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Joint Utility Public Meeting

Southern California Gas Company

Highlights of 2013
CARE and ESA Programs
Accomplishments

June 3, 2014
San Ramon, CA

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Agenda

1. Introduction
2. SoCalGas Customer Assistance Programs Background
3. 2013 CARE Program Highlights
4. 2013 ESA Program Highlights
5. Marketing & Outreach Supporting CARE & ESA

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Customer Assistance Programs

CARE Program

- Provides a 20 percent monthly bill discount to eligible customers at their primary residence.
- Customers, approved within 90 days of starting new gas service, may also receive a $15 discount on their Service Establishment Charge.
- Customers may apply online, using traditional printed forms, or through CARE Clerks by phone.

ESA Program

- Offers no-cost energy-saving home improvements for qualified renters and homeowners.
- Services provided by ESA Program contractors operating in customer's area.
- Customers may contact SoCalGas by phone or online; enrolled through marketing and outreach and contractor network.

Program Eligibility

- Determined based on:
  - Published income guidelines <u>OR</u>
  - Participation in another designated customer assistance program (categorical eligibility)

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2013 CARE Program Highlights

CARE Program Participation Rate

Month (2013)	Est. Eligible	Participants	Rate
January	1,794,060	1,653,606	92.17%
February	1,794,060	1,649,670	91.95%
March	1,794,060	1,649,304	91.93%
April	1,797,772	1,651,582	91.87%
May	1,797,772	1,651,119	91.84%
June	1,797,772	1,643,311	91.41%
July	1,795,429	1,638,727	91.27%
August	1,795,429	1,630,075	90.79%
September	1,795,429	1,618,685	90.16%
October	1,798,002	1,612,495	89.68%
November	1,798,002	1,611,542	89.63%
December	1,798,002	1,604,411	89.23%

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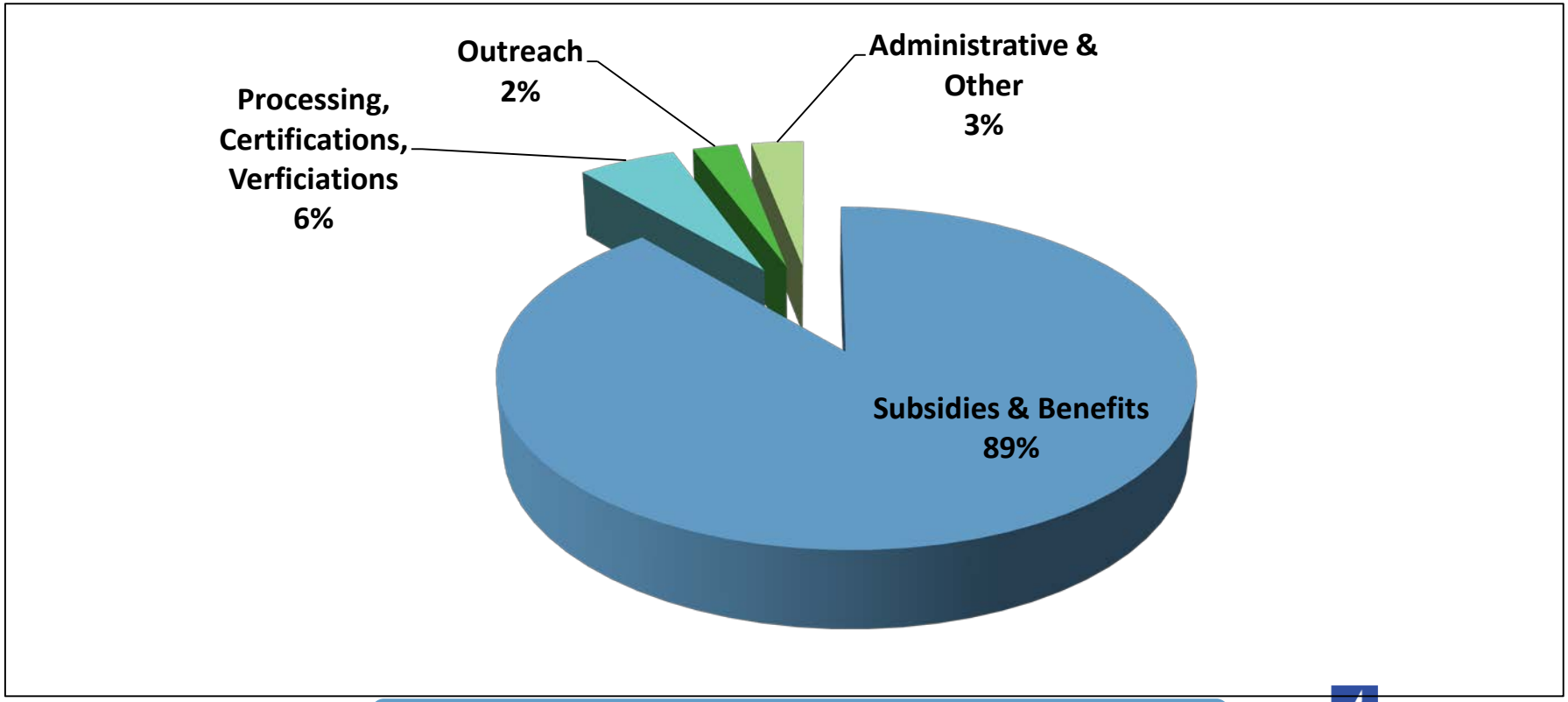
CARE Program Authorized Budget

Approximately 90% of the CARE budget is associated with bill assistance.

Annualized CARE Program Budget 2012 – 2014



Annual Average CARE Budget $146.3 Million

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2013 CARE Program Highlights*

<<<<< 2013 >>>>>

Budget Category	Authorized	Actual
Outreach	$3,845,745	$3,921,870
Processing, Certification, Recert.	$4,456,213	$983,603
Post Enrollment Verification	$3,744,000	$317,737
IT Programming	$2,669,534	$437,298
Pilots	$180,000	$150,000
Measurement & Evaluation	$51,484	$0
Regulatory Compliance	$234,962	$304,368
General Administration	$915,488	$698,640
CPUC Energy Division	$60,000	$17,230
SUBTOTAL MGMT BUDGET	**$16,157,426**	**$6,831,747**
Subsidies & Benefits	$129,892,840	$118,556,705
TOTAL PROGRAM BUDGET	**$146,050,266**	**$125,388,452**

* Table does not reflect fund shift activities performed to align budget with actual expenditures.

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2013 CARE Program Highlights

Average Care Discount Per CARE Customer

Gas	Electric	Total
$5.89	n/a	$5.89

Annual Subsidy for All CARE Customers by Energy Source

Gas	Electric	Total
$118,556,705	n/a	$118,556,705

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2012-2014 CARE Program Highlights

Selected Program Details

- Inbound IVR enrollment; Processing enhancements allow pending CARE approval for pending new accounts
- Outbound IVR reminders / 2nd notifications to customers who have not responded to recertification / PEV requests
- Developed, proposed, and implemented a new CARE post-enrollment verification model
- Allowed CARE capitation up to $20 for new enrollments per D.12-08-044
- Updated annualized estimates for CARE eligibility, conducted categorical eligibility study
- Performed work associated with implementing legislative changes (e.g., re-bundling of 1 and 2 person households)

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2013 ESA Program Highlights

ESA Homes Treated

ESA Program	2013
Goal	136,836
Actual	106,948

ESA Homes Treated by Type

Year	Single Family	Multifamily	Mobile Homes	Total Treated
2013	80,180	22,072	4,696	106,948

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2013 ESA Program Highlights

ESA Energy Savings Achieved (Therms)

Program Year	Estimated *	Actual	Percent
2013	2,417,480	3,096,500	128%

* Values shown represents the estimated energy savings for Program Year 2013 associated with the requested funding in Application (A.) 11-05-018. Funding was increased pursuant to D.11-08-044, which did not contain an associated upward energy savings estimate.

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2013 ESA Program Highlights

ESA Program Enrollments

Enrollment Type	<<<<<< 2013 >>>>>> Number Enrolled	Percent of Total
Standard Enrollment	30,037	28%
Categorical Enrollment	22,476	21%
Targeted Self Certification	54,435	51%
Total	106,948	100%

ESA Program Disability Enrollments

Year	Disability Enrollments	% Disability Enrollments
2013	14,978	14%

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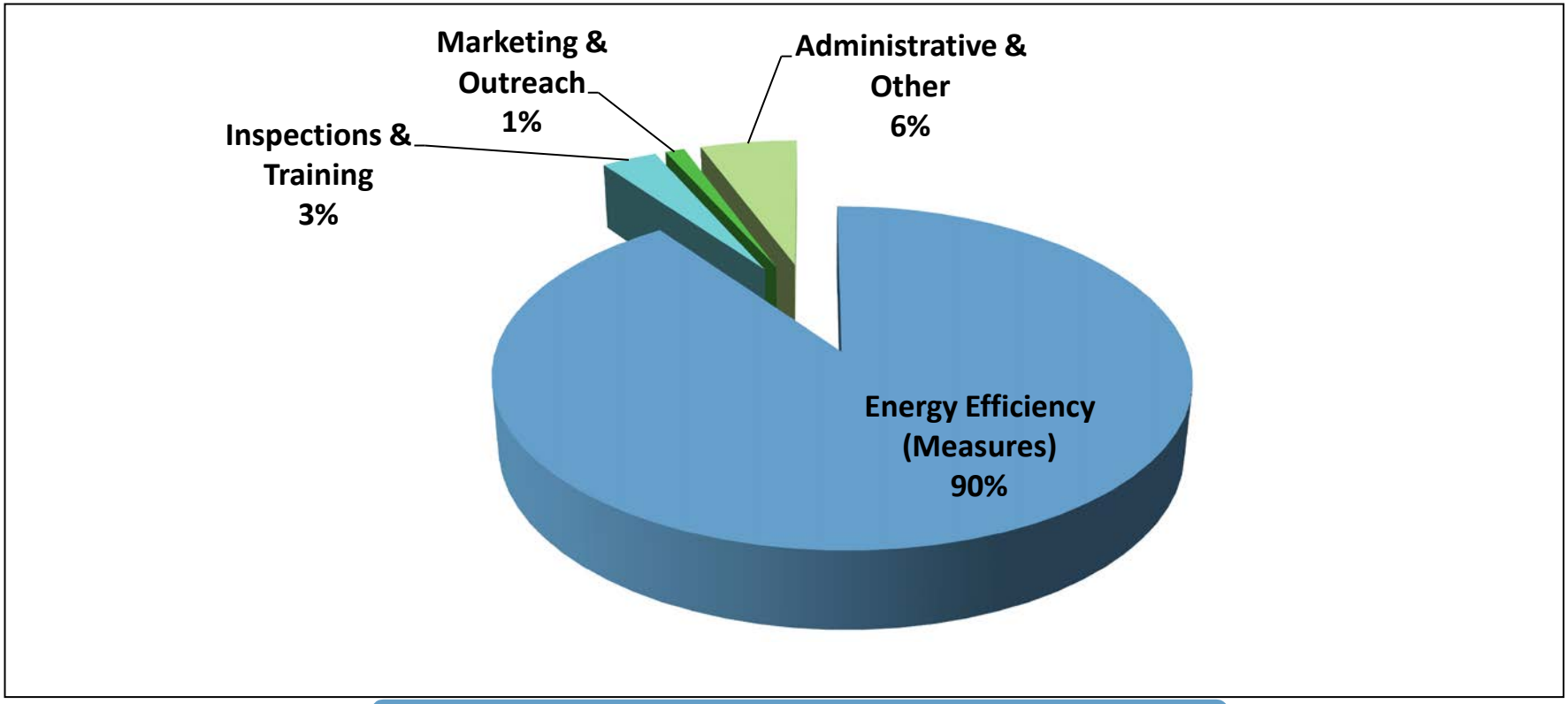
ESA Program Authorized Budget *

Approximately 90% of the ESA budget is associated with installing energy savings measures.

ESA Program Budget 2013



PY 2013 ESA Budget $117.6 Million

* Does not reflect the pending SoCalGas request to modify the ESA Program budget for 2012 – 2014 by a total of + $38.6 million, primarily in the Appliances category of ESA measures.

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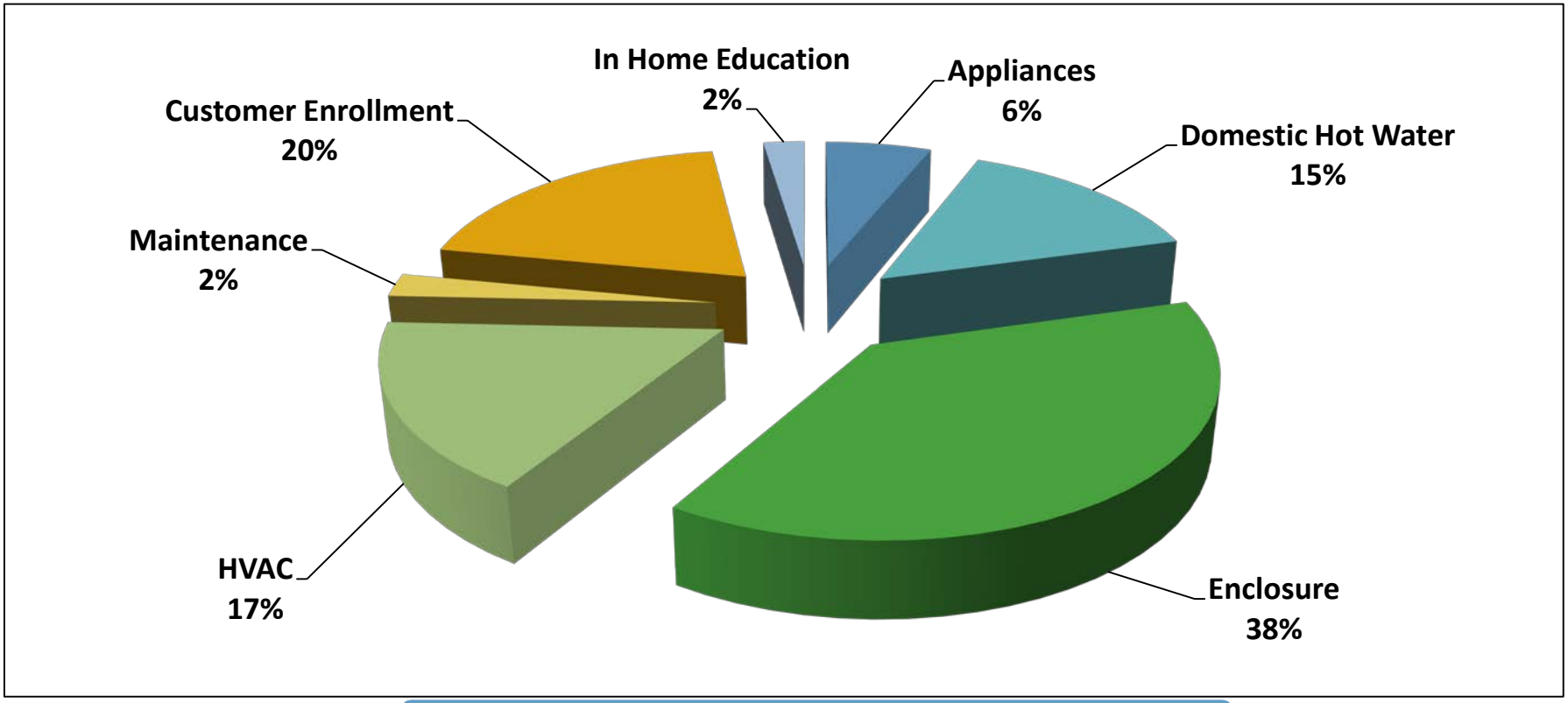
ESA Program Measures Budget *



PY 2013 ESA Measures Budget = $106.1 Million

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* Does not reflect the pending SoCalGas request to modify the ESA Program budget for 2012 – 2014 by a total of + $38.6 million, primarily in the Appliances category of ESA measures.

2013 ESA Program Highlights*

	<<<<< 2013 >>>>>	
Budget Category	**Authorized**	**Actual**
Energy Efficiency (Measures)	$106,095,827	$88,372,724
Training Center	$663,921	$292,165
Inspections	$3,063,896	$1,909,890
Marketing & Outreach	$1,272,007	$1,310,142
Statewide ME&O	$100,000	$0
Measurement & Eval Studies	$91,667	$459,866
Regulatory Compliance	$295,333	$290,849
General Administration	$5,891,204	$4,911,594
CPUC Energy Division	$86,000	$7,384
Total Program Costs	**$117,559,855**	**$97,554,614**

* Authorized values don't reflect pending SoCalGas request to modify the ESA Program budget total of + $38.6 million for 2012 - 2014, primarily in the Appliances category of ESA measures. Table also does not reflect fund shift activities performed to align budget with actual expenditures.

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2012-2014 ESA Program Highlights

Selected Program Details

- Generated estimated energy savings of over 4 million therms for first 2 years of program cycle.
- Installation of the thermostatic shower valve (TSV) as a new measure.
- ESA Program Outreach Specialist common uniforms implemented to assist with identifying them as Program representatives.
- Phase 1 rollout to leverage ESA Program contractors to implement the MIDI Program.
- Increased leveraging of various program elements with SCE including development of data sharing tool and aligning of enrollment and outreach strategies.
- Implemented various multifamily strategies, including a unified property owner authorization form across all IOUs and rolling out the single point of contact strategy.
- Enhanced contractor training to include best practices for back office administrative support.
- Refresh of Energy Education guide and marketing materials including an Outreach Specialist enrollment and assessment kit.

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CARE/ESAP Marketing & Outreach

Print
- Targeted direct mail
- Bill Inserts
- Bill messages

Online
- Facebook
  Twitter
  SocalGas.com
- Email campaigns
- Online customer services

Outreach
- Community Based Organizations
- Outreach Events
- Disabled and Limited English Proficiency

Leveraging
- Data exchange with other CARE programs
- partnerships with Municipal Utilities
- strategic partnerships with Water Districts

Integration
- Integration with EE
- Integrate with GAF for CARE enrollments
- CARE data exchange for ESAP enrollment
- Field staff, BPOs, CCCs

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CARE & ESAP – Outreach and Enrollment Strategy

Target Hard-to-Reach Geographic Regions

New tactics in key geographic regions (especially rural and northern counties)

Target customers with disabilities

Leverage relationships with Disabled Communities

Appeal to customer benefits and sustainability movement

Utilize demographics data and customer segmentation analyses

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CARE & ESA Program Marketing & Outreach

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CARE/ESAP 2013 Marketing & Outreach

ACTIVITIES
1. Print Media Campaign:
• Bill insert to highlight the new CARE eligibility guidelines annually in June.
• Print campaign with ethnic-owned media to reinforce the bill insert.
2. Newspapers & Audiences:
• Hispanic: Eastern Group Publications, El Aviso, San Fernando Valley/El Sol, La Nueva Voz.
• African American: LA Watts Times, Our Weekly, Los Angeles Sentinel.
• Asian American: Sing Tao Daily News, California Journal for Filipino Americans, Asian Journal.
3. Online campaign to create awareness among Spanish-speaking customers, primarily customers in the 25 to 35 year age group, and who may be low-income (or who know family and friends who are low-income).

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CARE & ESA Program Marketing & Outreach

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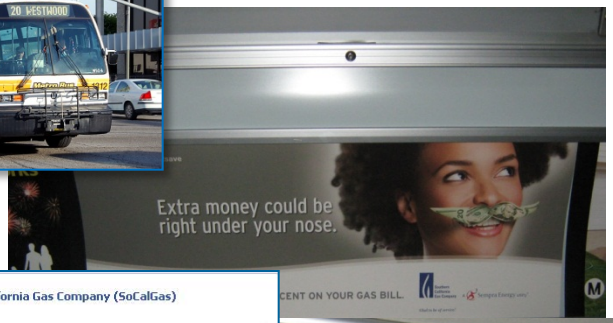
CARE & ESA Program Marketing & Outreach

Digital Media, Outdoor Ad, and Social Media encouraging customers to apply for CARE.



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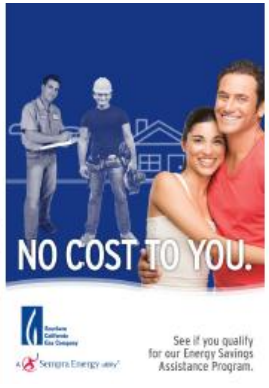
CARE & ESA Program Marketing & Outreach

Media Mix

- Digital
- Billboards
- Print
- Social Media
- Mobile



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