

**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

Application No. 08-05-022

(U 39 M)

**RESPONSE TO PROTEST TO
PG&E'S 2009-2011 LIEE APPLICATION**

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TABLE OF CONTENTS

	Page
I. INTRODUCTION	1
II. RESPONSES	1
A. Solar Alliance.....	1
B. Quality Control Services (QCS)	2
C. Energy Efficiency Council.....	3
D. Bo Enterprises	3
E. Division of Ratepayer Advocates (DRA)	3
1. Programmatic Goals.....	4
a. Achieving ¼ programmatic initiative and eligibility	4
b. Estimating Unwillingness to Participate in the LIEE Program.....	7
2. DRA Challenges Cost Effectiveness Calculations Used For The Utility Cost Test.....	8
3. Program Design	9
a. Program Delivery.....	9
b. Portfolio Composition.....	10
c. ME&O.....	10
d. Integration with EE and DSM.....	11
e. Pilots and Studies	11
4. Budget.....	12
a. Reporting Recommendation	12
b. Budget Flexibility	12
5. LIEE Issues Unique to PG&E.....	13
a. Integration.....	13
b. Pilots	13
c. Inclusion of REACH PLUS in the LIEE Program.....	13
6. CARE Issues	14
a. CARE Program Goals and Budget	14
b. CARE Outreach	16

TABLE OF CONTENTS
(continued)

	Page
(1) African-Americans.....	16
(2) Deaf and Disabled Telephone Program (DTTP)	17
III. CONCLUSION.....	18

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I. INTRODUCTION

On May 15, 2008, PG&E and each of the other gas and electric IOUs submitted applications for LIEE and CARE budgets for Program Years 2009-2011. PG&E's application increased the proposed budget on the LIEE program from \$77 million for 2008 to an average of \$144 million for the 2009-2011 time period. This is an expansion of the low income program that is unprecedented in the history of the program and provides a funding level that will almost double the number of homes that will be treated on an annual basis during the coming three year cycle. This response addresses comments and protests submitted by five proceeding participants and is confined to comments on the LIEE program.

II. RESPONSES

A. Solar Alliance

Solar Alliance is concerned over PG&E and SDG&E's statement that they will require all LIEE measures be installed prior to solar being installed on the LIEE participant's home. This protest is based upon D.07-11-045 which allows solar to be installed on LIEE eligible CSI program participants' homes in two situations:

- (1) Once the LIEE measures have been installed, or
- (2) Once the CSI program participant is on the waiting list for installation of the LIEE measures.

PG&E agrees with Solar Alliance regarding the energy efficiency requirements for the single-family low-income (SFLI) CSI program. PG&E would like to clarify that while PG&E will work to help ensure that SFLI CSI projects will be coordinated so that both EE and solar installations occur in parallel whenever possible, PG&E is not suggesting that solar installations must wait until the installation of LIEE measures is complete. PG&E plans to work with the SFLI program administrator, once selected, to ensure that customers meet the energy efficiency requirements for SFLI established by the Commission.^{1/}

PG&E will provide customers with all feasible measures at the earliest possible time. In other words, if a customer is on the waiting list for solar installation, PG&E will consider that customer eligible for all LIEE measures consistent with D.07-11-045.

B. Quality Control Services (QCS)

Quality Control Services submits comments primarily to the nature and extent of the tiering approach proposed by PG&E. While PG&E is open to suggestions concerning the tiering proposal, it believes that most if not all the items raised by QCS relate to the premise that additional measures should be installed in each and every home where feasible.

QCS raises the following additional issues: issues of clarification of the 10-year go back rule, pilots versus measures, the determination of a refusal to participate, and a request for further census tracking and zip code marketing. Each of these items will be addressed in more detail in PG&E's data request responses.

10-year go back rule: PG&E believes that it is not always appropriate to install all additional measures that could feasibly be available to customers already treated in the prior 10 years when there remain well over a million low income homes to be treated within PG&E's service territory. However, to the extent the customer has special needs or where the health,

^{1/} See D.07-11-045, Ordering Paragraph 11, "Low-income incentive applicants should obtain an energy efficiency audit, and enroll in LIEE, if eligible, and have all feasible LIEE measures installed or be on the waiting list for installation prior to receiving solar incentives."

comfort, and safety considerations warrant PG&E believes there may be instances where all available additional measures should be installed.

Refusal to participate: This is an issue which should be a subject of the workshop in July. QCS's suggested modification should be voiced and considered in such workshop context.

Marketing: A variety of marketing approaches will be used during the 2009-2011 program cycle. Census and zip code based marketing, where cost effective, will certainly be considered by PG&E.

C. Energy Efficiency Council

Energy Efficiency Council did not submit a protest but did submit comments. These comments primarily relate to the disagreement with the implementation of the tiered approach. This issue was addressed at the Prehearing Conference and it was determined by the ALJ that no further discussion of tiering is necessary.

D. Bo Enterprises

Bo Enterprises similarly disagrees with tier implementation for 2009-2011 and states "The problems associated with the tiered system are unknown and its workability unproven." Bo Enterprises' other premise is that incremental program design changes might allow for a better timeframe for the system to adjust to the new demands placed upon it. This issue was addressed at the Prehearing Conference and it was determined by the ALJ that no further discussion of tiering is necessary.

E. Division of Ratepayer Advocates (DRA)

The remainder of this document focuses on DRA's extensive protest to the IOUs LIEE and CARE applications. While many if not most of DRA's assertions are lacking in factual support and fail to consider the extensive workshop process that occurred leading up to these applications, there are many areas of common concern to DRA and PG&E. PG&E looks forward to the opportunity to work with DRA in a cooperative manner to address and hopefully mutually resolve many of the issues identified below.

1. Programmatic Goals

DRA has devoted a significant amount of time to addressing the composition of the programmatic goals.

a. Achieving ¼ programmatic initiative and eligibility

PG&E offers the following specific comments related to DRA's discussion regarding estimating eligibility for the LIEE program, and for the IOUs' use of KEMA's 10% estimate of unwillingness to participate.

DRA in its protest raises a series of suggestions regarding the IOUs' estimates of the eligible LIEE population for 2009 – 2011. DRA's arguments can be boiled down to two basic issues. First, the IOUs should have used the LIEE eligibility estimates that were produced in the KEMA^{2/} report, rather than the IOUs' estimates that were submitted to the Commission in October 2007. Second, the IOUs have not projected population growth into the estimates for 2009, 2010, and 2011. DRA's arguments are speculative and have no factual basis. PG&E's LIEE eligibility estimates use the methodology approved by the Commission and should be adopted again, here.

The KEMA report's estimates match the IOUs' estimates that were submitted to the Commission in October 2006. The IOUs, using the same methodology, revised their annual estimates in October 2007. The data for 2007 shows that the LIEE eligibility in California among residential households dropped from approximately 32% to slightly less than 31% of all households.

The reduction in eligible customers could have occurred for any number of reasons. The eligibility estimates are influenced by a variety of factors, and analysis provided to the joint utilities and CPUC earlier in the decade pointed to two important factors affecting both small area and large area estimates:

1. The disjunction between a given year's CPUC guideline setting based on previous years' national CPI estimates and the current year's empirical

^{2/} Phase II Low Income Needs Assessment Final Report, October 12, 2007.

midyear CPI from California DOF (a disjunction that can vary somewhat from year-to-year, but is obviously preferable to inventing a mid-year CPI in analysis of Public Use Microdata Sample (PUMS) and American Community Survey (ACS) Census data);

2. The methods and sources used by the vendor supplying current year small area (block group) marginal distributions on household income, household size, and householder age.

A third factor can now be added as an additional possibility. The 2007 estimates were the first year in which Census PUMS data, supplying information relating to the association between household size, income, and head-of-household age (as well as eligibility rates within particular combinations of size, income, and age) was supplemented by data from the accumulated 2005 and 2006 American Community Survey (an extension of PUMS which will ensure better estimates of the parameters that have been heretofore estimated with PUMS). Although a number of efforts were made to test the sensitivity of estimates to how ACS data were incorporated, the ACS addition, like the use of an empirical mid-year CPI, or the use of current year vendor estimates of marginals, is obviously an effort to improve estimates, and if this or the other two impacting factors happen to lead to lower or higher estimates, it is incorrect to immediately fault them based on the outcome.

DRA asserts that, “Given the state’s poor economy, higher unemployment, and increased foreclosures, it is highly unlikely that there has been a reduction in LIEE eligible customers.”^{3/} DRA’s assertion is speculative and unsupported. DRA does not provide quantifiable estimates of how current economic conditions will affect eligibility estimates. PG&E believes it is preferable to adhere to the established and carefully reviewed methodology that currently is in use by the IOUs, rather than attempting to respond to indicators that may provide a forecast of future directional changes in eligibility without providing the data necessary to make

^{3/} DRA Protest, June 19, 2008, page 12.

adjustments. The 2009-11 program cycle will leave nine years remaining to achieve the Commission's goals. Future LIEE eligibility estimates will allow the IOUs to true-up the treated homes targets in subsequent funding cycles.

The annual eligibility estimates produced by the IOUs for LIEE and CARE have provided an annual snapshot of eligibility for the programs and have provided demographic eligibility rates for LIEE and CARE that can be applied to total households in the current year -- in an internally consistent manner at varying geographical levels and for particular payer subgroups (individually metered, submetered, non-submetered master metered). The method was developed in order to provide valid and robust estimates of both large and small area eligibility statistics at actual and hypothetical guideline levels -- pertaining to the current year and associated guideline levels. DRA notes the IOUs have not projected population growth into the applications. DRA appears to have used an arbitrary figure of 1% to increase population estimates into 2010 and 2011. Again, DRA provides no factual basis for this increase. PG&E believes subsequent funding cycles will allow the IOUs to true-up the population estimates and ultimately the treated home targets as we move closer to 2020. Rather than applying an arbitrary and speculative growth factor at this time, PG&E is willing to work with DRA and the Commission to develop a procedure for forecasting population growth that can be incorporated into the next set of applications for the funding cycle beginning in 2012. The task of choosing among existing forecast alternatives, or developing a mutually agreeable long term forecast, is much more difficult than simply arbitrarily choosing a constant percentage growth rate, and arbitrarily "plugging in" a particular growth rate should be unacceptable to all parties. For 2009-11, DRA has not demonstrated the need to revise the estimates of LIEE eligible customers presented by the IOUs in their applications. PG&E's application supports the Commission's Programmatic Initiative and should be adopted.

b. Estimating Unwillingness to Participate in the LIEE Program

DRA does not agree with the KEMA 10% unwillingness adjustment the utilities used to calculate the number of customers willing and eligible to participate in the LIEE program.^{4/} Before submitting their applications, the utilities engaged in many discussions regarding how to incorporate unwillingness into their eligibility estimates. All the IOUs agreed that there is some percentage of customers who will never participate. Since none of the four IOUs had another estimate of the number of low income customers that might be unwilling to participate, PG&E and the other IOUs decided to use the 10% factor reported in the KEMA *Final Report on Phase 2 Low Income Needs Assessment* as an initial estimate of the customers that would be unwilling to participate in LIEE.

At the low end, KEMA's interviews of CARE customers reveal 2% not willing to participate, with an additional 2% only a little willing, while interviews about LIEE reveal 5% not willing to participate and an additional 3% only somewhat willing. KEMA incorporates this 2% self-reported CARE unwillingness factor with other information collected, coming up with an overall factor of 10% when they write that "Using the information collected through the onsite survey, we estimated that 10% of all low income households would be unwilling or unlikely to participate in CARE." (KEMA, p.7-20)

KEMA does not provide a similar overall unwillingness factor for the LIEE program, however in addition to the 5% self-reported not all willing, KEMA provides additional estimates for LIEE and other public assistance programs on pages 5-69 and 5-71 in the Volume 1, and on pages D-6, D-22, and D-39 in Volume 2, Appendix D of the *Phase 2 Report*.

The IOUs believe 10% is a reasonable estimate. DRA points out that the KEMA 10% estimate is the overall rate of customers that will not participate in the *CARE* program, and is not specific to the LIEE program.^{5/} The IOUs note that self-reported unwillingness was higher for LIEE than for CARE (4% reported being somewhat or not at all likely to participate in CARE,

^{4/} DRA Protest, June 19, 2008, page 14.

^{5/} DRA Protest, June 19, 2008, page 15.

while 8% reported being somewhat or not at all likely to participate in LIEE), thus IOUs believe that assuming the same level of unwillingness as CARE is probably conservative due to the additional participation barriers that exist for the LIEE program. Participants in the CARE program enroll by completing a simple application, a one to two minute process, self-certifying their eligibility. LIEE enrollment is a more intrusive and time-consuming endeavor, as all LIEE participants are required to provide documentation to verify their income level when they enroll in the LIEE program. LIEE participation requires a time commitment from the participant, as an adult must be home to allow weatherization workers and appliance installers into the home.

Although the IOUs used an unwillingness factor, none of them is limiting final participation to the estimated eligible number of low income customers with or without factoring in the number of customers that will be unwilling to participate. The IOUs all aim to treat all of their eligible and willing customers by 2020. Estimating an unwillingness factor is simply a method for projecting realistic three-year budgets that are not too burdensome to either participants or non-participating ratepayers, all of whom contribute to the public purpose charge. The IOUs will revisit the appropriate unwillingness factor to use as well as the number of estimated eligible customers in the next budget cycle, and would be happy to work with the Commission and DRA on this issue.

2. DRA Challenges Cost Effectiveness Calculations Used For The Utility Cost Test

DRA's premise that the cost effectiveness tests applied by the utilities in their applications are defective and should be re-run^{6/} is simply not consistent with the record and the timeline associated with the respective applications.

PG&E performed the three cost effectiveness tests specified in D.07-12-051 as further clarified in the April 1, 2008 Assigned Commissioner's Ruling Providing Guidance for Low Income Energy Efficiency 2009-2011 Budget Applications (ACR Guidance Document), specifically:

^{6/} DRA Protest, June 19, 2008, pages 19-20.

“In addition to the results of cost-effectiveness tests using the currently adopted Utility Cost Test and Participant Test for LIEE, Utilities should also submit results of the Total Resource Cost test from the Standard Practice Manual (SPM). The currently adopted LIEE cost-effectiveness tests should be used by the Utilities in constructing their portfolios. The results of the SPM cost-effectiveness tests should be filed as “information only.” (4/1/08 ACR Guidance Document, p.5)

PG&E complied with this directive, filing the results of the TRC test with the UC and PC_m tests. As directed, PG&E used the results of the UC test and the PC_m test (both at the program and measures levels) to help determine the composition of its proposed LIEE program for 2009-2011. The TRC test was included for information purposes only.

DRA also raises issues with the avoided costs used by the utilities in these tests. The IOUs have explained to the Commission in a joint explanation dated June 19, 2008 that the avoided costs adopted on May 13, 2008 were not used in the LIEE program cost effectiveness tests, as they were simply not available for inclusion in applications to be filed two days later. All four IOUs used the most current avoided costs from the E3 calculators, avoided costs that date from April 2008. Fortunately, each of the IOUs used the same E3 tables, allowing for an apples-to-apples cost effectiveness comparison across the state’s low income programs. It is extremely important that the IOUs maintain this continuity, and therefore any change to the cost effectiveness test would not be prudent and it would delay the entire implementation of the LIEE programs. Additionally, PG&E understands that the May 13 avoided costs may not yet be final, and may be updated again.

3. Program Design

a. Program Delivery

DRA asserts that descriptions of various program delivery strategies must be clearly linked to demonstrated differences in energy savings, participant bill savings and other non-energy benefits. DRA suggests the following logical groupings by which to present average bill

savings: program delivery strategy, typical measure “package,” and by fuel source, as well as a combination of these.^{7/}

The IOUs used to complete a report on customer cost and bill savings that was filed with their LIEE Annual Reports on May 1st each year, however this report was discontinued by D.06-12-038. The report calculated, compared and explained differences in the average annual bill savings achieved by each utility, but did not analyze individual bill savings by category. PG&E has no objection to developing a method for analyzing customer bill savings, although funding for a study to develop a methodology and conduct the regression analyses to determine customer bill savings by specific categories was not requested in PG&E’s 2009-2011 budgets. Because this would require time to develop and run appropriate models, PG&E does not believe this study could be completed before the 2009-2011 programs begin.

b. Portfolio Composition

DRA states the IOUs should comply with the Commission orders by providing data on the Estimated Useful Life (EUL) per measure and perhaps additionally by measure grouping or program delivery mechanism and that the IOUs disregarded the Commission’s direction and KEMA recommendation to analyze the impact of AB 1109.^{8/}

The EUL per measure is available. PG&E does not have EULs by measure grouping or program delivery mechanism, and is not aware that EULs have been developed by these categories. PG&E’s Application included an analysis of AB 1109.

c. ME&O

DRA believes that “best practices” in ME&O and the successful implementation of new methods will require different utilities to try out new methods and then share them with each other.^{9/} PG&E is very interested to see the results of the pilots, new measures and strategies

^{7/} DRA Protest, June 19, 2008, pages 20-21.

^{8/} DRA Protest, June 19, 2008, page 21.

^{9/} DRA Protest, June 19, 2008, page 22.

being proposed by the other utilities. The IOUs meet regularly to share and discuss successful strategies and lessons learned for their LIEE and CARE programs.

d. Integration with EE and DSM

PG&E provides materials about its EE and DR programs to low- income customers at events, on customer bills and on its web site. PG&E's LIEE program staff has been working particularly closely with PG&E's Local Government Partnership and Third Party Program teams to use these distribution channels to complement rather than duplicate LIEE services, thus bringing more energy efficiency opportunities to more low income customers.

Furthermore, LIEE is leveraging PG&E's EE programs as an ongoing source of potential ideas for the LIEE programs. As noted in the LIEE Application, cost-effectiveness is significantly different for the two portfolios because EE is rebate-based, whereas LIEE is a free direct-installation program. However, the EE programs continue to generate many varied and innovative ideas, and LIEE staff will continue to analyze EE programs for potential new LIEE measures. For PG&E's recently filed LIEE Application, LIEE reviewed all of the measures that are offered through EE, DR and Local Government Partnerships. The LIEE Application proposes including the following energy efficiency measures in the 2009-11 LIEE program:

Torchieres, Occupancy Sensors, High Efficiency Clothes Washers, and Microwaves.

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

e. Pilots and Studies

PG&E is amenable to discussing with DRA and the Commission how pilots and studies reporting can best be implemented into the LIEE Program, and if DRA and the Commission would like, this topic could be addressed in the upcoming workshop.

4. Budget

a. Reporting Recommendation

DRA recommends more detailed reporting in regular reports to the Commission, but reducing the frequency of reports from monthly to quarterly or semi-annually.^{10/} PG&E believes this is a good subject for the July 17-18, 2008 workshop.

b. Budget Flexibility

DRA believes the funding flexibility adopted for the Energy Efficiency programs had more specificity than what PG&E offers in its application, and therefore would like to see a more detailed table, similar to the detail in Table 8: Adopted Fund Shifting Rules in the Attachments to D.05-09-043.^{11/}

PG&E's proposal for budget flexibility is sought to ensure that there is no potential ramping down of the program at the end of a calendar year within a program cycle, and further that there is no ramping down at the end of the three year cycle to ensure that one commodity's budget is not exceeded when the utility's overall budget has been under-spent. While there are a variety of ways to achieve this overall objective, it is absolutely imperative that the IOUs be free from administrative processes which disrupt and impede the free flow of services in the low income program. There will always be substantial uncertainties at the end of a budget cycle as to which measures are installed within a specific home. This is simply unavoidable because there are hundreds of individuals installing measures throughout the service territory and each of those individuals installing measures are encountering different conditions in the homes to be treated. Thus, whether an electric, gas, or dual commodity measure can be installed is only determined during the visit to the home. When those visits occur during the end of the cycle, and this is occurring in hundreds of homes, the IOUs will not know the precise measures installed or the breakdown of those measures between commodities in advance. Yet they must have certainty to

^{10/} DRA Protest, June 19, 2008, page 27.

^{11/} DRA Protest, June 19, 2008, page 27.

know that they will not be penalized and that their shareholders are not paying for the IOUs' efforts to aggressively pursue programmatic objectives.

5. LIEE Issues Unique to PG&E

a. Integration

PG&E has the burden to show the reasonableness of its request of \$500,000 to integrate its Energy Efficiency and Demand Response programs. See PG&E's response to Data Requests.

b. Pilots

DRA proposes tracking and reporting on Meals on Wheels and PG&E's High Efficiency Clothes Washer Program pilot.^{12/} PG&E's monthly reports will reflect dollars expended on each of its pilots as well as expected energy savings associated with such installations.

c. Inclusion of REACH PLUS in the LIEE Program

DRA contends that the REACH PLUS program should continue, but it does not belong in the LIEE program. DRA reasons that REACH PLUS does not fit the legal definition as a home weatherization program under Public Utility Code Section 2790.^{13/}

Many of the elements of the LIEE program do not squarely fall within a weatherization specific measure under Section 2790. For example, much of the marketing, education and outreach are only indirectly tied to the weatherization objectives. Section 2790(c) provides "weatherization may also include other building conservation measures...and energy education programs determined by the Commission to be feasible, taking into consideration for all measures both the cost effectiveness of the measures as a whole and the policy of reducing energy related hardships facing low income households." The REACH PLUS Program has generally been coupled with other energy education services provided by the Salvation Army, and can thus be tied directly to that component of the legislation. The REACH PLUS Program supports the more traditional "weatherization" LIEE programs by providing an opportunity to

^{12/} DRA Protest, June 19, 2008, page 31-32.

^{13/} DRA Protest, June 19, 2008, page 32.

educate REACH PLUS customers on the other LIEE programs available to them. This REACH PLUS Program also serves the Commission's goal of integrating the LIEE and CARE programs. In addition, REACH PLUS will contribute directly to the policy of reducing energy related hardships facing low income households. The request for the inclusion of the REACH PLUS Program in the LIEE services is much akin to the inclusion of the cooling center program in the CARE services which has been endorsed by DRA. The cooling center program provides needed health, comfort and safety to low income customers at risk. This is quite analogous to the health, comfort, and safety provided to low income customers experiencing economic conditions of extreme hardship. These customers are facing a one-time economic crisis, and these customers are in need energy education, as well as all steps that can be taken to reduce the energy related hardship facing these households.

PG&E is amenable to the inclusion of the REACH PLUS Program into either the LIEE Program or the CARE Program. What is important here is that PG&E's low income customers in crisis continue to receive these one-time services to prevent their households from facing shut-off for non-pay when these customers would otherwise have been able to pay for their normal utility charges and that these proceeds are available to such customers without delay.

6. CARE Issues

a. CARE Program Goals and Budget

PG&E agrees with DRA's analysis that it is appropriate for outreach costs to rise throughout the three-year program cycle. As enrollment increases, it is necessary for outreach costs to increase in order to target those harder to reach customers. PG&E's planned outreach efforts must be realized in order to reach the hundreds of thousands of eligible customers left to be enrolled in CARE in PG&E's service area.

PG&E disagrees with DRA's comment that CARE administrative costs should not increase as the total number of customers increases. There are significant administrative costs related to maintaining and retaining enrolled customers. PG&E experienced an increase in gross enrollment to an average of nearly 700,000 customers annually since the CARE income

guidelines increased to 200% of the Federal Poverty Level in late 2005. Retention of these customers as they become due to recertify is critical. Customers must recertify every two years in order to remain in the CARE program. Customers that fail to recertify are dropped from the program and must re-enroll. PG&E has implemented billing notices, reminder letters, and reminder phone calls in an effort to retain these customers. The increase in gross enrollment since 2005 means that administrative costs must be increased to reach out to each of these enrolled customers, as well as for processing and verification of their applications as they recertify. Retention of these customers does not increase CARE program penetration; however the failure to do so results in decreased penetration.

Another reason for increased administrative costs related to enrolled customers is post-enrollment income verification. PG&E is dedicated to ensuring that only qualified customers are enrolled in CARE, and has more than doubled its post-enrollment income verification rates to an average of 11% of all incoming applications. Since current rates provide a 73% CARE discount on electric usage above 300 percent of baseline, PG&E wants to ensure that only eligible customers are benefiting from the discount. The requested administrative cost increases are necessary to send out these requests, to review and process the thousands of income proof documents that are received monthly, to send reminder phone calls and letters, and to drop those customers that fail the process.

PG&E's requested increase to the General Administration cost category is also necessary due to additional management and oversight required by the increase in customers entering the recertification and post-enrollment verification processes and the number of new customers applying due to increased outreach efforts.

PG&E supports and strives to meet the Commission's goal of enrolling all low-income customers who are eligible for, and desire to participate in, the CARE program. This requires a significant increase in outreach efforts and new enrollments due to the 150,000 customers expected to fail the recertification and post-enrollment income verification processes annually. PG&E is increasing its overall administrative efforts in order to retain its currently enrolled

CARE customers, ensure eligibility, and enroll as many new customers as possible. Since the PG&E CARE program is currently at 74% penetration, there are still hundreds of thousands of eligible customers left to be enrolled and PG&E's marketing and outreach efforts will continue to motivate all eligible customers to enroll in the CARE program.

b. CARE Outreach

(1) African-Americans

PG&E concurs that African-American households demonstrate a significant need for low-income assistance programs, and plans to continue expanding its aggressive approach to reaching this group in 2009-2011.^{14/} Media is a great method of building awareness of the CARE Program throughout the African-American community. However, we have found that one of the most effective methods of reaching out to the African-American population and enrolling customers is via community-based and faith-based organizations. For this reason, PG&E partners with a number of such organizations under the CARE COC (Community Outreach Contractor) Program. Being part of the COC Program allows these organizations to serve as CARE advocates within the African-American community by disseminating information and applications to qualifying customers. PG&E is currently in the process of recruiting more organizations of this type into the COC Program, and hopes to have a significantly larger number of these organizations actively participating in the 2009-2011 outreach campaign. CARE also participates in a number of community events that are specifically targeted toward the African-American community. Events facilitate the face-to-face approach, which is a great method of reaching out to eligible customers. PG&E plans to continue this approach in 2009-2011. Finally, PG&E has created a direct mail piece to increase CARE enrollment within the African-American community, which is implemented annually. A list of African-American customers containing information specific to CARE criteria is purchased and an informative letter with an

^{14/} DRA Protest, June 19, 2008, page 33.

application is mailed directly to the customers' homes. Direct mail has proven to be effective in reaching out to African-American customers.

(2) Deaf and Disabled Telephone Program (DTTP)

The PG&E CARE Program will contact the Commission's Deaf and Disabled Telephone Program (DTTP) in order to gain more insight and information on how to better reach the California disabled community.

III. CONCLUSION

For the foregoing reasons PG&E respectfully requests that the application it submitted on May 15, 2008 be adopted. The program submitted and the budgets proposed are the result of an extended collaborative effort among IOUs, stakeholders and regulators. While there are very ambitious program targets and objectives there has been substantial and ample opportunity for input into the process. PG&E appreciates the effort of all concerned and looks forward to working with interested participants, other IOUs, and the Commission to ensure the success of the 2009-20011 LIEE and CARE programs.

Respectfully Submitted,

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Dated: June 30, 2008

I, the undersigned, state that I am a citizen of the United States and am employed in the City and County of San Francisco; that I am over the age of eighteen (18) years and not a party to the within cause; and that my business address is Pacific Gas and Electric Company, Law Department B30A, Post Office Box 7442, San Francisco, CA 94120.

On the **30th day of June 2008**, I served a true copy of:

**RESPONSE TO PROTEST TO
PG&E'S 2009-2011 LIEE APPLICATION**

[XX] By Electronic Mail – serving the enclosed via e-mail transmission to each of the parties listed on the official service list for **A.08-05-022** with an e-mail address.

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

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

Executed on this **30th day of June 2008**, at San Francisco, California.

/s/

RENE THOMAS

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

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CPUC DOCKET NO. A0805022

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Income Energy Efficiency and California
Alternate Rates for Energy Programs and
Budget

Application 08-05-022

(U 39 M)

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CPUC DOCKET NO. A0805022 CPUC REV 06-27-08

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CPUC DOCKET NO. A0805022 CPUC REV 06-27-08

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