

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

Applications 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 (U39M)	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)

**MONTHLY REPORT OF SAN DIEGO GAS & ELECTRIC COMPANY (U 902 M) ON
LOW INCOME ASSISTANCE PROGRAMS FOR OCTOBER 2009**

Kim F. Hassan

Attorney for
San Diego Gas & Electric Company
101 Ash Street, HQ12B
San Diego, CA 92101-3017
Telephone: (619) 699-5006
Facsimile: (619) 699-5027
E-Mail: KHassan@sempra.com

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This is the seventh monthly report utilizing a new reporting template developed by Energy Division (ED) in coordination with the investor-owned utilities.¹ The purpose of the new template is to minimize the reporting requirements by combining the LIEE and CARE (Low Income Assistance Programs) report into one consolidated report while still providing the ED with all the necessary information to assist in analyzing the low income programs.

In Ordering Paragraph 90 of Decision (D.) 08-11-031, the Commission directed utilities to begin reporting on the number of customer complaints they receive (either formal, informal, or wherever received) about their CARE recertification efforts and the nature of the complaints.

¹ Investor-owned utilities are Pacific Gas and Electric Company, San Diego Gas & Electric Company, Southern California Edison Company and Southern California Gas Company.

The utilities are to report this information in their monthly and annual reports beginning December 31, 2008.

This report presents actual year-to-date LIEE and CARE results and expenditures through October 2009 for San Diego Gas and Electric (SDG&E).

Respectfully Submitted,

/s/ Kim F. Hassan

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Attorney for
San Diego Gas & Electric Company
101 Ash Street, HQ12B
San Diego, CA 92101-3017
Telephone: (619) 699-5006
Facsimile: (619) 699-5027
E-Mail: KHassan@sempra.com

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LOW INCOME ENERGY EFFICIENCY PROGRAM MONTHLY REPORT

1. LIEE Executive Summary

1.1. Low Income Energy Efficiency Program Overview

Summary of the LIEE Program elements as approved in Decision (D.) 08-11-031:

LIEE Program Summary for Month			
	Authorized / Planning Assumptions	Actual to Date	%
Budget	\$21,184,008	\$11,868,950	56%
Homes Treated	20,000	15,038	74%
kWh Saved	8,887,914	4,544,219	51%
kW Demand Reduced	2,010	493	25%
Therms Saved	478,745	180,405	38%
GHG Emissions Reduced	7,661	3,555	46%

During the month of October SDG&E enrolled 1,905 customers in the LIEE program and generated an additional 3,967 leads through its marketing and outreach efforts. In the upcoming weeks, SDG&E will work to convert these 3,967 leads into enrollments and homes treated.

As seen in the table above, 15,038 homes have been treated to date. This is 74% of the 2009 annual goal. With advertising campaigns and new direct marketing and outreach approaches underway, SDG&E is expecting to see an increase in interest and participation throughout the fall and winter months. These additional efforts will be described in more detail below.

In addition to treating 15,038 homes, SDG&E has saved 4,544,219 kWh, reduced 493 kW of demand, saved 180,405 therms and reduced 3,555 tons of Green House Gas (GHG) emissions through the LIEE program.

1.2 Whole Neighborhood Approach

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

SDG&E continues to support the Whole Neighborhood Approach by its direct marketing efforts with increased outreach to city and community organizations. In October, SDG&E met with the City of Vista to discuss how the two organizations could work together to educate the community about assistance programs. Through its Community Outreach Program, the City of Vista provides information about programs and services to the various neighborhood associations. SDG&E will leverage the City’s Outreach Program to increase awareness and interest in LIEE among the neighborhood associations. SDG&E is also working with Vista’s Adult School to educate low income students about the benefits of LIEE. The school offers GED, ESL, job training, continuing education and certificate programs.

1.3 LIEE Marketing, Education and Outreach

1.3.1 Summary of LIEE program marketing, education and outreach strategies deployed this month.

Direct marketing - In October, direct marketing efforts included direct mail, automated outbound calling and door-to-door canvassing. Below are details on these efforts.

- **Direct Mail**

SDG&E mailed LIEE program information to 45,836 households with high potential for LIEE eligibility in October. A total of 261 leads were generated from October direct mail and 167 households were enrolled based on direct mail efforts from this and previous months. Year-to-date, direct mail has provided 5,417 leads of which 2,377 were converted to enrollments.

- **Automated Outbound Calling**

SDG&E contacted 28,773 households about the LIEE program via automated outbound calling during the month of October. The average response rate was 3.3% and a total of 753 leads were generated. Year-to-date, 4,086 leads have been generated and a total of 1,153 customers have been enrolled in LIEE as a part of this marketing effort.

- **Door-to-Door Canvassing**

In October, SDG&E's door-to-door canvassing contractor, Richard Heath & Associates (RHA) called on 9,007 low income households in San Diego and neighboring communities. They generated 1,915 leads and converted 1,493 of these leads into enrollments.

1.3.2. Customer Assistance Marketing and Outreach Events and Public Affairs Activities for both LIEE and CARE programs

Customer Assistance Advertising Campaign

SDG&E launched an advertising campaign on July 20 that was designed to educate customers about the ways SDG&E can help assist them with their bills. The campaign consisted of print, radio and transit shelter advertising and ran through September. This campaign succeeded in generating awareness and interest in SDG&E's programs. There was an increase in call volume and inquiries to the customer call center, mostly in response to the radio advertisements. Both LIEE leads and CARE enrollments saw steady increases during the campaign months.

CARE and LIEE Advertising Campaign

SDG&E launched an additional campaign in September that was designed to generate direct responses from customers – either call or apply online. This campaign capitalizes on the interest generated by the first campaign and urges customers to either go online or call to apply. The campaign consists of online and radio ads that promote both CARE and LIEE. Thirty-second radio ads are running on English and Spanish stations, such

as KMFB-FM (Jack 100.7) and KLNK (Radio La Nueva) and online ads are running on a number of English and Spanish websites, such as Yahoo, MySpace, PuntoFox, Univision and Es Mas. Text ads are running on Facebook and paid search ads are running on all the major search engines, such as Yahoo, Google and Bing.

The online campaign has been highly successful so far, delivering over 23.5 million impressions (or views) and 11,336 "clicks." In the first four weeks of the campaign, SDG&E achieved 1,019 conversions. CARE conversions are defined as customers who hit the "apply" button on the landing page and LIEE conversions are defined as customers who submit an online interest form. The majority of conversions are for CARE, with 742 hits to the "apply button". LIEE has received 53 online interest forms and 224 downloads of the dual program application in PDF format.

Community Outreach

SDG&E leveraged partnerships with community-based organizations in October to promote CARE, LIEE and Medical Baseline programs at a variety of events. Below is a list of events and the activities and results associated with each event:

- **Deaf Awareness Day**

October 3, 2009, San Diego, CA

SDG&E sponsored and participated in Deaf Awareness Day, alongside Deaf Community Services (DCS), at Balboa Park on October 3rd. Deaf Awareness Day is a special community event for local organizations to host a full-day observance of the language and heritage of the deaf community and to foster sensitivity to the unique and diverse needs of deaf, late-deafened, and those hard-of-hearing. SDG&E partnered with DCS to develop program presentations and materials appropriate for the more than 1,700 attendees of this event. DCS also posted video logs on its website <http://www.deafcommunityservices.org/> explaining the benefits of the CARE, LIEE and Medical Baseline Allowance programs. Deaf Community Services' mission is to enrich the lives of people in the deaf community by providing services, education and advocacy that promote independence, opportunity, accessibility, and diversity.

- **San Diego Women’s Club Event**

October 10, 2009, San Diego, CA

SDG&E participated in an event produced by the San Diego Women’s Club where the CARE and Expanded CARE programs were promoted. At this event, SDG&E received a Certificate of Appreciation for its ongoing support of the organization’s outreach efforts. The San Diego Woman's Club is part of the California Federation of Women's Clubs and the General Federation of Women's Clubs, International. It is one of the world’s oldest and largest service organizations, dedicated to community improvement through volunteer service.

- **San Diego Community Cares Information Fairs**

October 9, 19-20, 22-23, 27-30, 2009, San Diego County

SDG&E generated 87 CARE applications and 14 LIEE referrals through outreach conducted at various San Diego Community Cares Information Fairs in October. The Community Cares Project is a San Diego Food Bank program that combines community food distribution with “advice clinics” for people in need. The program provides a “one-stop-shop” where people can receive food and assistance signing up for a range of other programs, such as Food Stamps and SDG&E’s Customer Assistance programs. The Community Cares Project takes place monthly at nine locations throughout the county.

- **Telecare Corporation Layoff Assistance Event**

October 16, San Diego, CA

SDG&E distributed CARE and LIEE information in English, Spanish and Tagalog to employees of Telecare Corporation during a Layoff Assistance Event conducted by the San Diego Workforce Partnership on October 16. Telecare Corporation is a home health care agency that works to help people with mental impairments and is anticipating 50 layoffs by year-end. Other participants at this event included East County Economic Development Corporation, East Region Career Centers and the Employment Development Department.

- **Handlery Hotel & Resort - Layoff Assistance Event**

October 27, San Diego, CA

SDG&E distributed CARE and LIEE information in English and Spanish to over 125 employees of Handlery Hotel and Resort at a Layoff Assistance Event conducted by the San Diego Workforce Partnership on October 27. The hotel is anticipating a series of layoffs to be implemented by mid-November. Other participants at this event included San Diego Regional Economic Development Corporation, Metro Region Career Centers and the Employment Development Department.

- **American Cancer Society’s Making Strides Against Breast Cancer Walk**

October 18, Balboa Park, San Diego, CA

SDG&E distributed CARE, LIEE and Medical Baseline information at this Breast Cancer Walk in Balboa Park on October 18. The event was attended by over 20,000 people and raised approximately \$950,000. Sempra/SDG&E was a flagship sponsor of the event.

1.4. Leveraging Success with CSD

1.4.1 Status of the leveraging effort with CSD.

SDG&E continues to work with Metropolitan Area Advisory Committee, Campesinos Unidos, Inc. and Community Action Partnership of Orange County to ensure eligible customers receive all feasible measures from both the LIEE and LIHEAP programs.

1.5 Workforce Education & Training

1.5.1 Summary of efforts to improve and expand LIEE workforce education and training.

There have been no additional discussions with the San Diego Community College District or Cuyamaca Community College regarding a sustainability curriculum.

2. CARE Executive Summary

2.1. CARE Program Summary

CARE Budget Categories	Authorized Budget	Actual Expenses to Date	% of Budget Spent
Outreach	\$1,520,638	\$1,283,366	84%
Proc., Certification and Verification	\$216,219	\$178,523	83%
Information Tech./Programming	\$508,795	\$208,994	41%
Pilots	N/A		
Measurement and Evaluation	\$4,000	\$13,772	344%
Regulatory Compliance	\$184,015	\$135,496	74%
General Administration	\$399,065	\$295,846	74%
CPUC Energy Division Staff	\$102,900	\$40,262	39%
Cooling Centers	\$52,000	\$37,735	73%
Total Expenses	\$2,935,632	\$2,157,259	73%
Subsidies and Benefits	\$47,026,184	\$40,628,003	86%
Total Program Costs and Discounts	\$49,961,816	\$42,785,262	86%

2.1.2 CARE program penetration rate to date:

CARE Penetration		
Participants Enrolled	Eligible Participants	Penetration rate
265,384	337,539	78.6%

SDG&E increased participation in the CARE program from 260,935 to 265,384 participants and penetration from 77.5% to 78.6% in the month of October.

2.2. CARE Marketing, Education and Outreach

2.2.1. Summary of CARE program marketing, education and outreach strategies deployed this month.

CARE Leveraging

National School Lunch Program Participants Enrolled in CARE

After almost two years of discussion with representatives from the San Diego Unified School District (SDUSD), the nation’s 8th largest school district with more than 135,000 students, SDG&E was able to partner with the school district to receive data from their National School Lunch (NSL) program. This

agreement allows SDG&E to automatically enroll families who participate in NSL in the CARE program. This is a win-win for both the program and the customers as it allows qualified families to participate in CARE without the hassle of telephone calls, inquiries, applications, verifications and paperwork. Participants are automatically enrolled and then given the opportunity to opt out should they choose not to receive the discount.

The School Board unanimously ratified the agreement in early October and shortly thereafter provided SDG&E with an electronic file that contained approximately 24,800 NSL program participants in the SDUSD. Of these, SDG&E was able to match addresses and names for 12,400 (50%) participants. Approximately 3,000 (25%) were not participating in the CARE program. This data was compared against SDG&E's database, 2,719 new households were enrolled in the CARE program.

An additional 20,000 NSL program participants should be available by late December or early January. SDG&E expects to capture at least 1,500 additional CARE enrollments at that time. In November, SDG&E will provide SDUSD \$40,000 for their participation in this data sharing opportunity. SDG&E expects this partnership to continue for many years, and although the majority of families who will be enrolled in CARE are being captured this year, many more will be enrolled as families move into the school district.

SDG&E is excited to have developed this "automatic enrollment" model and plans to replicate this process with more school districts and other categorically-eligible programs going forward.

CARE Capitation Contractors

SDG&E leverages the resources of organizations and agencies called CARE Capitation Contractors to enroll customers in the CARE and LIEE programs. These agencies leverage existing relationships with low income clients to extend CARE and LIEE program benefits as part of their total assistance offering. As an incentive, SDG&E provides these agencies with a fee for each enrollment generated. In October, these relationships generated 383 CARE enrollments. As an example, SDG&E leveraged enrollment efforts with Salvation Army CARE

Capitation Contractors in Escondido, Chula Vista, Oceanside, El Cajon and downtown San Diego as part of their Salvation Army Christmas Cheer Program, where families sign up for food and toys during the holidays.

2-1-1 San Diego

SDG&E leverages the resources of 2-1-1 San Diego to promote CARE, LIEE and Medical Baseline Allowance programs. 2-1-1 San Diego is a community disaster, health and human services center and resource providing information and referrals to customers in need. Through referrals in October, 2-1-1 San Diego provided SDG&E with 70 CARE enrollments, 22 LIEE program leads and 23 Medical Baseline applications.

Health & Human Services Family Resource Centers

SDG&E leverages the resources of San Diego County Health and Human Services Agency (HHS) Family Resource Centers to promote CARE and LIEE programs. HHS offers programs and services, such as Food Stamps and CalWORKS, through Family Resource Centers located throughout the County. By leveraging client relationships at the Escondido and Chula Vista locations, SDG&E was able to obtain 80 completed CARE applications.

CARE Direct Marketing - In October, direct marketing efforts consisted of direct mail and automated outbound calling.

- **Direct Mail**

SDG&E mailed CARE program information to 24,888 households with high potential for CARE eligibility in October. This campaign generated 826 enrollments.

September mailings, sent to 26,470 households, resulted in a 3% response rate and a 2% enrollment rate.

- **Automated Outbound Calling**

SDG&E contacted 23,154 households about the CARE program via automated

outbound calling during the month of October. A total of 743 customers were enrolled in CARE as a part of this campaign.

CARE Integration

SDG&E generated thousands of CARE enrollments through integrated efforts with other areas of the company in October:

- **LIEE Program Referrals** resulted in 427 CARE enrollments.
- **Call Center Referrals** resulted in 1,199 CARE enrollments.
- **SDG&E Lighting Exchanges:** SDG&E partnered with Energy Efficiency Customer Programs to promote Customer Assistance programs at its lighting exchange events. Lighting exchanges are held throughout San Diego during the year and allow customers to trade up to five incandescent light bulbs for the same number of new, energy-efficient, compact fluorescent light bulbs. Customers can also get new products like three-way CFLs and table lamps, and trade up to two halogen lamps for two new energy-efficient floor or table lamps and receive free Home Energy & Water Savings Kits. SDG&E completed 37 CARE applications and received 2 LIEE leads from participation in 3 different events throughout October.

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2.3 CARE Recertification Complaints

There were no CARE recertification complaints in October.

3. Appendix: LIEE Tables and CARE Tables

LIEE- Table 1- LIEE Program Expenses

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

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

LIEE- Table 4- LIEE Homes Treated

LIEE- Table 5- LIEE Customer Summary

LIEE- Table 6- LIEE Expenditures for Pilots and Studies

LIEE- Table 7- Whole Neighborhood Approach

CARE- Table 1- CARE Overall Program Expenses

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

CARE- Table 3- CARE Verification

CARE- Table 4- Self Certification and Re-Certification

CARE- Table 5- Enrollment by County

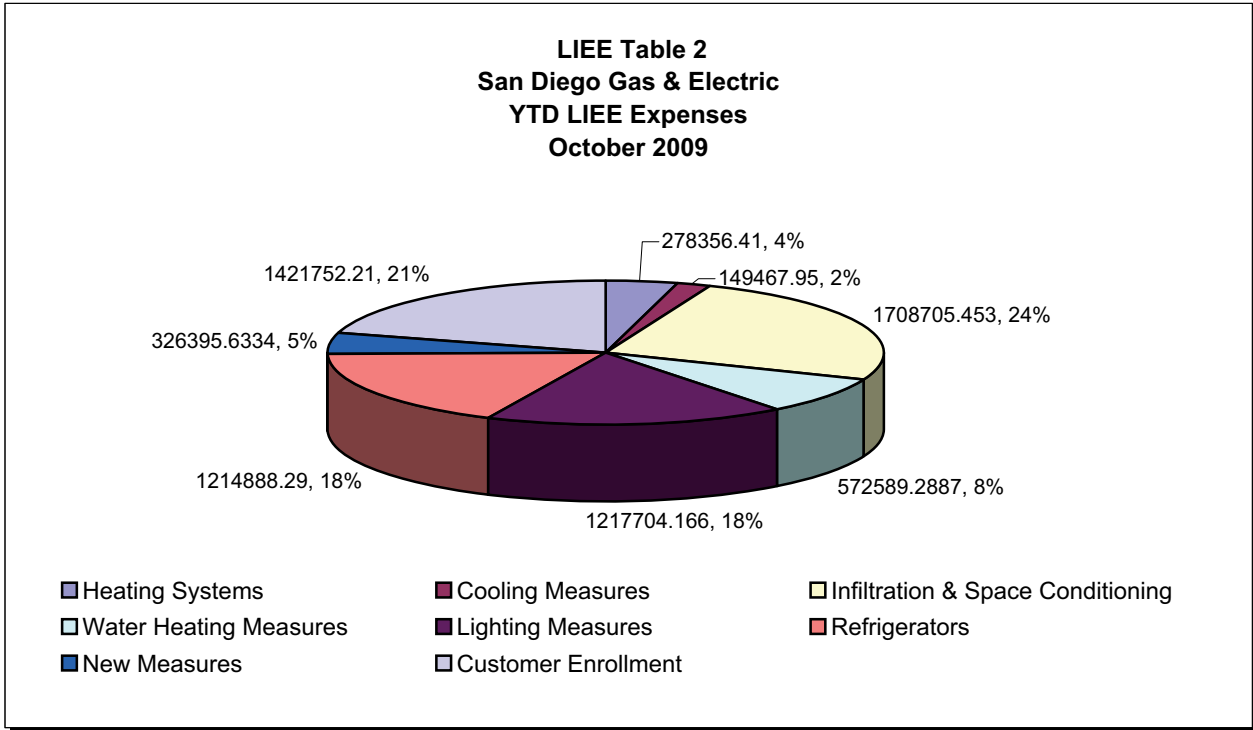
CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants as of Month End

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	LIEE Table 1 - LIEE Program Expenses												
2	San Diego Gas & Electric												
3	October 2009												
4		Authorized Budget			Current Month Expenses			Year-To-Date Expenses			% of Budget Spent Year-To-Date		
5	LIEE Program:	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total
6	Energy Efficiency												
7	- Gas Appliances	\$ -	\$ 2,496,401	\$ 2,496,401		\$ 176,948	\$ 176,948	\$ -	\$ 971,433	\$ 971,433	0%	39%	39%
8	- Electric Appliances	\$ 7,724,611	\$ -	\$ 7,724,611	\$ 568,989		\$ 568,989	\$ 3,552,371	\$ -	\$ 3,552,371	46%	0%	46%
9	- Weatherization	\$ -	\$ 4,081,115	\$ 4,081,115		\$ 522,560	\$ 522,560	\$ -	\$ 3,642,643	\$ 3,642,643	0%	89%	89%
10	- Outreach and Assessment	\$ 1,096,914	\$ 1,096,914	\$ 2,193,828	\$ 147,042	\$ 147,042	\$ 294,084	\$ 888,566	\$ 888,566	\$ 1,777,133	81%	81%	81%
11	- In Home Energy Education	\$ 715,835	\$ 715,835	\$ 1,431,670	\$ 24,420	\$ 24,420	\$ 48,840	\$ 147,273	\$ 147,273	\$ 294,546	21%	21%	21%
12	- Education Workshops	\$ -	\$ -	\$ -			\$ -	\$ -	\$ -	\$ -	0%	0%	0%
13	- Pilot	\$ 3,839	\$ 3,839	\$ 7,678			\$ -	\$ -	\$ -	\$ -	0%	0%	0%
14	- Cool Centers	\$ -	\$ -	\$ -			\$ -	\$ -	\$ -	\$ -	0%	0%	0%
15	Energy Efficiency TOTAL	\$ 9,541,199	\$ 8,394,104	\$ 17,935,303	\$ 740,451	\$ 870,970	\$ 1,611,421	\$ 4,588,211	\$ 5,649,915	\$ 10,238,126	48%	67%	57%
16													
17	Training Center	\$ -	\$ -	\$ -			\$ -	\$ -	\$ -	\$ -	0%	0%	0%
18	Inspections	\$ 29,474	\$ 29,474	\$ 58,948	\$ 1,366	\$ 1,366	\$ 2,733	\$ 17,879	\$ 17,879	\$ 35,759	61%	61%	61%
19	Marketing	\$ 378,735	\$ 378,734	\$ 757,469	\$ 16,438	\$ 16,438	\$ 32,876	\$ 163,134	\$ 163,133	\$ 326,267	43%	43%	43%
20	M&E Studies	\$ 56,902	\$ 56,902	\$ 113,804			\$ -	\$ 9,799	\$ 9,799	\$ 19,597	17%	17%	17%
21	Regulatory Compliance	\$ 135,720	\$ 135,719	\$ 271,439	\$ 6,959	\$ 6,959	\$ 13,918	\$ 64,485	\$ 64,485	\$ 128,971	48%	48%	48%
22	General Administration	\$ 1,001,049	\$ 1,001,048	\$ 2,002,097	\$ 69,550	\$ 69,550	\$ 139,100	\$ 551,489	\$ 551,487	\$ 1,102,976	55%	55%	55%
23	CPUC Energy Division	\$ 22,474	\$ 22,474	\$ 44,948	\$ 103	\$ 103	\$ 205	\$ 8,628	\$ 8,628	\$ 17,255	38%	38%	38%
24													
25	TOTAL PROGRAM COSTS	\$ 11,165,553	\$ 10,018,455	\$ 21,184,008	\$ 834,867	\$ 965,386	\$ 1,800,253	\$ 5,403,624	\$ 6,465,325	\$ 11,868,950	48%	65%	56%
26	Funded Outside of LIEE Program Budget												
27	Indirect Costs				\$ 47,345	\$ 48,761	\$ 96,106	\$ 329,145	\$ 339,253	\$ 668,398			
28													
29	NGAT Costs					\$ 37,180	\$ 37,180		\$ 222,735	\$ 222,735	\$ 185,555		
30	Any required corrections/adjustments are reported herein and supersede results reported in prior months and reflect YTD adjustments.												

PIE CHART 1- Expenses by Measures Category For October 2009



	A	B
1	LIEE Table 3 - Average Bill Savings per Treated Home San Diego Gas & Electric October 2009	
2	Year-to-date Installations - Expensed	
3		
4	Annual kWh Savings	4,544,219
5	Annual Therm Savings	180,405
6	Lifecycle kWh Savings	42,619,582
7	Lifecycle Therm Savings	1,869,207
8	Current kWh Rate	\$ 0.13
9	Current Therm Rate	\$ 1.09
10	Number of Treated Homes	15,038
11	Average 1st Year Bill Savings / Treated Home	51.84
12	Average Lifecycle Bill Savings / Treated Home	413.70
13	Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.	

	A	B	C	D	E	F	G
1	LIEE Table 4 - LIEE Homes Treated San Diego Gas & Electric October 2009						
2	County	Eligible Customers			Homes Treated Year-To-Date		
3		Rural	Urban	Total	Rural	Urban	Total
4	Orange County	0	14,781	14,781		9	9
5	San Diego	17,171	311,908	329,079	591	14,438	15,029
6							
7	Total	17,171	326,689	343,860	591	14,447	15,038
8	Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.						

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	LIEE Table 5 - LIEE Customer Summary San Diego Gas & Electric October 2009																
2		Gas & Electric				Gas Only				Electric Only				Total			
3		# of YTD Homes Treated	Therm	kWh	kW	# of YTD Homes	Therm	kWh	kW	# of YTD Homes	Therm	kWh	kW	# of YTD Homes Treated	Therm	kWh	kW
4	Month																
5	Jan-09	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	Feb-09	1,248	11,255	404,969	52	0	0	0	0	30	0	17,859	3	1,278	11,255	422,828	55
7	Mar-09	3,252	39,066	1,017,536	114	0	0	0	0	77	0	54,805	8	3,329	39,066	1,072,341	123
8	Apr-09	4,531	55,398	1,411,081	155	0	0	0	0	113	0	75,680	11	4,644	55,398	1,486,761	167
9	May-09	6,403	73,843	1,934,578	213	0	0	0	0	176	0	90,634	14	6,579	73,843	2,025,212	226
10	Jun-09	7,745	91,620	2,333,778	254	0	0	0	0	233	0	131,885	20	7,978	91,620	2,465,663	274
11	Jul-09	10,045	113,944	2,866,579	311	0	0	0	0	353	0	180,294	27	10,398	113,944	3,046,872	338
12	Aug-09	10,979	139,707	3,223,673	344	0	0	0	0	396	0	237,171	37	11,375	139,707	3,460,844	380
13	Sep-09	12,130	152,322	3,515,934	374	0	0	0	0	456	0	277,010	43	12,586	152,322	3,792,944	417
14	Oct-09	14,468	180,405	4,194,573	440					570	0	349,645	53	15,038	180,405	4,544,219	493
15	Nov-09																
16	Dec-09																
17	Figures for each month are YTD. December results should approximate calendar year results. Therms and kWh savings are annual figures. Total Energy Impacts for all fuel types should equal YTD energy impacts that are reported every month Table 2L.																
18	Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.																

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	LIEE Table 6 - Expenditures for Pilots and Studies												
2	San Diego Gas & Electric												
3	October 2009												
4		Authorized 3-Year Budget			Current Month Expenses			Expenses Since January 1, 2009			% of 3-Year Budget Spent		
5		Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total
6	Pilots:												
7	CPUC WE&T	\$ 81,570	\$ 81,570	\$ 163,140	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
8	In Home Display (IHD)	\$ 120,910	\$ 120,910	\$ 241,820	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
9	Programmable Communicating Thermostat (PCT)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
10													
11													
12													
13													
14	Total Pilots	\$ 202,480	\$ 202,480	\$ 404,960	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
15													
16	Studies:												
17	Non-Energy Benefits	\$ 15,000	\$ 15,000	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
18	Process Evaluation	\$ 18,750	\$ 18,750	\$ 37,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
19	Impact Evaluation	\$ 45,000	\$ 45,000	\$ 90,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
20	Household Segmentation	\$ 33,334	\$ 33,333	\$ 66,667	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
21	Refrigerator Degradation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
22	High Usage Needs Assessment		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
23													
24	Total Studies	\$ 112,084	\$ 112,083	\$ 224,167	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%

	A	B	C	D	E
1	LIEE Table 7				
2	Whole Neighborhood Approach				
3	San Diego Gas & Electric				
4	Oct-09				
5					
6	A	B	C	D	E
7	Neighborhood (County, Zipcode, Zip+7 etc.) Targeted ^[1]	Total Residential Customers ^[2]	Total Estimated Eligible ^[3]	Total Treated 2002- 2008	Target to Treated This Year ^[4]
8	91910-34	651	379	129	231
9	91911-29	475	248	247	(25)
10	91911-49	695	393	225	108
12	91941-75	551	170	13	135
13	91941-76	474	166	14	138
14	91977-12	210	43	6	17
15	91977-22	268	106	23	69
16	91977-31	358	96	75	10
17	91977-40	370	198	108	40
18	91977-41	523	294	170	44
19	92020-48	523	301	185	102
20	92020-50	447	264	204	58
21	92020-51	430	216	241	(58)
22	92020-54	370	215	51	152
23	92020-61	410	198	182	15
24	92020-66	418	218	148	65
25	92020-74	530	208	140	67
26	92020-76	537	251	179	66
27	92021-47	482	231	136	85
28	92021-48	736	345	147	197
29	92021-55	408	145	95	46
30	92021-56	312	118	76	31
31	92021-61	429	236	212	17
32	92021-64	278	152	78	56
33	92021-68	555	321	326	(49)
34	92021-69	359	215	196	8
35	92021-70	545	413	290	106
36	92021-80	79	59	73	(29)
37	92021-85	575	267	77	189

	A	B	C	D	E
38	92026-20	634	131	32	98
39	92027-21	374	164	130	33
40	92028-23	321	149	2	102
41	92028-31	429	226	114	109
42	92028-32	374	188	44	139
43	92040-17	177	50	9	37
44	92040-20	512	149	123	(19)
45	92040-45	983	293	10	257
46	92054-33	356	226	122	103
47	92054-36	659	189	32	135
48	92058-17	968	347	25	308
49	92065-21	198	73	27	28
50	92078-36	318	91	37	1
51	92078-37	491	237	132	91
52	92101-67	763	228	-	223
53	92101-68	575	229	3	207
54	92104-39	552	320	75	227
55	92115-64	291	132	34	97
56	92154-19	479	184	105	65
57					
58	^[1] Neighborhood defined as zip+7 area (or zip+2).				
59	^[2] All active residential customers in zip+7.				
60	^[3] Total estimated eligible per Athens Research. Calculated by multiplying the percent eligible by the total residential population in zip+7.				
61	^[4] Total units treated 2002-2009 year-to-date.				

	A	B	C	D	E	F	G	H	I	J	K	L	M	
1	CARE Table 1 - CARE Program Expenses													
2	San Diego Gas & Electric													
3	October 2009													
4		Authorized Budget			Current Month Expenses			Year-To-Date Expenses			% of Budget Spent Year-To-Date			
5	CARE Program:	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total	
6	Outreach ^[1]	\$ 1,110,066	\$ 410,572	\$ 1,520,638	\$94,387	\$25,090	\$119,477	\$988,957	\$295,409	\$1,284,366	89%	72%	84%	
7	Automatic Enrollment	\$ -	\$ -	\$ -	\$0	\$0	\$0	\$0	\$0	\$0	0%	0%	0%	
8	Processing/ Certification/Verification	\$ 157,840	\$ 58,379	\$ 216,219	\$13,368	\$3,554	\$16,922	\$137,149	\$41,375	\$178,523	87%	71%	83%	
9	Information Technology / Programming	\$ 371,420	\$ 137,375	\$ 508,795	\$7,775	\$2,067	\$9,842	\$160,690	\$48,303	\$208,994	43%	35%	41%	
10														
11	Pilots													
12	- Pilot SB 580	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%	
13	- Pilot	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%	
14	- Pilot	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%	
15	Total Pilots	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%	
16														
17	Measurement & Evaluation ^[2]	\$ 2,920	\$ 1,080	\$ 4,000	\$0	\$0	\$0	\$10,742	\$3,030	\$13,772	368%	281%	344%	
18	Regulatory Compliance	\$ 134,331	\$ 49,684	\$ 184,015	\$12,565	\$3,340	\$15,905	\$104,194	\$31,302	\$135,496	78%	63%	74%	
19	General Administration	\$ 291,317	\$ 107,748	\$ 399,065	\$36,209	\$9,625	\$45,834	\$226,156	\$69,690	\$295,846	78%	65%	74%	
20	CPUC Energy Division	\$ 75,117	\$ 27,783	\$ 102,900	\$378	\$100	\$478	\$30,911	\$9,351	\$40,262	41%	34%	39%	
21														
22	SUBTOTAL MANAGEMENT COSTS	\$ 2,143,011	\$ 792,621	\$ 2,935,632	\$ 164,682	\$ 43,776	\$ 208,458	\$ 1,658,799	\$ 498,460	\$ 2,157,259	77%	63%	73%	
23														
24	CARE Rate Discount	\$ 34,329,114	\$ 12,697,070	\$ 47,026,184	\$3,509,113	\$526,950	\$4,036,063	\$ 32,721,418	\$ 7,906,585	\$ 40,628,003	95%	62%	86%	
25	Service Establishment Charge Discount	\$ -	\$ -	\$ -	\$0	\$0	\$0	\$ -	\$ -	\$ -	0%	0%	0%	
26														
27	TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS	\$ 36,472,126	\$ 13,489,690	\$ 49,961,816	\$ 3,673,795	\$ 570,726	\$ 4,244,521	\$ 34,380,217	\$ 8,405,045	\$ 42,785,262	94%	62%	86%	
28														
29	Other CARE Rate Benefits													
30	DWR Bond Charge Exemption				\$531,041			\$531,041	\$ 5,056,814			\$5,056,814		
31	CARE PPP Exemption				\$260,653	\$82,647	\$343,300	\$ 2,485,879	\$1,200,917			\$3,686,796		
32	California Solar Initiative Exemption ^[3]				\$0			\$0	\$ -			\$0		
33	kWh Surcharge Exemption				\$1,646,994			\$1,646,994	\$ 13,999,673			\$13,999,673		
34	TOTAL - OTHER CARE RATE BENEFITS				\$2,438,688	\$ 82,647	\$2,521,335	\$21,542,366	\$ 1,200,917			\$ 22,743,283		
35														
36	Indirect Costs				\$54,570	\$14,506	\$69,076	\$ 387,532	\$ 119,368			\$ 506,899		
37														
38	^[1] Outreach includes costs associated with Capitation Fees, Other Outreach and Mass Media.													
39	^[2] There are no Measurement & Evaluation expenses for April 2009.													
40	^[3] Based on CPUC D.08-12-004, SDG&E is to temporarily suspend 2009 CSI collections from ratepayers as the program is adequately funded to support 2009 incentive payments for those who participate in the program.													
41	Any required corrections/adjustments are reported herein and supersede results reported in prior months and reflect YTD adjustments.													

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	CARE Table 2 - Enrollment, Recertification, Attrition, & Penetration																	
2	San Diego Gas & Electric																	
3	October 2009																	
4		Gross Enrollment										Enrollment		Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (P/Q)		
5		Automatic Enrollment					Capitation	Other Sources ⁵	Total (G+H+I)	Recertification	Total Adjusted (J+K)	Attrition (Drop Offs)	Net (L-M)				Net Adjusted (N-K)	
6	2009	Inter-Utility ¹	Intra-Utility ²	Leveraging ³	One-e-App ⁴	SB580								Combined (B+C+D+E+F)				
7	January						499	5,399	5,898	7,736	13,634	5,268	8,366	630	241,826	335,680	72.0%	
8	February						312	6,190	6,502	7,218	13,720	5,132	8,588	1,370	243,196	335,680	72.4%	
9	March						324	7,501	7,825	5,010	12,835	4,985	7,850	2,840	246,036	335,680	73.3%	
10	April	0	325	7	0	0	332	592	6,669	7,593	6,358	13,951	4,772	9,179	2,821	248,857	335,680	74.1%
11	May	0	276	3	0	0	279	479	6,693	7,451	6,950	14,401	4,281	10,120	3,170	252,027	336,058	75.0%
12	June	0	165	2	0	0	167	416	6,844	7,427	7,309	14,736	6,231	8,505	1,196	253,223	336,058	75.4%
13	July	0	184	0	0	0	184	500	6,687	7,371	9,002	16,373	4,698	11,675	2,673	255,896	336,751	76.0%
14	August	0	188	0	0	0	188	499	5,939	6,626	6,451	13,077	4,574	8,503	2,052	257,948	336,751	76.6%
15	September	0	7	0	0	0	7	769	7,306	8,082	5,572	13,654	5,095	8,559	2,987	260,935	336,751	77.5%
16	October		427	2,745			3,172	376	5,491	9,039	7,145	16,184	4,590	11,594	4,449	265,384	337,539	78.6%
17	November																	
18	December																	
19	Total for 2009						4,766	64,719	73,814	68,751	142,565	49,626	92,939	24,188				
20																		
21	¹ Enrollments via data sharing between the IOUs.																	
22	² Enrollments via data sharing between departments and/or programs within the utility.																	
23	³ Enrollments via data sharing with programs outside the IOU that serve low-income customers.																	
24	⁴ One-E-App is a pilot program set up by The Center to Promote Healthcare Access (the Center) and PG&E. The pilot will occur within two PG&E counties and looks to implement a strategy of automatic enrollment for low-income customers into the CARE program based on the customers' applications or reapplications for related low-income health and social welfare services. (e.g. MediCAL, Healthy Families, CALKids, etc.) The goal is to develop another means by which low income families can be introduced into the CARE program and,																	
25	⁵ Not including Recertification.																	
26	⁶ Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.																	

	A	B	C	D	E	F	G	H	I
1	CARE Table 3 - Standard Random Verification Results								
2	San Diego Gas & Electric								
3	October 2009								
4	2009	Total CARE Population	Participants Requested to Verify	% of Population Total	Participants Dropped (Due to no response)	Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification ¹	% of Total Population Dropped
5	January	241,826	203	0.08%	125	17	142	69.95%	0.06%
6	February	243,196	403	0.17%	228	23	251	62.28%	0.10%
7	March	246,036	536	0.22%	342	22	364	67.91%	0.15%
8	April	248,857	533	0.21%	299	29	328	61.54%	0.13%
9	May	252,027	188	0.07%	109	11	120	63.83%	0.05%
10	June	253,223	561	0.22%	356	34	390	69.52%	0.15%
11	July	255,896	477	0.19%	331	10	341	71.49%	0.13%
12	August	257,948	494	0.19%	306	13	319	64.57%	0.12%
13	September	260,935	559	0.21%	23	11	34	6.08%	0.01%
14	October	265,384	554	0.21%	0	0	0	0.00%	0.00%
15	November								
16	December								
17	Total for 2009		4,508		2,119	170	2,289	50.78%	
18									
19	[¹] Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a participant to respond								
20	Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.								

	A	B	C	D	E	F	G
1	CARE Table 4 - CARE Self-Certification and Self-Recertification Applications¹ San Diego Gas & Electric October 2009						
2							
3							
4		Provided	Received	Approved	Denied	Pending/Never Completed	Duplicates
5	Total	86,429	15,642	13,654	540	946	502
6	Percentage		18.10%	87.29%	3.45%	6.05%	3.21%
7							
8	¹ Includes sub-metered customers.						

	A	B	C	D	E	F	G	H	I	J
1	CARE Table 5 - Enrollment by County									
2	San Diego Gas & Electric									
3	October 2009									
4		Estimated Eligible			Total Participants			Penetration Rate		
5	County	Urban ¹	Rural ¹	Total	Urban	Rural	Total	Urban	Rural	Total
6	Orange County	14,965		14,965	9862		9,862	66%		66%
7	San Diego	304,874	16,912	321,786	245882	9640	255,522	81%	57%	79%
8										
9	Total	319,839	16,912	337,539	255,744	9,640	265,384	80.0%	57.0%	78.6%
10										
11										
12	Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.									

	A	B	C	D	E	F	G	H
1	CARE Table 6 - Recertification Results							
2	San Diego Gas & Electric							
3	October 2009							
4	2009	Total CARE Population	Participants Requested to Recertify	% of Population Total	Participants Recertified	Participants Dropped	Recertification Rate % (E/C)	% of Total Population Dropped (F/B)
5	January	241,826	4,242	1.75%	3,238	903	76.33%	0.37%
6	February	243,196	3,312	1.36%	2,352	795	71.01%	0.33%
7	March	246,036	3,665	1.49%	2,587	890	70.59%	0.36%
8	April	248,857	3,176	1.28%	2,234	823	70.34%	0.33%
9	May	252,057	2,419	0.96%	1,736	541	71.77%	0.21%
10	June	253,223	2,969	1.17%	2,227	650	75.01%	0.26%
11	July	255,896	2,084	0.81%	1,351	677	64.83%	0.26%
12	August	257,948	1,993	0.77%	1,201	674	60.26%	0.26%
13	September	260,935	2,330	0.89%	980	24	42.06%	0.01%
14	October	265,384	3,302	1.24%	111	0	3.36%	0.00%
15	November							
16	December							
17	Total for 2009							
18	Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.							

	A	B	C	D	E	F	G	H
1	CARE Table 7 - Capitation Contractors							
2	San Diego Gas & Electric							
3	October 2009							
4	Contractor Name	Contractor Type				Year-to-Date		
5		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
6	AARP - Tax Aid		X				112	112
7	ACCESS TO INDEPENDENCE OF SAN DIEGO		X				4	4
8	AFE		X				0	0
9	AFRICAN ALLIANCE						124	124
10	ALPHA KAPPA ALPHA HEAD START		X				54	54
11	Alpha of San Diego		X				0	0
12	American Red Cross		X				1,050	1,050
13	Bayside Community Center		X				5	5
14	Barrio Station						1	1
15	BOYS AND GIRLS CLUBS		X				1	1
16	CAMPESINOS UNIDOS, INC		X		X		376	376
17	CASA FAMILIAR		X				58	58
18	Catholic Charities		X				189	189
19	CHICANO FEDERATION		X				2	2
20	CHINESE SERVICE CENTER OF SAN DIEGO		X				15	15
21	CHULA VISTA COMMUNITY COLLABORATIVE		X				28	28
22	CITY HEIGHTS COMMUNITY DEVELOPMENT CORP		X				4	4
23	CITY OF SAN DIEGO - Clairemont Community Center		X				1	1
24	COMMUNITY ACTION PARTNERSHIP - Orange County		X		X		5	5
25	Community Research Foundation		X				9	9
26	COMMUNITY RESOURCE CENTER						1	1
27	Crisis House		X				56	56
28	ELDER HELP OF SAN DIEGO 2009		X				14	14
29	EPISCOPAL COMMUNITY SERVICES		X				46	46
30	Family Health Centers of San Diego		X				27	27
31	Foster Lift		X				269	269
32	Harmonium		X				29	29
33	HEARTS AND HANDS TOGETHER		X				89	89
34	HOME START 2009		X				74	74
35	HORN OF AFRICA		X				8	8
36	INTERNATIONAL RESCUE COMMITTEE		X				38	38
37	Julian Pathways		X				0	0
38	KURISH HUMAN RIGHTS WATCH, INC						18	18
39	LA MAESTRA FAMILY CLINIC 2009		X				39	39
40	LEGAL AID SOCIETY OF SAN DIEGO, INC.		X				3	3
41	LUTHERAN SOCIAL SERVICES, INC		X				1	1
42	MAAC PROJECT		X		X		267	267
43	MABUHAY ALLIANCE						62	62
44	MID CITY CHRISTIAN SERVICES 2009		X	X			2	2
45	MONTE VISTA HIGH SCHOOL COMMUNITY RESOURCE CENTER		X				1	1
46	MOUNTAIN HEALTH & COMMUNITY SERVICES, INC.		X				10	10
47	Neighborhood Health Care		X				379	379
48	NEIGHBORHOOD HOUSE						47	47
49	North County Community Services		X				0	0
50	North County Health Project		X				115	115
51	North County Interfaith		X				16	16
52	REBUILDING TOGETHER SAN DIEGO		X				15	15
53	Salvation Army		X				47	47
54	San Diego Food Bank		X				1	1
55	San Diego State University		X				747	747
56	SAN DIEGO YOUTH & COMMUNITY SERVICES		X				2	2
57	San Ysidro Health Center		X				84	84
58	SAY SAN DIEGO		X				14	14
59	SCRIPPS HEALTH WIC						71	71
60	SOUTH BAY COMMUNITY SERVICES		X				20	20
61	TRINITY HOUSE						1	1
62	Turning the Hearts		X				4	4
63	Veteran's Village		X				1	1
64	Vista Community Clinic		X				88	88
65	YMCA YOUTH AND FAMILY SERVICES						7	7
66	Total Enrollments						0	4,751

	A	B	C	D	E	F	G	H
1	CARE Table 8 - Participants as of Month-End							
2	San Diego Gas & Electric							
3	October 2009							
4	2009	Gas and Electric	Gas Only	Electric Only	Total	Eligible Households	Penetration	% Change¹
5	January	163,436	N/A	78,390	241,826	335,680	72.0%	
6	February	165,207	N/A	77,989	243,196	335,680	72.4%	0.57%
7	March	167,349	N/A	78,687	246,036	335,680	73.3%	1.17%
8	April	169,021	N/A	79,836	248,857	336,058	74.1%	1.03%
9	May	171,167	N/A	80,860	252,027	336,058	75.0%	1.27%
10	June	172,266	N/A	80,957	253,223	336,058	75.4%	0.47%
11	July	174,152	N/A	81,744	255,896	336,751	76.0%	0.85%
12	August	175,172	N/A	82,776	257,948	336,751	76.6%	0.80%
13	September	177,169	N/A	83,766	260,935	336,751	77.5%	1.16%
14	October	180,194	N/A	85,190	265,384	337,539	78.6%	1.71%
15	November		N/A					
16	December		N/A					
17	Total for 2009		N/A					
18								
19	¹ Explain any monthly variance of 5% or more in the number of participants.							
20	Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.							

SDG&E Residential Market Segments at a Glance

Target Segments for Customer Assistance

In 2007, SDG&E developed residential segments in order to improve understanding of customer needs and preferences and to provide more targeted communication and education efforts to increase participation in SDG&E's programs and services.

These segments are based on a combination of customers' PRIZM code and total annual gas and electric bills. Statistical analyses and business insights about the SDG&E service territory were incorporated to validate segment attributes.

Below is a summary of the three segments SDG&E has identified as target segments for Customer Assistance programs.

	Young Mobiles	Established	Challenged
% of SDG&E Residential Customers	12%	17%	16%
% of Annual Electric Usage	8%	16%	11%
Avg Annual Electric Usage	340 kWh/month	500 kWh/month	360 kWh/month
Demographics	<ul style="list-style-type: none"> • HHI \$45,000 • Mostly renters • High school • Mostly 25-54 • 2nd highest Hispanics • Low central A/C 	<ul style="list-style-type: none"> • HHI \$51,000 • Mostly homeowners • High school / some college • 30% are 65+ • Mostly whites 	<ul style="list-style-type: none"> • HHI \$29,000 • Mostly renters • Least educated • Mostly 45 or younger, 20% are 65+ • 40% Hispanics • Lowest central A/C
Channel Preference	Other than mail, likely to pay in person, average online payments	Other than mail, likely to pay in person, low online payments	Other than mail, likely to pay in person, lowest online payments
Behavior/Interactions	<ul style="list-style-type: none"> • High service needs • Highest My Account • 2nd highest CARE enrolled 	<ul style="list-style-type: none"> • High seasonal service users • Low My Account • 2nd highest CARE enrolled 	<ul style="list-style-type: none"> • Greater need for payment assistance • Lowest My Account • Highest CARE enrolled
Energy Efficiency & Demand Response Participation	Low EE/DR	Mid EE/DR	Low EE/DR

CERTIFICATE OF SERVICE

I hereby certify that a copy of **MONTHLY REPORT OF SAN DIEGO GAS & ELECTRIC COMPANY (U 902 M) ON LOW INCOME ASSISTANCE PROGRAMS FOR OCTOBER 2009** 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, and A.08-05-026. 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 the assigned Administrative Law Judges and Commissioner.

Executed this 23rd day of November, 2009 at San Diego, California.

 /s/ Jenny Norin
Jenny Norin