throws me off." (PG&E, Participants, 21-59)* *"[Income-qualified]... I wouldn't qualify." (SDG&E, Non-Part., 21-59)*
"Home Improvement" Confuses Some	*"You're going to remodel my house?" (PG&E, English, Mixed Part., 60-79)*

"No-cost energy solutions for income-qualified California households" (49)

While some find the description complete, many feel it raises questions about the program because it lacks mention of savings (monetary or energy) and home improvements. Also, many take issue with the phrase "income-qualified," which puts off some and makes others feel they would not be eligible for the program.

STRENGTHS	
Good Description of Program	*"Describes exactly what it is." (SCG, OC, Mixed Part., 60-79)* *"It's very specific." (SCE, OC, Spanish, Non-Part., 21-79)* *"It seems more complete." (PG&E, Spanish, Participants, 21-79)* *"It's quite complete." (SDG&E, Spanish, Participants, 21-79)*
"Solutions" is Appealing to Some	*"I like the fact [that] they put 'solutions' [in the description]." (SCE, OC, Spanish, Non-Part., 21-79)* *"The word 'solutions' sounds positive." (PG&E, Spanish, Participants, 21-79)* *"I like the 'no-cost' and 'solutions.'" (SDG&E, Spanish, Non-Part., 21-79)*

WEAKNESSES	
Not Enough Information	*"It doesn't say home improvements." (SCG, LA, Participants, 21-59)* *"'Solutions' is not very concrete. All the information is not really complete and concise." (SCG, LA, Spanish, Participants, 21-79)* *"Needs savings." (PG&E, Non-Part., 21-59)* *"For 'California households.' It's not specifying." (SDG&E, Spanish, Non-Part., 21-79)*
"Income-Qualified" is Objectionable to Some	*"'Income-qualified' puts me off." (PG&E, Participants, 21-59)* *"'Income-qualified' is negative, don't know if they're doubting you." (SDG&E, Non-Part., 21-59)*
"Income-Qualified" Suggests to Some They are Not Eligible	*"It's limiting. Some who qualify might not think they could use it." (PG&E, Non-Participants)* *"You may not think you qualify because your income is too high." (SDG&E, Participants, 21-59)*
"Solutions" Implies Passive Assistance to Some	*"The word 'solutions' [vs. home improvement] looks like a list." (PG&E, Non-Part., 21-59)* *"Sounds more like a 'how to' list." (PG&E, Non-Part., 21-59)*
"California" Not Necessary	*"'California' isn't needed in the description if it's in the title." (SCG, OC, Non-Part., 21-59)*
Some Assume Renters are Excluded	*"'California households' means houses [not renters]." (SCG, OC, Participants, 21-59)*

"Energy-saving assistance for income-qualified households" (97)

Some find the description comprehensive, but others feel it lacks mention of two important program benefits: no-cost and home improvements. The phrases "income-qualified" and "assistance" are resisted by some who associate these terms with welfare or government aid programs. Again, some interpret "income-qualified" as very low income, and thus they presume they would not qualify and not want to pursue the program.

STRENGTHS	
Good Description of Program	*"Says it all." (SCG, OC, Mixed Part., 60-79)* *"It explains very nicely, very nicely said." (SCE, OC, Spanish, Participants, 21-79)* *"Short, sweet and says it all." (PG&E, English, Mixed Part., 60-79)* *"Clear and to the point." (SDG&E, Mixed Part., 60-79)*

WEAKNESSES	
"Income-Qualified" Suggests to Some They are Not Eligible	*"I don't feel like calling. I'm probably not qualified." (SCG, OC, Non-Part., 21-59)* *"['Income-qualified']... some people will read this and think this is not for me." (SDG&E, Spanish, Non-Part., 21-79)*
"Income-Qualified" is Objectionable to Some	*"I would stop reading as soon as I read 'income-qualified.'" (SCG, LA, Spanish, Non-Part., 21-79)*
"Qualified" Implies a Lot of Work to Some	*"You have to go out of your way [to find out if you're qualified]." (SCG, GG, Non-Participants)*
Not Enough Information	*"There's no "no-cost." (SCG, LA, Non-Part., 21-59)* *"How low income do I need to be to qualify?" (SCE, LA, Mixed Participants, 60-79)* *"What do they do? There is nothing about home improvements." (PG&E, Participants, 21-59)* *"It seems less complete. Would be better to say 'program.'" (PG&E, Spanish, Participants, 21-79)*
"Assistance" is Objectionable to Some	*"I didn't like the word 'assistance.' We're not asking for welfare." (PG&E, Spanish, Participants, 21-79)* *"'Assistance' doesn't sound enticing." (SDG&E, Non-Part., 21-59)*

"No-cost energy-saving home improvements for qualified Californians" (83)

Some perceive the description to be concrete, but it raises questions and obstacles for others. The phrase "qualified Californians" suggests restrictions and hassle (in the application process) that seem prohibitive to many. Customers also notice the absence of monetary savings in the description that they believe to be an important program benefit.

STRENGTHS	
Good Description of Program	*"Everything's right there." (SCG, OC, Mixed Part., 60-79)* *"I really understood this a lot better." (SDG&E, Spanish, Non-Part., 21-79)*
"Qualified" Better than "Income-Qualified"	*"Qualified" is nicer." (PG&E, Participants, 21-59)* *"Not as discriminating." (SDG&E, Participants, 21-59)*

WEAKNESSES	
"Qualified" Suggests Restrictions and Limitations	*"'Qualified Californians' sounds discriminatory. It doesn't grab the majority of people." (SCG, LA, Participants, 21-59)* *"Makes you think you're not going to qualify." (PG&E, Spanish, Non-Part., 21-79)* *"I like everything but requirements. I'm not going to qualify." (SDG&E, Spanish, Participants, 21-79)*
"Qualified" is Unclear	*"'Qualified'? How would I qualify?" (PG&E, Non-Part., 21-59)*
"Qualified" Implies a Lot of Work to Some	*"'Qualified' is like going out and getting a loan." (SCG, LA, Participants, 21-59)* *"['Qualified'] sounds like a big process… grilling and humiliating." (SCG, OC, Participants, 21-59)*
Not Enough Information	*"Leaves much to interpretation." (PG&E, English, Mixed Part., 60-79)* *"It doesn't say what it covers." (PG&E, English, Mixed Part., 60-79)*
No Mention of Savings	*"It's not talking about saving money. It's talking about saving energy." (SCE, OC, Spanish, Non-Part., 21-79)* *"Sounds like more for improvements versus [reduction] on the bill." (PG&E, Non-Part., 21-59)*
Some Do Not Perceive Themselves as Californians	*"We all reside here, but some will take it another way." (PG&E, Spanish, Non-Part., 21-79)*
Some Assume Renters are Excluded	*"[This is for] homeowners only." (SDG&E, Mixed Part., 60-79)*

"Keeping homes across California more energy efficient" (51)

While the language in this description sounds good, it lacks the information that many are seeking, including that the program is no-cost, offers home improvements, saves money and energy and is open to income-qualified customers.

STRENGTHS	
Sounds Nice	*"I like the sound of it." (SCE, OC, Spanish, Participants, 21-79)* *"It attracted my attention… 'keeping homes energy efficient.'" (SCE, OC, Spanish, Participants, 21-79)*

WEAKNESSES	
Does Not Fit as a Description for the Program	*"[This is] not a description. It's more like a slogan." (SCG, OC, Non-Part., 21-59)* *"Good catch phrase, but doesn't help you." (SCG, OC, Participants, 21-59)* *"It doesn't say what they do." (PG&E, Participants, 21-59)* *"The other ones say they are going to help you." (PG&E, Spanish, Non-Part., 21-79)* *"[Sounds like it's] more for a campaign – like stop smoking or save water." (SDG&E, Spanish, Participants, 21-79)*
Not Enough Information	*"It's missing 'savings' and 'program.'" (SCG, LA, Participants, 21-59)* *"I think they should specify more." (SCG, LA, Spanish, Non-Part., 21-79)* *"It doesn't say if you're going to get a discount. It's not complete." (SCE, OC, Spanish, Non-Part., 21-79)* *"They're not saying it's for people with low income." (SCE, OC, Spanish, Non-Part., 21-79)* *"It's only part of the picture." (PG&E, English, Mixed Part., 60-79)* *"This really doesn't tell you you're going to save." (SDG&E, Spanish, Participants, 21-79)*
Implies Open to All in California	*"[Sounds like] it would help everybody save energy." (SCG, LA, Participants, 21-59)* *"This is just directed to certain people, not across California." (SCG, LA, Spanish, Participants, 21-79)*

Differences Among Segments

Across the various groups, customers overall agree more than disagree on their reactions to the descriptions. There is, however, one notable difference.

…"Renters and Homeowners"…

While homeowners assume they are eligible for this program, many renters assume they are not eligible, because they do not own the property where they live. Some homeowners think it unnecessary to qualify "renters and homeowners" in the description, but renters appreciate this specification. (They know, however, that they will need to get approval from the landlord or building manager to have these improvements made.)

DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS

Leading Combinations

Utility customers select "A no-cost, energy-saving home improvement program for income-qualified households" (16) as the best to work in combination with the names that are most favorable to them (Q9 and R4). The next best combination is with "No-cost energy-saving home improvements for renters and homeowners" (28). Utility customers select "Energy-saving assistance for income-qualified households" (97) as their third-choice combination with the top names.

Energy Savings Assistance Program	Q9

1) **A no-cost, energy-saving home improvement program for income-qualified households (16)**
2) **No-cost energy-saving home improvements for renters and homeowners (28)**
3) **Energy-saving assistance for income-qualified households (97)**

Home Energy Savings Solutions	R4

1) **A no-cost, energy-saving home improvement program for income-qualified households (16)**
2) **No-cost energy-saving home improvements for renters and homeowners (28)**

California Energy Assistance	P7

1) **No-cost energy-saving home improvements for renters and homeowners (28)**
2) **Energy-saving assistance for income-qualified households (97)**

Reasons for selecting these combinations mirror the reasons for preferring these descriptions when they are evaluated on their own. These descriptions highlight the perceived key benefits to the program (no cost, energy saving, home improvement) and best complement the preferred names.

In considering combinations of names and descriptions, customers caution against too much repetition in wording. For example, "Energy Saving Assistance Program" (Q9) and "Energy-saving assistance for income-qualified households" (97) start off with almost identical language (i.e., Energy Savings Assistance and Energy-saving assistance).

APPENDIX

DISCUSSION GUIDE

travisresearch

June 2008

Project No. 08-060-6
(06/06/08)

LIEE NAMING FOCUS GROUPS
Discussion Guide
[English Version]

Introduction (5-10 minutes)

- Introduction of moderator
- Purpose of research – energy issues
- Discussion of procedures: recording, viewers, etc.
- Introduction of respondents
  - ✓ Name
  - ✓ City/where live
  - ✓ Members in household
  - ✓ Occupation of self/other adults in household
  - ✓ Number of years in current home
  - ✓ Type of housing (i.e., apt, condo, house)

Warm-up/Energy Conservation (5-10 minutes)

As I mentioned, today/tonight we are going to be talking about energy issues in your home. To start our discussion, I'd like you to think about the steps you may be taking to conserve energy and help reduce your (PG&E/SCE/SCG/SDG&E) bill. Please use the paper and pencil we have provided to record your thoughts. Once everyone has had a chance to quickly do this, we will talk about it together as a group. (MODERATOR TO EXPLAIN EXERCISE AS NECESSARY, ALLOWING RESPONDENTS A MOMENT TO RECORD THEIR COMMENTS.)

- Open discussion of above
- What sorts of things have you done? What else?
- How satisfied have you been with the results?
- What other sorts of energy-saving techniques, if any, are you familiar with? What others?

-2-

PG&E – Energy Partners Program
SCE – Energy Management Assistance (EMA)
SCG - DAP
SDG&E – Energy Team

LIEE Program (5-10 minutes)

- How familiar are you with programs sponsored by (PG&E/SCE/SCG/SDG&E) that offer energy savings programs to some customers? (MODERATOR TO DIRECT CONVERSATION TO LIEE PROGRAM)
  - ✓ Does anyone know what any of these programs are called?
  - ✓ Which ones are you familiar with?
  - ✓ What can you tell me about the program(s)? What else?
    - ➢ Have you participated in the program(s)?

...Description...

Just to make sure we're all the same page, I'd like to pass out a handout that describes this program. (MODERATOR TO DISTRIBUTE PROGRAM DESCRIPTION HANDOUT AND READ IT ALOUD. RESPONDENTS WILL BE ASKED TO KEEP COMMENTS TO THEMSELVES UNTIL OPEN FOR GROUP DISCUSSION.)

NOTE: DESCRIPTIONS VARY BY UTILITY.

- Now that we have reviewed this summary, how many of you had previously heard about this program?
- (CLARIFY AS NEEDED:) How many of you have participated in this program at any point in the past?

Impressions of Program (10 minutes)

- Based on what you know/have heard about it, how would you describe the program to someone unfamiliar with it?
- What are your impressions of the program?
- What do you see as the most important aspects of the program?
- (PARTICIPANTS:)
  - ✓ What do you like most about the program?
  - ✓ What, if anything, do you not like about the program?
  - ✓ How easy was it for you to sign up for the program?
- (NON-PARTICIPANTS)
  - ✓ Now that you know more about it, what do you think about it?
  - ✓ What do you see as the strongest benefits of the program?
  - ✓ What drawbacks, if any, do you see?
  - ✓ (AS APPROPRIATE:) Why have you not taken advantage of the program?

08-060

DISCUSSION GUIDE (continued)

-3-

Name Evaluation (30-35 minutes)

An important purpose of our research today/tonight is to identify an alternative name for this program. The hope is to find one that could be used across the state, regardless of the utility offering it. We are going to be looking at several alternative names for this statewide program and will be reviewing and talking about them one at a time. However, please keep your verbal comments to yourself until we open up for group discussion. (MODERATOR TO DESCRIBE EXERCISE AS NECESSARY.)

R4	Home Energy Savings Solutions	P7	California Energy Assistance
Q9	Energy Savings Assistance Program	J5	Californians Saving Energy
K2	Californians Saving Energy at Home	T3	California Energy Alliance
S6	Energy Partners		

(FOR EACH NAME:)

- ✓ (1-10 rating)
- ✓ Overall impressions
- ✓ Strengths
- ✓ Weaknesses
- ✓ Fit with the program
- ✓ Fit with your image of the utility/... and their advertising/communications

(REPEAT FOR EACH NAME)

...Top Names...

(ONCE ALL NAMES EVALUATED:)

Now I'd like you to select your top two names. (MODERATOR TO PROVIDE INSTRUCTION AS NECESSARY, ENCOURAGING THE PARTICIPANTS TO REVIEW ALL SEVEN NAMES.)

- (MODERATOR TO POLL RESPONDENTS)
- Why is this name among your most preferred? Why else?
- (ULTIMATELY NEED TOP TWO-THREE NAMES FOR USE LATER IN GROUP)

-4-

Program Descriptions (20-25 minutes)

In addition to considering another name for the program, the utilities in California are considering *descriptions* that could be used to promote it. I'd like to review a few of these with you and get your impressions. Keep in mind that we are talking about the same program – these are just alternative descriptions of it. (MODERATOR TO DISCUSS DESCRIPTIONS ONE AT A TIME.)

97	Energy-saving assistance for income-qualified households
49	No-cost energy solutions for income-qualified California households
16	A no-cost, energy-saving home improvement program for income-qualified households
83	No-cost energy-saving home improvements for qualified Californians
28	No-cost energy-saving home improvements for renters and homeowners
51	Keeping homes across California more energy efficient

(FOR EACH DESCRIPTION:)

- ✓ (1-10 rating)
- ✓ Overall impressions
- ✓ Strengths
- ✓ Weaknesses
- ✓ How well does the description capture what is important to you about it?

(REPEAT FOR EACH NAME)

Name/Description Combination

We first discussed the names and this group selected a couple of them that were well rated. Now I'd like us to look at the most popular names and see what *description* best fits with the name. I would like you to identify the combination of name and description that works best.

(MODERATOR TO PRESENT ONE TOP-RATED NAME AT A TIME AND ASK RESPONDENTS TO SELECT THE BEST FITTING OF THE SIX DESCRIPTIONS.)

- Which description best fits with this program name? Why is this description and name combination more effective?

DISCUSSION GUIDE (continued)

-5-

(Time Permitting) Sources of Information (5-10 minutes)

(IF PROGRAM KNOWN PRIOR TO GROUPS:) Now I'd like to get a little more information regarding the program…

- How did you first hear about this energy savings program?

  (PROBE AS NECESSARY:)

  - ✓ (PG&E/SCE/SDG&E/SCG) bill insert
  - ✓ Letter in the mail (not part of bill)
  - ✓ Community Event
  - ✓ TV/radio news
  - ✓ Utility website
  - ✓ Word of mouth (family, friends, neighbors, etc.)
  - ✓ Phone call
  - ✓ Someone came to your home

(Time Permitting) Barriers to Program Participation (5-10 minutes)

It turns out there are quite a few people who qualify for this program, but have not joined it.

- Why do you think that is? Why do some people choose not to enroll in the program? What barriers discourage people from participating?

  (PROBE AS NECESSARY:)

  - ✓ Lack of awareness
  - ✓ Not sure if qualified
  - ✓ Not sure how to sign-up
  - ✓ Cost savings not enough
  - ✓ Don't want to prove income eligibility
  - ✓ Not able to take time off from work
- What do you think would encourage more people to join this program? What else?
- What changes can you recommend that would improve the program? What else?

(Time Permitting) SCE vs. SCG Programs (5 minutes)

(FOR SCE AND SCG GROUPS ONLY)

- Are you aware of a similar energy efficiency program offered by the (gas/electric) Company in town (Southern California Gas/Southern California Edison)?
  - ✓ What can you tell me about it?
  - ✓ How are the two programs similar/different? How else?

Wrap-up: (5 minutes)

(MODERATOR TO CHECK FOR QUESTIONS FROM BACK ROOM.)

- Final thoughts
- Thank participants

DESCRIPTIONS

Pacific Gas and Electric Company®

Name: _____

ENERGY PARTNERS PROGRAM

PG&E's Energy Partners program helps income-qualified customers reduce their energy consumption and costs while increasing their comfort, health, and safety. The program provides free home weatherization, energy efficient appliances, and energy education services to income-qualified PG&E customers throughout PG&E's service area. Free weatherization and appliances can include: ceiling insulation, low flow showerheads, water heater blanket, door weather-stripping, caulking, refrigerator replacement, hardwired compact fluorescent features, duct testing and sealing, and minor home repairs. For homeowners where the furnace fails the safety test, PG&E will repair or replace the furnace. Both home owners and renters qualify as well as all housing types are eligible for the program: multi-family, single family, and mobile homes.

SOUTHERN CALIFORNIA EDISON

Name: _____

ENERGY MANAGEMENT ASSISTANCE PROGRAM

Southern California Edison helps income-qualified homeowners and renters conserve energy and lower their electric bills. Customers who qualify may get the following for free:

- A replacement central air-conditioner or replacement wall/window room air-conditioning unit
- An energy efficient evaporative cooler (also called a "swamp cooler")
- An energy saving refrigerator to replace their older model (must be manufactured prior to 1993)
- Weatherization services
- Compact Fluorescent Light Bulbs (CFLs)
- Replacement porchlight fixtures with CFLs
- Replacement energy-efficient torchiere floor lamp

All work is completed by licensed contractors.

DESCRIPTIONS

Name: _____

ENERGY TEAM PROGRAM

SDG&E offers no-cost, energy-saving home improvements, energy education and limited appliance repair/replacement to qualified customers. Free appliances/improvements include:

- Refrigerators
- Low-flow showerheads & faucet aerators
- Ceiling insulation
- Caulking and weather-stripping
- Energy-saving light bulbs
- Porch light fixtures

All work is completed by licensed contractors.

Name: _____

DAP PROGRAM

The Gas Company offers no-cost weatherization improvements and furnace repair or replacement services for qualified limited-income customers.

- Ceiling insulation
- Door weather-stripping
- Caulking
- Low-flow shower heads
- Water heater blankets
- Evaporative cooler covers and A/C covers
- Switch and outlet gaskets and covers
- Pipe insulation
- Faucet aerators
- Minor repairs to exterior doors and/or windows
- Energy education
- Furnace repair or replacement services (homeowners only)

All work is completed by licensed contractors

PG&E's Response to Assigned Commissioner's Ruling Ordering Large Investor-Owned Utilities to Comply with Prior Commission/Commissioner Directives
Issued June 13, 2008
Partial Response to Question 2: Integration and Leveraging

Integration: Efforts to Integrate various Demand-side Programs		
Program or Initiative	**Description**	**Status**
CA Solar Initiative (CSI)	Since the multifamily program is still under development by the CPUC and the single family program is awaiting the selection of the third party administrator, it is not yet possible for PG&E to provide complete details regarding the CSI/LIEE program integration. Below, PG&E provides an update of its anticipated plan. Once a Program Manager for the Single Family Low Income (SFLI) Solar Program is selected during the third quarter of 2008, CSI staff will coordinate with them and LIEE to ensure that LIEE measures and education are included in the Single Family Low Income Solar Program. Depending on the expected Program Manager's program implementation plan, LIEE integration may include CSI attendance at LIEE staff meetings, and coordinating CARE and/or LIEE outreach events to include Low Income Solar marketing materials. This also may include the cross-referencing of Low Income CSI projects with LIEE projects to ensure that solar and EE measures are completed in tandem to cost effectively implement the program.	New
Smart AC Cycling Program	PG&E will leverage within the demand response programs to provide Smart AC cycling education to LIEE customers in the hopes that more of them will sign up for DR programs. This pilot will test drive a new level of coordination between PG&E's LIEE program and Smart AC and Demand Response programs. PG&E'S LIEE Energy Specialists are already in low income customer homes with air conditioning units, and PG&E's Smart AC/DR programs already offer smart technologies that allow PG&E and customers to remotely adjust air conditioning use during summer peak power system emergencies. By coordinating these programs, PG&E can personally reach low income customers who might not otherwise participate in Smart AC, and—if they want—enroll them in the Smart/AC program.	New
SmartMeter™	We will leverage PG&E's SmartMeter™ program to provide energy education on how customers can save energy overall and potentially save even more by shifting their energy use "off-peak." Upon roll-out of PG&E's SmartMeter™ program, PG&E anticipates that its low income customers may need targeted educational assistance to learn how best to work with the SmartMeter™ technology to manage their total energy use. Low income customers will be taught how they can shift their energy use to "off-peak" periods and potentially take advantage of time of use (TOU) rates to further lower their energy bills. This will help both low income customers as well as the State's continuing need to drive more energy use "off peak". The timing of this pilot will be coordinated with the full implementation of the SmartMeter™ program.	New
Bulk Purchasing	PG&E already uses its considerable purchasing power to bulk purchase and negotiate lower prices for many measures, including energy efficient refrigerators, evaporative coolers and room air conditioners. PG&E will continue to use bulk purchase agreements and other methods with suppliers to bring EE measure costs down in the LIEE program. These costs are passed on to contractors, and have been offered to LIHEAP agencies as well. PG&E is working with its EE program and with the other utilities to explore the feasibility of statewide purchasing of some measures to find even greater discounts. Potential challenges to be investigated include warehousing and transportation.	Continuing

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Integration: Efforts to Integrate various Demand-side Programs		
Program or Initiative	**Description**	**Status**
Single Statewide Marketing Campaign	The statewide Low Income Energy Efficiency (LIEE) marketing and outreach plan will help enable the enrollment of 25% of willing and eligible customers into the LIEE program, while leveraging opportunities to increase CARE participation. The marketing plan calls for expanded statewide coordination among the utilities, to avoid duplication of effort and increase the pie of available funding. In addition, the plan will leverage utility energy efficiency and California Solar Initiative (CSI) efforts to help promote the program. Consistent with the California Energy Efficiency Strategic Plan (CEESP) the LIEE marketing and outreach plan will leverage the statewide "brand," utility demand side management activities (such as EE and CSI), third parties, and other market actors to generate awareness and drive participation in the LIEE program. To effectively leverage the opportunities within each of these areas, the IOUs will coordinate closely with each other, third parties, and market actors such as: community based organizations, retailers, and local governments.	New
ME&O	PG&E LIEE, EE, DR, and solar program staff participate in regular meetings to discuss marketing and other program integration strategies. PG&E currently provides materials about all of its EE programs to customers at events, on customer bills and on its web site where customers can learn about all of the opportunities available to them. LIEE program staff has been working particularly closely with PG&E's Local Government Partnership teams to use these distribution channels to compliment rather than duplicate LIEE services, thus bringing more EE opportunities to more low income customers.	Continuing
Event Staffing	PG&E employees regularly present information about the Company's low income programs to the media and at community events throughout PG&E's service area. These presentations are used to educate customers about energy efficiency and inform them about assistance programs and opportunities available to them through PG&E. PG&E employees made presentations and media initiatives in 2007 about LIEE and CARE in multiple languages, including: English, Spanish, Cantonese, Mandarin and Vietnamese.	Continuing
Referrals	EE residential program staff coordinates with LIEE programs by referring low income customers to the LIEE program. PG&E's LIEE contractors are required to inform customers about other programs (such as CARE) that they may be eligible for and provide assistance to complete CARE applications.	Continuing
Energy Training Center in Stockton	In 2009 through 2011, PG&E will continue to train all LIEE contractors and subcontractors at the ETC to deliver energy education, weatherization services and measure installation provided through the LIEE program. PG&E anticipates a significant increase in the number of LIEE implementers required to provide energy efficiency services to 25 percent of the LIEE eligible homes in PG&E's service area over the next three years.	Continuing
Integrating LIEE and EE Measures	PG&E integrated with its EE programs to identify the four new measures it is adding and/or exploring in the new programs and pilots—occupancy sensors, torchieres, high efficiency clothes washers, and microwaves. We will continue to monitor CEE measures to see if any should be included in LIEE.	New

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Program or Initiative	**Description**	**Status**
High-Efficiency Clothes Washers	This pilot responds to the Commission's request that we consider technologies that improve water as well as energy efficiency. High efficiency clothes washers can save customers up to 45 percent on their water use and 60 percent on their energy use. By installing 1,000 of these washers in qualifying LIEE homes during 2009, PG&E will discover and assess any unforeseen issues involving installation, expense or feasibility. Through the data it collects, PG&E will then assess the cost-effectiveness of incorporating this measure into the LIEE program on a regular basis for 2010-11.	New
Local Government Partnerships (LGP)	In an effort to better link PG&E's Low Income Energy Efficiency (LIEE) program and Local Government Partnerships (LGP), PG&E is proposing the LIEE/LGP Moderate Income Direct Install (MIDI) Program. This pilot program will leverage LIEE infrastructure to provide audit and installation services to hard-to-reach moderate income customers in regions of PG&E's service territory where the LGP chooses to pilot the LIEE/LGP MIDI program. Under the existing LIEE program, LIEE contractors visit the homes of customers who end up not qualifying for the LIEE services, either because their income level falls above the LIEE income guidelines or because they cannot produce the appropriate documentation. Funding will be provided through the LGP and savings will count towards the LGP's energy savings goals. Each LGP will be given the option to offer this program in their area.	New

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Leveraging: Efforts to Employ All Available Resources & Coordinate with Others in Pursuit of Those Resources		
Program or Initiative	**Description**	**Status**
Integrating LIEE Marketing & Outreach with CARE	Rather than duplicating effort and cost, PG&E's LIEE program team is integrating marketing and outreach with its highly successful CARE team's outreach. To increase participation in the LIEE program, PG&E will seek to leverage CARE and LIEE messaging strategies to reach the same targeted customer segment while incurring only incremental LIEE costs. For example, CARE outreach efforts reach customers through a variety of activities including its network of CARE Outreach Contractors (COCs), community outreach, direct mailings and bill inserts, participation in local community events, presentations, paid media (including advertising in local and in language newspapers, television and radio), grassroots media, and partnerships with government agencies and faith-based organizations. CARE's outreach campaign also includes key media, charitable organizations and government agencies serving targeted counties and communities in multiple languages. PG&E will also integrate other program functions and activities such as income verification to increase program cost efficiencies between both programs.	New
Data Sharing and Referrals between utilities	LIEE customers referred from one utility to another do not have to be income verified again.	Continuing
Eliminate 3 Measure Minimum	PG&E also proposes to eliminate the three-measure minimum currently required for participation in the LIEE program. It is PG&E's belief that the comprehensive energy education and measure assessment conducted by its LIEE Energy Specialists when the home is enrolled in the LIEE program will ensure that the home receives all measures for which it qualifies to make it as energy efficient as practical given the building age, type and the customer's energy consumption patterns. It also will assist PG&E in working with the California Department of Community Services (CSD) and the LIHEAP agencies to maximize leveraging opportunities.	New
LIHEAP Refrigerator Leveraging	PG&E is planning to continue its successful refrigerator leveraging program with LIHEAP providers. Under this program, interested LIHEAP agencies that are not LIEE contractors may contract with PG&E to provide refrigerators to eligible PG&E customers. By providing the refrigerator under LIEE funding, the LIHEAP agency can stretch its dollars to offer more services to more homes. PG&E will pay for these replacement refrigerators and recycling at the same negotiated discount cost that it pays for refrigerators under the LIEE program.	Continuing
Coordination with REACH PLUS	PG&E expects that there will be significant potential synergies which can occur with the inclusion of the LIEE and REACH PLUS programs under a single umbrella program. The LIEE services are of particular benefit and need for customers that have experienced economic crisis leading to an imminent service termination. As a consequence, PG&E is taking steps to promote its LIEE program in all Salvation Army locations that administer the REACH PLUS program.	New
Contractors Use CARE Customer Database	PG&E will leverage the CARE customer list as an efficient way to reach customers during 2009-2011. At this point, CARE has identified far more than the 25 percent of customers needed to meet our targets during this time frame, so using the CARE list is highly efficient. 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 for them to outreach the program to. 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.	Continuing
Meals On Wheels	PG&E proposes to work with Meals On Wheels to identify their homebound clients (including shut-ins, seniors and disabled customers) qualifying for microwaves and LIEE services. This pilot tests a new technology in an important market segment, leveraging a nationally known low-income service provider. PG&E intends to expand the pilot into multiple Meals on Wheels locations during the 2009-2011 program period.	New

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Leveraging: Efforts to Employ All Available Resources & Coordinate with Others in Pursuit of Those Resources		
Program or Initiative	**Description**	**Status**
Habitat for Humanity	The Habitat for Humanity pilot targets very-low income families with children. PG&E will leverage Habitat for Humanities contacts to provide energy education, train contractors, and locate nearby customers who may be eligible for CARE and LIEE. PG&E will explore the possibility of increasing the pilot to include other Habitat for Humanity partnerships over the 3 year period.	New
City of San Jose	The City of San Jose pilot targets hard to reach populations in areas undergoing complete revitalization who speak English, Spanish and Vietnamese. PG&E will work with the city to develop a list of EE measures, neighborhood-wide KWh reduction goals, and ways to make the program seamless across those who qualify for PG&E's CARE and LIEE programs and those who do not due to income levels, but who qualify for related city programs. Projects may include demonstration homes, neighborhood case studies and testimonials, and other ways to reach and persuade all residents to achieve EE savings.	New
City of San Joaquin	The City of San Joaquin (Fresno County) pilot targets rural Hispanic customers who have tended to resist traditional marketing. A key feature of this pilot is using a local contractor who will work with the City to identify local residents to become apprentices, thereby helping the city's 27 percent unemployment rate as well as breaking down trust barriers with customers. The partnership will also use city council meetings, community events, and neighborhood gatherings to create community energy champions and raise the overall knowledge on a community-wide basis.	New
Community-Based Energy Education Workshops	The Community Based Energy Education Workshops pilot targets rural populations currently un-served by the LIEE program. PG&E will leverage the contacts already established by the Glenn County Human Services Agency, the Redwood Community Action Agency, and the Amador-Tuolumne Community Action to connect with otherwise hard to reach low income customers in those communities. This pilot uses a "train the trainer" approach to spreading the education as well as collecting back customer survey information. First, PG&E will provide EE training to these organizations to leverage their ability to provide that training out into the communities they serve. Then the organizations will provide the training to their low income constituents and survey the impact of the training on their behaviors and energy use patterns.	Continuing
Section 8 Public Housing Enrollment	Enrolling qualified public housing tenants in the LIEE program is also a high priority for PG&E. PG&E LIEE program staff will work with PHAs in its service area to integrate LIEE enrollment into the enrollment and intake process of the PHAs in their service area.	New
Sacramento Housing Coalition	PG&E low income program staff meet regularly with other low income councils in its service area. For example, PG&E LIEE and CARE program staff participate in a Sacramento coalition of low income and senior service agencies, that includes the Sacramento Municipal Utility District (SMUD) low income program staff.	Continuing
PG&E Community Alliance Strategies Project	PG&E has been working with a team of low income community consultants to help gather input from low income community advocates that have not traditionally played an active role in PG&E's LIEE program planning process. The community alliance team has held several small focused group discussions throughout PG&E's service area since November regarding how the LIEE and CARE programs can better coordinate with local communities, and what types of collaboration and support they think would be most beneficial. Each group discussed not only what PG&E could do for them, but how they could help PG&E reach their low income clients. Through this Community Alliance team, PG&E will be conducting several more focus groups and focus discussions in 2008, targeting customers, LIHEAP providers and other community agencies. Input will be used to help PG&E continue to refine and adjust program processes to reduce barriers to increasing low income customer participation.	Continuing
Household Segmentation Study	In conjunction with SCE, PG&E is proposing a household segmentation and targeting study to help identify and outreach to potential LIEE customers, including seniors, disabled customers, and renters.	New

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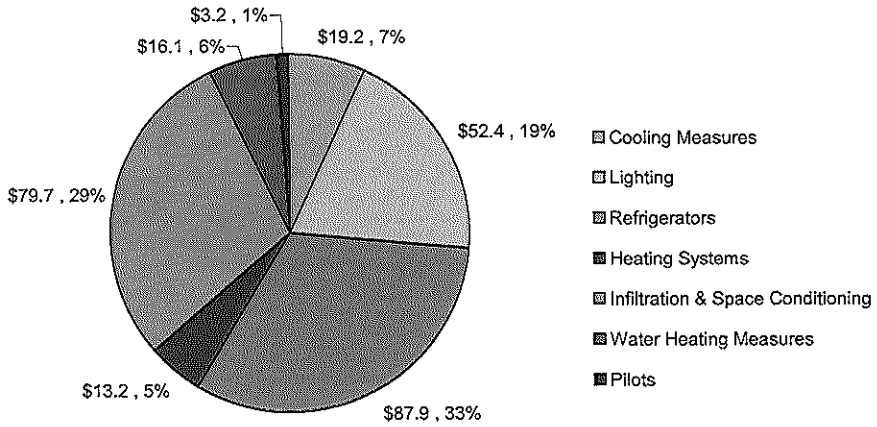
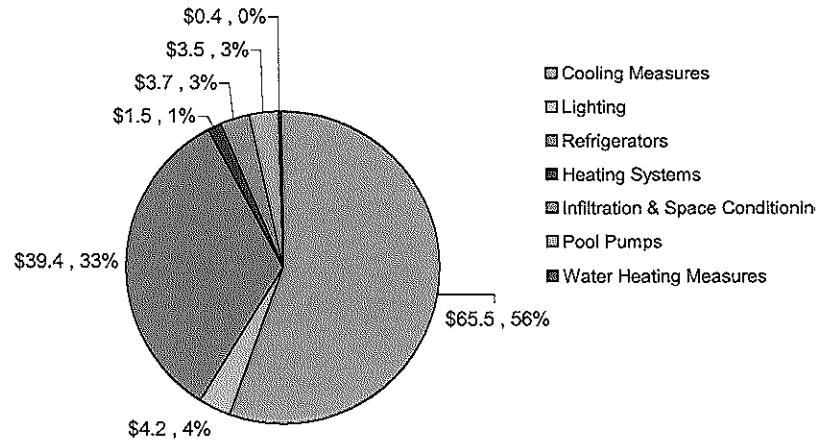
Program or Initiative	**Description**	**Status**
Develop Co-Branding marketing collateral with overlapping IOU's and/or municipalities	Work with SCE and SoCal Gas to design new program collateral to promote our respective programs. Also work with area muni's to promote both programs.	New
Coordination with LIHEAP Agencies	Work with CSD to design and implement a referral system between the parties to share customers with each other where one party may not be able to serve the customer.	New
Develop partnerships with local water agencies	Develop a partnership with the local water agencies as we implement the high efficiency washers to leverage the rebates towards the cost of the washers	New

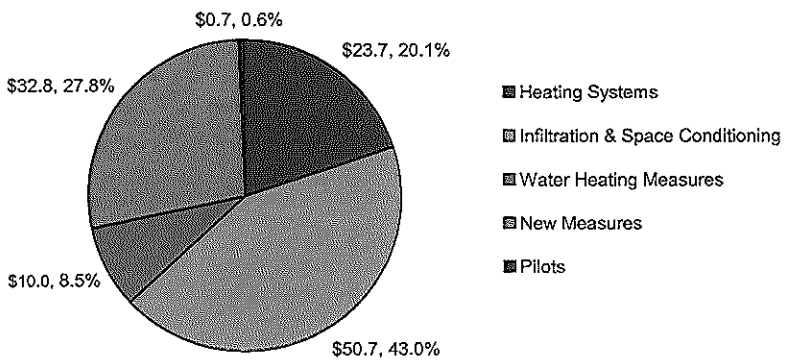
Pacific Gas & Electric 2009-11 LIEE Program Measure And Installation Costs by Measure Group (Total = $271.8 million)



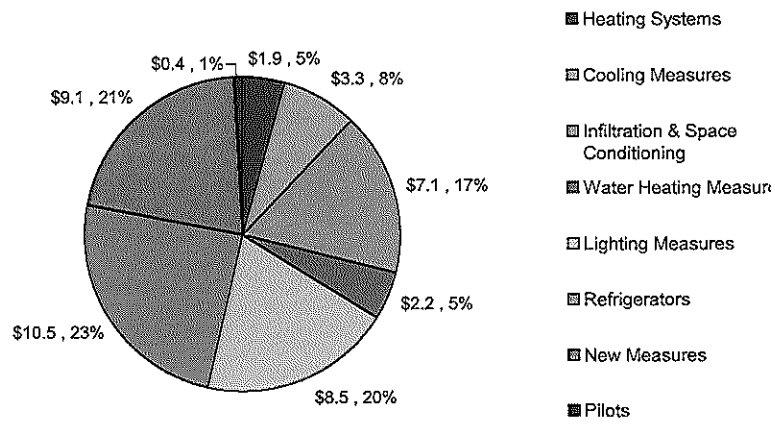
Southern California Edison 2009-11 LIEE Program Measure And Installation Costs by Measure Group (Total = $118.1 million)



Southern California Gas 2009-11 LIEE Program Measure And Installation Costs by Measure Group (Total = $117.9 million)

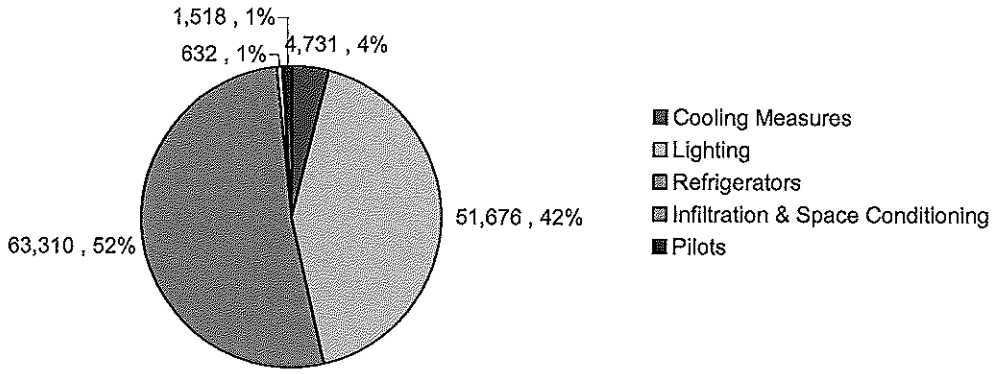


San Diego Gas & Electric 2009-11 LIEE Program Measure And Installation Costs by Measure Group (Total = $43.1 million)

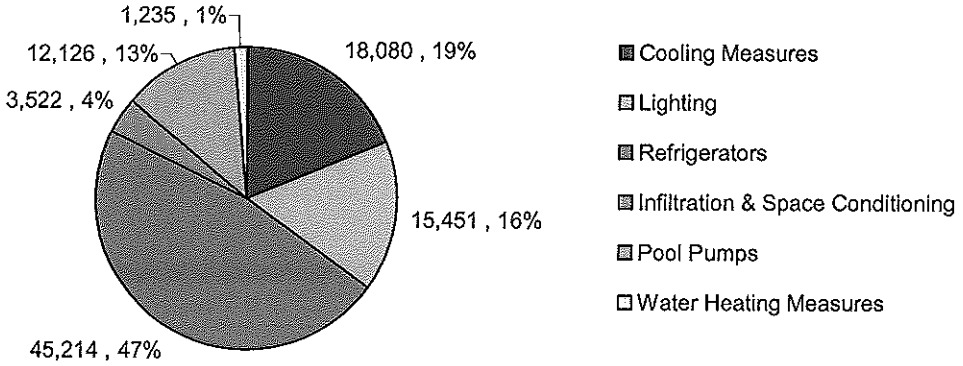


Question 4E (B)

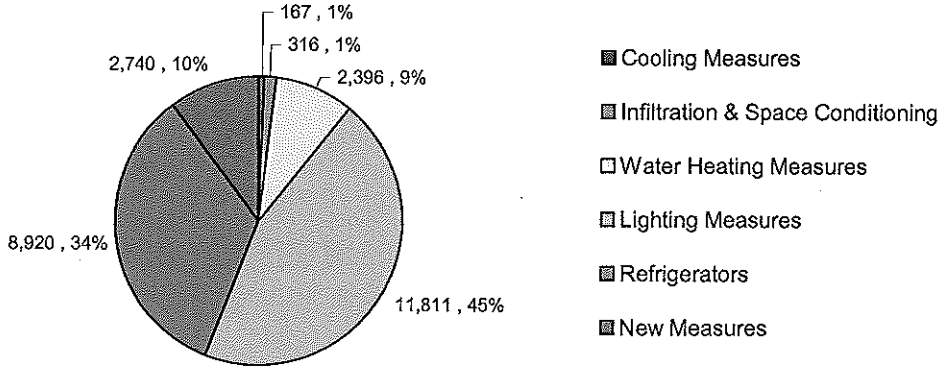
Pacific Gas & Electric 2009-11 LIEE Program
MWh Reduction by Measure Group



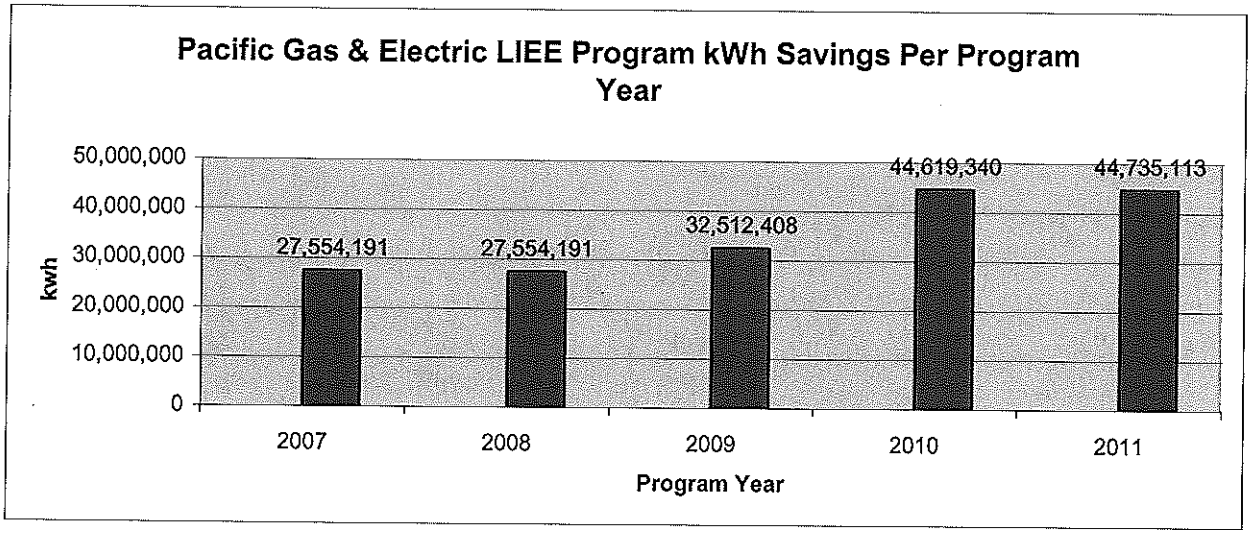
Southern California Edison 2009-11 LIEE Program
MWh Reduction by Measure Group

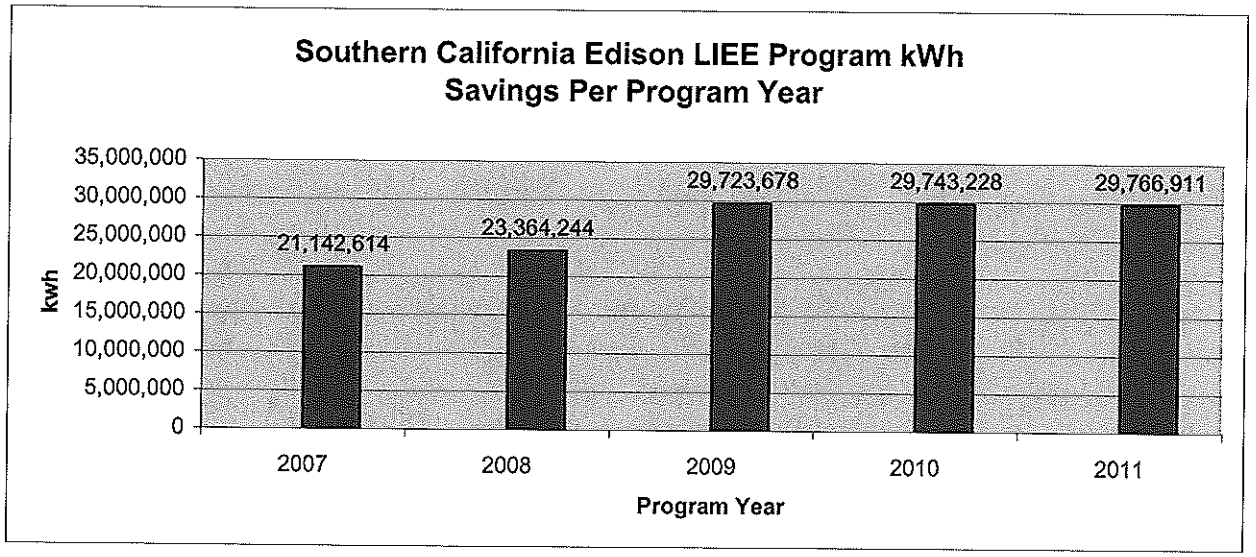


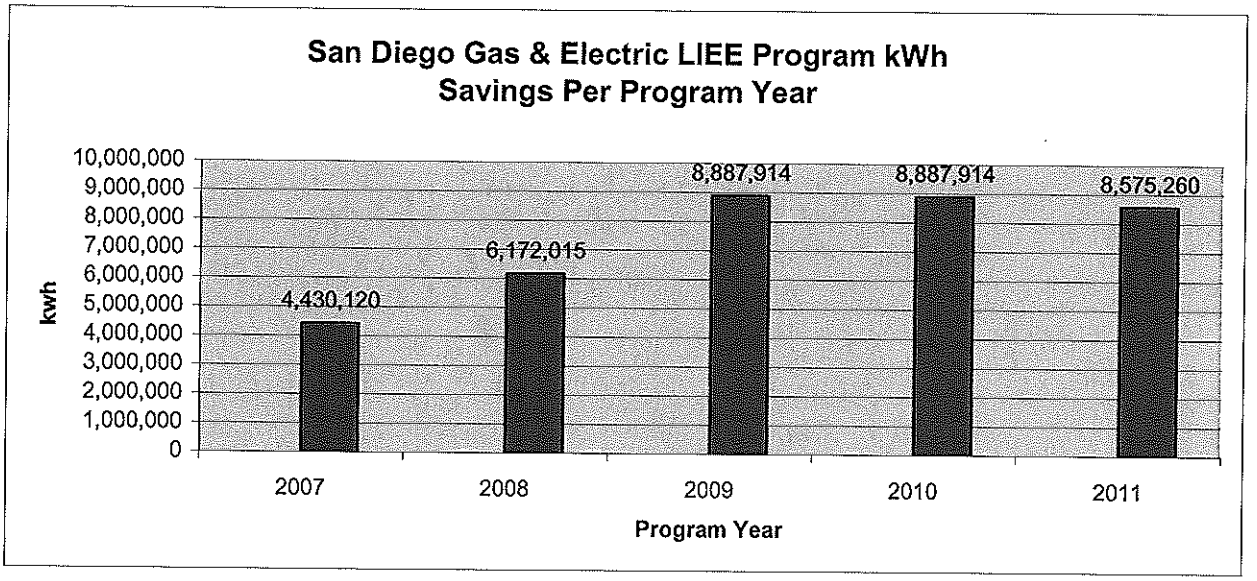
San Diego Gas & Electric 2009-11 LIEE Program
MWh Reduction by Measure Group



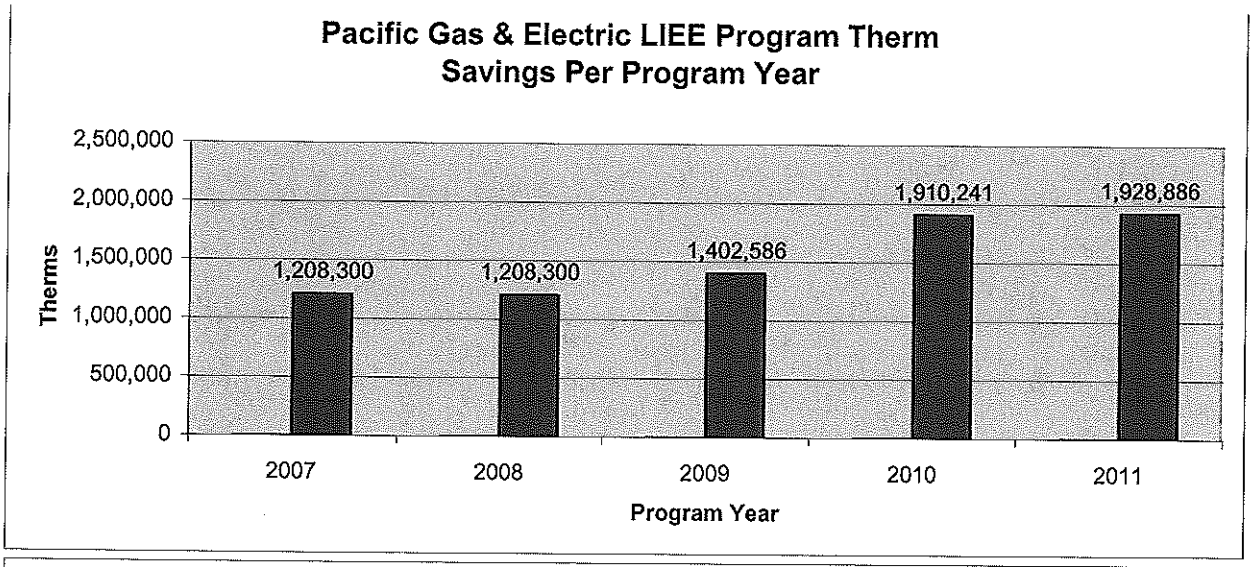
Question 4E (C)

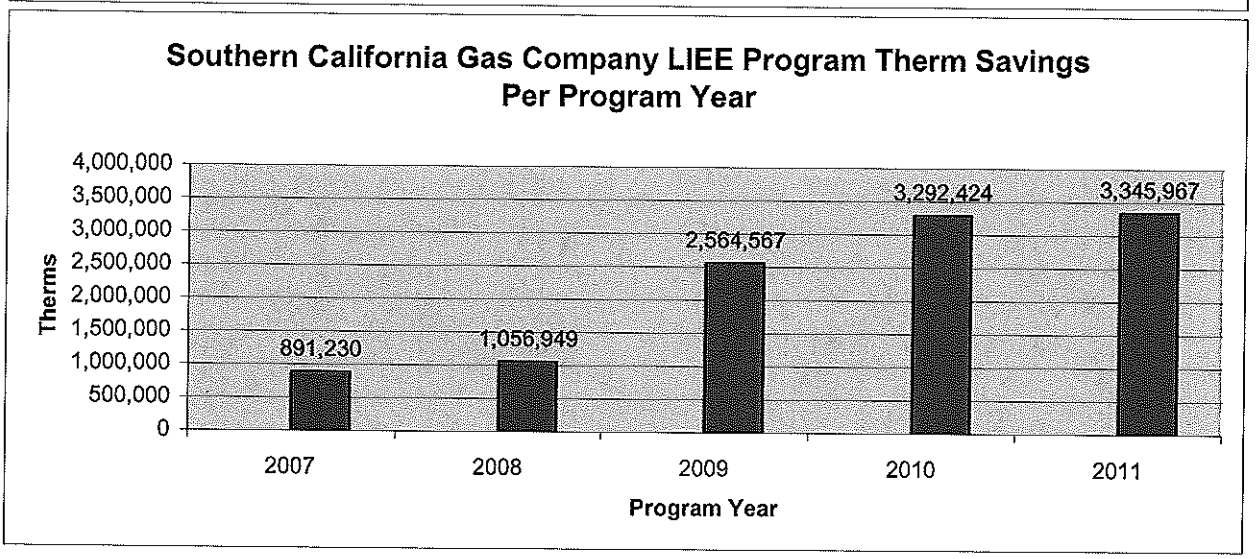


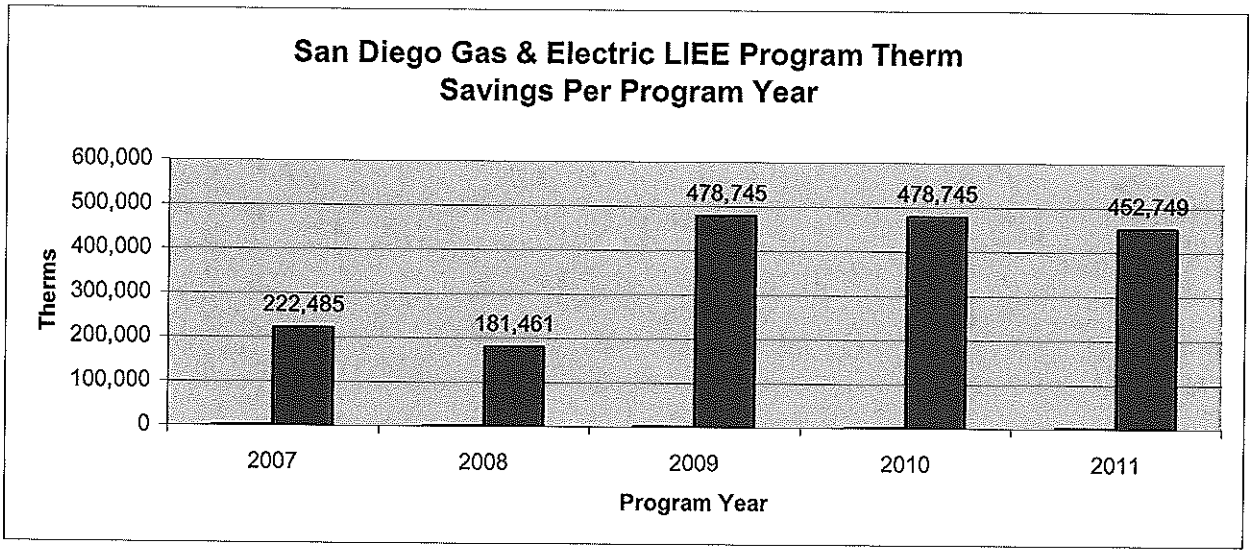


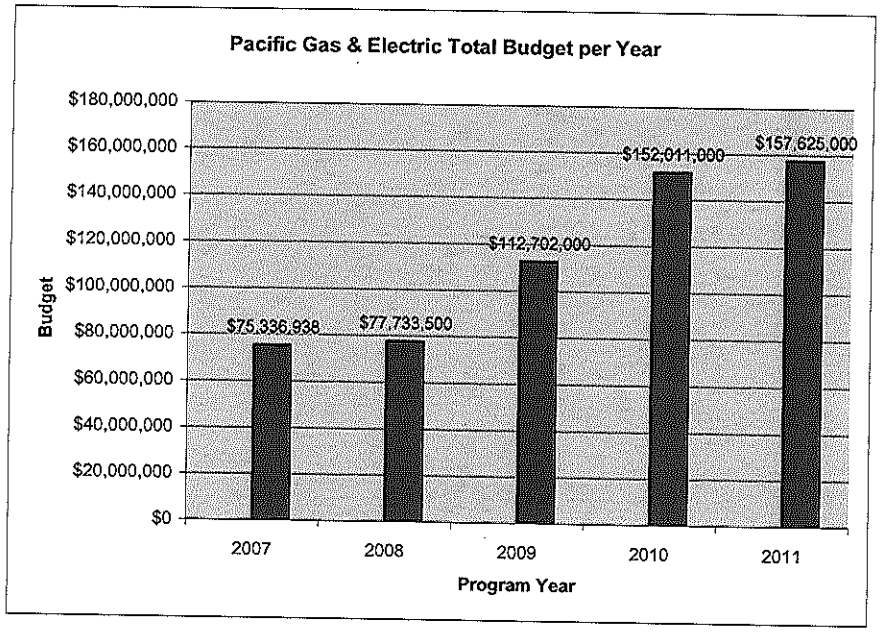


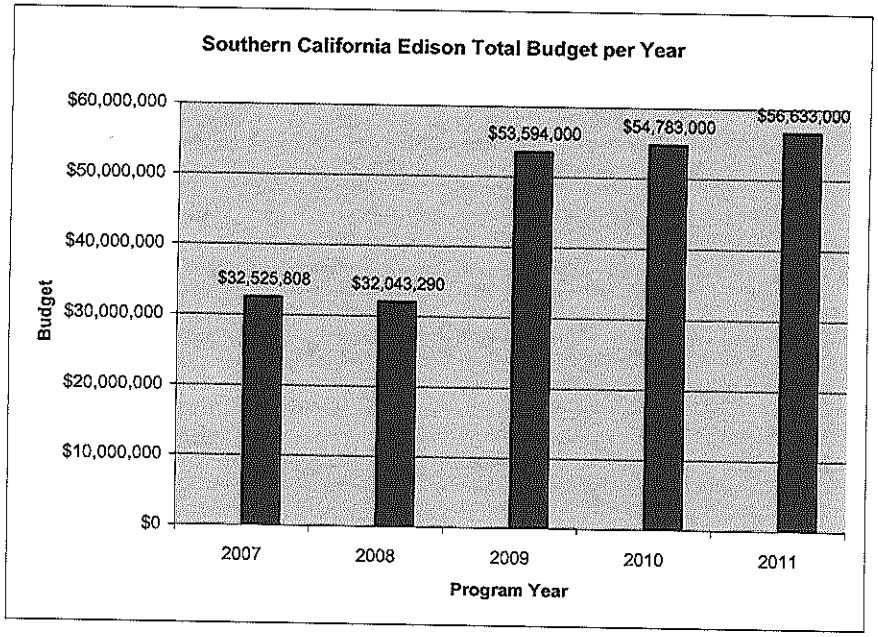
Pacific Gas & Electric LIEE Program Therm

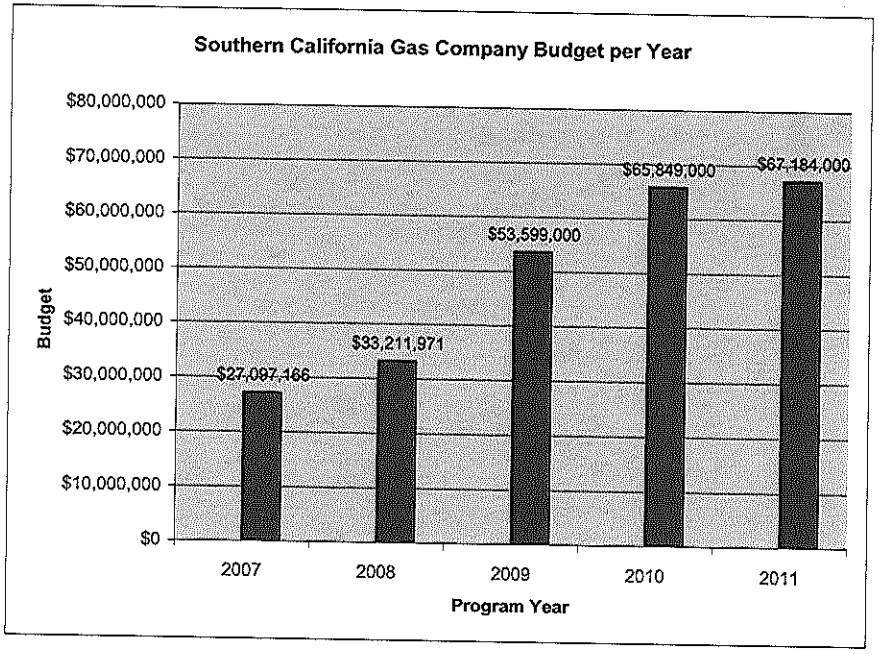

Pacific Gas & Electric LIEE Program Therm Savings Per Program Year
Therms
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
1,208,300
1,208,300
1,402,586
1,910,241
1,928,886
2007
2008
2009
2010
2011
Program Year

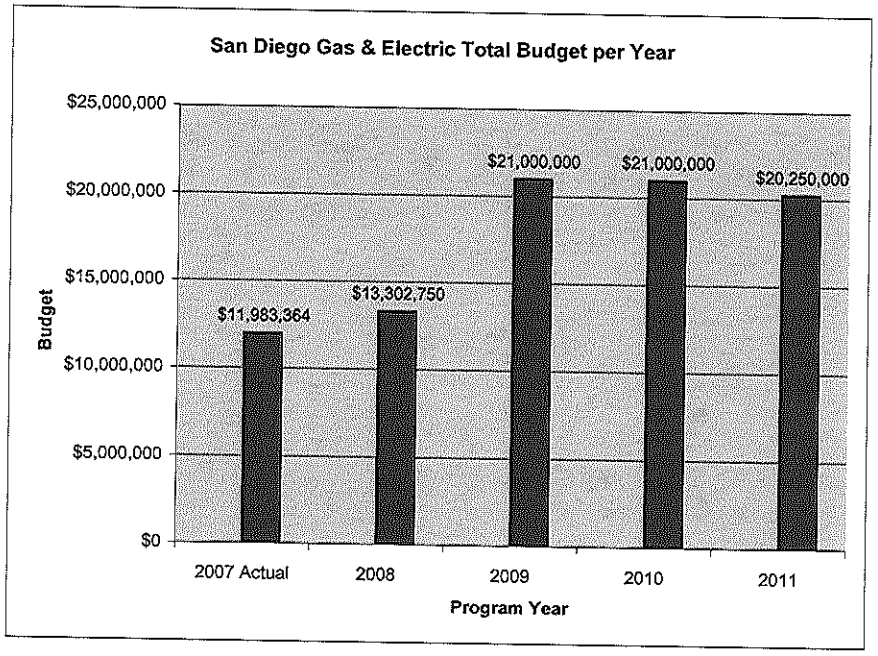

Southern California Gas Company LIEE Program Therm Savings Per Program Year
Therms
4,000,000
3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
891,230
1,056,949
2,564,567
3,292,424
3,345,967
2007
2008
2009
2010
2011
Program Year


San Diego Gas & Electric LIEE Program Therm Savings Per Program Year
Therms
600,000
500,000
400,000
300,000
200,000
100,000
0
222,485
181,461
478,745
478,745
452,749
2007
2008
2009
2010
2011
Program Year


Pacific Gas & Electric Total Budget per Year
$180,000,000
$160,000,000
$140,000,000
$120,000,000
$100,000,000
$80,000,000
$60,000,000
$40,000,000
$20,000,000
$0
Budget
$75,336,938
$77,733,500
$112,702,000
$152,011,000
$157,625,000
2007
2008
2009
2010
2011
Program Year


Southern California Edison Total Budget per Year
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
Budget
$32,525,808
$32,043,290
$53,594,000
$54,783,000
$56,633,000
2007
2008
2009
2010
2011
Program Year


Southern California Gas Company Budget per Year
$80,000,000
$70,000,000
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
Budget
$27,097,166
$33,211,971
$53,599,000
$65,849,000
$67,184,000
2007
2008
2009
2010
2011
Program Year


San Diego Gas & Electric Total Budget per Year
$25,000,000
$20,000,000
$15,000,000
$10,000,000
$5,000,000
$0
Budget
$11,983,364
$13,302,750
$21,000,000
$21,000,000
$20,250,000
2007 Actual
2008
2009
2010
2011
Program Year

PY 2009 - 2011 LIEE Planning Assumptions
Pacific Gas and Electric Company

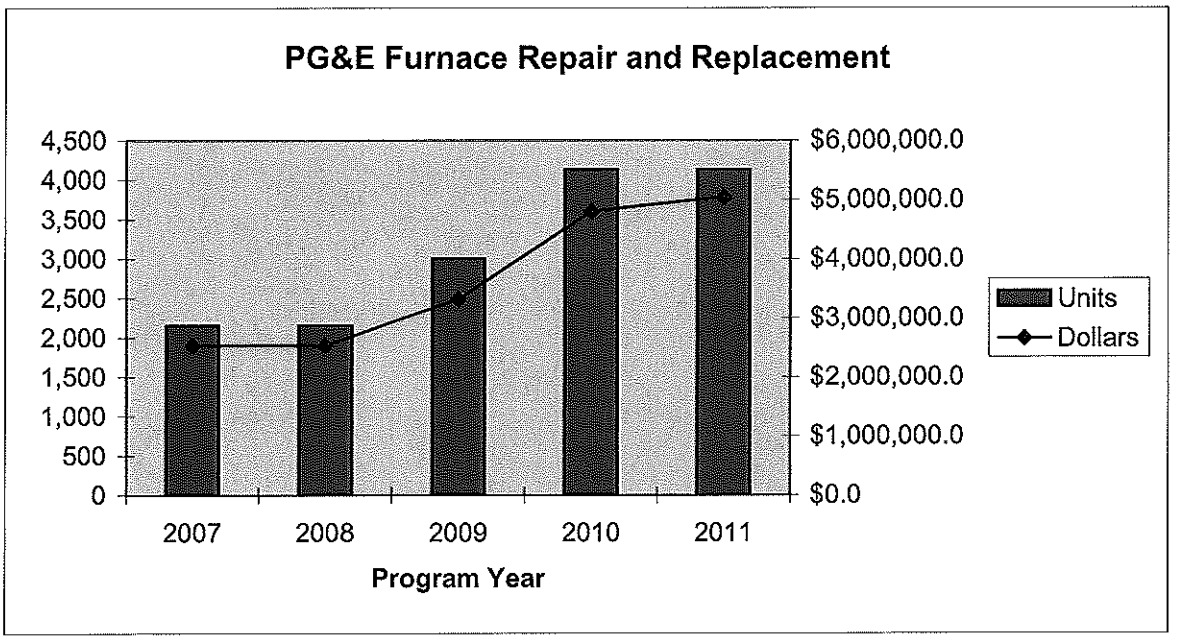
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
4			PY 2007 Actuals [3]						PY 2009 Planned						PY 2010 Planned						PY 2011 Planned					
5	Measures [1]	Units	Quantity Installed	% of measure installed	kWh (Annual)	kW (Annual)	Therms (Annual)	Projected Expenses	Quantity Installed	% of measure installed	kWh (Annual)	kW (Annual)	Therms (Annual)	Proposed Expenses [2]	Quantity Installed	% of measure installed	kWh (Annual)	kW (Annual)	Therms (Annual)	Proposed Expenses [2]	Quantity Installed	% of measure installed	kWh (Annual)	kW (Annual)	Therms (Annual)	Proposed Expenses [2]
6	**Heating Systems**																									
7	Furnaces Repair & Replacement	Each	2,158	3%	0	0	103,438	$ 2,538,980	3,005	4%	-	-	10,146	$ 3,329,049	4,132	4%	-	-	13,952	$ 4,809,293	4,132	4%	-	-	13,952	$ 5,049,758
8	**Cooling Measures**																									
9	A/C Replacement - Room	Each	1,059	2%	251,765	390	-	$ 865,447	1,183	1%	110,415	171	-	$ 1,134,189	1,627	1%	151,907	235	-	$ 1,614,700	1,627	1%	151,907	235	-	$ 1,671,856
10	A/C Replacement - Central	Each	100	0%	30,774	48	-	$ 222,718	139	0%	20,071	31	-	$ 315,252	191	0%	27,995	43	-	$ 454,847	191	0%	27,995	43	-	$ 477,590
11	A/C Tune-up - Central	Each	664	1%	133,978	173	-	$ 161,542	6,120	8%	831,164	1,288	-	$ 2,164,032	8,415	8%	1,142,659	1,771	-	$ 3,094,532	8,415	8%	1,142,659	1,771	-	$ 3,248,317
12	A/C Services - Central	Each																								
13	Heat Pump	Each																								
14	Evaporative Coolers	Each	2,059	3%	785,511	1,218	-	$ 1,456,827	1,578	2%	299,904	190	-	$ 1,305,827	2,169	2%	411,931	261	-	$ 1,857,987	2,169	2%	411,931	261	-	$ 1,923,751
15	Evaporative Cooler Maintenance	Each																								
16	**Infiltration & Space Conditioning**																									
17	Envelope and Air Sealing Measures	Home	48,484	77%	460,066	83	474,503	$14,795,383	46,435	58%	-	-	353,549	$ 13,619,850	63,848	58%	-	-	486,123	$ 19,385,530	63,848	58%	-	-	486,123	$ 20,071,896
18	Duct Sealing	Home	1,704	3%	4,307	20	10,508	$ 1,193,555	2,152	3%	168,512	31	54,151	$ 1,615,802	2,959	3%	231,892	42	74,445	$ 2,310,653	2,959	3%	231,892	42	74,445	$ 2,403,092
19	Attic Insulation	Home	3,781	6%	116,937	21	156,842	$ 3,458,824	4,300	5%	-	-	213,952	$ 5,215,470	5,913	5%	-	-	294,152	$ 7,424,008	5,913	5%	-	-	294,152	$ 7,686,841
20	**Water Heating Measures**																									
21	Water Heater Conservation Measures	Home	41,329	65%	287,641	43	457,935	$ 2,247,533	53,808	67%	-	-	688,697	$ 2,616,049	73,988	67%	-	-	946,950	$ 3,723,095	73,988	67%	-	-	946,950	$ 3,854,775
22	Water Heater Replacement - Gas	Each	268	0%	-	-	5,073	$ 1,082,412	1,803	2%	-	-	21,818	$ 1,502,031	2,480	2%	-	-	30,008	$ 2,169,446	2,480	2%	-	-	30,008	$ 2,277,912
23	Water Heater Replacement - Electric	Each																								
24	Tankless Water Heater - Gas	Each						$ 41,302																		
25	Tankless Water Heater - Electric	Each																								
26	**Lighting Measures**																									
27	CFLs	Each	391,129	618%	8,431,301	1,005	-	$ 3,939,774	503,200	629%	8,051,200	998	-	$ 5,947,824	691,900	629%	11,070,400	1,373	-	$ 8,468,856	691,900	629%	11,070,400	1,373	-	$ 8,766,373
28	Ext. Porchlights Fixture Replacement	Each	34,348	54%	1,222,743	-		$ 2,843,465	30,763	38%	492,208	61	-	$ 2,409,358	42,299	38%	676,784	84	-	$ 3,429,180	42,299	38%	676,784	84	-	$ 3,550,578
29	Interior Hard wired CFL Fixtures	Each	40,606	64%	2,809,204	348		$ 3,128,900	52,360	65%	2,978,394	369	-	$ 4,100,835	71,995	65%	4,095,292	508	-	$ 5,836,635	71,995	65%	4,095,292	508	-	$ 6,043,260
30	**Refrigerators**																									
31	Refrigerators	Each	17,230	27%	13,019,962	2,060	-	$15,597,756	22,440	28%	16,882,664	3,022	-	$ 22,548,610	30,855	28%	23,213,663	4,155	-	$ 32,094,137	30,855	28%	23,213,663	4,155	-	$ 33,230,526
32	**Pool Pumps**																									
33	Pool Pumps	Each																								
34	**New Measures**																									
35	Torchieres	Each							6,800		1,388,445	172	-	$ 602,888	9,350	9%	1,906,362	238	-	$ 858,143	9,350	9%	1,906,362	238	-	$ 888,531
36	Occupancy Sensor	Each							4,080		872,141	108	-	$ 372,749	5,610	5%	1,199,194	149	-	$ 530,538	5,610	5%	1,199,194	149	-	$ 549,331
37	**Pilots**																									
38	Clothes Washer	Each							1,000	1%	287,890	52	17,350	$ 750,000	1,250	1%	359,863	64	21,688	$ 975,000	1,500	1%	431,835	77	26,025	$ 1,216,800
39	Microwave	Each							1,500	2%	131,400	10	42,924	$ 90,000	1,500	1%	131,400	10	42,924	$ 90,000	2,000	2%	175,200	14	57,232	$ 120,000
40	Ceiling Fans	Each	1,185	2%	-	-	-	$ 203,524																		
41		Each																								
42	**Customer Enrollment**																									
43	Outreach & Assessment	Home	63,319					$ 4,898,110	80,000					$ 979,000	110,000					$ 1,399,970	110,000					$ 1,456,018
44	In-Home Education	Home	63,319					$ 6,200,894	80,000					$ 8,811,000	110,000					$ 12,599,760	110,000					$ 13,104,160
45	Education Workshops	Participant																								
46																										
47	**Total**				27,554,191	5,410	1,208,300	$64,683,176			32,512,408	6,504	1,402,586	$ 78,550,715			44,619,340	8,932	1,910,241	$ 111,867,879			44,735,113	8,949	1,928,886	$ 116,252,582
48									Average savings per home		406.4051044	0.08	17.53	981.88			405.63	0.08	17.37	1,016.98			406.68	0.08	17.54	1,056.84

49 [1] Include all proposed new measures and pilots, where appropriate. Include reference information on measure level kWh, kW and Therms.

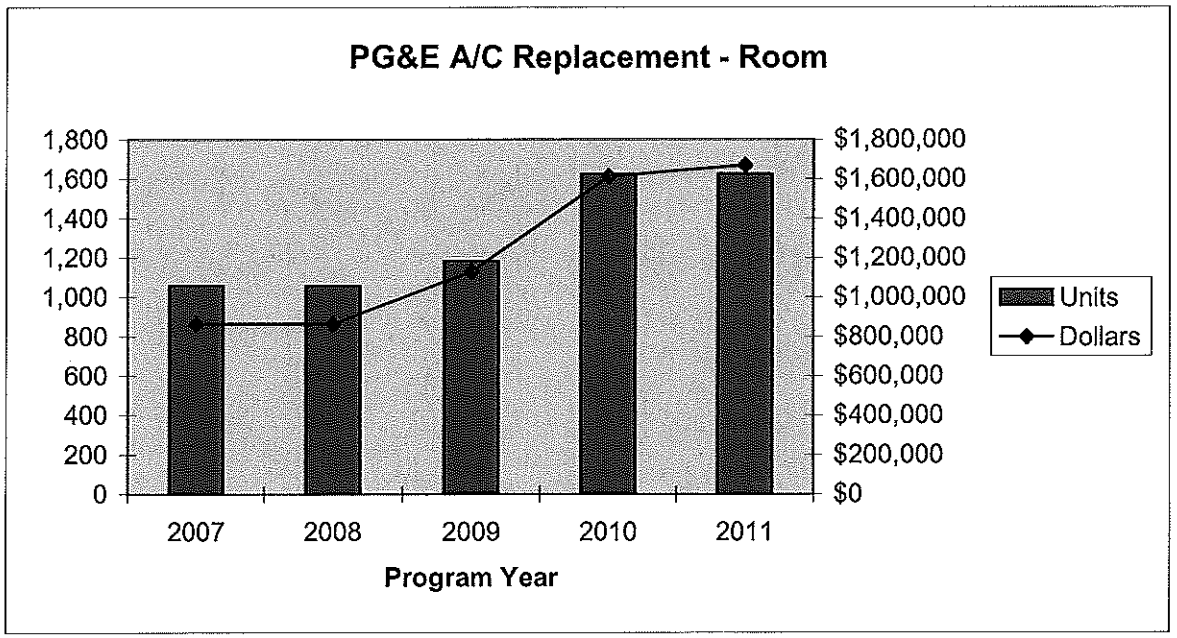
50 [2] Measure level expenses are projections only. Actual costs will be negotiated with contractors. Utilities are not requesting approval of costs at the measure level.

51 [3] This is 2007 actual expenditures. The 2008 Authorized LIEE budget is the same as the authorized 2007 budget.

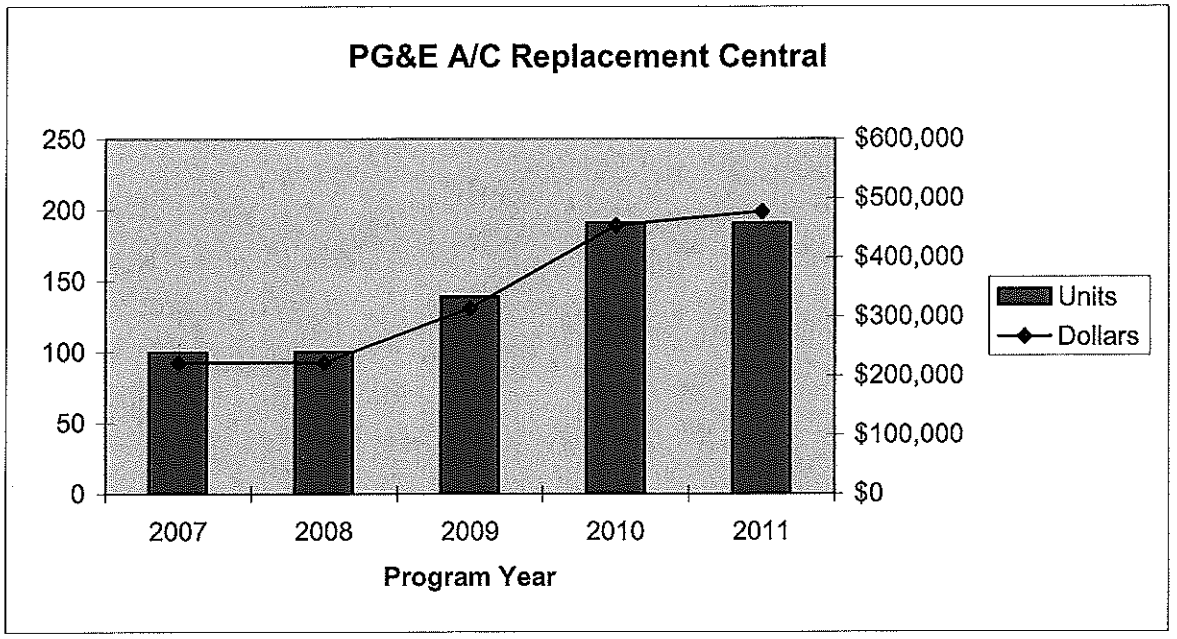
	Units	Dollars
2007	2,156	$2,538,980.0
2008	2,156	$2,538,980.0
2009	3,005	$3,329,949.0
2010	4,132	$4,809,293.0
2011	4,132	$5,049,755.7



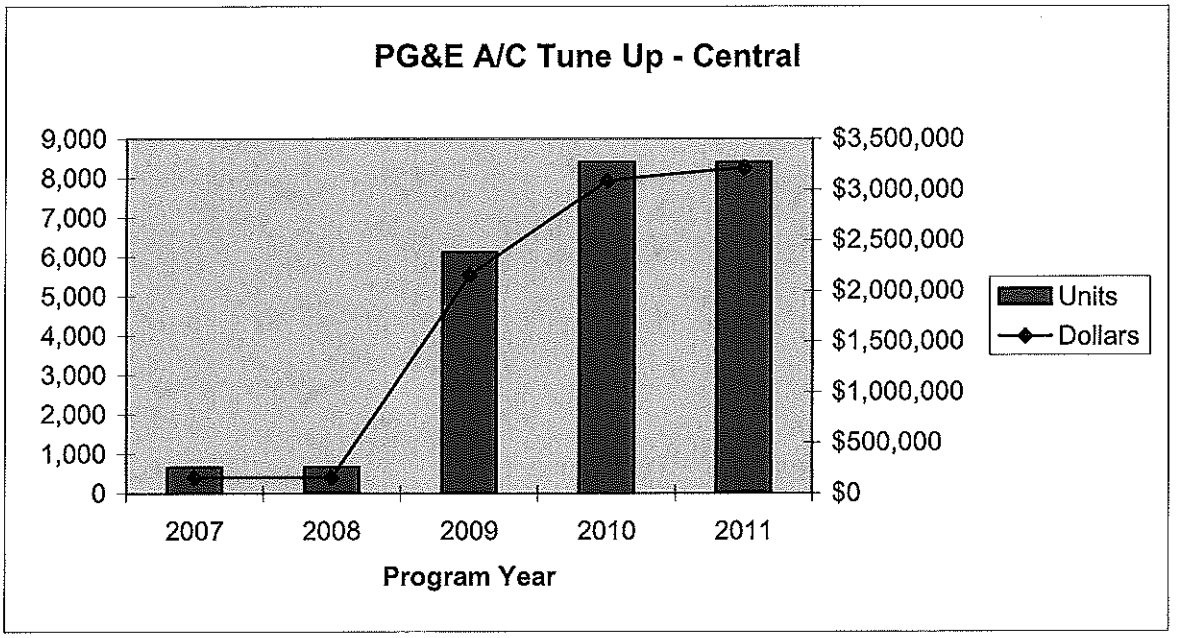
	Units	Dollars
2007	1,059	$865,447
2008	1,059	$865,447
2009	1,183	$1,134,189
2010	1,627	$1,614,700
2011	1,627	$1,671,856



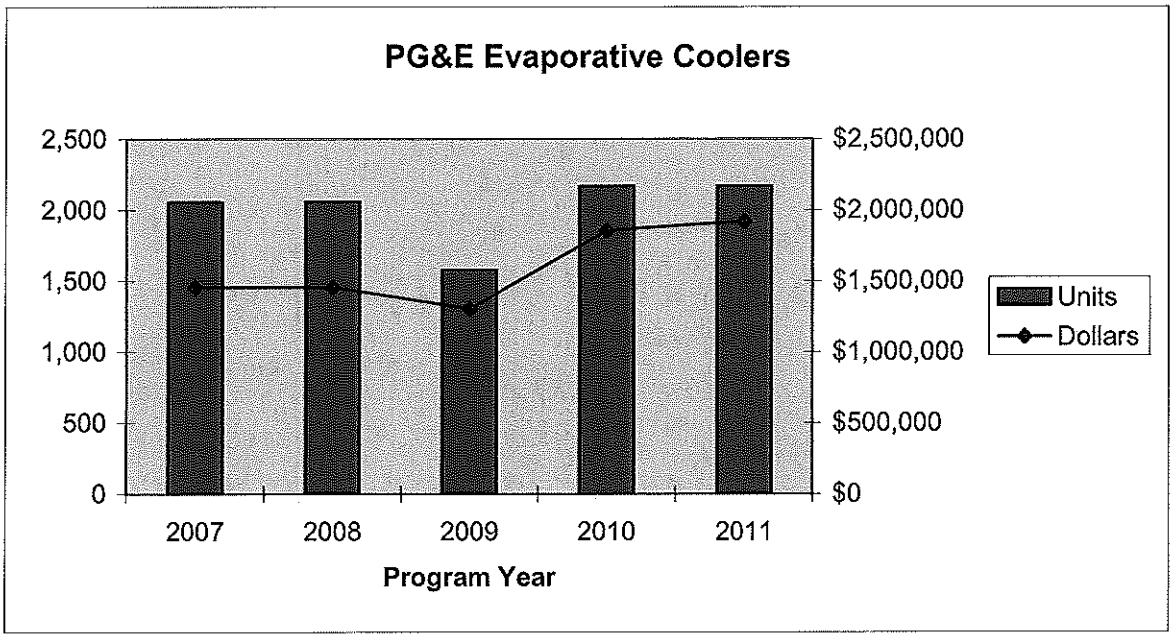
	Units	Dollars
2007	100	$222,718
2008	100	$222,718
2009	139	$315,252
2010	191	$454,847
2011	191	$477,590



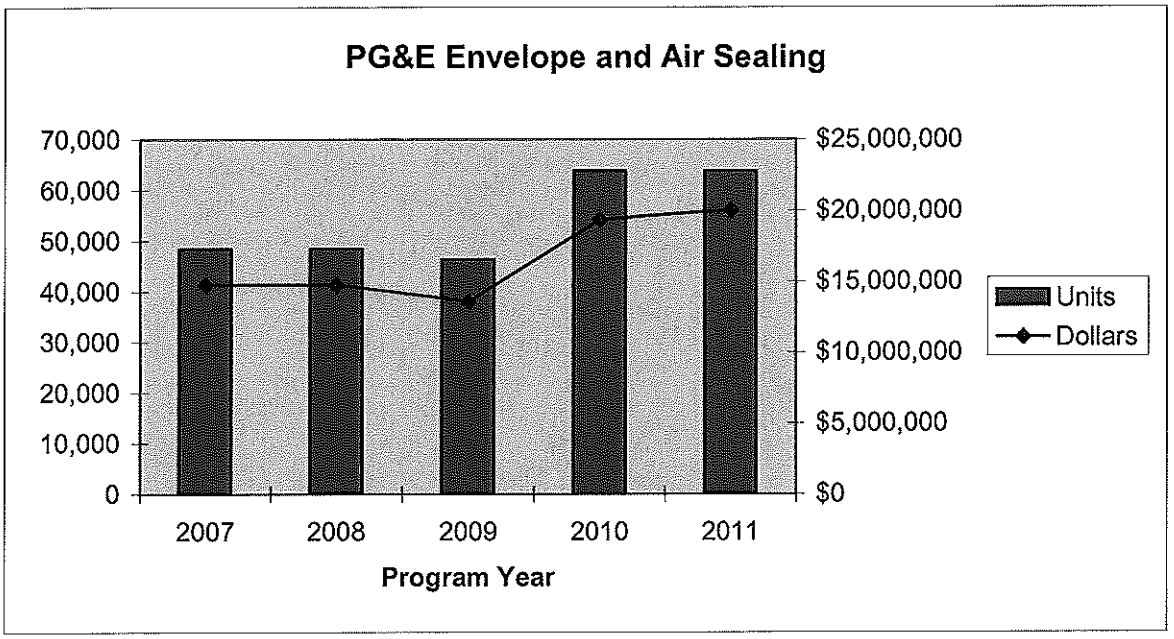
	Units	Dollars
2007	664	$161,542
2008	664	$161,542
2009	6,120	$2,164,032
2010	8,415	$3,094,532
2011	8,415	$3,218,317



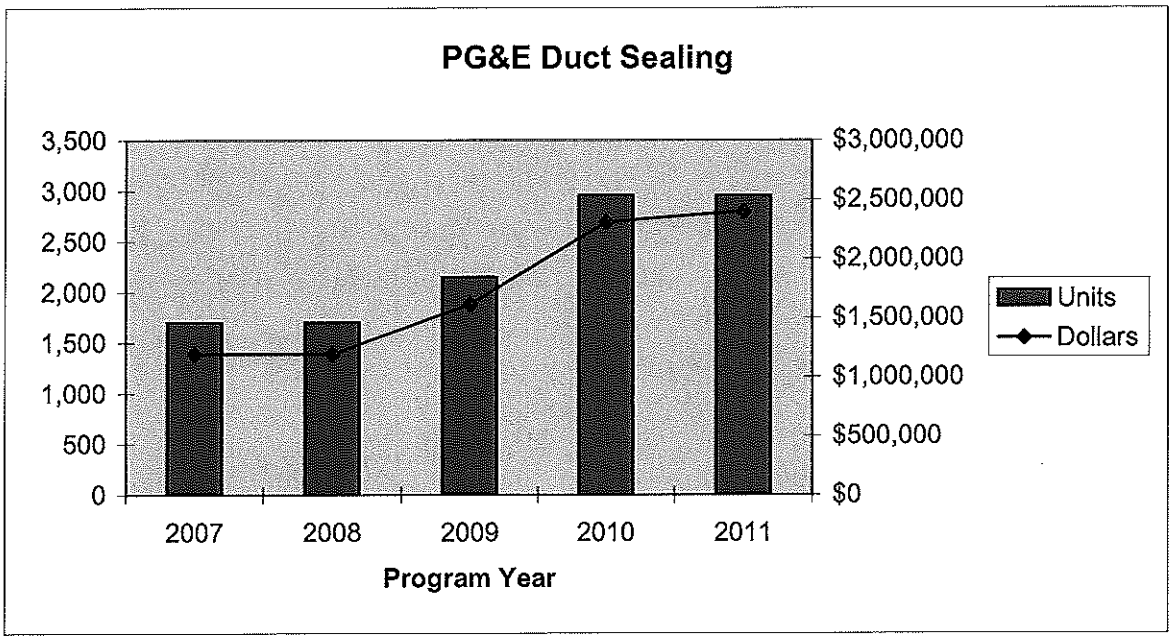
	Units	Dollars
2007	2,059	$1,456,827
2008	2,059	$1,456,827
2009	1,578	$1,305,827
2010	2,169	$1,857,987
2011	2,169	$1,923,751



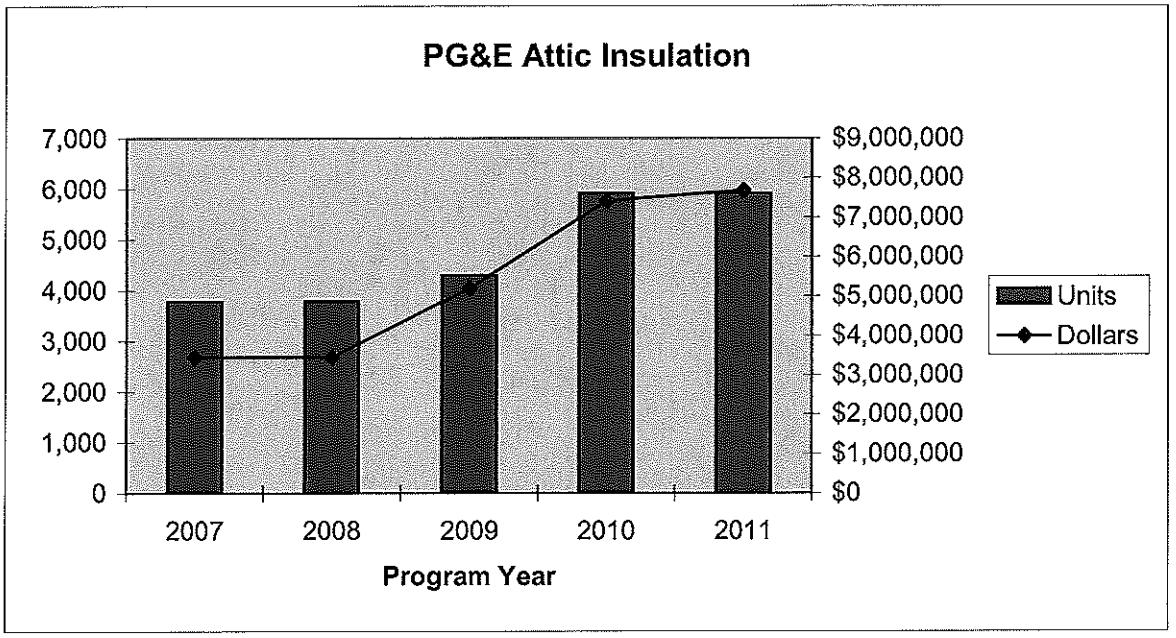
	Units	Dollars
2007	48,464	$14,795,383
2008	48,464	$14,795,383
2009	46,435	$13,619,850
2010	63,848	$19,385,530
2011	63,848	$20,071,896



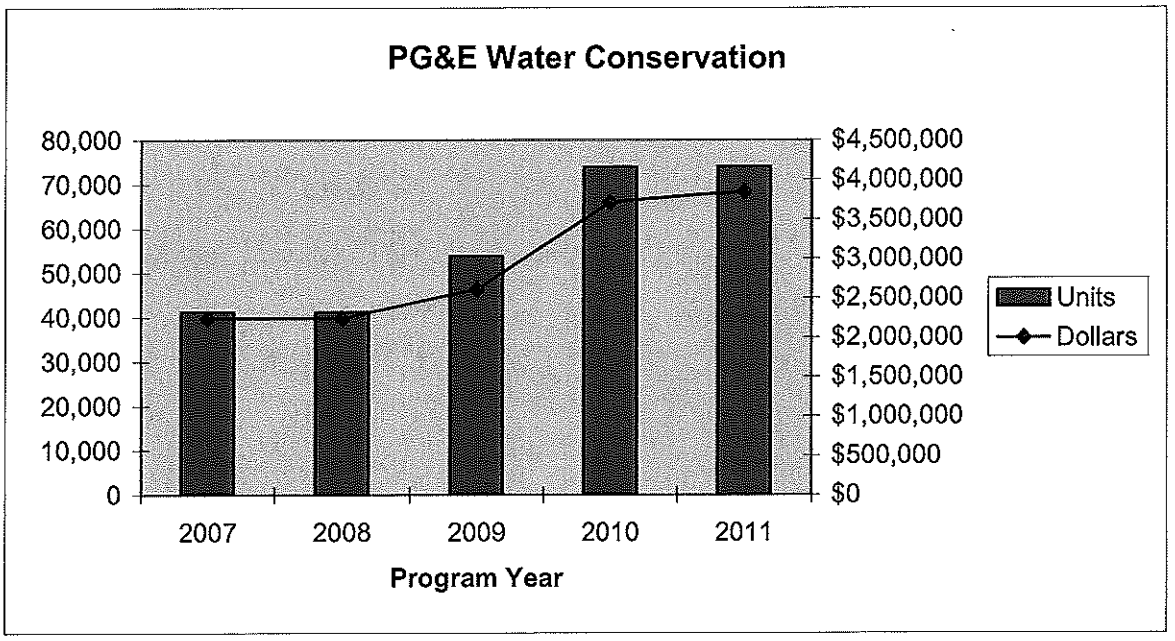
	Units	Dollars
2007	1,704	$1,193,555
2008	1,704	$1,193,555
2009	2,152	$1,615,802
2010	2,959	$2,310,653
2011	2,959	$2,403,092



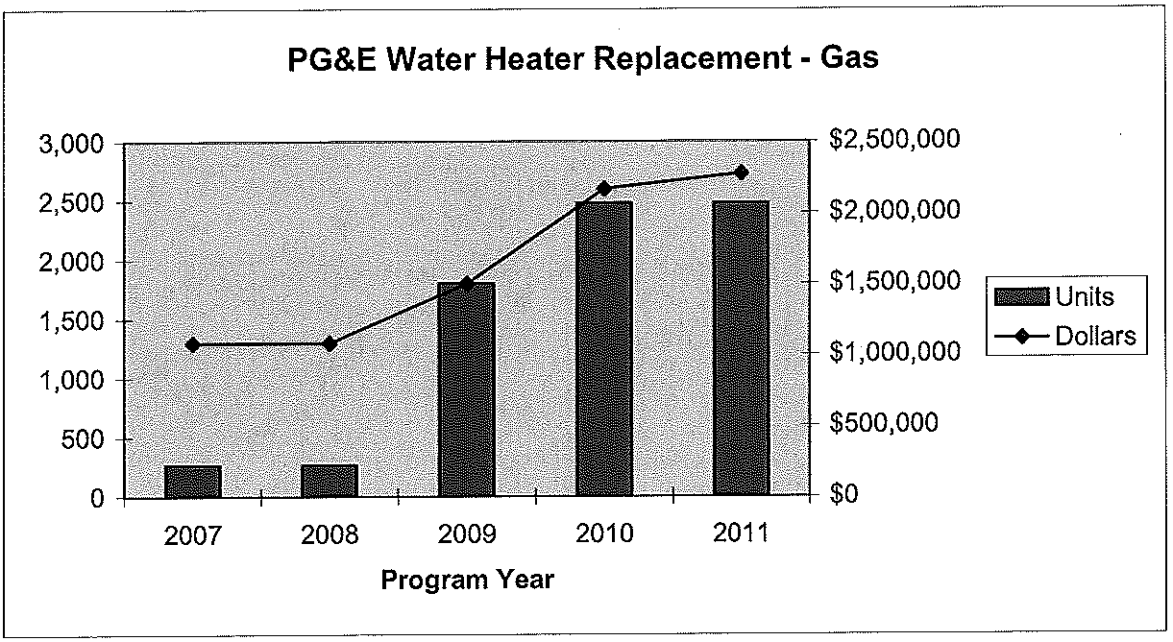
	Units	Dollars
2007	3,781	$3,458,824
2008	3,781	$3,458,824
2009	4,300	$5,215,470
2010	5,913	$7,424,008
2011	5,913	$7,686,841



	Units	Dollars
2007	41,329	$2,247,533
2008	41,329	$2,247,533
2009	53,808	$2,616,049
2010	73,986	$3,723,095
2011	73,986	$3,854,775

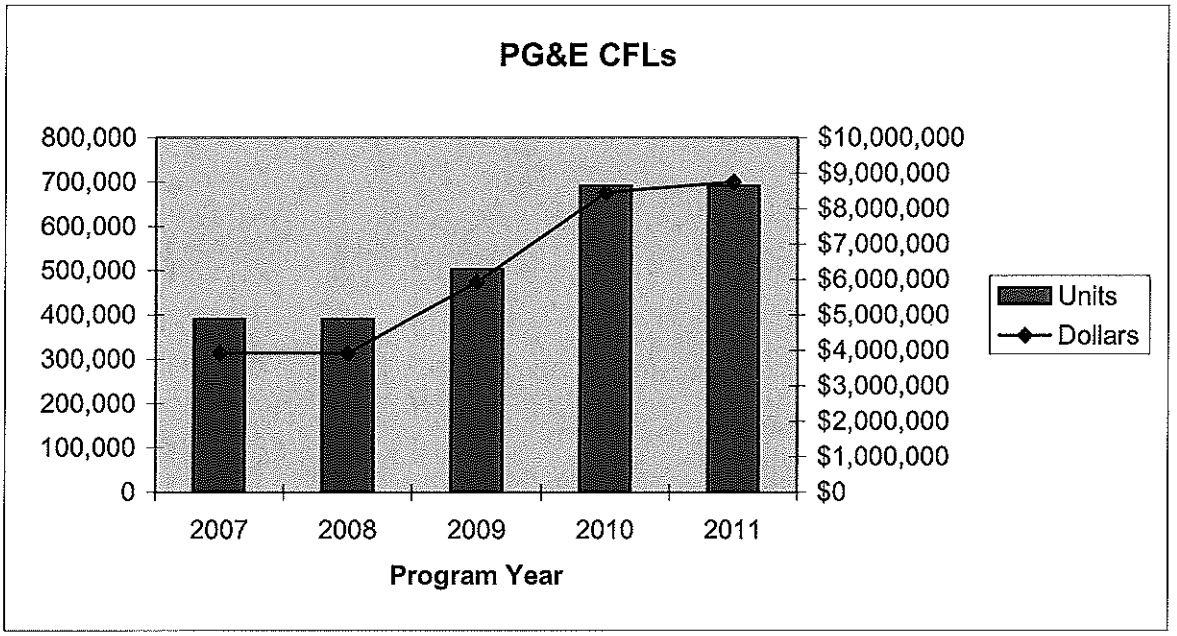


	Units	Dollars
2007	268	$1,082,412
2008	268	$1,082,412
2009	1,803	$1,502,031
2010	2,480	$2,169,446
2011	2,480	$2,277,912

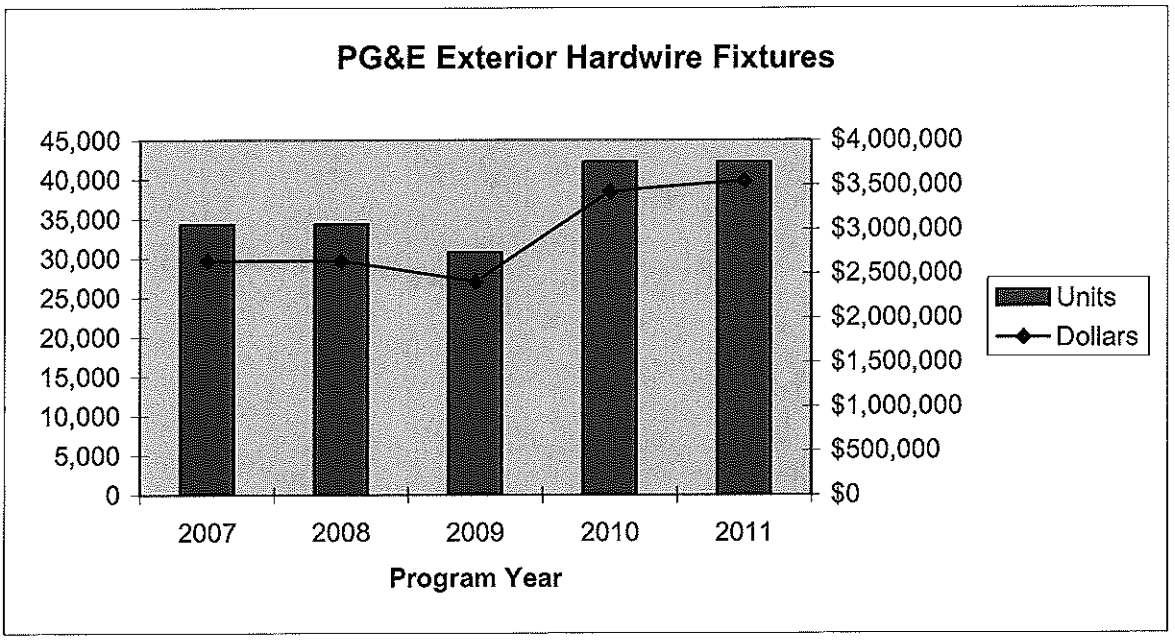


* 2007 and 2008 total units do not include repaired units, but does include repair dollars

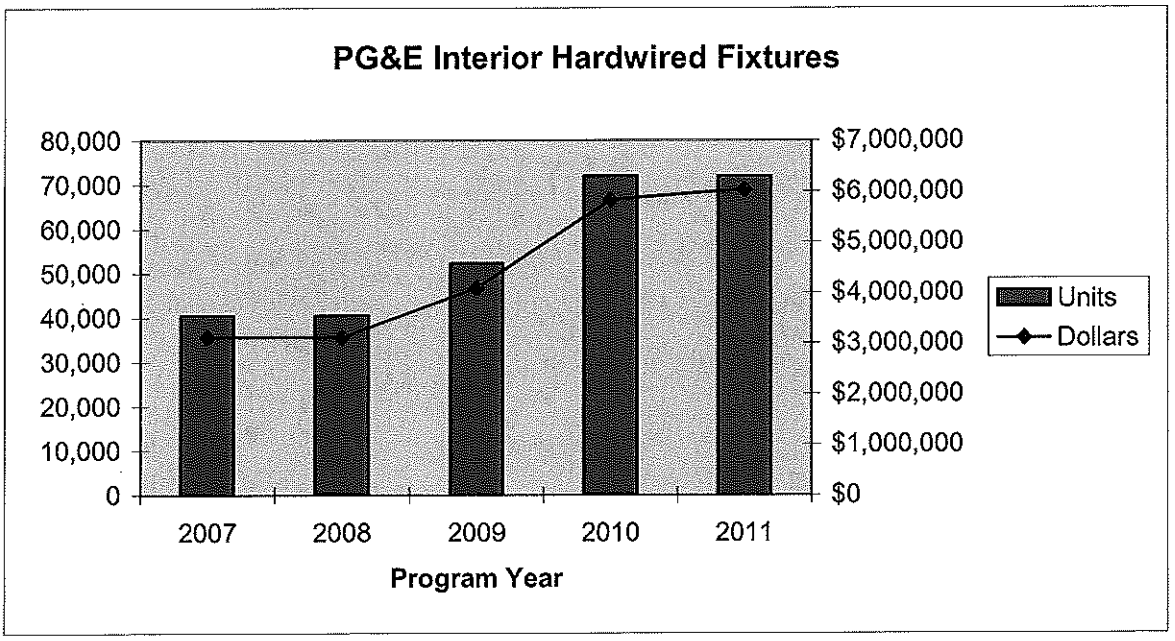
	Units	Dollars
2007	391,129	$3,939,774
2008	391,129	$3,939,774
2009	503,200	$5,947,824
2010	691,900	$8,468,856
2011	691,900	$8,766,373



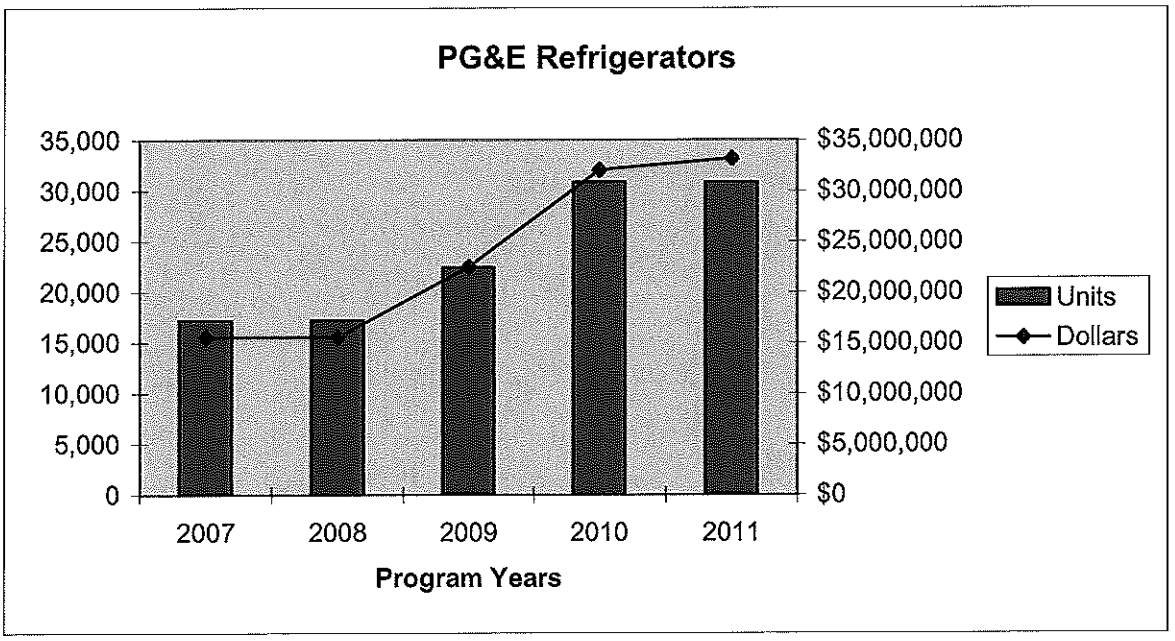
	Units	Dollars
2007	34,348	$2,643,465
2008	34,348	$2,643,465
2009	30,763	$2,409,358
2010	42,299	$3,429,180
2011	42,299	$3,550,578



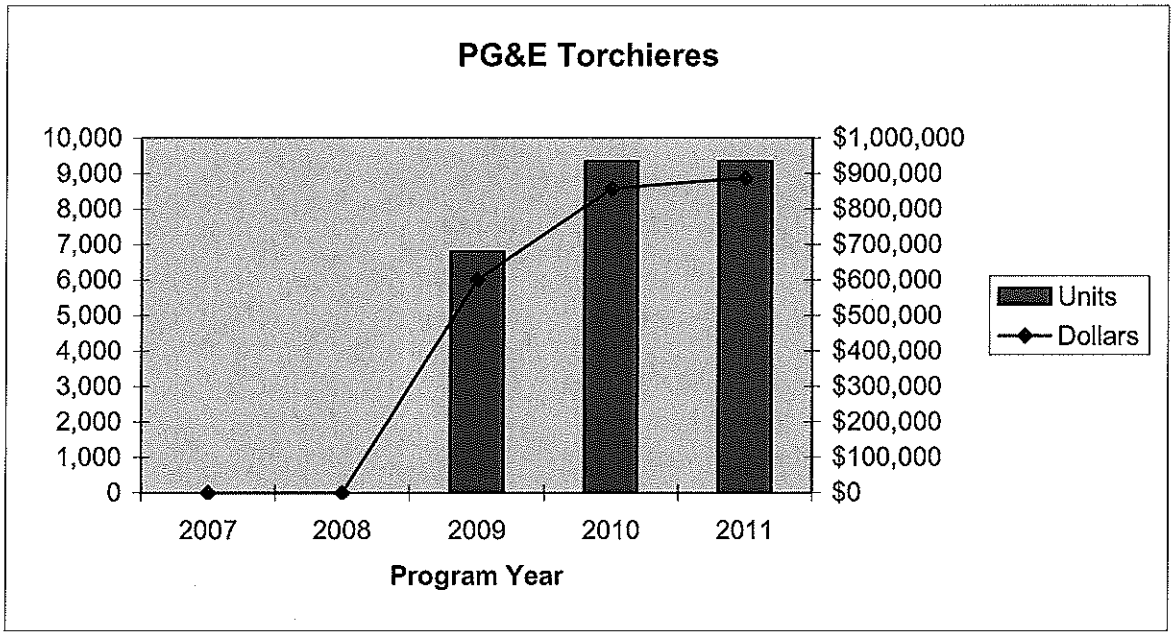
	Units	Dollars
2007	40,606	$3,128,900
2008	40,606	$3,128,900
2009	52,360	$4,100,835
2010	71,995	$5,836,635
2011	71,995	$6,043,260



	Units	Dollars
2007	17,230	$15,597,756
2008	17,230	$15,597,756
2009	22,440	$22,548,610
2010	30,855	$32,094,137
2011	30,855	$33,230,526



	Units	Dollars
2007	0	$0
2008	0	$0
2009	6,800	$602,888
2010	9,350	$858,143
2011	9,350	$888,531



* New measure for program year 2009-2011

	Units	Dollars
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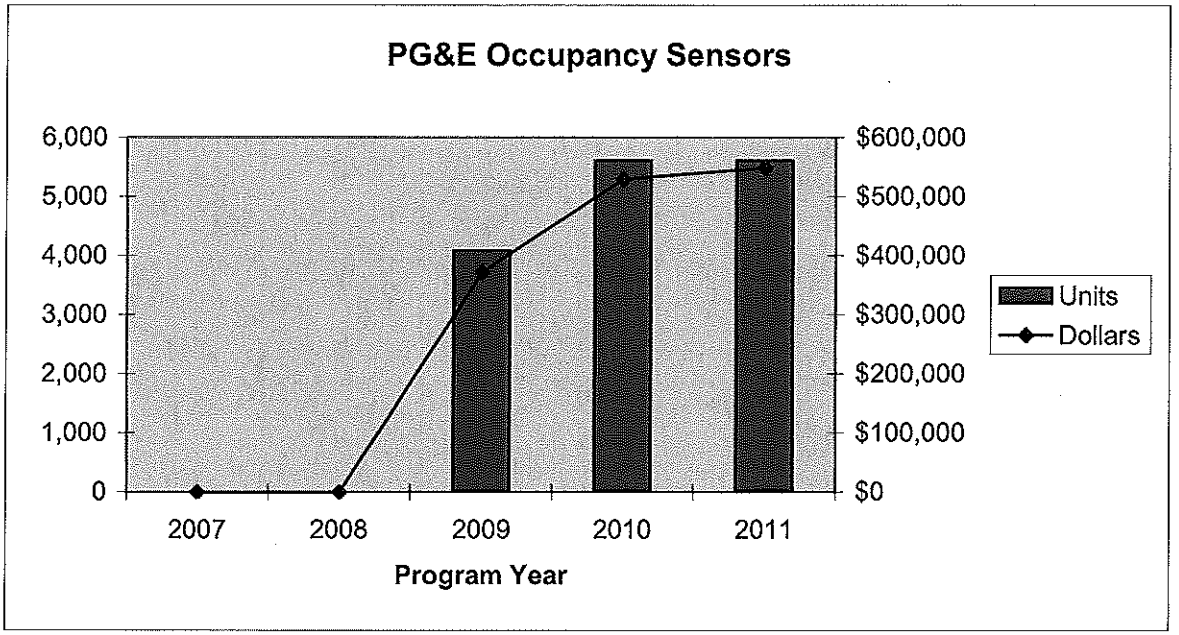
2008	0	$0
2009	4,080	$372,749
2010	5,610	$530,538
2011	5,610	$549,331



* New measure for program year 2009-2011

	Units	Dollars
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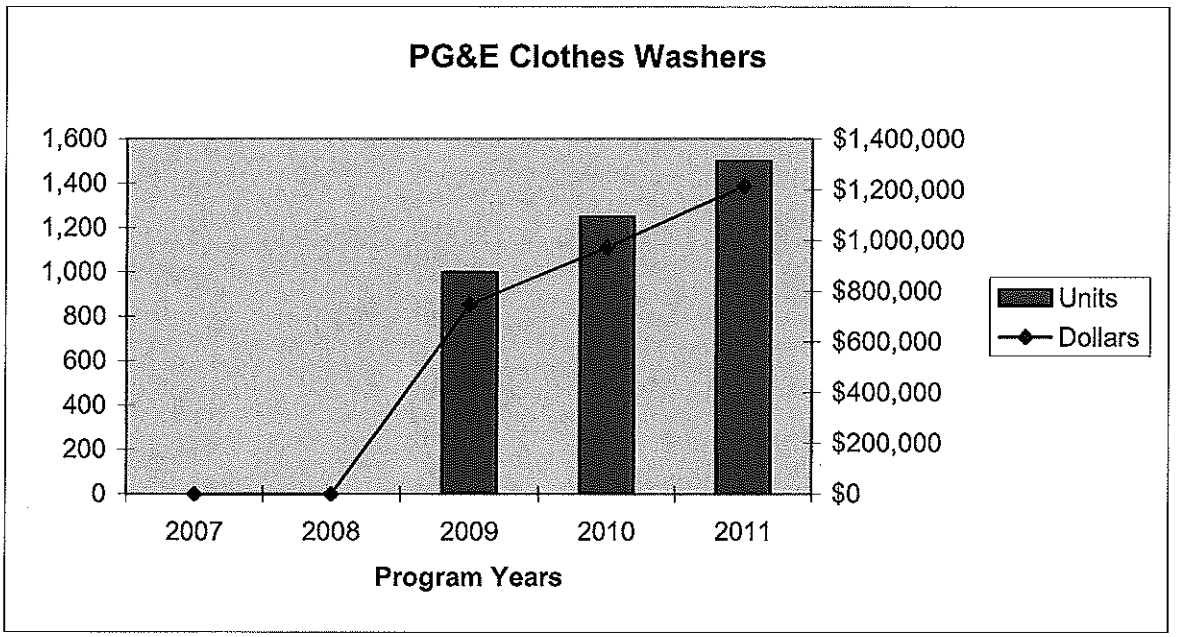
2008	0	$0
2009	1,000	$750,000
2010	1,250	$975,000
2011	1,500	$1,216,800



* New pilot measure for program year 2009. New measure for 2010-2011.

	Units	Dollars
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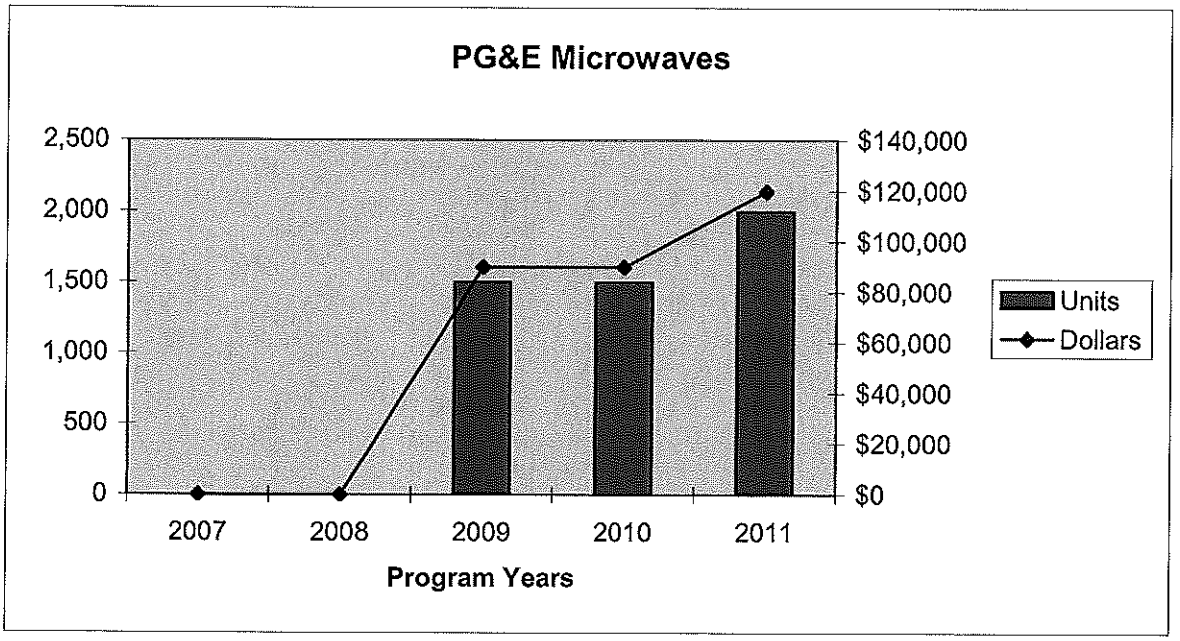
2009	1,500	$90,000
2010	1,500	$90,000
2011	2,000	$120,000



* New pilot measure for program year 2009-2011

	Units	Dollars
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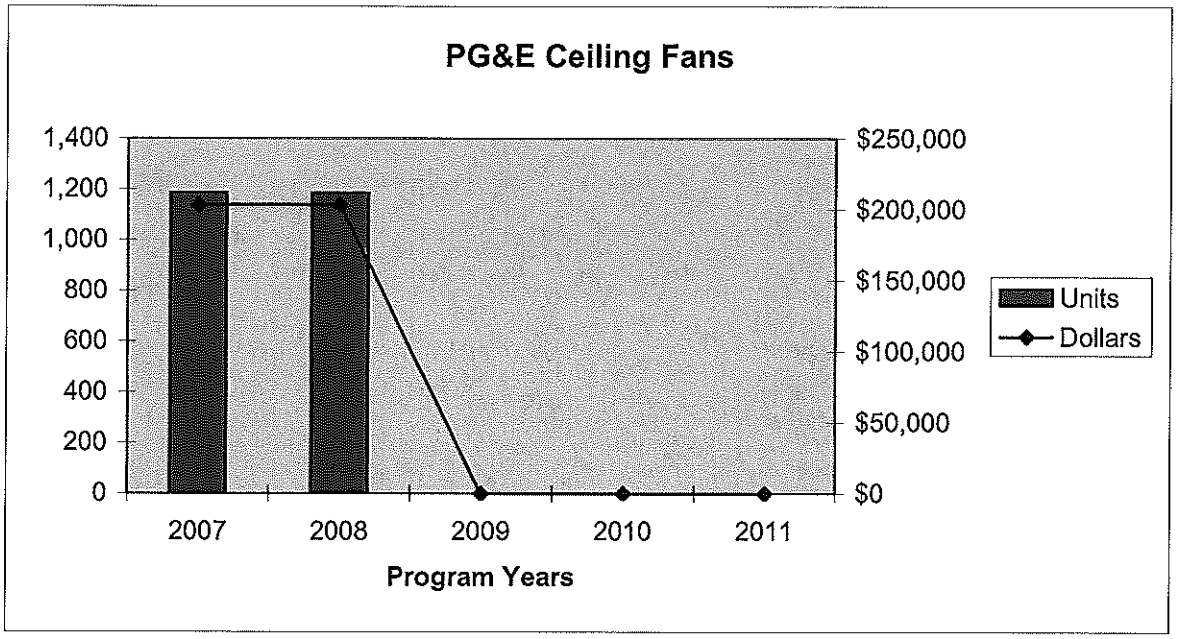
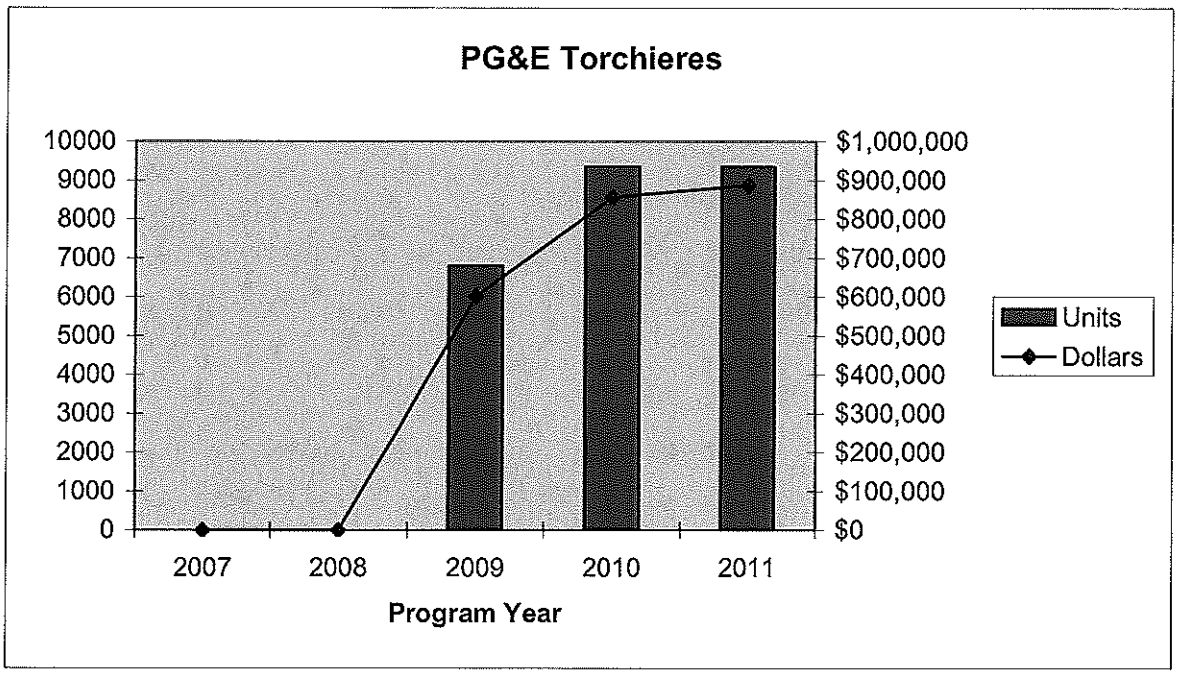
2008	1,185	$203,524
2009	0	$0
2010	0	$0
2011	0	$0




PG&E Torchieres
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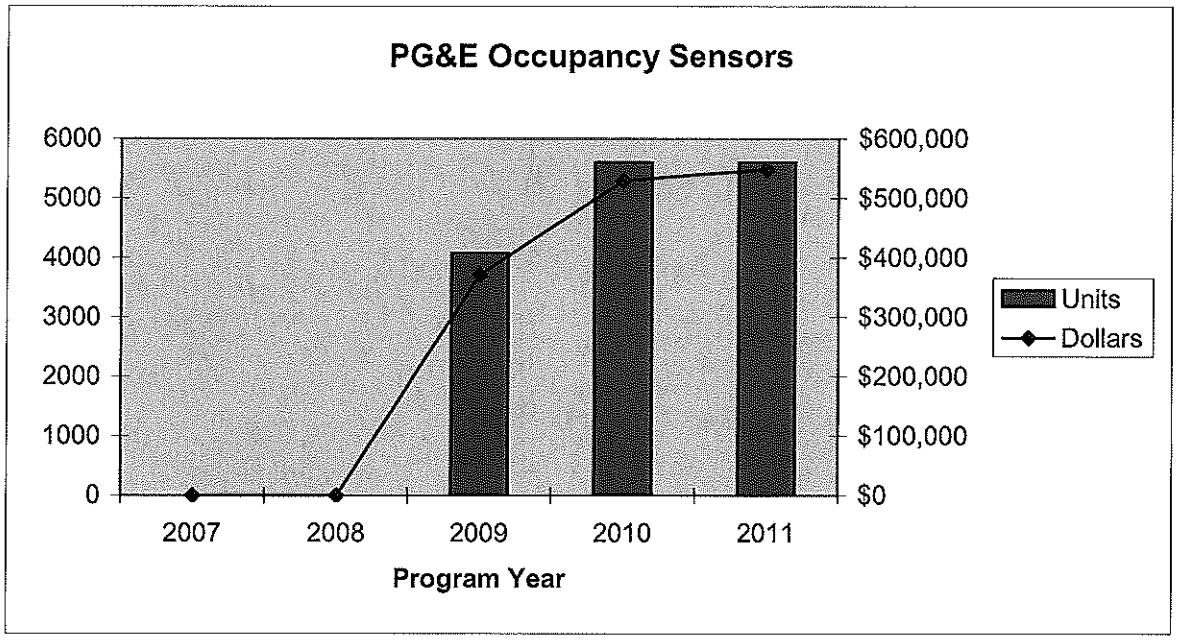
2008
2009
2010
2011
Program Year
Units
Dollars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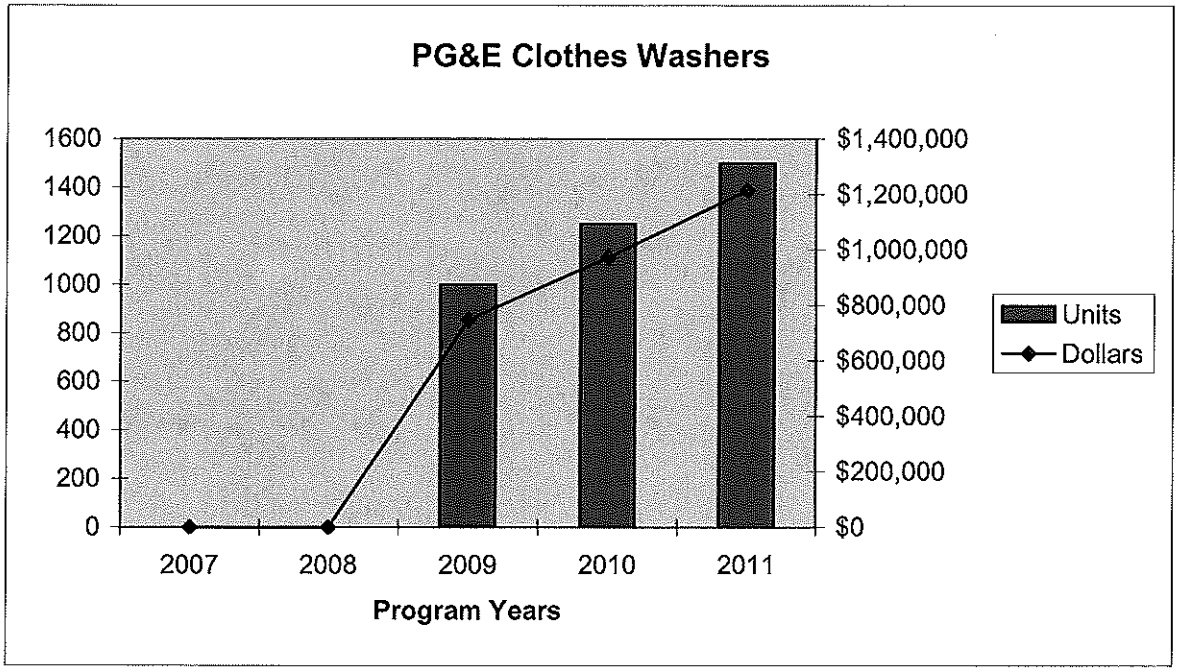
2011
Program Year
Units
Dollars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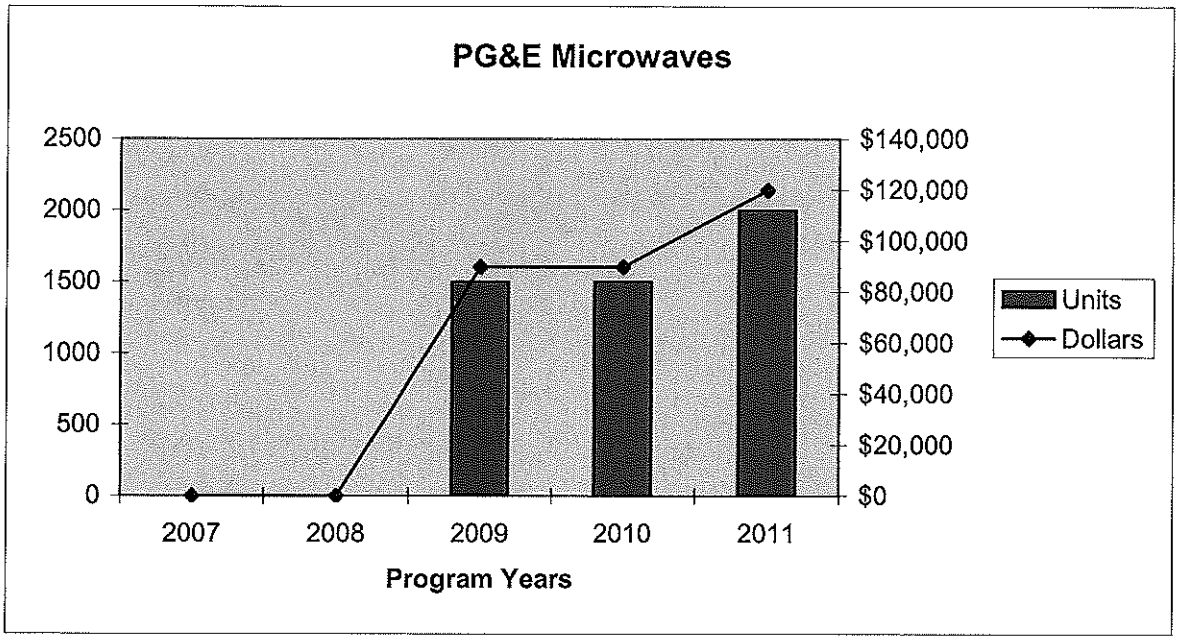
2009
2010
2011
Program Years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$0
2007
2008
2009
2010
2011
Program Years
Units
Dollars

FACT SHEET

Climate Change

Climate change is any long term significant change in the average weather patterns of a given region of the Earth. Average weather may include temperature, precipitation and wind patterns.

WHAT ARE GREENHOUSE GASES?

Greenhouse gases are certain pollutants that act like a blanket, trapping heat at the Earth's surface. These gases come from many sources such as burning fossil fuels to create energy or to power vehicles. This process releases carbon dioxide (CO_2) into the atmosphere.

Why do we need to reduce greenhouse gas emissions?

Activities such as driving cars and generating electricity are what scientists believe cause greenhouse gas emissions.

Over the course of the 20th century, scientists have observed a noticeable increase in global surface temperature. Scientists also believe this rise in temperature shows that the world's climate is changing. If the warming of the earth continues as predicted, the climate changes we might see in California are drought and wildfire, rainstorms and flooding, heat waves in the Central Valley, reduced snow pack in the Sierra Nevada, and rising sea-levels affecting coastal communities and drinking water supplies.

How does my energy use affect greenhouse gas emissions?

In California, approximately 20% of greenhouse gas emissions come from the generation of electricity. The good news is California already uses less energy per person than the average person in the United States because we've been very successful at being energy efficient.

Energy efficiency is the most cost-effective option for reducing greenhouse gas emissions and combating climate change. When you conserve energy, it reduces the amount of power that has to be generated. The results are fewer greenhouse gases being released into the atmosphere, which makes a difference today and for future generations.

How does water conservation effect greenhouse gas emissions?

Conserving water not only saves money and keeps our rivers, streams, and bays healthy; it also helps to fight climate change. It takes energy to get water from a reservoir or storage tank to our homes and to treat that water so it is safe for drinking and bathing. After we use water and it flows down the drain, it must be delivered to treatment plants where it's treated again. That takes additional energy. Greenhouse gases are released into the atmosphere during the transport and during the treatment of water. The less water we use, the less energy we use, and the fewer greenhouse gases that pollute the environment.

WHAT CAN YOU DO?

Your everyday actions can help lower your contribution to global climate change. Small steps can add up to big results. Here are some things you can do to help save energy and protect the environment.

Turn off equipment and appliances.

When you're not using televisions, lights, DVD players, stereos, and computers, turn them off.

The average home uses 16 light bulbs.

Switch at least 5 light bulbs in your home to Compact Fluorescent Lamps (CFLs).

FACT SHEET

Climate Change

Reduce, reuse, and recycle.
Buy less, look for less packaging, and make sure you recycle your CFLs, paper, metal, plastics, and glass. It usually takes more energy to create new materials than to recycle them.

Weatherize your home or apartment.
Apply weather-stripping and caulking around windows, doors, and outlets to reduce air leaks.

Buy ENERGY STAR® qualified appliances.
ENERGY STAR qualified appliances use 10-50% less energy than standard appliances. Rebates may be available from PG&E.

Save water without spending a cent.
Take shorter showers. Turn off the water when soaping up in the shower or brushing your teeth. Only run the dishwasher when it's full. Don't let the water run when washing dishes. Use a broom instead of a hose to clean your sidewalks and driveways.

Install a low-flow faucet aerator on all your household faucets.
By taking this inexpensive step, a family of four can save more than 1,700 gallons of water per year.

Install a low-flow shower head.
For as little as five dollars, you can reduce your water usage by installing a low-flow shower head.

In your home, replace any toilet manufactured before 1993.
The largest water user in your home is your toilet. If the date on the underside of the lid of the tank is before 1993, then you have an older toilet that uses twice as much water as a new high efficiency toilet. Install a new toilet, and you may even qualify for rebates from your local water agency.

Make sure your toilet isn't leaking.
Leaking toilets cause more water waste than any other fixture in the home. If you can hear or see water running in your bowl, it's time to replace the flapper in the tank. Here's another test: Put some food dye in the tank. After 15 minutes look to see if there is color in the bowl. If there is any color, replace the flapper.

Replace your clothes washer, the second largest water user in your home.
ENERGY STAR rated washers that have a Water Factor at or lower than 9.5, use 35-50% less water and 50% less energy per load. Traditional clothes washers use approximately 41 gallons per load, while high efficiency machines use only 23 gallons per load. Replacing your washer saves you money on both your water and energy bills. If you're a homeowner, check into purchasing new appliances. If you're a renter, work with your property manager or landlord to replace older fixtures and appliances.

For more information on Pacific Gas and Electric Company's programs visit **www.pge.com** or call **PG&E's Smarter Energy Line** at **1-800-933-9555.**

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Printed on recycled paper using soy-based inks.
May 2008 C-3243

CERTIFICATE OF SERVICE

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 Pacific Gas and Electric Company, Law Department B30A, 77 Beale Street, San Francisco, California 94105.

I hereby certify that on July 1, 2008, I served:

RESPONSE OF
PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)
TO ASSIGNED COMMISSIONER'S RULING ORDERING LARGE INVESTOR-OWNED UTILITIES TO COMPLY WITH PRIOR COMMISSION/COMMISSIONER DIRECTIVES (JUNE 13, 2008) – A. 08-05-022

Via electronic mail to each party on the official service list providing an email address or by first-class mail, postage prepaid, to each party on the official service list not providing an email address.

(See Attached Service Lists)

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 1st day of July, 2008.

/s/
PAMELA J. DAWSON-SMITH

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
EMAIL SERVICE LIST

[R0701042]
Downloaded July 1, 2008, last updated on June 30, 2008
Commissioner Assigned: Dian Grueneich on January 31, 2007
ALJ Assigned: Sarah R. Thomas on April 7, 2008

[A0805025, A0805022, A0805026, A0805024]
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CPUC DOCKET NO. R0701042-A0805022-A0805024-A0805025-A0805026

Order Instituting Rulemaking Regarding Policies, Procedures and Rules for the Low Income Energy Efficiency Programs of California's Energy Utilities.	R.07-01-042 (Issued January 25, 2007)
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)	A0805022
Application of San Diego Gas & Electric Company (U 902 M) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009-2011	A0805024
Application of Southern California Gas Company (U 904 G) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009-2011	A0805025
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	A0805026

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ALJ Assigned: Sarah R. Thomas on April 7, 2008

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Commissioner Assigned: Dian Grueneich on May 30, 2008
ALJ Assigned: Sarah R. Thomas on May 30, 2008

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CERTIFICATE OF SERVICE

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 Pacific Gas and Electric Company, Law Department B30A, 77 Beale Street, San Francisco, California 94105.

I hereby certify that on July 1, 2008, I served:

RESPONSE OF
PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)
TO ASSIGNED COMMISSIONER'S RULING ORDERING LARGE INVESTOR-OWNED UTILITIES TO COMPLY WITH PRIOR COMMISSION/COMMISSIONER DIRECTIVES (JUNE 13, 2008) – A. 08-05-022

Via electronic mail to each party on the official service list providing an email address or by first-class mail, postage prepaid, to each party on the official service list not providing an email address.

(See Attached Service Lists)

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 1st day of July, 2008.

/s/
PAMELA J. DAWSON-SMITH