

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

Application of Pacific Gas and Electric Company for Approval of the 2009-2011 Low Income Energy Efficiency and California Alternate Rates for Energy Programs and Budget (U 39 M).	Application 08-05-022 (Filed May 15, 2008)
Application of San Diego Gas & Electric Company (U 902 M) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009-2011.	Application 08-05-024 (Filed May 15, 2008)
Application of Southern California Gas Company (U 904 G) for Approval of Low- Income Assistance Programs and Budgets for Program Years 2009-2011.	Application 08-05-025 (Filed May 15, 2008)
Application of Southern California Edison Company (U 338-E) for Approval of Low- Income Assistance Programs and Budgets for Program Years 2009, 2010 and 2011.	Application 08-05-026 (Filed May 15, 2008)

**RESPONSE OF SOUTHERN CALIFORNIA GAS COMPANY
TO ASSIGNED COMMISSIONER'S RULING ORDERING LARGE
INVESTOR-OWNED UTILITIES TO COMPLY WITH PRIOR
COMMISSION/COMMISSIONER DIRECTIVES**

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July 1, 2008

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I. INTRODUCTION

In accordance with Rules of the California Public Utilities Commission’s (“Commission”) Rules of Practice and Procedure and the June 13, 2008 *Assigned Commissioner’s Ruling Ordering Large Investor-Owned Utilities To Comply With Prior Commission/Commissioner Directives* (“Ruling”), Southern California Gas Company (“SoCalGas”) hereby submits these responses to questions regarding its Application for Approval of its Low-Income Assistance Programs and Budgets for Program Years 2009-2011 (“Application”) filed on May 15, 2008. These responses are filed in compliance with the

Ruling, in which Commissioner Grueneich directed the large investor owned utilities (“IOUs”)¹ to provide more detailed information regarding their proposed applications. Below, SoCalGas provides the requested information.

II. RESPONSES

1. Single Statewide Marketing Campaign.

SoCalGas and the other IOUs have jointly developed a statewide marketing campaign for the Low Income Energy Efficiency (“LIEE”) program. The Statewide Marketing Plan, including proposed budget information along with all of the names and taglines that were considered are attached below.



LIEEStatewideMarket
ingPlan.doc

In compliance with the requirements of Decision (“D.”) 07-12-051 and the April 1, 2008 Assigned Commissioner’s Ruling (“ACR”), which required the IOUS to develop a statewide LIEE tagline to use with our program names, SoCalGas and the IOUs have selected and tested taglines and potential statewide LIEE program names.

Twenty focus groups were held in early June throughout the IOUs’ service territories to test low income customer responses to new names and taglines for the LIEE program. Focus groups, which were held in both English and Spanish, were conducted 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. A complete copy of the focus group report is attached below.



C:LIEE Tagline Name
Report 08-060-- 06-1

¹ The IOUs consist of SoCalGas, San Diego Gas & Electric Company (“SDG&E”), Southern California Edison (“SCE”), and Pacific Gas & Electric Company (“PG&E”).

2. Integration and Leveraging

The following provides a high-level overview detailing current and proposed methods SoCalGas uses or will use to integrate its internal demand side programs and leverage outside resources.

Done in the Past and Will Continue in 2009-2011	New Proposals for 2009-2011 (some will occur in 2008)
Coordination with local LIHEAP Agencies - Over 50% of SoCalGas LIEE installation contractors are also LIHEAP service providers. SoCalGas encourages dual LIEE/LIHEAP service providers to leverage both programs and expand available funding.	Partner with Imperial Irrigation District
Promote LIEE program through the vast network of health and human services referral networks (e.g., 211)	Partner with Metropolitan Water District
SoCalGas partners with various cities in its service territory by working with their representatives, local politicians, state elected officials and various community organizations to conduct targeted neighborhood events.	Partner with Los Angeles Department of Water and Power
	Develop partnerships with local water agencies
	Partner with additional agencies that: 1) provide assistance to low income customers and 2) have available funding to leverage projects and or measures.
	Greater coordination with local LIHEAP agencies.
	Incorporate LIEE Program into Energy Efficiency Third Party Contractor Programs
	Develop co-branding marketing collateral with overlapping IOUs and or municipalities.
	Coordination with California Solar Initiative (“CSI”) – Low Income Program

The following provides detail for all new SoCalGas integration and leveraging proposals for program years 2009-2011.

- A. Imperial Irrigation District (“IID”)** - In an effort to establish leveraging opportunities with non-IOUs within its service territory, SoCalGas is currently

in the final stages of securing a strategic partnership with IID to provide customers in the overlapping service territories those measures offered by each utility. By leveraging resources, both SoCalGas and IID will be able to provide their customers with co-branded program collateral and a turn-key solution to receive no cost energy saving home improvements. Once the work is completed SoCalGas will invoice IID for all appropriate fees and measures. This partnership will also help SoCalGas enroll customers in the LIEE program who reside in hard to reach areas.

- B. Metropolitan Water District (“MWD”)** – SoCalGas and MWD have been collaborating to develop a strategic partnership to leverage program funds for the direct installation of high-efficiency clothes washers. MWD proposes to contribute \$110 towards the purchase cost of each high efficiency clothes washer that SoCalGas’ LIEE program installs. The balance of the purchase cost will be borne by the LIEE program. Many MWD member agencies have individual rebate budgets for high-efficiency clothes washers and SoCalGas and MWD plan to jointly approach these agencies to discuss the potential of leveraging funds.

- C. Los Angeles Department of Water and Power (“LADWP”)** - SoCalGas and the Los Angeles Department of Water and Power (“LADWP”) are currently working together to identify opportunities to leverage one another’s low-income energy efficiency programs. Currently, LADWP offers replacement of old, inefficient refrigerators with new energy saving models to low income customers. SoCalGas intends to enter into an agreement with LADWP which will enable both utilities to cross promote each others programs.

- D. Water Agencies** - SoCalGas intends to partner with local water agencies to promote and leverage energy efficiency and water conservation by setting up a referral system to provide additional benefits to the customer. The referral system will provide the following benefits:

- LIEE participants will be referred to their water provider for direct non-energy benefits of other available water efficient measures that LIEE does not offer (e.g. toilet replacements and other water measures).
- Promote the local water agency's programs/rebates in an effort to jointly conserve water and energy while increasing awareness and reaching customers through new avenues and working relationships.
- Reciprocally, the water agencies will promote and refer its customers to CARE and LIEE for other water saving measures and energy saving measures not offered through the water agency.

F. Partner with Additional Agencies – SoCalGas intends to approach and develop partnerships with additional agencies that provide assistance to low income customers, similar to the IID. This will be done shortly after the SoCalGas and IDD partnership is finalized and implemented, as it will be used as a successful leveraging model when approaching other potential partner agencies.

As indicated in SoCalGas' Advice Letter 3877, dated June 30, 2008, SoCalGas proposes a cost sharing partnership with Operation Clean Air, Inc. ("OCA") for the installation of high-efficiency, ultra low nitrogen oxides water heaters. SoCalGas continues to seek opportunities to reduce energy usage and costs for low-income customers through its LIEE program, and believes that its strategic partnership with OCA will provide customer and societal and environmental benefits as well. Similar types of cost sharing strategic partnerships will be pursued during 2009-2011 to achieve maximum benefits for LIEE program energy savings, customer bill savings, water reduction, and greenhouse gas reduction.

G. Greater Coordination with LIHEAP Agencies – SoCalGas proposes several potential opportunities for SoCalGas to work with local LIHEAP agencies for better coordination with the LIEE program, which include:

- Implementing a structured referral system to allow for flexibility between program participation where customers can be referred to the other party should a service or measure not be provided in one program.

- Tracking customer referral in the program database and measures installed by LIEE or LIHEAP.
- Providing LIHEAP contractors serving the SoCalGas service territory access to SoCalGas' LIEE database to enable them to pre-screen their clients to see if they have received LIEE services from SoCalGas along with a list of the measures installed.

In addition, the IOUs and California Department of Community Services and Development have initiated discussions on how they and their respective contractors can work together to maximize the leveraging opportunities between the two programs.

H. Incorporate LIEE Program into Energy Efficiency (“EE”) Third Party Contractor Programs - SoCalGas proposes to seek new opportunities to integrate its LIEE program with its general EE programs. Such proposals include:

- SoCalGas' LIEE program staff plan to coordinate with energy efficiency third party contractor programs, such as the Mobile/Manufactured Home Innovative Outreach and Measure Program, to enroll low-income customers residing in mobile/manufactured homes in LIEE and other assistance programs. SoCalGas and the energy efficiency contractor who provides services for the Mobile Home Park Program first met in April of 2008 to discuss and pursue integrating both programs. Both parties expect to have a partnership in place within the next two months.
- For the 2009-2011 SoCalGas Energy Efficiency Third Party Contractor Programs, both EE and LIEE personnel will collaborate to determine which residential contractor programs could have LIEE integrated into the program. As third party contracts are negotiated in the following months, SoCalGas will discuss with the EE-selected third parties (which will be submitted to the Commission in SoCalGas 2009-2011 EE application on July 21, 2008), the third parties capacity and incremental budget requirements to incorporate LIEE outreach, education and services into their proposed EE program. Additionally,

SoCalGas will provide training and education to third party contractors who are not currently participating as LIEE contractors. This will ensure that LIEE customers are either offered or made aware of the portfolio of energy savings programs and services that are available to them and the benefits that can be achieved from program participation, i.e., energy savings, greenhouse gas reduction and other benefits.

I. Develop co-branding marketing collateral with overlapping IOUs and or municipalities – *See* response to Question 1 above.

J. Coordination with California Solar Initiative (“CSI”) – Low Income Program – *See* response to Question 3.

K. Budgets for Leveraging and Integration -

SoCalGas does not have a specific budget for leveraging and integration related costs. Costs relating to these efforts (e.g., labor, marketing, and collateral materials) 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 SoCalGas’ previous LIEE Annual Reports.

3. CSI

In the Ruling, the Commissioner requested details from SoCalGas regarding the coordination of the LIEE and CSI programs. SoCalGas proposes to work with SCE, PG&E, and SDG&E in overlapping service territories to ensure that single family low income (“LI SF”) participants receive all LIEE program authorized gas and electric measures in accordance with the Commission’s adopted policy. Though the details of implementing the coordination between the LIEE and CSI programs will have to be developed jointly by the CSI program administrators and the IOUs, SoCalGas herein presents some suggested detail on coordinating of LIEE with CSI for consideration by the Commission and interested parties.

Utility efforts to coordinate the Commission’s LI SF and multifamily low income (“LI MF”) CSI programs differ significantly pending a decision on the LI MF program. The most

recent MF program described in the Energy Division's Staff Proposal dated February 29, 2008, does not mandate that LIEE measures be installed or for the utility to provide a waiting list of LIEE participants for the LI MF program, as has been directed by the Commission for the LI SF program. Instead, Staff's proposal recommends that applicants for LI MF solar undergo an energy audit and enroll in an IOU's energy-efficiency program(s) unless the building meets Title 24 standards. It further proposes that LI MF solar participants be required to provide information on the LIEE program to tenants. Therefore, SoCalGas' suggestions for the LI SF program are separate from its suggestions for the LI MF program and with the LI MF suggestions being more tentative pending a decision on the program from the Commission.

Below, are the actions SoCalGas believes necessary to successfully coordinate its LIEE program with CSI.

LI SF and LIEE

- A. Provide information on LIEE customers to the Project Manager ("PM"). SoCalGas proposes to provide to the PM information on customers who have received LIEE and who are homeowners. In order to accomplish the data exchange, SoCalGas proposes that:
1. The PM, the Commission, and the IOUs agree to a date from which the customer data is to be provided and the frequency of updates on new LIEE enrollees. SoCalGas recommends that LI SF program be provided with data on LIEE customers who received all measures authorized under Rapid Deployment beginning in 2002 which is consistent with the IOUs determination of the number of customers eligible for LIEE as contained in the IOUs applications for 2009-2011;
 2. The PM, the Commission, and the IOUs determine data elements and format;
 3. The PM and SoCalGas execute confidentiality agreement; and
 4. SoCalGas extracts data from LIEE database and delivers to the PM. SoCalGas provides new enrollee information as often as agreed to with the Commission and PM.
- B. Outreach CSI program. To outreach the CSI program, SoCalGas proposes to modify LIEE outreach materials to include information to LIEE customers regarding their potential eligibility for CSI installations and CSI contact information. SoCalGas also

proposes to conduct a preliminary assessment of LIEE qualified homes to determine their feasibility for solar. As such, SoCalGas proposes that the PM, the Commission and IOUs:

1. Agree to the specific information that will be provided to potential LIEE customers at the time of door-to-door canvassing;
2. Develop an assessment tool and process to be used by LIEE contractors which can preliminarily screen for the feasibility of photovoltaic installations and provide the PM with estimate of new LIEE customers' energy savings to be used in determining size of PV unit; and,
3. Agree to the particulars regarding the content and timing of additional outreach efforts, which can effectively and feasibly be expanded to include CSI LI SF message(s), e.g., direct mail pieces, collateral at community events, telemarketing scripts, e-mail blasts, CBO and other agency promotions, SoCalGas website, brochures.

C. Provide LIEE measures and services to LI SF customers. To provide LIEE measures and services to LI SF customers, SoCalGas proposes that the following steps be completed:

1. The electric IOU notifies SoCalGas of any customers accepted into the LI SF program (CSI recipients) and where SoCalGas is to install LIEE measures;
2. SoCalGas enrolls the customer in LIEE if services have not been previously provided (since the end of 2001), issues work orders for installations targeting a completion date prior to completion of CSI installation, and provides electric IOU with information on estimated natural gas savings;
3. The electric IOU provides an estimate of savings achieved through the LIEE program to the PM, so that correct sizing of photovoltaic unit can be achieved;
4. SoCalGas initiates a review of the measures installed in previously served CSI recipients to ensure all feasible LIEE measures were available and installed and if not, initiates work orders for missing measures; and,
5. SoCalGas notifies electric IOU when LIEE work is completed.

- D. Track information. Before tracking can be completed, SoCalGas proposes that the Commission, the PM, and the IOUs determine what will be retained by the PM and/or the electric IOU and/or SoCalGas for reporting purposes (e.g., LIEE services provided, cost of LIEE measures, PV system size and cost, incentive awarded).
- E. Recover incremental costs appropriately. SoCalGas proposes that the recording and recovery of incremental costs incurred by SoCalGas specific to LI SF program should be agreed upon by the PM, Commission, and SoCalGas. SoCalGas proposes that recovery should be achieved through SoCalGas tracking costs specific to CSI program implementation (e.g., database cost, reporting, and issuing of incentive payments) and billing the administrator.

LI MF and LIEE

- A. Provide LIEE information to tenants of multi-family housing units. In order to provide LIEE information to tenants of multi-family housing units, SoCalGas proposes that the program administrator (“PA”), the Commission and SoCalGas should:
 - 1. Determine what information regarding LIEE should be provided to tenants of LI MF applicants;
 - 2. Determine a process for enrolling those tenants at the facility who want to enroll;
 - 3. Develop energy audit which includes recommendations for SoCalGas’ energy efficiency programs. (Though not specific to LIEE, coordination with SoCalGas is necessary to ensure that applicants for LI MF solar are provided the right information in order to decide which SoCalGas energy efficiency programs they should enroll in.)
- B. Track information. Before tracking can be completed, SoCalGas proposes that the Commission, the PM, and the IOUs determine what information should be retained by the PM and/or the IOUs for reporting purposes (e.g., LIEE services provided, cost of LIEE measures, PV system size and cost, incentive awarded).
- C. Recover incremental costs appropriately. SoCalGas proposes that the recording and recovery of incremental costs incurred by SoCalGas specific to LI SF program should

be agreed upon by the PM, Commission, and SoCalGas. SoCalGas proposes that recovery should be achieved through SoCalGas tracking costs specific to CSI program implementation (e.g., database cost, reporting, and issuing of incentive payments) and billing the administrator.

4. Graphics Summarizing Applications



ACR6-13_SoCalGasQ
4.xls

5. Water Conservation

In accordance with D.06-12-038, SoCalGas proposes a new measure in the 2009-2011 LIEE application which provides significant energy and water savings. The following describes, in detail, the proposed measure:

- **High Efficiency Clothes Washer** - SoCalGas and the Metropolitan Water District (“MWD”) have been collaborating to develop a strategic partnership to leverage program funds for the direct installation of high-efficiency clothes washers. MWD proposes to contribute \$110 towards the purchase cost of each high efficiency clothes washer that SoCalGas’ LIEE program installs. The balance of the purchase cost will be borne by the LIEE program. Also, many MWD member agencies have individual rebate budgets for high-efficiency clothes washers and SoCalGas and MWD plan to jointly approach these agencies to discuss the potential of leveraging funds. To ensure this proposed measure achieves maximum benefits for LIEE program energy savings, water reduction and customer bill savings, high efficiency clothes washers will only be made available to large households consisting of four or more household members, and when the clothes washer *and* clothes dryer in the household are operational. As the Commission acknowledged in D.07-12-050, “to use less water means using less energy.” High efficiency clothes washers heat less water and extract more water from the clothes than traditional clothes washers. With the extraction of more water from the clothes, the required drying time is reduced, which also results in reduced energy savings. The annual energy savings is expected to be approximately 37 therms if the dryer is natural gas and water savings is expected to be 10,000 gallons.

As stated in the direct testimony of Witness Lucas, page JLL-24:

This partnership not only provides the LIEE program and customer with energy savings but also complies with D.06-12-038 which states, “[t]he utilities should begin work on proposals for low income energy efficiency programs that promote water conservation for the Commission’s future consideration”.²

² D.06-12-038 Conclusions of Law 6.

	PY2009			PY2009			PY2009		
	Quantity	Water Savings (millions of gallons)	Budget (millions)	Quantity	Water Savings (millions of gallons)	Budget (millions)	Quantity	Water Savings (millions of gallons)	Budget (millions)
High Efficiency Clothes Washer	5,163	51.6	\$2.58	6,685	66.9	\$3.34	6,793	67.9	\$3.40

Partner with Local Water Agencies

SoCalGas proposes to partner with local water agencies to promote and leverage energy efficiency and water conservation by initiating a referral system to provide additional benefits to the customer. The referral system will provide the following benefits:

- Refer LIEE participants to local water agencies for direct non-energy benefits of other available water efficient measures that LIEE does not offer (e.g. toilet replacements or other water measures).
- Promote the local water authority’s programs/rebates in an effort to conserve water and energy, while increasing awareness and reaching customers through new avenues and working relationships.
- Promote and refer water authority customers to SDG&E’s CARE and LIEE programs for other water saving measures and energy saving measures not offered through the water authority.

Existing LIEE Program Water Conservation Measures

SoCalGas’ LIEE program will continue to provide water heater replacement and water conservation measures (water heater blanket, low-flow showerhead, pipe wrap, faucet aerator) in program years 2009, 2010 and 2011. SoCalGas plans to install over 42,000 water heater conservation measures in 2008 and proposes to increase this amount to approximately 88,000 in 2009, 114,000 in 2010, and 116,000 in 2011.

6. Education

As directed in D.06-12-038, SoCalGas developed an energy education fact sheet that discusses the benefits of energy efficiency programs in an effort to reduce greenhouse gases and promote water conservation. The fact sheet was developed in coordination with SCE because the majority of SoCalGas' LIEE customers reside within SCE's service territory.

The title of the energy education fact sheet is "Helping the Environment through Energy Efficiency". This fact sheet is used as a guide to provide customers with simple tips on how to save money through reduced energy and water usage, and discusses the benefits of reduced carbon dioxide emissions. In addition, the fact sheet serves as a guide to facilitate discussions regarding how customers can contribute to reduce greenhouse gases, through participation in the LIEE program, and how their participation can assist California in meeting its emission reduction goals by the year 2020. The fact sheet has been incorporated as part of the in-home energy education component of the program and is discussed with the customer by a trained outreach specialist. A copy of this fact sheet is attached as requested.



SCG-SCE_FactSheet.
pdf

III. CONCLUSION

SoCalGas appreciates this opportunity to provide further detail and clarity regarding its Application and looks forward to working with the Commission and other interested parties in this proceeding.

Respectfully submitted,

/s/ Kim F. Hassan

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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

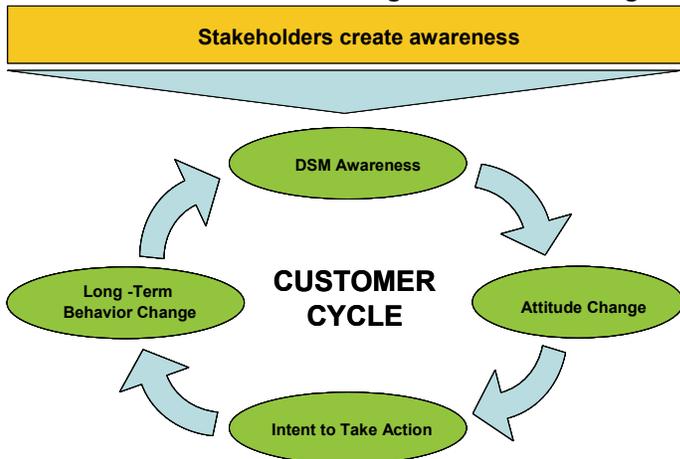
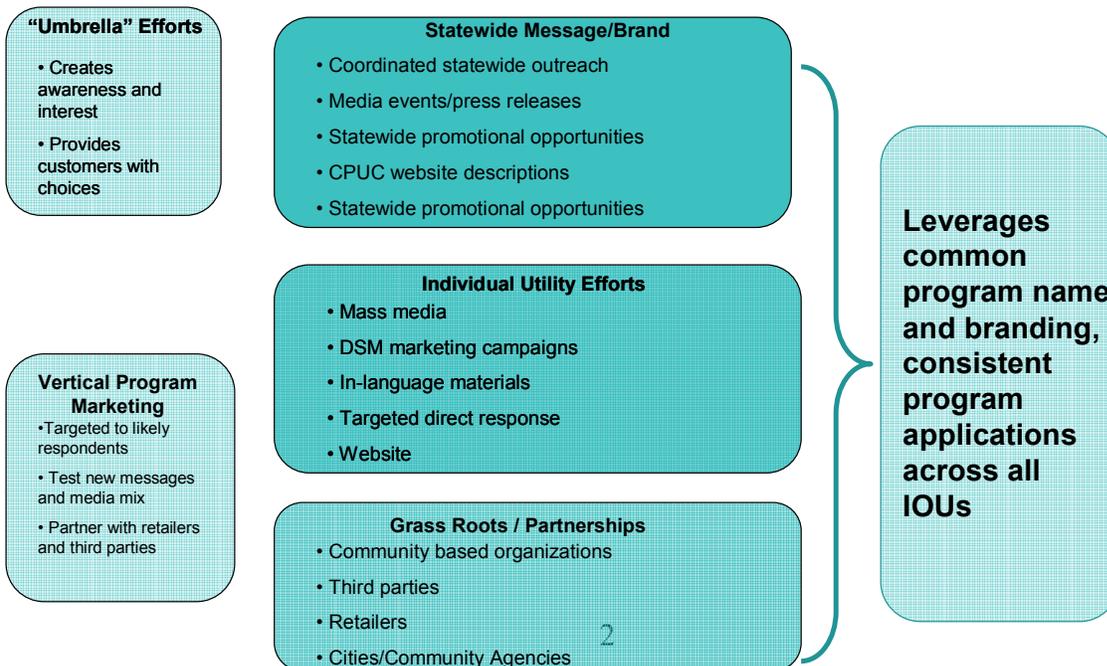


Exhibit B: Multi-layered, Multi-channel Marketing Approach



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.³ 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."

³ 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.⁴

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
- California Energy Assistance

⁴ 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.

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

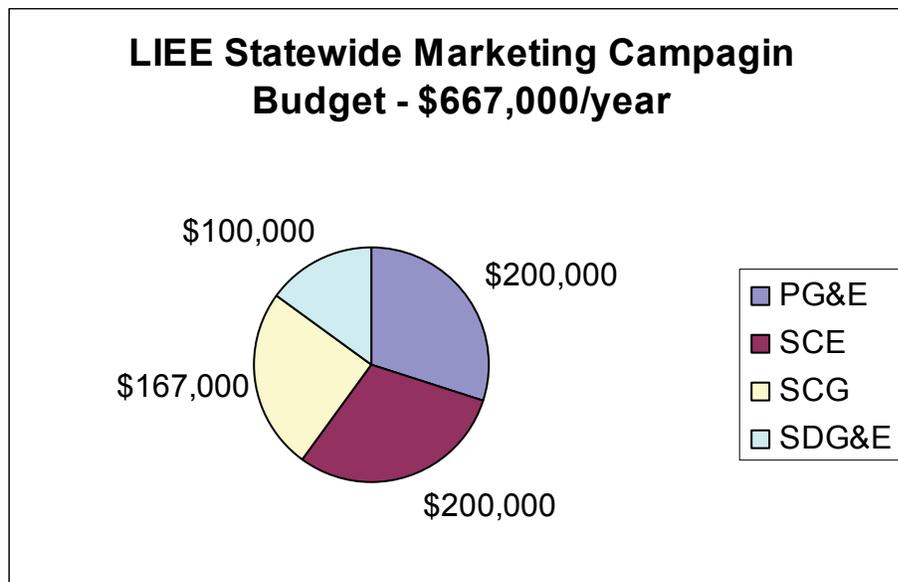
Across the utility groups, customers are consistent in their interpretation of works or phases in the proposed names and descriptions. Participant feedback uncovers points that can be important when establishing language for the LIEE program. Page 10 of the final report provides a complete summary of 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.⁵

8. Budget



⁵ 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

Embedded Power Point on page 2

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

Results of Research

June 19, 2008

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TABLE OF CONTENTS

BACKGROUND AND OBJECTIVES.....	2
METHODOLOGY.....	3
SUMMARY OF FINDINGS.....	5
DETAILED FINDINGS	
ENERGY CONSERVATION.....	17
PROGRAM AWARENESS AND IMPRESSIONS.....	19
NAME EVALUATIONS.....	22
DESCRIPTION EVALUATIONS.....	34
COMBINATIONS.....	44
APPENDIX.....	46
DISCUSSION GUIDE.....	47
CURRENT PROGRAM DESCRIPTIONS.....	50



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



Pacific Gas and
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Low Income Energy Efficiency (LIEE)
Program Name/Description Qualitative
Research ~ Results of Research

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
<ul style="list-style-type: none"> ▪ Energy Savings Assistance Program (Q9) ▪ Home Energy Savings Solutions (R4) 	<ul style="list-style-type: none"> ▪ California Energy Assistance (P7) 	<ul style="list-style-type: none"> ▪ 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
<ul style="list-style-type: none"> ▪ No-cost energy-saving home improvements for renters and homeowners (28) ▪ A no-cost energy-saving home improvement program for income-qualified households (16) 	<ul style="list-style-type: none"> ▪ 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) 	<ul style="list-style-type: none"> ▪ Keeping homes across California more energy efficient (51)

More detailed findings are on the pages to follow.



SUMMARY OF FINDINGS

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			
Strengths	<p>Energy Savings Assistance Program (Q9)</p> <ul style="list-style-type: none"> Fits well with program Informative/comprehensive Attention getting concept Implies saving money, not just energy Assistance implies help, not just tips Easy acronym: ESAP 	<p>Home Energy Savings Solutions (R4)</p> <ul style="list-style-type: none"> Fits well with program “Solutions” is a positive term, providing answers Attention getting concept 	<p>California Energy Assistance (P7)</p> <ul style="list-style-type: none"> Fits with program Brevity, short name Memorable name 	<p>Californians Saving Energy at Home (K2)</p> <ul style="list-style-type: none"> Fits with program Attention getting concept 	<p>Californians Saving Energy (J5)</p> <ul style="list-style-type: none"> Brevity, short name Some connect as Californians 	<p>California Energy Alliance (T3)</p> <ul style="list-style-type: none"> Idea of alliance or union 	<p>Energy Partners (S6)</p> <ul style="list-style-type: none"> Implies partnership with utility Brevity, short name
Weaknesses	<ul style="list-style-type: none"> Too long, wordy Dry, bland name 	<p>“Solutions” can suggest tips vs. actual assistance</p> <ul style="list-style-type: none"> Does not sound like program Too long 	<ul style="list-style-type: none"> Not enough information Lacks mention of savings Can imply assistance for state vs. individual households Uninteresting name 	<ul style="list-style-type: none"> Name sounds like statement, not program “Californians” can alienate those not originally from the state Not enough information of help 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Poor fit with program “Alliance” implies to some: <ul style="list-style-type: none"> union of companies military or political alliance Alienate those unfamiliar with term Not enough information Uninteresting name 	<ul style="list-style-type: none"> Does not fit with program Not enough information Partnership with utility unbelievable to some Confusion over term “partners”



SUMMARY OF FINDINGS

Program Description Evaluations

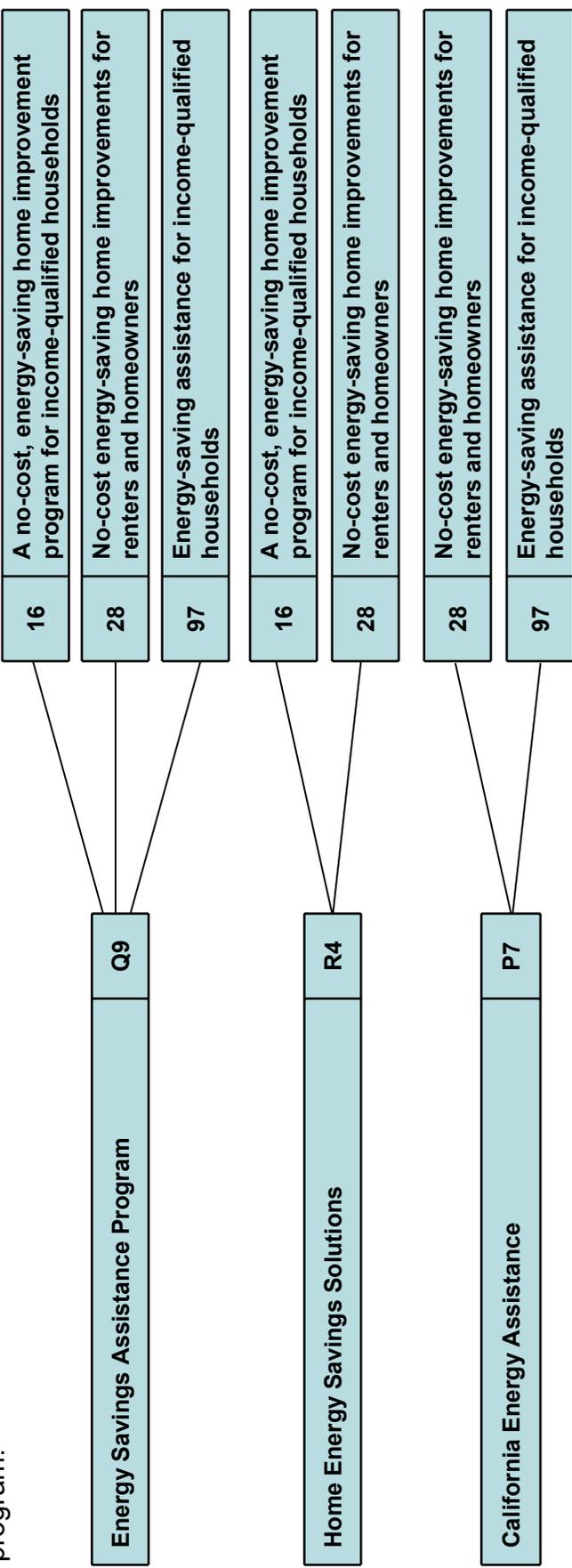
Utility customers select “A no-cost, energy-saving home improvement program for income-qualified households” (16) and “No-cost energy-saving home improvements for renters and homeowners” (28) as the best fit for the program, providing comprehensive information and featuring the main perceived program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

	← Most Well Received	↔ Least Well Received				
Strengths	<p>No-cost energy-saving home improvements for renters and homeowners (28)</p> <ul style="list-style-type: none"> Comprehensive description of program Clarification of renter eligibility Mention of “no-cost” 	<p>A no-cost, energy-saving home improvement program for income-qualified households (16)</p> <ul style="list-style-type: none"> Comprehensive description of program Specifies who will be saving 	<p>No-cost energy solutions for income-qualified California households (49)</p> <ul style="list-style-type: none"> Good description of program “Solutions” is appealing to some 	<p>Energy-saving assistance for income-qualified households (97)</p> <ul style="list-style-type: none"> Good description of program 	<p>No-cost energy-saving home improvements for qualified Californians (83)</p> <ul style="list-style-type: none"> Good description of program “Qualified” better than “income-qualified” 	<p>Keeping homes across California more energy efficient (51)</p> <ul style="list-style-type: none"> Sounds nice
Weaknesses	<ul style="list-style-type: none"> No mention of income qualifications Does not sound like a program Some feel “renters and homeowners” is unnecessary because it is assumed 	<ul style="list-style-type: none"> Some assume renters are excluded “Income-qualified” leads some to presume they are ineligible 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> “Income-qualified” leads some to presume they are ineligible “Assistance” is objectionable to some No mention of “no-cost” Not enough information 	<ul style="list-style-type: none"> “Qualified” suggests a lot of work and restrictions to some “Californians” can alienate those not originally from the state No mention of savings 	<ul style="list-style-type: none"> 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

SUMMARY OF FINDINGS

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.

SUMMARY OF FINDINGS

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.
California	Some find the term “corny,” conjuring up images of the Beverly Hillbillies or goldminers. 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.

SUMMARY OF FINDINGS

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.



SUMMARY OF FINDINGS

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.)



SUMMARY OF FINDINGS

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.



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

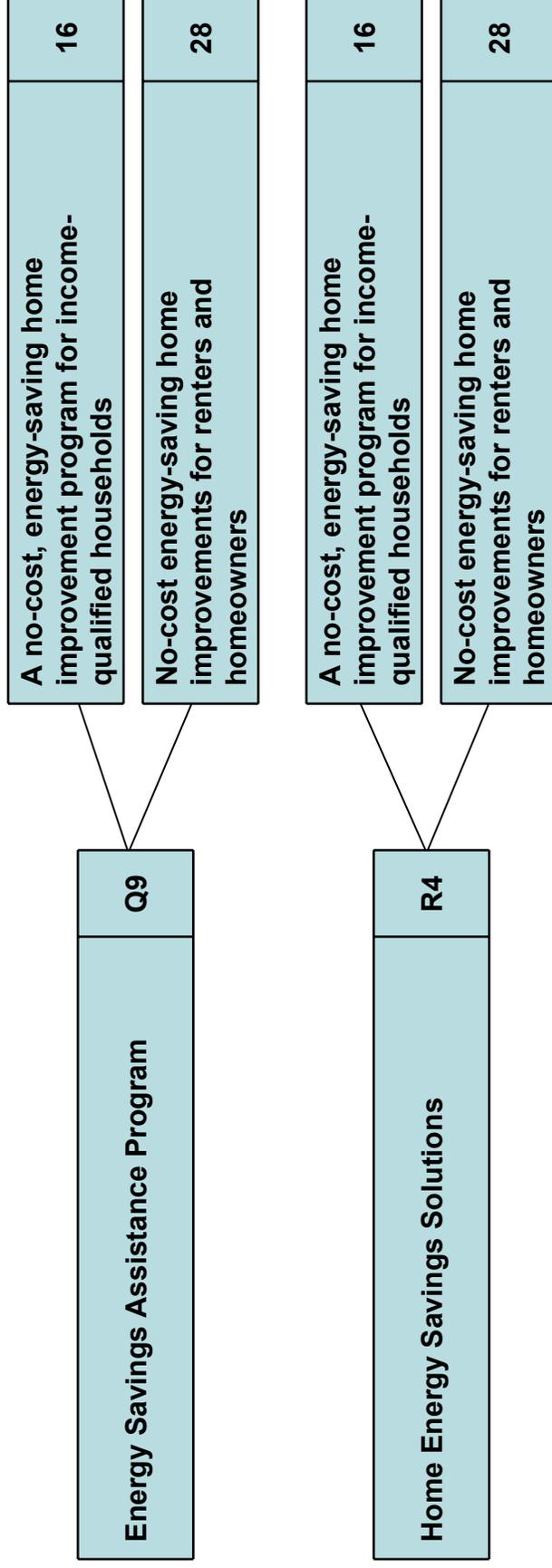
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SUMMARY OF FINDINGS

Conclusions (continued)

Combinations

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



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.



SUMMARY OF FINDINGS

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

SUMMARY OF FINDINGS 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.



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Page 16

DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS



DETAILED FINDINGS – ENERGY CONSERVATION

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.



**Low Income Energy Efficiency (LIEE)
Program Name/Description Qualitative
Research ~ Results of Research**



DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS



*Low Income Energy Efficiency (LIEE)
Program Name/Description Qualitative
Research ~ Results of Research*

DETAILED FINDINGS – PROGRAM AWARENESS AND IMPRESSIONS

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



**Low Income Energy Efficiency (LIEE)
Program Name/Description Qualitative
Research ~ Results of Research**

DETAILED FINDINGS – PROGRAM AWARENESS AND IMPRESSIONS

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



Pacific Gas and
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Low Income Energy Efficiency (LIEE)
Program Name/Description Qualitative
Research ~ Results of Research

DETAILED FINDINGS – NAME EVALUATIONS

Rating of Names

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

MOST WELL RECEIVED	WELL RECEIVED	NOT WELL RECEIVED
<ul style="list-style-type: none"> ▪ Energy Savings Assistance Program (Q9) ▪ Home Energy Savings Solutions (R4) 	<ul style="list-style-type: none"> ▪ California Energy Assistance (P7) 	<ul style="list-style-type: none"> ▪ Californians Saving Energy at Home (K2) ▪ Californians Saving Energy (J5) ▪ California Energy Alliance (T3) ▪ Energy Partners (S6)



DETAILED FINDINGS – NAME EVALUATIONS

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

DETAILED FINDINGS – NAME EVALUATIONS

“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

<p>Fits With Program</p>	<p>“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)</p>
<p>“Solutions” Provide Answers</p>	<p>“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)</p>
<p>Attention Getting</p>	<p>“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)</p>

WEAKNESSES

<p>Does Not Sound Like a Program</p>	<p>“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)</p>
<p>“Solutions” Suggests Passive Assistance</p>	<p>“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)</p>
<p>Length</p>	<p>“It’s too long.” (SCG, OC, Mixed Part., 60-79) “Too long.” (SDG&E, Mixed Part., 60-79)</p>



DETAILED FINDINGS – NAME EVALUATIONS

“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	<p>“It says what it is.” (SCE, OC, Participants, 21-59)</p> <p>“It lets you know help is available.” (PG&E, Non-Part., 21-59)</p>
Brevity	<p>“It’s short and to the point.” (SCG, LA, Participants, 21-59)</p> <p>“Rolls off your tongue.” (SDG&E, Participants, 21-59)</p>
Memorable	<p>“It’s easy to remember.” (SCG, LA, Participants, 21-59)</p> <p>“You’re less likely to forget something like this.” (PG&E, Participants, 21-59)</p>
WEAKNESSES	
Not Enough Information	<p>“For a person who wants to know about this, I wouldn’t get it.” (SCG, LA, Participants, 21-59)</p> <p>“The name ... it doesn’t really relate to me what they’re doing.” (SCG, GG, Spanish Participants)</p> <p>“Not specific enough.” (SCE, GG, Eng Non-Participants)</p> <p>“Who gives the assistance? PG&E? California? The governor?” (PG&E, English, Mixed Part., 60-79)</p> <p>“I don’t like it because it doesn’t include the whole program. It’s not complete.” (PG&E, Spanish, Non-Part., 21-79)</p> <p>“I don’t think it reflects everything the program encompasses. It’s incomplete.” (SDG&E, Spanish, Participants, 21-79)</p>
Lacks Mention of Savings	<p>“Nothing about saving.” (SCG, LA, Participants, 21-59)</p> <p>“Doesn’t have ‘savings’ [in it].” (SDG&E, Participants, 21-59)</p>
Implies Assistance for State	<p>“[Sounds like] for the state, not your home.” (SCG, OC, Mixed Part., 60-79)</p> <p>“[Sounds like] a government agency.” (SDG&E, Participants, 21-59)</p>
Uninteresting Name	<p>“Boring.” (SCG, OC, Non-Part., 21-59)</p> <p>“Needs to be catchy.” (SCG, OC, Non-Part., 21-59)</p> <p>“The name doesn’t interest me.” (PG&E, Spanish, Non-Part., 21-79)</p>



DETAILED FINDINGS – NAME EVALUATIONS

“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)

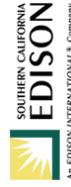
Not Attention Getting
“It doesn’t have a good grab.” (PG&E, Non-Part., 21-59)
“It’s not catchy enough.” (SDG&E, Participants, 21-59)



DETAILED FINDINGS – NAME EVALUATIONS “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	<p>“Short and simple.” (SCE, OC, Participants, 21-59) “It’s concise.” (SDG&E, Mixed Part., 60-79)</p>
California Connection	<p>“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)</p>
WEAKNESSES	
Does Not Sound Like a Program	<p>“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)</p>
Not Enough Information	<p>“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)</p>
Name Implies Eligibility for All California Customers	<p>“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)</p>



DETAILED FINDINGS – NAME EVALUATIONS

“Californians Saving Energy” (J5) (continued)

WEAKNESSES (continued)

<p>Discrimination in Term “Californians”</p>	<p>“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)</p>
<p>Not Attention Getting</p>	<p>“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)</p>
<p>Not Enough Information</p>	<p>“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)</p>



DETAILED FINDINGS – NAME EVALUATIONS

“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

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

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

“California Energy Alliance” (T3) (continued)

WEAKNESSES (continued)

<p>“Alliance” Over-Used Term</p>	<p>“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)</p>
<p>Not Enough Information</p>	<p>“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)</p>
<p>Uninteresting Name</p>	<p>“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)</p>
<p>Name Too Long</p>	<p>“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)</p>



DETAILED FINDINGS – NAME EVALUATIONS “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)



DETAILED FINDINGS – NAME EVALUATIONS

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.



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Research ~ Results of Research

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DETAILED FINDINGS

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PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

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COMBINATIONS



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DETAILED FINDINGS – DESCRIPTION EVALUATIONS

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
<ul style="list-style-type: none"> ▪ No-cost energy-saving home improvements for renters and homeowners (28) ▪ A no-cost energy-saving home improvement program for income-qualified households (16) 	<ul style="list-style-type: none"> ▪ 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) 	<ul style="list-style-type: none"> ▪ Keeping homes across California more energy efficient (51)



DETAILED FINDINGS – DESCRIPTION EVALUATIONS

"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	<p>"It says everything." (PG&E, Non-Part., 21-59) "It describes what it is." (SDG&E, Participants, 21-59)</p>
Clarification of Renter Eligibility	<p>"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)</p>
Mention of No Cost	<p>"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)</p>



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Page 36

DETAILED FINDINGS – DESCRIPTION EVALUATIONS

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

WEAKNESSES

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



DETAILED FINDINGS – DESCRIPTION EVALUATIONS

“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	<p>“It’s more complete. It really explains the program.” (SCG, GG, Spanish Participants)</p> <p>“Covers all the bases.” (SCG, OC, Non-Part., 21-59)</p> <p>“Excellent [description]. It explains what the program is about.” (SCE, LA, Mixed Participants, 60-79)</p> <p>“It specifies more who’s going to receive the savings.” (SCE, OC, Spanish, Non-Part., 21-79)</p> <p>“Very informative... It says all the right things.” (PG&E, Non-Part., 21-59)</p> <p>“This explains it all.” (SDG&E, Participants, 21-59)</p>
WEAKNESSES	
Some Assume Renters are Excluded	<p>“It’s not really helping everybody. It’s just for homes.” (SCG, LA, Participants, 21-59)</p> <p>“It doesn’t let you know it’s for renters and homeowners.” (PG&E, Participants, 21-59)</p> <p>“Households’ ... this one is not for renters.” (SDG&E, Non-Part., 21-59)</p>
“Income-Qualified” Suggests to Some They are Not Eligible	<p>“[If it just said qualified], there would be a higher possibility that you would qualify.” (SCG, OC, Non-Part., 21-59)</p> <p>“[Income-qualified]... I don’t think I qualify.” (SCG, OC, Participants, 21-59)</p> <p>“‘Income-qualified’ throws me off.” (PG&E, Participants, 21-59)</p> <p>“[Income-qualified]... I wouldn’t qualify.” (SDG&E, Non-Part., 21-59)</p>
“Home Improvement” Confuses Some	<p>“You’re going to remodel my house?” (PG&E, English, Mixed Part., 60-79)</p>



DETAILED FINDINGS – DESCRIPTION EVALUATIONS

“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	<p>“Describes exactly what it is.” (SCG, OC, Mixed Part., 60-79)</p> <p>“It’s very specific.” (SCE, OC, Spanish, Non-Part., 21-79)</p> <p>“It seems more complete.” (PG&E, Spanish, Participants, 21-79)</p> <p>“It’s quite complete.” (SDG&E, Spanish, Participants, 21-79)</p>
“Solutions” is Appealing to Some	<p>“I like the fact [that] they put ‘solutions’ [in the description].” (SCE, OC, Spanish, Non-Part., 21-79)</p> <p>“The word ‘solutions’ sounds positive.” (PG&E, Spanish, Participants, 21-79)</p> <p>“I like the ‘no-cost’ and ‘solutions.’” (SDG&E, Spanish, Non-Part., 21-79)</p>
WEAKNESSES	
Not Enough Information	<p>“It doesn’t say home improvements.” (SCG, LA, Participants, 21-59)</p> <p>“‘Solutions’ is not very concrete. All the information is not really complete and concise.” (SCG, LA, Spanish, Participants, 21-79)</p> <p>“Needs savings.” (PG&E, Non-Part., 21-59)</p> <p>“For ‘California households.’ It’s not specifying.” (SDG&E, Spanish, Non-Part., 21-79)</p>
“Income-Qualified” is Objectionable to Some	<p>“‘Income-qualified’ puts me off.” (PG&E, Participants, 21-59)</p> <p>“‘Income-qualified’ is negative, don’t know if they’re doubting you.” (SDG&E, Non-Part., 21-59)</p>
“Income-Qualified” Suggests to Some They are Not Eligible	<p>“It’s limiting. Some who qualify might not think they could use it.” (PG&E, Non-Participants)</p> <p>“You may not think you qualify because your income is too high.” (SDG&E, Participants, 21-59)</p>
“Solutions” Implies Passive Assistance to Some	<p>“The word ‘solutions’ [vs. home improvement] looks like a list.” (PG&E, Non-Part., 21-59)</p> <p>“Sounds more like a ‘how to’ list.” (PG&E, Non-Part., 21-59)</p>
“California” Not Necessary	<p>“‘California’ isn’t needed in the description if it’s in the title.” (SCG, OC, Non-Part., 21-59)</p>
Some Assume Renters are Excluded	<p>“‘California households’ means houses [not renters].” (SCG, OC, Participants, 21-59)</p>



DETAILED FINDINGS – DESCRIPTION EVALUATIONS

“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

<p>Good Description of Program</p>	<p>“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)</p>
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WEAKNESSES

<p>“Income-qualified” Suggests to Some They are Not Eligible</p>	<p>“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)</p>
<p>“Income-qualified” is Objectionable to Some</p>	<p>“I would stop reading as soon as I read ‘income-qualified.’” (SCG, LA, Spanish, Non-Part., 21-79)</p>
<p>“Qualified” Implies a Lot of Work to Some</p>	<p>“You have to go out of your way [to find out if you’re qualified].” (SCG, GG, Non-Participants)</p>
<p>Not Enough Information</p>	<p>“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)</p>
<p>“Assistance” is Objectionable to Some</p>	<p>“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)</p>



DETAILED FINDINGS – DESCRIPTION EVALUATIONS

“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)

DETAILED FINDINGS – DESCRIPTION EVALUATIONS

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



DETAILED FINDINGS – DESCRIPTION EVALUATIONS

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.)



Pacific Gas and
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SOUTHERN CALIFORNIA
EDISON
AN EDISON INTERNATIONAL COMPANY



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

travisresearch

DETAILED FINDINGS

ENERGY CONSERVATION

PROGRAM AWARENESS AND IMPRESSIONS

NAME EVALUATIONS

DESCRIPTION EVALUATIONS

COMBINATIONS



**Low Income Energy Efficiency (LIEE)
Program Name/Description Qualitative
Research ~ Results of Research**

DETAILED FINDINGS – 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
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- 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
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- 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
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- 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



**Low Income Energy Efficiency (LIEE)
Program Name/Description Qualitative
Research ~ Results of Research**

APPENDIX DISCUSSION GUIDE



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 procedures: recording, etc. is, 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 might 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/SDGE) 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 a 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 technologies, if any, are you familiar with? What others?



PG&E – Energy Partners Program
SDGE – Energy Management Assistance (EMA)
SDG&E – DMP
SDG&E – Energy Team

LIEE Program (5-10 minutes)

- How familiar are you with programs sponsored by PG&E/SDGE/SDG&E that offer energy-saving 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 on the same page, I'd like to pass out a handout that describes the 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.

- How 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)
 - ✓ How do you know more about it, what do you think about it?
 - ✓ What do you see as the biggest benefits of the program?
 - ✓ What do you wish it, if any, do you see?
 - ✓ (AS APPROPRIATE) Why have you not taken advantage of the program?

06-060



APPENDIX DISCUSSION GUIDE (continued)

-3-

Name Evaluation (30-35 minutes)

An important purpose of our research today 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 it 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 California Saving Energy
K2 California 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)

06-1600

-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 invite a few of these who 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.)

57 Energy-saving assistance for income-qualified households
49 Home 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-liked. 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?

06-1600

APPENDIX

DISCUSSION GUIDE (continued)

-5-

(Time Permitting) Sources of Information (5-10 minutes)
 (IF PROGRAM KNOWN PRIOR TO GROUPS:) How did you get a little more information regarding the program...

- How did you first hear about this energy savings program?
 - ✓ (PROBE AS NECESSARY):
 - ✓ PG&E/SDG&S/SCG bill insert
 - ✓ Letter in the mail (not participant)
 - ✓ 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)
 Items: **others 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
 - ✓ Notable 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-embodied program offered by the Orange 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.)

- Thank you!
- Thank participants

06-14-09



APPENDIX DESCRIPTIONS




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 weatherstripping, 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.



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 walk/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.

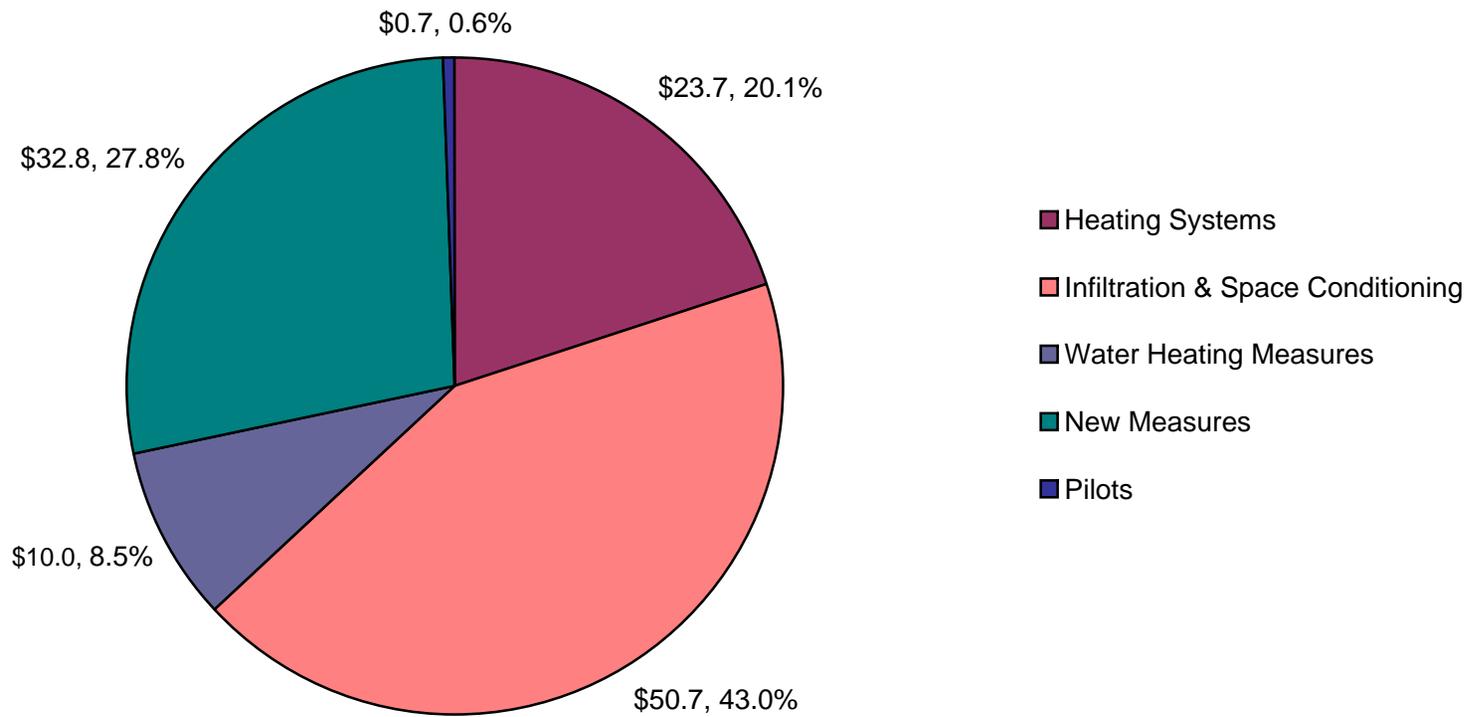


APPENDIX DESCRIPTIONS

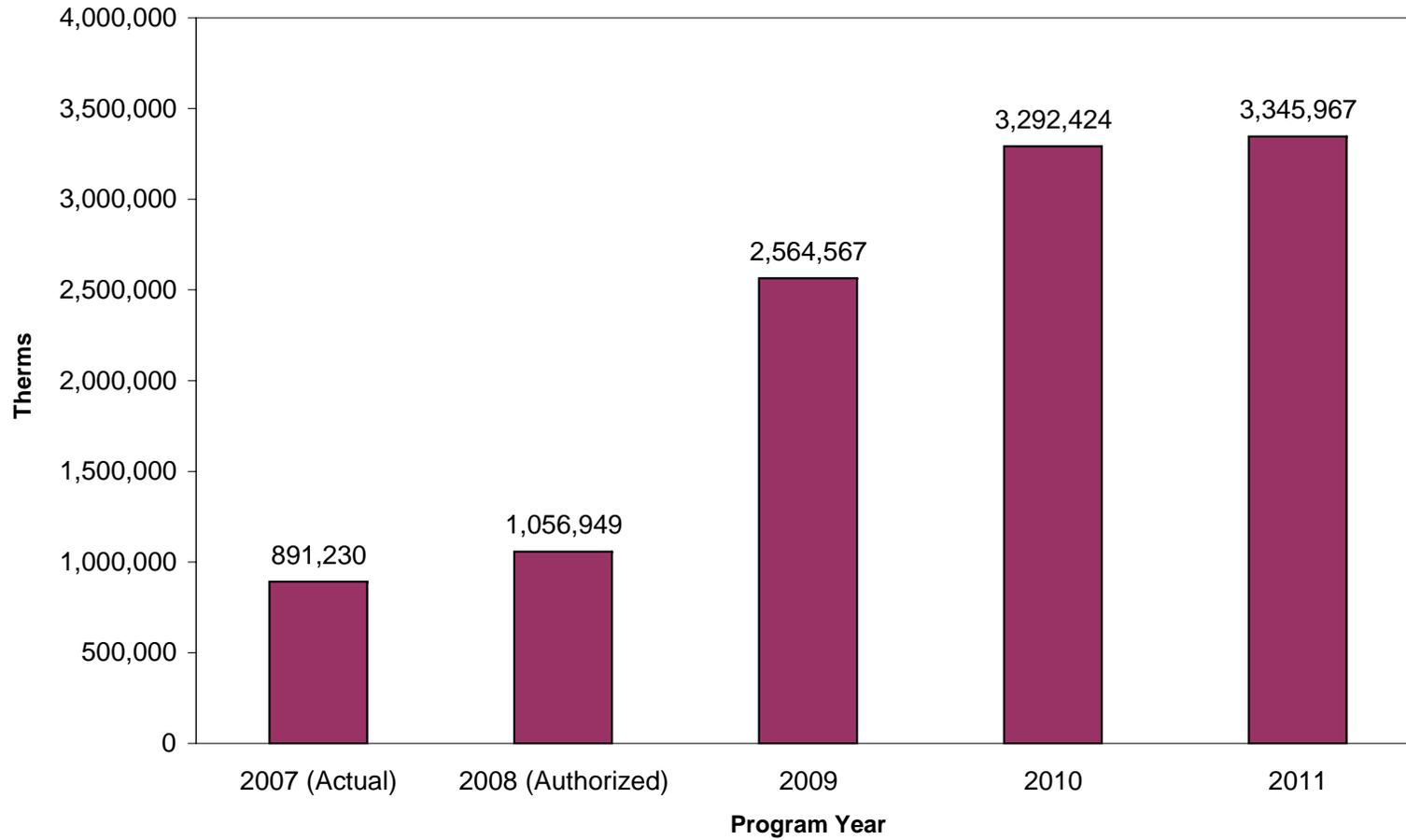
 <p>Name: _____</p> <h3>ENERGY TEAM PROGRAM</h3> <p>SDGE offers no-cost, energy-saving home improvements, energy education and limited appliance repair/replacement to qualified customers. Free appliances/improvements include:</p> <ul style="list-style-type: none"> • Refrigerators • Low-flow showerheads & faucet aerators • Ceiling insulation • Caulking and weather-stripping • Energy-saving light bulbs • Porch light fixtures <p>All work is completed by licensed contractors.</p> <p style="text-align: right;">XXXXXX-XXXX XXXXXX</p>	 <p>Name: _____</p> <h3>DAP PROGRAM</h3> <p>The Gas Company offers no-cost weatherization improvements and furnace repair or replacement services for qualified limited-income customers.</p> <ul style="list-style-type: none"> • 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) <p>All work is completed by licensed contractors</p> <p style="text-align: right;">XXXXXX-XXXX XXXXXX</p>
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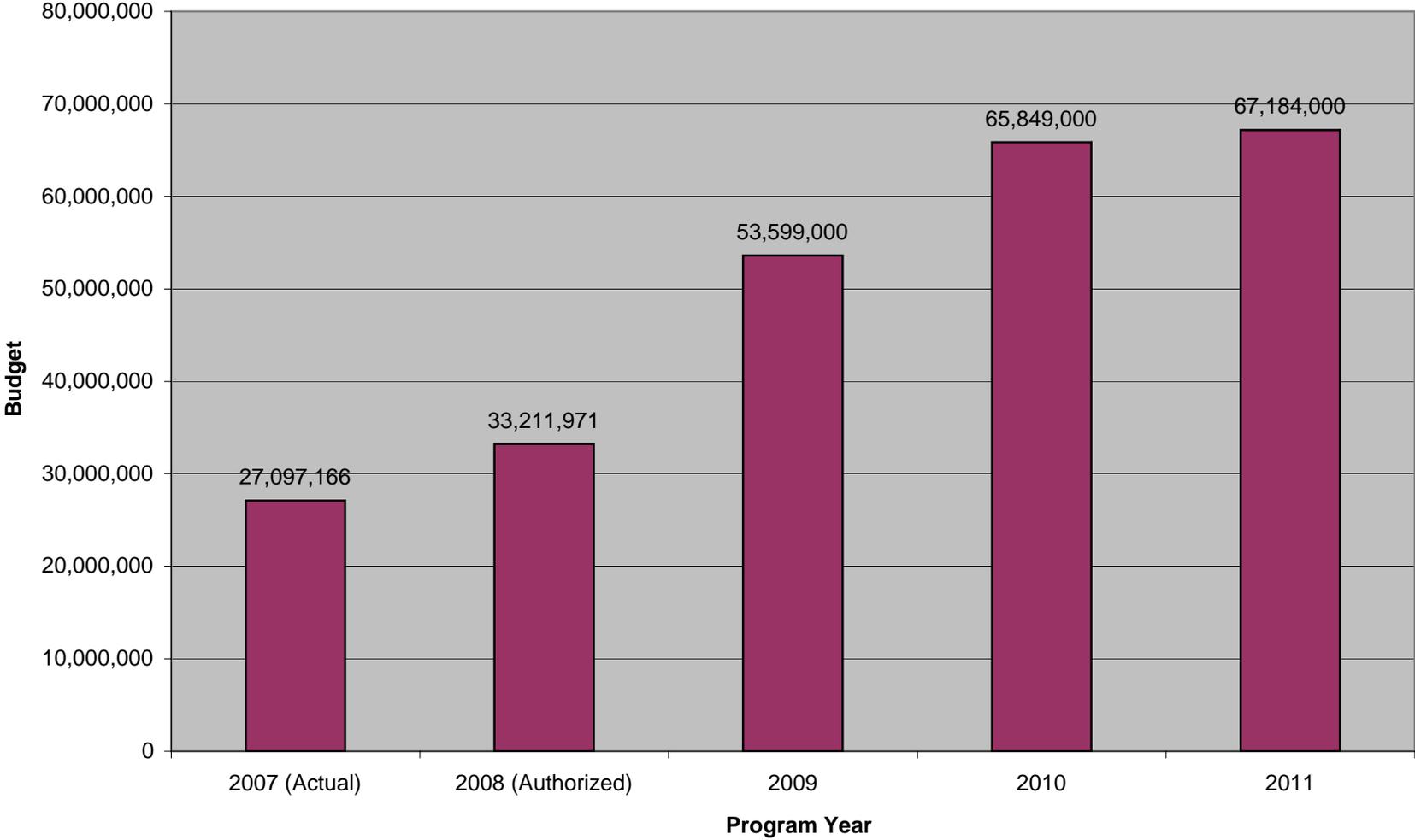
**Southern California Gas 2009-11 LIEE Program
Measure And Installation Costs by Measure Group
(Total = \$117.9 million)**



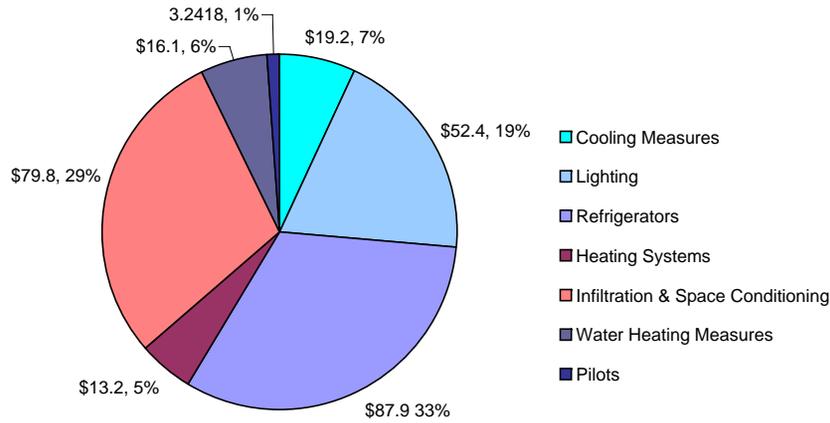
Southern California Gas LIEE Program Therm Savings by Program Year



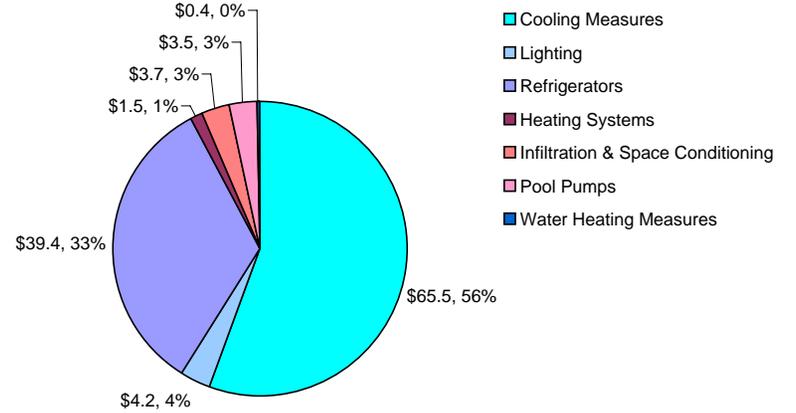
Southern California Gas Budget per Year



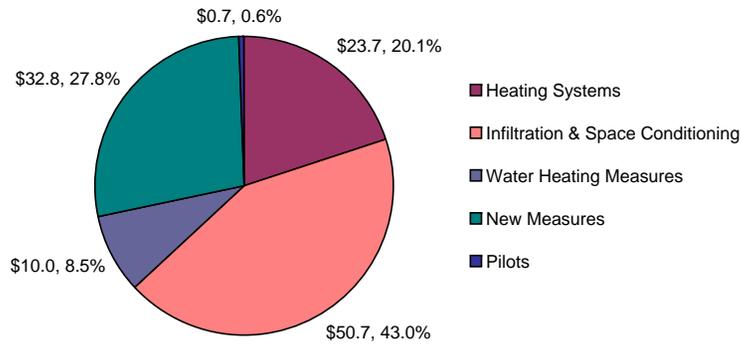
**Pacific Gas & Electric 2009-11 LIEE Program
Measure And Installation Costs by Measure Group
(Total = \$271.8 million)**



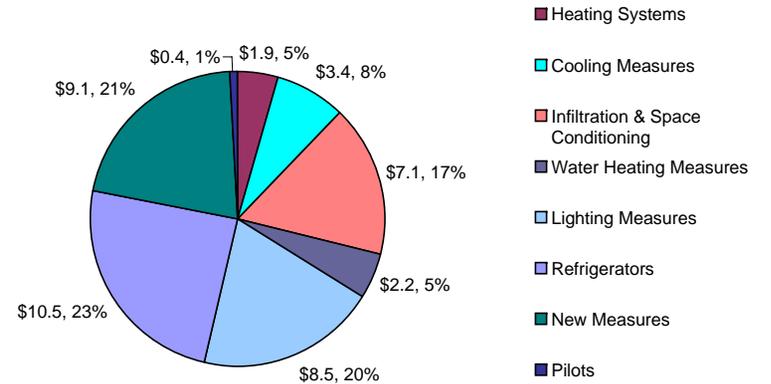
**Southern California Edison 2009-11 LIEE Program
Measure And Installation Costs by Measure Group
(Total = \$118.1 million)**

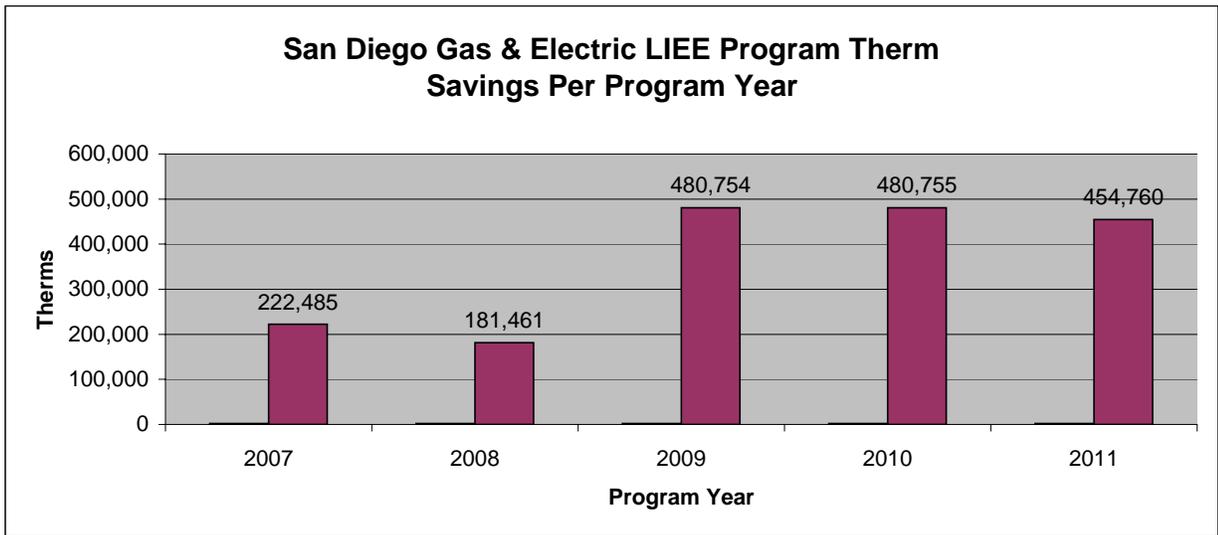
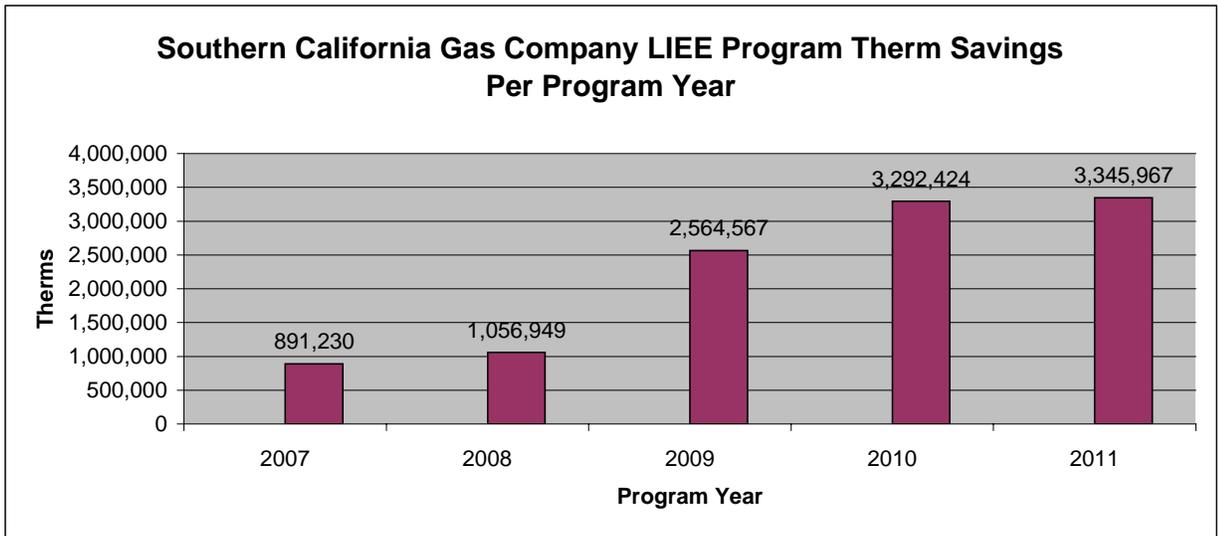
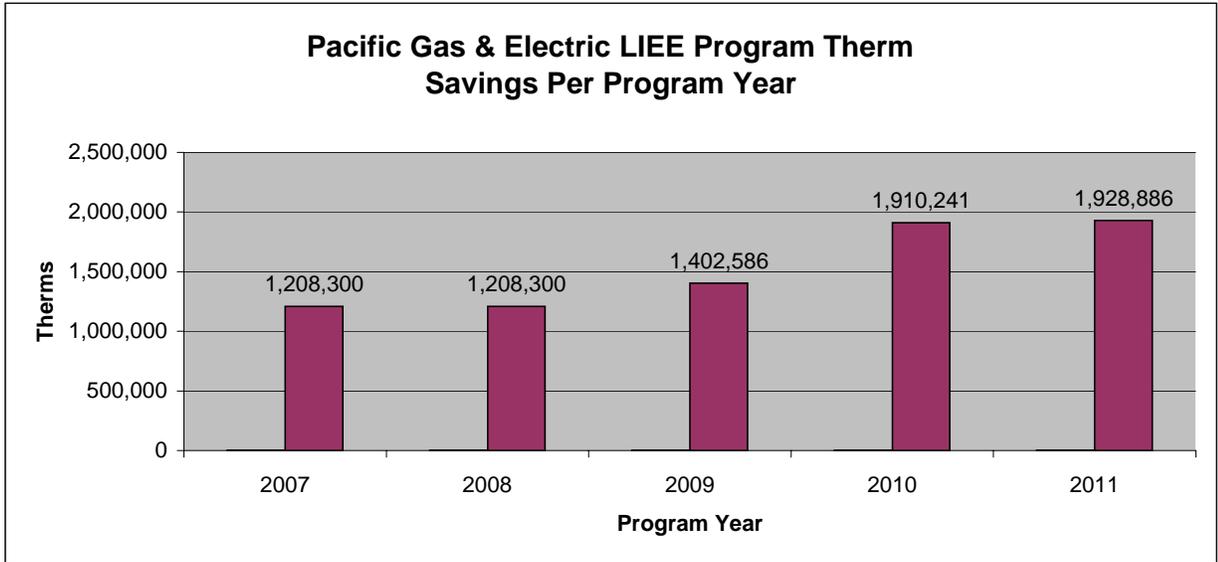


**Southern California Gas 2009-11 LIEE Program
Measure And Installation Costs by Measure Group
(Total = \$117.9 million)**

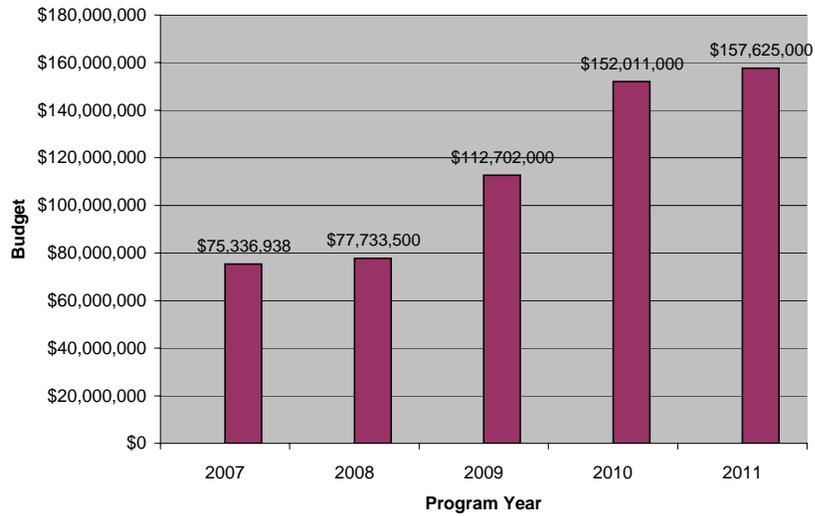


**San Diego Gas & Electric 2009-11 LIEE Program
Measure And Installation Costs by Measure Group
(Total = \$43.1 million)**

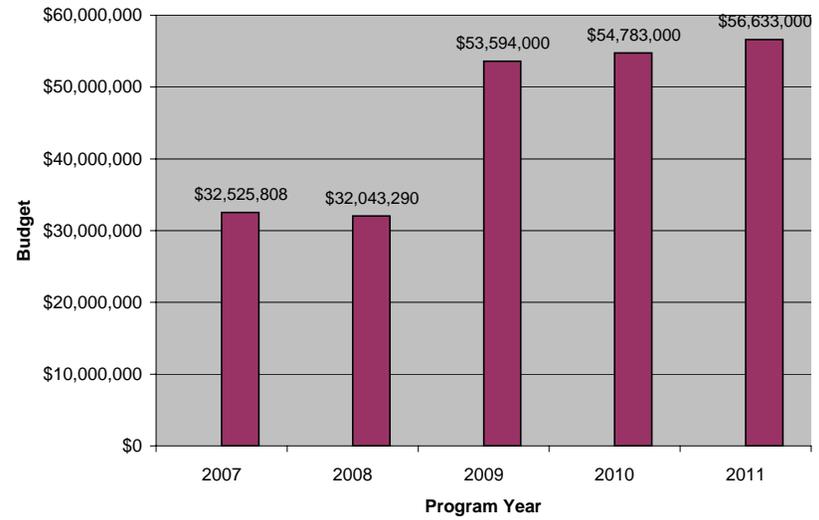




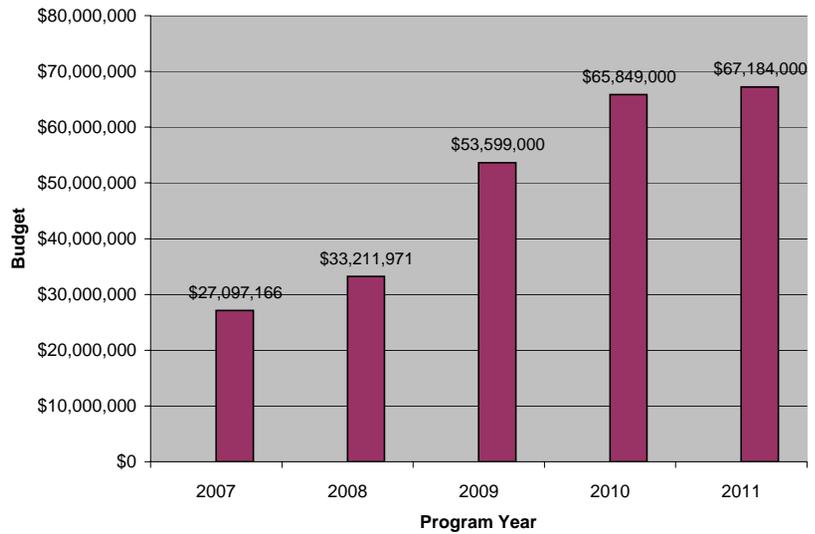
Pacific Gas & Electric Total Budget per Year



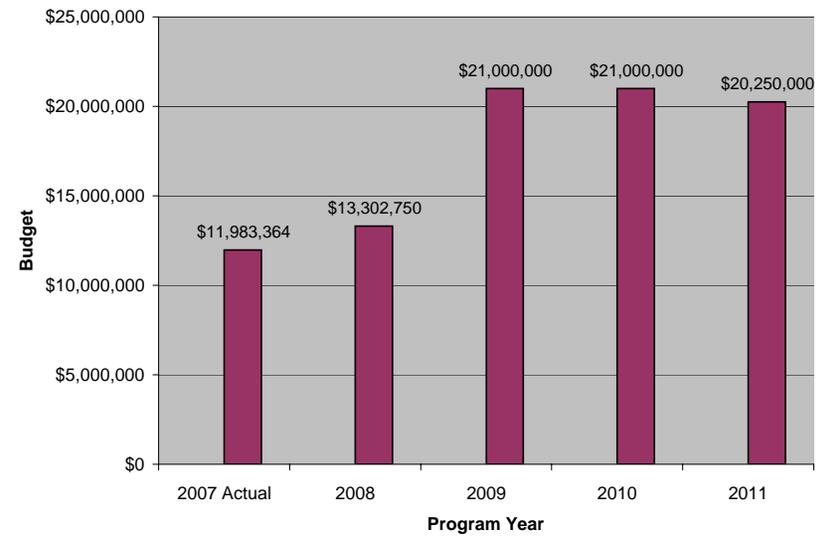
Southern California Edison Total Budget per Year



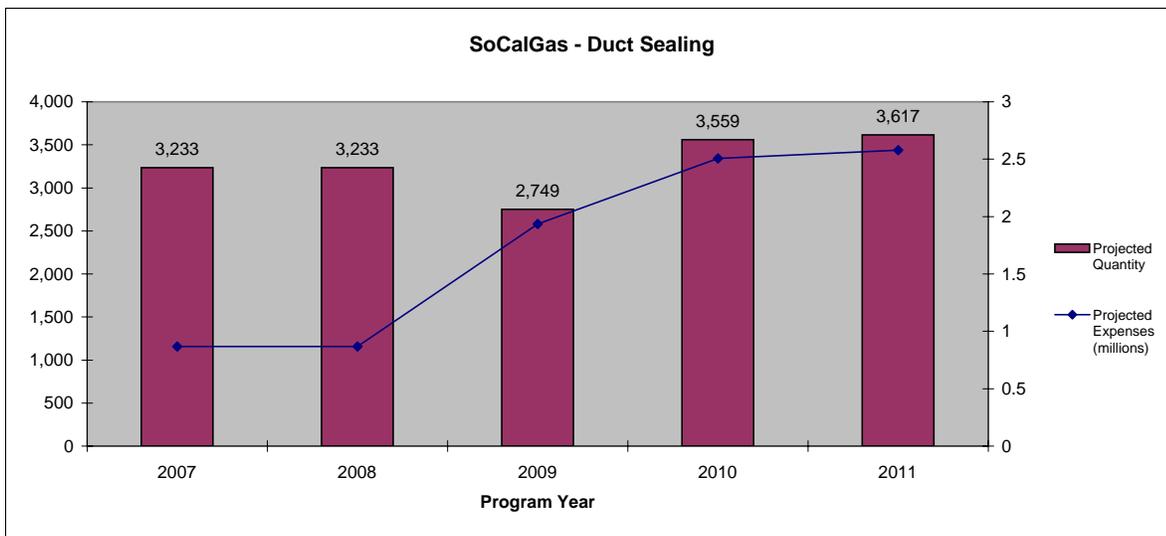
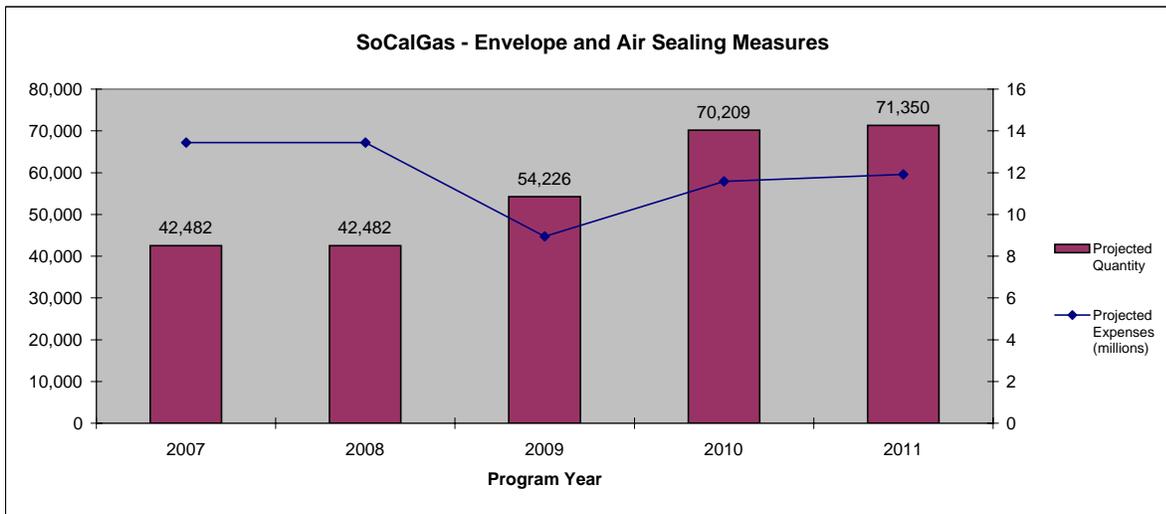
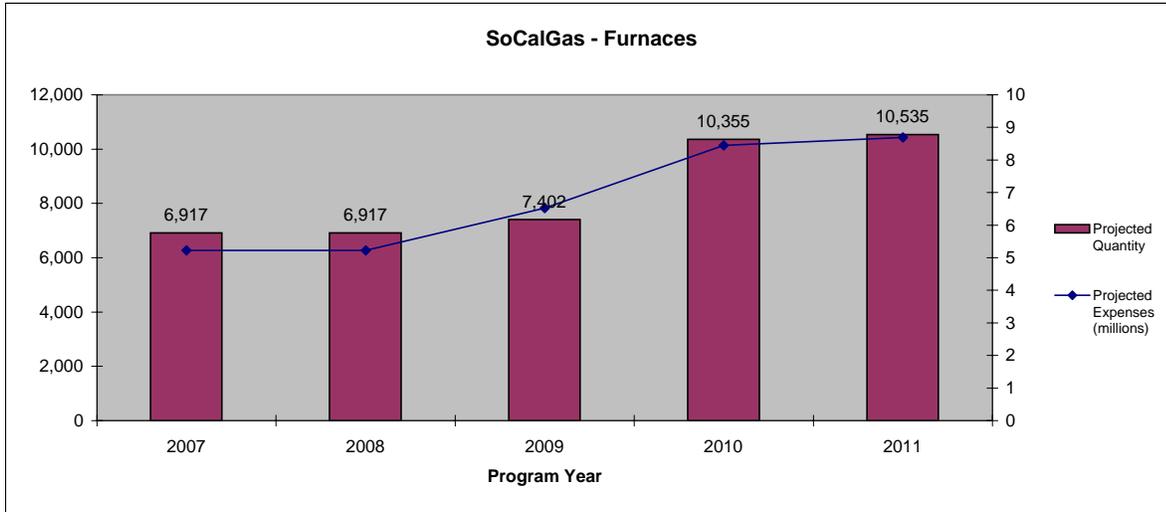
Southern California Gas Company Budget per Year



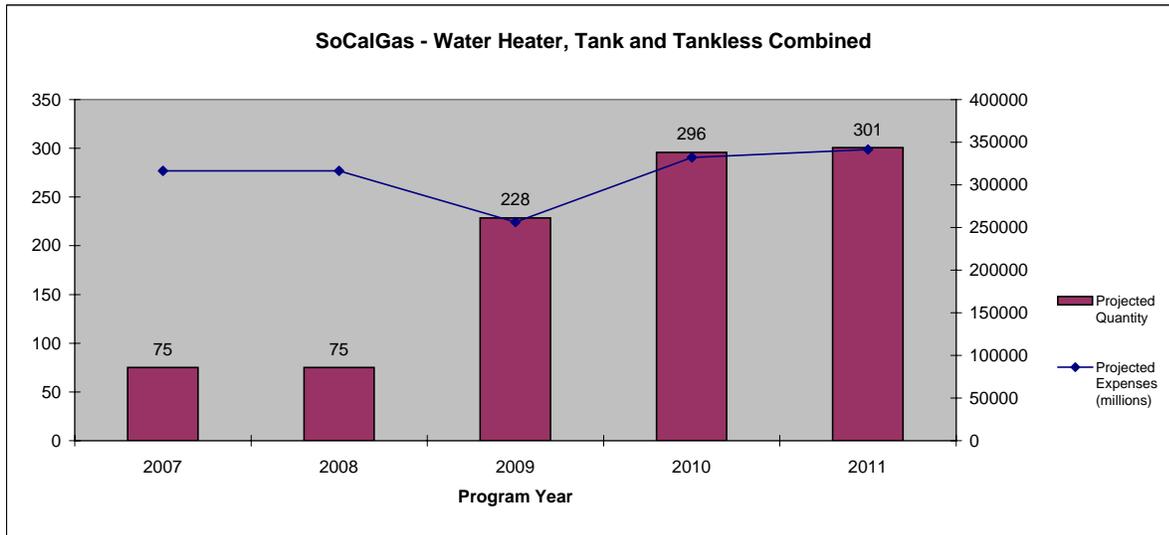
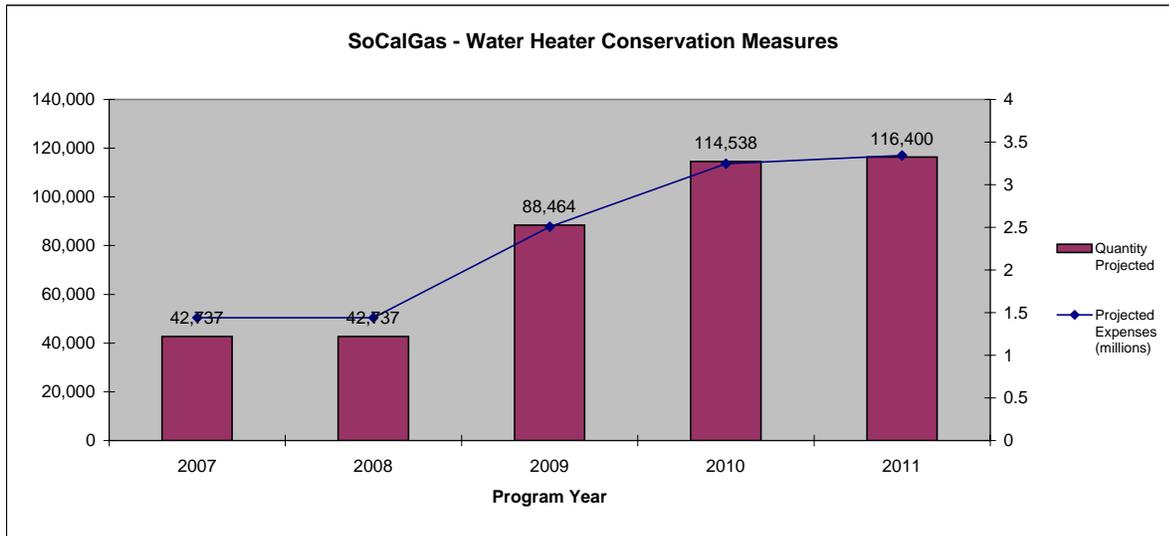
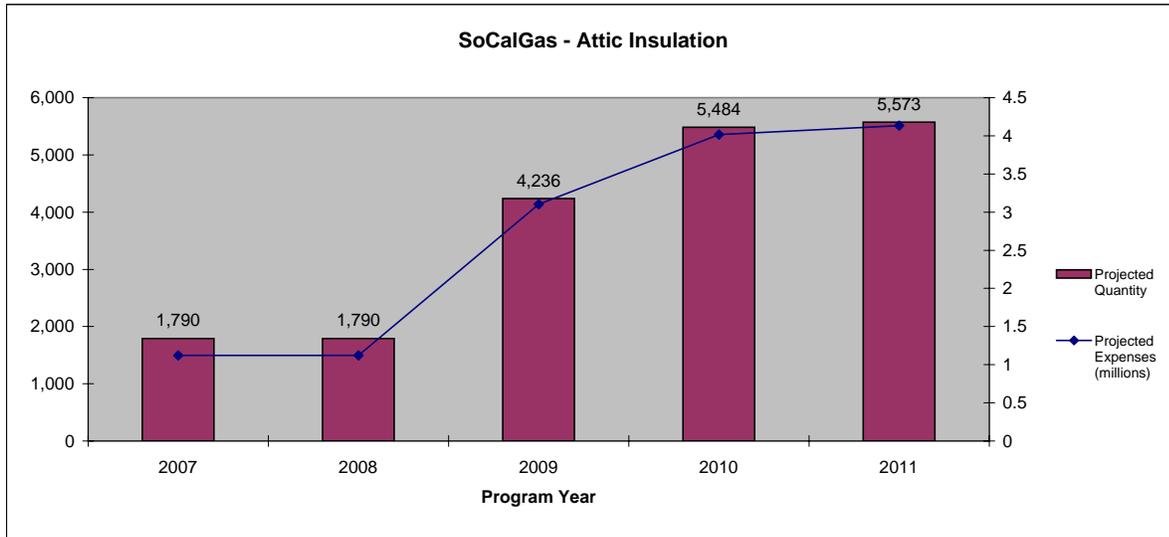
San Diego Gas & Electric Total Budget per Year



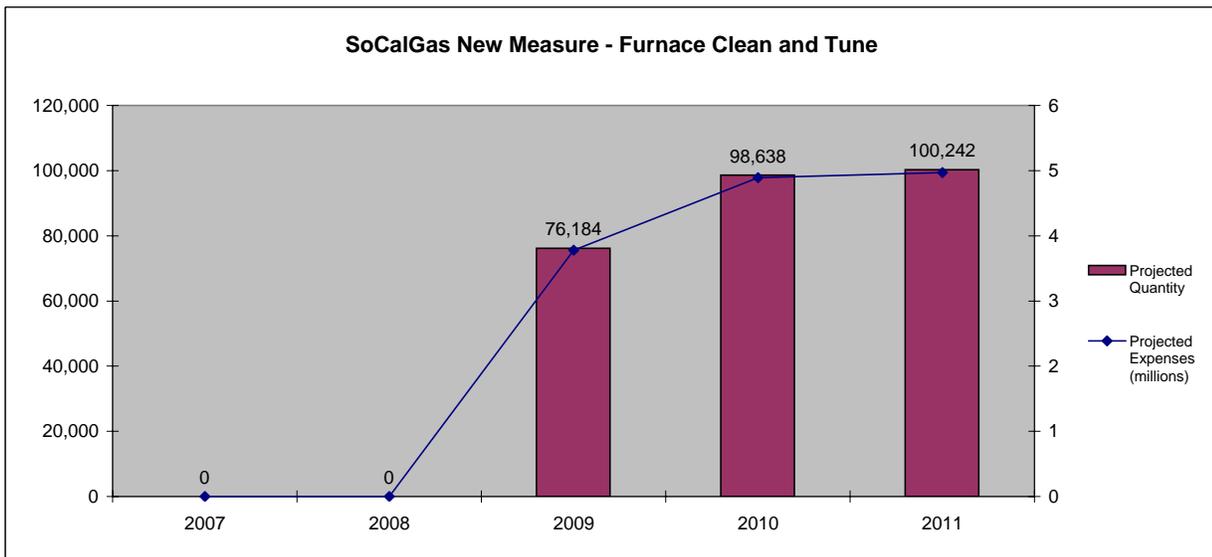
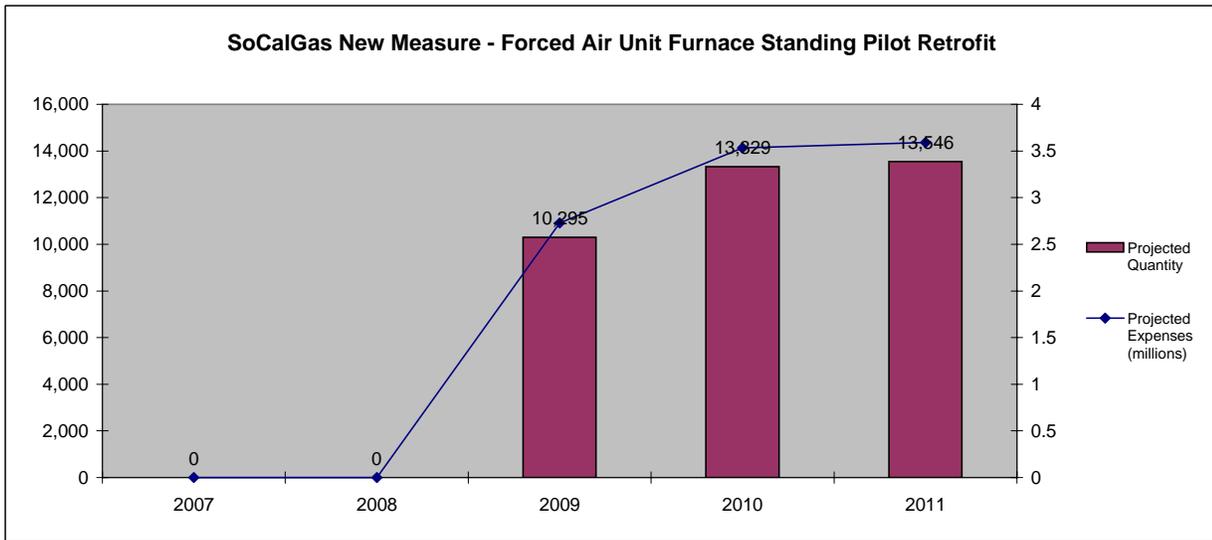
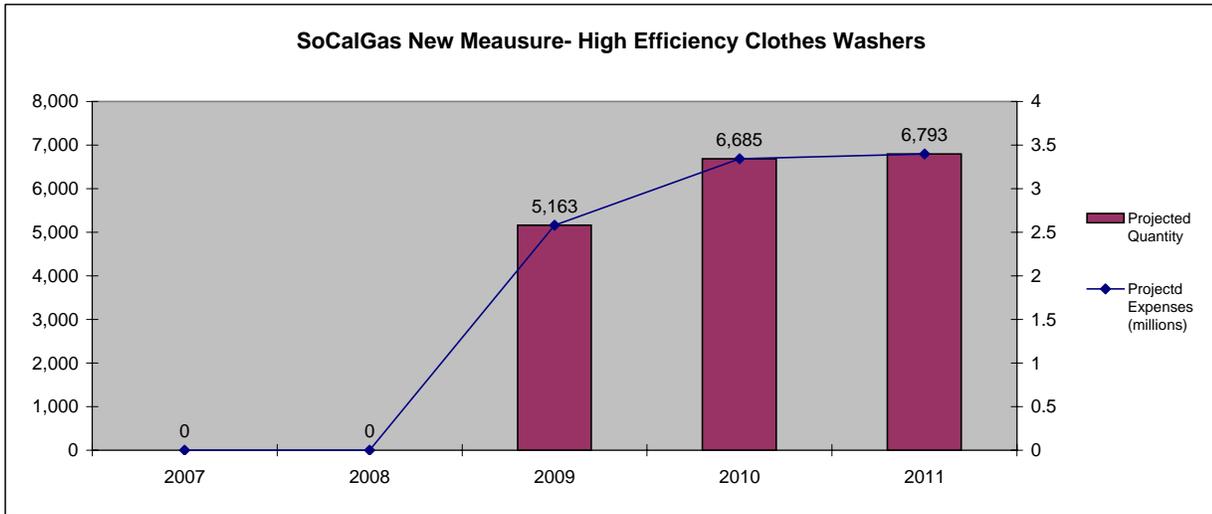
Question 4F



Question 4F



Question 4G



Embedded PDF on page 14



A  Sempra Energy utility®



Helping the Environment through Energy Efficiency

When you use energy and water wisely, you're not only saving money, you're also helping to conserve precious natural resources. Taking the initiative to reduce your home's energy and water usage can help reduce carbon dioxide (CO₂) emissions while helping California meet its goals of reducing emissions by 20% by the year 2020.

What you can do

Take advantage of the improvements that can be made to your home and double up on your savings through both energy and water conservation. Making your home more energy efficient by participating in Southern California Gas Company's (SoCalGas®) Direct Assistance Program (DAP) or Southern California Edison's (SoCalEdison®) Energy Management Assistance Program (EMA) and taking a few simple steps listed below will not only save you money, but will also contribute to the reduction of greenhouse gases (CO₂) emissions and assist our State's water conservation efforts.

Take these simple steps each day to save both on energy and water at home:

- Take steps to cut water use such as installing faucet aerators, low-flow showerheads, and low-flush toilets. As much as 19% of California's electricity is used to pump, transport and treat water.
- Setting your water heater thermostat at or slightly below the manufacturer's recommendation may prevent scalding and lower your energy costs. Water heating accounts for about 13% of your home energy costs.



- When possible, wash clothes in cold water. About 90% of the energy used in a clothes washer goes to water heating.
- Unplug electronics, battery chargers and other equipment when not in use. Taken together, these small items can use as much power as your refrigerator.
- Make the most of the water you use in landscaping. Water only after the top inch of soil is dry and turn off automatic sprinklers when it's raining. Reducing watering time by 1-3 minutes, or eliminating one scheduled watering day per week can save 15-25 gallons of water per minute.

For more Information

We encourage you to make your home more energy efficient to help save money and the environment. To find out more about other energy efficiency programs and services available, visit us at:

SoCalGas – socalgas.com/residential/ or call **800-427-2200**

SoCalEdison – sce.com/RebatesandSavings/ or call **800-736-4777**

SOUTHERN CALIFORNIA GAS COMPANY

1-800-427-2200

www.socalgas.com

SOUTHERN CALIFORNIA EDISON®

1-800-736-4777

www.sce.com

Cómo ayudar al medio ambiente a través de la eficiencia energética

Cuando consume con inteligencia la energía y el agua, no sólo está ahorrando dinero, también está ayudando a conservar valiosísimos recursos naturales. Al tomar la iniciativa de reducir el consumo de energía y agua en su hogar puede ayudar a disminuir las emisiones de dióxido de carbono (CO₂) y a que California alcance sus metas de reducción de emisiones en un 20% para el año 2020.

Qué puede hacer

Aproveche las mejoras que pueden hacerse a su hogar y duplique sus ahorros a través de la conservación tanto de energía como de agua. Hacer su hogar más eficiente en energía participando en el Programa de Asistencia Directa (DAP) de Southern California Gas Company (SoCalGas) o en el Programa de Ayuda para el Consumo Eléctrico (EMA) de Southern California Edison (SoCalEdison) y adoptando las siguientes medidas sencillas no sólo ahorrará dinero, sino también contribuirá a la reducción de emisiones de gases de efecto invernadero (CO₂) y ayudará a los esfuerzos de conservación de agua del Estado.

Tome estas sencillas medidas diariamente para ahorrar tanto energía como agua en el hogar:

- Tome medidas para reducir el consumo de agua instalando aireadores para llaves, cabezales de bajo flujo para regadera e inodoros de baja descarga. Hasta el 19% de la electricidad de California se usa para bombear, transportar y tratar agua.
- Graduar el termostato de su calentador de agua en o ligeramente por debajo de la recomendación del fabricante puede evitar escaldaduras y reducir sus costos de energía. El calentamiento del agua representa cerca del 13% del costo de la energía en su hogar.



- Cuando sea posible, lave la ropa con agua fría. Cerca del 90% de la energía que consume una lavadora de ropa es para calentar el agua.
- Desconecte los aparatos electrónicos, cargadores de pilas y demás equipo cuando no se esté usando. En conjunto, estos pequeños artículos pueden consumir tanta energía como su refrigerador.
- Aproveche al máximo el agua que usa en su jardín. Riegue únicamente cuando la primera pulgada de suelo esté seca y apague los rociadores automáticos cuando esté lloviendo. Al reducir el tiempo de riego de 1 a 3 minutos o al eliminar un día programado de riego a la semana puede ahorrar entre 15 y 25 galones de agua por minuto.

Para más información

Lo exhortamos a que haga su hogar más eficiente en energía para ayudar a ahorrar dinero y conservar el medio ambiente. Para conocer más acerca de otros programas y servicios para la eficiencia energética que están a su disposición, visítenos en SoCalGas – socalgas.com/sp o llame al **1-800-342-4545**
SoCalEdison – sce.com/es/RebatesandSavings/ o llame al **1-800-736-4777**

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CERTIFICATE OF SERVICE

I hereby certify that a copy of **RESPONSE OF SOUTHERN CALIFORNIA GAS COMPANY TO ASSIGNED COMMISSIONER'S RULING ORDERING LARGE INVESTOR-OWNED UTILITIES TO COMPLY WITH PRIOR COMMISSION/COMMISSIONER DIRECTIVES** has been electronically mailed to each party of record of the service list in A.08-05-022, A.08-05-024, A.08-05-025, A.08-05-026, and R.07-01-042. Any party on the service list who has not provided an electronic mail address was served by placing copies in properly addressed and sealed envelopes and by depositing such envelopes in the United States Mail with first-class postage prepaid.

Copies were also sent via Federal Express to Administrative Law Judge Sarah R. Thomas and Commissioner Dian Grueneich.

Executed this 1st day of July, 2008 at San Diego, California.

 /s/ Jenny Tjokro
Jenny Tjokro