BEFORE THE PUBLIC UTILITIES COMMISSION
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MONTHLY REPORT OF SAN DIEGO GAS & ELECTRIC COMPANY (U 902 M) ON LOW-INCOME ASSISTANCE PROGRAMS FOR APRIL 2020

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MONTHLY REPORT OF SAN DIEGO GAS & ELECTRIC COMPANY (U 902 M) ON LOW-INCOME ASSISTANCE PROGRAMS FOR APRIL 2020

This is the fourth monthly report for program year (PY) 2020. The purpose of this report is to consolidate activity for the California Alternate Rates for Energy (CARE) Program and Energy Savings Assistance (ESA) Program and provide the California Public Utilities Commission's (CPUC or Commission) Energy Division with information to assist in analyzing the low-income programs.

This report presents year-to-date ESA Program and CARE Program results and expenditures through April 30, 2020 for San Diego Gas & Electric Company (SDG&E).

Respectfully Submitted
on behalf of San Diego Gas & Electric Company,

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San Diego Gas & Electric Company

Energy Savings Assistance (ESA) Program

And

California Alternate Rates for Energy (CARE)

Program

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ENERGY SAVINGS ASSISTANCE PROGRAM MONTHLY REPORT

1. ESA PROGRAM EXECUTIVE SUMMARY

1.1 ESA Program Overview

COVID-19 Program Impacts

On March 4, 2020, California Governor Gavin Newsom declared a State of Emergency to help the state prepare for the broader spread of the COVID-19 virus. On March 13, SDG&E contacted ESA Program contractors with information regarding COVID-19 concerns relative to their provision of ESA services, provided general field safety guidance, and requested information be reported on any issues or concerns experienced in the field. On March 19, the Governor issued a "Stay at Home" order for non-essential workers. In response, and in consultation with Energy Division, on March 20, SDG&E notified ESA Program contractors to cease all non-critical customer contacts but excluded customer contacts that are critical to customer health and/or safety until further notice.

On April 7, 2020, SDG&E received a letter from the Executive Director of the Commission following up on her March 23, 2020 request that the IOUs offer ESA Program contractors a 30 day advance payment in an effort to retain the ESA program workforce. The April 7 letter requested that the IOUs offer ESA contractors a second 30-day advance payment in an effort to retain the ESA Program workforce. Additionally, the letter requested that the utilities expedite contractor payments to within 10-days, adjusted for the consideration of overhead

cost and not just labor, and updated the calculation for the advance amount to be the greater of: 1) the average invoiced for the 2019 program year, or 2) the average invoiced for Jan/Feb 2020. On April 14, SDG&E notified its ESA Program contractors of the second advance.

In March and April, seven ESA Program contractors accepted advances and all received payments. In April, two of the seven contractors who accepted and received an advance returned the total amount advanced in full.

Generally, SDG&E has ceased all non-critical outreach and enrollment ESA activities until further notice. Two ESA Program contractors are piloting phone enrollment efforts and calling customer leads generated pre-COVID-19. Contractors are currently focusing on self-certification areas to minimize any data security issues around providing income documentation and gathering customer agreements via email confirmation.

1.1.1 Provide a summary of the ESA Program elements as approved in Decision (D.) 16-11-022.

ESA Program Summary through April 2020			
	2020 Authorized / Planning Assumptions	**Actual to Date[1]**	**%**
Budget[2]	$35,509,153	6,435,345	18%
Homes Treated[3]	23,761	4,345	18%
kWh Saved	7,220,000	438,591	6%
kW Demand Reduced	3,954	59	1%
Therms Saved	420,000	6,580	2%
GHG Emissions Reduced (Tons)	6,428	280	5%

1.2 ESA Program Customer Outreach and Enrollment Update

1.2.1 Provide a summary of the ESA Program outreach and enrollment strategies deployed this month.

Below is a summary of ESA Program specific efforts conducted in April. Joint CARE and ESA Programs marketing, education and outreach efforts are provided in section 1.2.2 below.

ESA Program Contractor Outreach

SDG&E's Outreach and Assessment (O&A) contractors have been significantly impacted by COVID-19. In April, traditional door-to-door outreach was not conducted; therefore, no leads were created via this method. However, SDG&E

[1] Energy, demand, emissions savings reflects total savings from the ESA Program including California Department of Community Services and Development (CSD) leveraging and multifamily common area measure installations.
[2] Budget authorized in approval of SDG&E Advice Letter 3250-E/2688-G dated December 27, 2018 for program years 2019 and 2020.
[3] Total homes treated reflects homes that have been invoiced and paid and also includes CSD leveraging.

continued other marketing campaign efforts to inform customers about the ESA and CARE Programs and were successful in generating close to 5,000 leads to support phone enrollment campaigns or to set-up home visits when face-to-face interactions resume.

Single-Family Affordable Solar Housing (SASH) Program

SDG&E works with GRID Alternatives to enroll customers in the ESA Program based on participation in the SASH Program. Once approved, contractors install all feasible ESA Program measures in the home prior to the SASH Program's installation of a solar system. In April, SDG&E did not receive a list of potential leads through this leveraging effort. Additionally, D.16-11-022 required the utilities to provide GRID Alternatives with information on CARE high energy usage (HEU) customers who have participated in the ESA Program. SDG&E generated a report with 29 leads for submittal to GRID Alternatives.[4]

ESA Program Multifamily Common Area Measure (MF CAM) Initiative

In April 2020, SDG&E's ESA Program MF CAM implementer continued targeted marketing to potential ESA MF CAM properties, including re-syndication projects in SDG&E's service territory. To date, 19 properties have been completed and invoiced and six other properties are currently receiving measure installations. In addition, there are a total of 12 properties pending

[4] The Report was submitted in early May and will be reported on in the May 2020 Monthly Report.

energy assessments/audits. There have been minimal COVID-19 related impacts to the ongoing operations of the ESA MF CAM initiative as work can be completed via phone or email and ongoing MF CAM installations can be completed without contractor contact with other people.

Information on the MF CAM initiative, including eligibility requirements, program flow, and contact information for Willdan Energy, SDG&E's implementer, is available on SDG&E's website page at https://www.sdge.com/businesses/savings-center/esa-common-area-measures-program.

Language Line

Language Line® is utilized to make sure customers with limited English proficiency (LEP) have a channel in which to communicate with ESA Program contractors in the language of their preference. In April, zero customers were served by the Language Line.

1.2.2 Customer Assistance Marketing, Education and Outreach for the CARE and ESA Programs.

Marketing, Education and Outreach (ME&O) activities summarized below represent joint efforts on behalf of the CARE and ESA Programs. SDG&E utilizes an integrated ME&O strategy by connecting with customers using general awareness marketing, direct marketing, and community outreach and engagement. The intent of the 2020 campaign is to make a connection with customers in order

to drive conservation and provide monthly savings on their energy bill. The campaign runs in English, Spanish and Asian languages and includes TV, streaming radio, outdoor, print, digital (including paid search), email, direct mail and bill inserts, as well as a robust outreach program. The majority of the campaign was slated to begin on March 1; however, due to the state of emergency in California declared by Governor Newsom on March 4, 2020, the national emergency declared by President Trump on March 13, 2020, and Governor Newsom's order on March 19, 2020 requiring Californians to stay home as a result of the COVID-19 pandemic, as well as other guidance from local, state, and federal health and emergency response agencies, SDG&E implemented a number of changes to its customer assistance program ME&O efforts which will have an impact on ongoing campaign planning for these programs. Included in Appendix B to this monthly report, is an overview of how ME&O efforts for customer assistance have been shifted to respond to the COVID-19 pandemic and push awareness and enrollment for available assistance that SDG&E provides.

General Awareness Marketing

General awareness marketing allows SDG&E to connect with its customers through mass media efforts reaching both mass audiences and hard-to-reach populations including customers in rural areas, seniors, customers with special needs and multilingual/multicultural customers. The tactics for April 2020 are summarized in the following sections:

Print Advertising:

SDG&E planned English print in rural communities and African-American publications. Additionally, SDG&E is running print in Chinese, Vietnamese, Tagalog (Filipino) and Spanish language publications. For the month of April, the messaging in SDG&E's ads has been updated to focus on those who are recently unemployed or in need due to the COVID-19 pandemic. The ads now have an overall Customer Assistance message with information on where to get help rather than focusing specifically on CARE or ESA.

Online Advertising:

In 2020, SDG&E planned a digital advertising campaign that began in February and will end in October. Paid Search began running February 2020 and garnered 99,735 impressions in April with a click-through-rate (CTR) of 33%. Paid Social for April had 16,043 impressions with a CTR of 2%. Streaming Radio provided one million impressions with a CTR of 0.18%. Banner Display Ads for April had 5.3 million impressions with a CTR of 0.14%. Due to the COVID-19 pandemic, ESA online advertising has been put on hold in lieu of the general assistance campaign that is focused on enrolling customers in CARE or the Family Electric Rate assistance (FERA) program. All banner and paid social media messaging has been updated to reflect this new direction.

Social Media:

Using e-newsletters, website posts and social media channels, the Energy Solutions Partner Network shared 109 Customer Assistance messages in April to

an audience of more than 180,000 followers. SDG&E's social media profile also posts messaging to an audience of more than 40,000 followers. These messages are then able to be redistributed to other networks on social media.

Direct Marketing

In April 2020, direct marketing efforts included the following tactics:

Live CARE Call Campaign:

SDG&E's third-party contractor, The Harris Group (THG), called targeted customers to enroll in the CARE Program.[5] The campaign provides SDG&E with a way to directly connect with customers in the low-income and hard-to-reach areas. THG provides education about the CARE and ESA Programs and assists customers in completing program application forms. During the COVID-19 pandemic, ESA leads have temporarily been suspended since contractors are not currently entering homes. Outbound call activities in April 2020 generated the following numbers:

The Harris Group	
ESA Leads	0
CARE Enrollments	2,165
CARE Recertifications[6]	3

Email:

SDG&E did not send out ESA Program promotional emails to potential ESA-eligible customers in April 2020 due to issues surrounding COVID-19.

[5] THG is a Diverse Business Enterprise (DBE) vendor and a woman-owned business.

[6] CARE recertifications received were requested by SDG&E prior to customer protections which suspended recertifications on March 4, 2020. Since March 4, no customers are required to recertify and SDG&E has not removed any customers from the CARE program resulting from recertification.

Direct Mail

SDG&E did not send out ESA Program promotional postcards to potential ESA-eligible customers in April 2020 due to issues surrounding COVID-19.

Community Outreach & Engagement

Energy Solutions Partner Network:

SDG&E works closely with a network of over 190 community-based organizations (CBOs) to connect customers to the CARE and ESA Programs. These organizations represent the diversity of SDG&E's customers within its service territory. A majority of these organizations are small, grassroots agencies serving customers that are multicultural/multilingual, seniors, veterans, special needs, and Limited English Proficient (LEP) audiences. These partners help educate and enroll customers in low-income programs utilizing a variety of tactics including messaging through e-mail and social media channels such as Facebook, Twitter, and Instagram, posting information on their websites, providing booth space at events, and hosting enrollment day fairs at their locations. In April 2020, SDG&E's partner outreach activities resulted in the following activities:

Energy Solutions Partner Network	
ESA Leads	0
CARE Enrollments	9
CARE Recertifications	0

Partner Spotlight:

This month's events and presentations were mostly canceled due to the COVID-19 situation. Some events were created/modified to fit the current situation. In

April 2020, the SDG&E Customer Solutions Outreach Team participated in four events, presentations, and trainings/workshops that featured information and enrollment in energy solutions programs, services and tools. Outreach activities were focused around engaging customers with solutions such as the CARE and ESA Programs.

Chula Vista Community Collaborative an Energy Solutions Partner hosts weekly webinars and includes agencies such as social services, health services, faith, community, and businesses. In attendance are representatives from community organizations that assist customers with a wide spectrum of assistance through-out the SDG&E service territory. On April 28, SDG&E presented on the company's COVID-19 response, messages, programs, and tools. The main focus of the presentation was the CARE program, which attendees were particularly interested in sharing with their communities.

SDG&E participated in three food drive distribution events during the month. Two of the events, on April 16 and 24, were organized by Broadway Heights Community Council in Broadway Heights and Logan Heights; the third event was held on April 28 and organized by North County Health Services in Oceanside. At

these events, SDG&E provided printed CARE and Medical Baseline applications that were distributed to recipients in their food bags.

Multicultural Outreach:

To continue efforts to reduce potential barriers for customers in the rural, multicultural/multilingual, and special needs customer segments, as well as to increase education and program enrollments, SDG&E pairs multicultural contractors with employees that are fluent in various languages to help staff events and presentations. These contractors are fluent in the following languages: Spanish, Chinese, Aramaic/Arabic, and other languages as requested. During April 2020, SDG&E did not participate in any multicultural outreach events due to the COVID-19 pandemic.

Other Customer Engagement Efforts

Subject to SDG&E COVID-19 pandemic response addressed above in section 1.2.2., SDG&E has several other customer engagement efforts to educate, enroll, and provide direct service to its customers. These efforts include direct service

from SDG&E's Customer Contact Center (CCC) and Payment Offices, as well as the distribution of materials through other SDG&E customer-facing groups/programs and field services teams. Updated information as it relates to ongoing customer engagement and the impacts of the COVID-19 pandemic will continue to be provided in subsequent monthly reports.

SDG&E Customer Contact Center (CCC), Branch Offices, and Payment Offices

SDG&E's CCC, Branch Offices, and Payment Offices promote and offer the CARE and ESA Programs to potentially eligible customers. SDG&E also promotes these customer assistance solutions at its Authorized Payment Locations (APLs). Additionally, the Outreach team assists at Branch Office locations on a seasonal basis to help enroll customers. On March 20, SDG&E closed the branch offices to the public over concern of the COVID-19 pandemic. Customers were urged to contact SDG&E's CCC or go online to resolve utility issues.

In D.16-06-054, SDG&E received Commission authorization for its CCC's Energy Service Specialists to enroll customers directly into the CARE Program over the telephone. In April 2020, SDG&E's CCC and Branch Office generated the following applications and leads over the phone:

	CCC	Branch Office
ESA Leads	10	4
CARE Enrollments	33	77
CARE Recertifications[7]	0	3

1.3 Leveraging Success Evaluation, Including CSD

1.3.1 Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented? What were the results in terms of new enrollments?

SDG&E continues to partner closely with local Low-Income Home Energy Assistance Program (LIHEAP) agencies to improve leveraging opportunities between CSD's LIHEAP and the ESA Program. LIHEAP contractors are not conducting in-home visits due to COVID-19, but are continuing payment assistance services and lead generation for possible enrollment once certain ESA activities resume. In April, LIHEAP organizations generated 187 lead for the ESA Program.

As part of SDG&E's leveraging agreement with San Diego County Water Authority (SDCWA), SDCWA reimburses SDG&E for water measures installed as part of the ESA Program in homes where customers have an active SDCWA account. This agreement will continue until December 31, 2020 or until

[7] CARE recertifications received were requested by SDG&E prior to customer protections which suspended recertifications on March 4, 2020. Since March 4, no customers are required to recertify and SDG&E has not removed any customers from the CARE program resulting from recertification.

SDCWA's funds are exhausted. No new activity was reported toward this activity in April.

1.4 Workforce Education & Training (WE&T)

1.4.1 Please summarize efforts to improve and expand ESA Program workforce education and training. Describe steps taken to hire and train low-income workers and how such efforts differ from prior program years.

SDG&E did not conduct any training in conjunction with WE&T efforts in April 2020. SDG&E's in-person WE&T classes were halted in early March due to the COVID-19 pandemic and the majority of classes have been transitioned online.

1.5 Miscellaneous

1.5.1 ESA Program Studies

2022 LINA. On April 3, a draft work scope for the 2022 LINA study was presented to the LIOB LINA and LIHEAP subcommittees. During the remainder of the month, additional work was done by the study team to refine and finalize the work scope.

NEB Assessment. On April 17, Apprise Inc. and the study team held a project initiation meeting to commence the NEB Assessment. During the meeting, the work scope was reviewed and Apprise Inc. requested information on ESA measures from the IOUs. A draft and final work plan for the study will be produced in May.

1.5.2 ESA Program Pilot

SDG&E is not currently conducting any Pilots.

2. CARE EXECUTIVE SUMMARY

2.1 CARE Program Summary

COVID-19 Program Impacts

On March 19, 2020, SDG&E filed Advice Letter 3516-E/2854-G to implement applicable customer protections identified in D.19-07-015. For the CARE Program, these include freezing all CARE eligibility reviews, including recertifications, Post Enrollment Verification (PEV), and High Energy Usage (HEU) verifications; the freeze prohibited the removal of customers with pending requests for recertifications and verifications and went into effect retroactively on March 4. Additional information on how SDG&E has increased marketing and outreach for CARE, including compliance with Energy Division requests on messaging on the SDG&E website has been included at Appendix B to this report.

2.1.1 Please provide CARE Program summary costs.

CARE Budget Categories	Authorized Budget[8]	Actual Expenses to Date	% of Budget Spent
Outreach	$3,254,171	$750,424	23%
Proc., Certification and Verification	$517,211	$238,651	46%
Post Enrollment Verification	$363,667	$52,213	14%
Information Tech./Programming	$1,719,900	$172,025	10%
Pilots-CHANGES	$267,733	$92,155	34%
Regulatory Compliance	$303,653	$218,984	72%
General Administration	$836,246	$204,567	24%
CPUC Energy Division Staff	$57,852	$27,412	47%
Cooling Centers[9]	$0	$0	0%
Total Expenses	**$7,320,433**	**$1,756,431**	**24%**
Subsidies and Benefits	$74,571,504	$41,191,421	55%
Total Program Costs and Discounts	**$81,891,937**	**$42,947,852**	**52%**

2.1.2 Provide the CARE Program penetration rate to date.

CARE Penetration		
Participants Enrolled	Eligible Participants[10]	Penetration rate
312,978	302,245	104%

[8] Budget authorized in approval of SDG&E Advice Letter 3250-E/2688-G dated December 27, 2018 for program years 2019 and 2020.

[9] The funding for SDG&E's Cool Zones is no longer under the CARE program. *See* D.17-12-009 at Ordering Paragraph 114.

[10] On March 17, 2020, Pacific Gas and Electric Company (PG&E), on behalf of the IOUs, filed the revised Annual Estimates of CARE Eligible Customers and Related Information. This number reflects estimates of SDG&E's CARE Eligible Participants for 2020, as reflected in filing A.14-11-007, et al., Annual CARE Eligibility Estimates.

2.2 Outreach

2.2.1 Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.

In April 2020, marketing and outreach efforts generated 10,420 completed CARE applications, and 5,834 new enrollments/recertifications for the program. Below is a summary of CARE specific outreach efforts. A summary of SDG&E's joint CARE and ESA Program marketing, education and outreach efforts are provided in Section 1.2.2. Appendix B to this monthly report illustrates how SDG&E has increased CARE marketing, outreach and community engagement in response to the COVID-19 pandemic.

Direct Marketing

Direct Mail

In April 2020, SDG&E continued its rate comparison campaign by mailing a comparison letter to 5,306 potential CARE customers. The letter compares a customer's average bill total for the last 12 months to what it would have been had they been enrolled in CARE receiving an average discount of 30%. Customers are encouraged to call SDG&E's toll-free enrollment number or to apply through SDG&E's online application. The letter contributed to 5,826 CARE automated phone enrollments and online enrollments.

Email

In April 2020, SDG&E continued with its Rate Comparison Nurture Campaign. The Nurture Campaign sends a series of automated, pre-written messages over a specified period to move customers closer to conversion. Contacts receive messages based on behavioral triggers and may receive up to three messages (including reminders) over a 30-day period, depending on engagement level. In April 2020, SDG&E sent out 40,488 emails (many of these reminders) which generated a 35% open rate and a 8.5% click through rate over the course of the month. Updated email information as it relates to shifting tactics related to the COVID-19 pandemic will be provided, if necessary, in subsequent monthly reports.

Community Outreach & Engagement

Community outreach & engagement efforts allow SDG&E to educate, connect and directly engage with customers in communities where they work and live. Outreach and engagement activities included events, presentations, workshops, trainings, partnerships with CBOs, and customized efforts.

CARE Partners (Capitation Agencies)

SDG&E partners with 20 social service agencies such as the Women's Infant & Children Organization (WIC) program, refugee assimilation organizations, 2-1-1 San Diego, and others to help enroll its hardest-to-reach customers. These organizations serve high-risk, low-income individuals and families with enrollment in state and federally funded assistance programs, including Cal Fresh,

LIHEAP, Covered California, and California Lifeline. The partnering organizations are in diverse low-income communities serving multicultural/multilingual, seniors, veterans, special needs, and LEP audiences and provide multilingual staffing. During the month of April, the following numbers were generated by the Capitation Agencies:

Capitation Agencies	
ESA Leads	149
CARE Enrollments	222
CARE Recertifications[11]	1

Cool Zones

Cool Zones are typically active from May 15 through October 31 of each year. As of April, SDG&E has been in contact with the County of San Diego to determine how COVID-19 will affect the opening of the Cool Zone centers.

Additionally, SDG&E's General Rate Case (GRC) was approved in September 2019 and authorized a budget for Cooling Centers starting in 2019. Accordingly, cooling center costs will be included in the GRC proceeding going forward.[12]

[11] CARE recertifications received were requested by SDG&E prior to customer protections which suspended recertifications on March 4, 2020. Since March 4, no customers are required to recertify and SDG&E has not removed any customers from the CARE program resulting from recertification.

[12] Ordering Paragraph 114 of D.17-12-009 authorized IOUs to continue to utilize CARE Program administrative dollars for cooling center activity only until each utility's next General Rate Case.

Women's Infant & Children Organizations

In April, WIC offices were closed to in-person interactions because of the COVID-19 pandemic. The WIC offices, however, continue to field questions to their clientele via phone.

County Health and Human Service Agency Collaboration:

SDG&E collaborates with the County of San Diego Health and Human Services Agency (HHSA) to connect customers to programs like CARE. All field HHSA offices include a source coded CARE application in their new client intake packets. In April 2020, the following applications were received:

HHSA	April	YTD
ESA Leads	0	0
CARE Enrollments	126	332
CARE Recertifications[13]	2	217

2.3 CARE Recertification Complaints

2.3.1 Report the number of customer complaints received (formal or informal, however and wherever received) about their CARE recertification efforts, with the nature of the complaints and resolution.

In April 2020, SDG&E did not receive any customer complaints regarding CARE recertification.

[13] The CARE recertifications received were requested by SDG&E prior to customer protections which suspended recertifications on March 4, 2020. Since March 4, no customers are required to recertify and SDG&E has not removed any customers from the CARE program resulting from recertification.

3. CHANGES REPORTING

In compliance with requirements outlined in D.12-12-011, SDG&E has updated CARE Table 10 and Table 11 information for the month of March 2020. April 2020 activity for Table 10 and Table 11 will be reported in a subsequent report.[14]

[14] SDG&E provides data from the previous month due to reporting delays from CHANGES which prevents SDG&E from reporting current month activity.

4. APPENDIX A – ESA AND CARE PROGRAM TABLES

ESA Program - Table 1 - Program Expenses

ESA Program - Table 1A – Program Expenses Funded from 2009-2016 "Unspent ESA Program Funds"

ESA Program - Table 2 - Program Expenses & Energy Savings by Measures Installed

ESA Program - Table 2A - Program Expenses & Energy Savings by Measures Installed (CSD Leveraging)

ESA Program - Table 2B - Program Expenses & Energy Savings by Measures Installed (Multifamily Common Area Measures)

ESA Program – Table 2B-1 – Eligible Common Area Measures List

ESA Program - Table 3A & 3B - Average Bill Savings per Treated Home/Common Area

ESA Program - Table 4A-1, 4B & 4C– Homes/Buildings Treated

ESA Program - Table 4A-2 - Homes Unwilling/Unable to Participate

ESA Program - Table 5A, 5B & 5C - Program Customer Summary

ESA Program - Table 6 - Expenditures for Pilots and Studies

ESA Program – Table 7 - Second Refrigerator, In-Home Education, MyEnergy/MyAccount Platform

CARE Program - Table 1 - CARE Overall Program Expenses

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

CARE Program - Table 3a - CARE Post-Enrollment Verification Results (Model)

CARE Program - Table 3b - CARE Post-Enrollment Verification Results (High Usage)

CARE Program - Table 4 - Self Certification and Re-Certification

CARE Program - Table 5 - Enrollment by County

CARE Program - Table 6 - Recertification Results

CARE Program - Table 7 - Capitation Contractors

CARE Program - Table 8 - Participants as of Month End

CARE Program - Table 9 - Expenditures for the CHANGES Pilot

CARE Program - Table 10 - CHANGES One-On-One Customer Assistance Sessions

CARE Program - Table 11 - CHANGES Group Customer Assistance Sessions

5. APPENDIX B – ASSISTANCE PRESENTATION

Appendix A
ESA and Care Program Tables

Energy Savings Assistance Program Table 1 - Expenses
SDG&E
April 2020

	Authorized Budget [1] [2]			Current Month Expenses			Year to Date Expenses			% of Budget Spent YTD		
ESA Program:	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**
Energy Efficiency												
Appliances [3]	$ 854,260	$ 319,825	$ 1,174,085	$ 9,944	$ 9,451	$ 19,395	$ (65,458)	$ 254,816	$ 189,358	-8%	80%	16%
Domestic Hot Water	$ 65,958	$ 2,132,630	$ 2,198,588	$ 414	$ 13,379	$ 13,793	$ 7,513	$ 242,911	$ 250,424	11%	11%	11%
Enclosure [4]	$ 2,560,350	$ 3,393,952	$ 5,954,302	$ (710)	$ (941)	$ (1,651)	$ 186,500	$ 247,221	$ 433,721	7%	7%	7%
HVAC [4]	$ 427,358	$ 3,727,353	$ 4,154,711	$ (90,323)	$ 142,859	$ 52,535	$ 52,176	$ 679,043	$ 731,219	12%	18%	18%
Maintenance [4]	$ 7,063	$ 291,617	$ 298,680	$ -	$ (25,759)	$ (25,759)	$ -	$ 22,113	$ 22,113	0%	8%	7%
Lighting [4]	$ 4,642,829	$ -	$ 4,642,829	$ (56,812)	$ -	$ (56,812)	$ 862,177	$ -	$ 862,177	19%	0%	19%
Miscellaneous [4]	$ 1,775,159	$ -	$ 1,775,159	$ (12,034)	$ -	$ (12,034)	$ 198,747	$ -	$ 198,747	11%	0%	11%
Customer Enrollment [4]	$ 2,195,740	$ 2,195,740	$ 4,391,481	$ (47,509)	$ (47,509)	$ (95,018)	$ 635,182	$ 635,182	$ 1,270,364	29%	29%	29%
In Home Education [4]	$ 348,433	$ 348,433	$ 696,865	$ (8,237)	$ (8,237)	$ (16,474)	$ 112,728	$ 112,728	$ 225,455	32%	32%	32%
Pilot	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
Energy Efficiency TOTAL [4]	**$ 12,877,149**	**$ 12,409,550**	**$ 25,286,700**	**$ (205,267)**	**$ 83,243**	**$ (122,024)**	**$ 1,989,564**	**$ 2,194,013**	**$ 4,183,578**	15%	18%	17%
Training Center	$ 249,089	$ 249,089	$ 498,179	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
Inspections	$ 90,210	$ 90,210	$ 180,420	$ 7,509	$ 7,509	$ 15,018	$ 29,036	$ 29,036	$ 58,071	32%	32%	32%
Marketing and Outreach	$ 600,000	$ 600,000	$ 1,200,000	$ 34,001	$ 34,001	$ 68,002	$ 173,736	$ 173,736	$ 347,472	29%	29%	29%
Statewide Marketing Education and Outreach	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
Studies	$ 17,083	$ 17,083	$ 34,166	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
Regulatory Compliance	$ 168,266	$ 168,266	$ 336,532	$ 73,174	$ 73,174	$ 146,348	$ 117,944	$ 117,944	$ 235,887	70%	70%	70%
General Administration [5]	$ 1,368,601	$ 1,368,601	$ 2,737,202	$ 346,816	$ 346,815	$ 693,631	$ 556,032	$ 556,032	$ 1,112,064	41%	41%	41%
CPUC Energy Division	$ 23,877	$ 23,877	$ 47,754	$ -	$ -	$ -	$ 5,874	$ 5,874	$ 11,748	25%	25%	25%
Reallocation (ME&O budget reduced from $1.2M)	$ 343,848	$ 343,848	$ 687,695	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
TOTAL PROGRAM COSTS	**$ 15,738,123**	**$ 15,270,524**	**$ 31,008,648**	**$ 256,233**	**$ 544,742**	**$ 800,975**	**$ 2,872,186**	**$ 3,076,634**	**$ 5,948,820**	**18%**	**20%**	**19%**
Funded Outside of ESA Program Budget												
Indirect Costs				$ 49,912	$ 51,517	$ 101,429	$ 169,768	$ 170,893	$ 340,660			
NGAT Costs [4]		$ 288,000	$ 288,000		$ (18,157)	$ (18,157)		$ 29,596	$ 29,596		10%	10%

[1] Authorized budget does not include shifted funds from previous years and/or program cycles. Shifted funds, referred to as "2009-2016 Unspent ESA Program Funds", are reflected in ESA Table 1A.
[2] Reflects the authorized funding approved in the CPUC Energy Division Disposition Letter dated 12/27/2018 approving SDG&E Advice Letter 3250-E/2688-G.
[3] Negative amount due to the correction of 2019 expense incorrectly charged to electric and relcassed to gas.
[4] Negative amount due to over-estimation of March expense as contractor work activity was decreased due COVID 19 quarantine orders.
[5] Includes a total of $552,731 for COVID 19 Advanced Payments to the following contractors: THA $86,720; CUI $32,000; Jerry's Heating & Air $107,280; R&B Wholesale Distribution $87,672; Reliable Energy Mgmnt $33,550; Eagle Systems $205,509.

NOTE: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

Energy Savings Assistance Program Table 1A - Expenses Funded From 2009-2016 "Unspent ESA Program Funds"
SDG&E
April 2020

	Authorized Budget [2]			Current Month Expenses			Year to Date Expenses			% of Budget Spent YTD		
ESA Program [1]:	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**
Energy Efficiency												
Multi-Family Common Area Measures	$ 1,767,500	$ 1,767,500	$ 3,535,000	$ 96,362	$ 96,362	$ 192,725	$ 229,502	$ 229,502	$ 459,004	13%	13%	13%
In-Home Education	$ 185,912	$ 185,912	$ 371,824	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
Leveraging - CSD [3]	$ 241,216	$ 241,216	$ 482,431	$ -	$ -	$ -			$ -	0%	0%	0%
Pilot [4] [5]	$ 25,000	$ 25,000	$ 50,000	$ -	$ -	$ -	$ (1,500)	$ (1,500)	$ (3,000)	-6%	-6%	-6%
Studies [6] [7]	$ 30,625	$ 30,625	$ 61,250	$ 15,261	$ 15,261	$ 30,521	$ 15,261	$ 15,261	$ 30,521	50%	50%	50%
Regulatory Compliance												
General Administration												
TOTAL PROGRAM BUDGET/EXPENSES	**$ 2,250,253**	**$ 2,250,253**	**$ 4,500,505**	**$ 111,623**	**$ 111,623**	**$ 223,246**	**$ 243,262**	**$ 243,262**	**$ 486,525**	**11%**	**11%**	**11%**

[1] Add additional categories if relevant to your utility
[2] Reflects the authorized funding in D.16-11-022 and updated via Resolution E-4884 addressing conforming Advice Letters 3065-E/2568-G and 3065-E-A/2568-G-A. Budgets updated and approved via AL 3250-E/2688-G.
[3] Refers to budget supporting CSD's LIWP program
[4] Funding authorized for Programmable Communicating Thermostat (PCT) Pilot.
[5] Negative amount is the result of 2019 expense related to thermostats reclassified to Marketing and Outreach (Table 1) in PY2020.
[6] Funding authorized for Rapid Feedback Research and Analysis and Potential and Goals Study.
[7] Reflects the correction of 2019 expense incorrectly charged to General Administration (Table 1) and relcassed to Rapid Feedback Research and Analaysis in PY2020.

NOTE: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

Energy Savings Assistance Program Table 2

SDG&E

April 2020

	ESA Program (Summary)Total							ESA Program (First Touch Homes Treated)							ESA Program (Re-Treated Homes/Go Backs)							ESA Program (Aliso Canyon - SCG & SCE) [6]						
		Year-To-Date Completed & Expensed Installation							Year-To-Date Completed & Expensed Installation							Year-To-Date Completed & Expensed Installation							Year-To-Date Completed & Expensed Installation						
Measures	Units	Quantity	kWh [4] (Annual)	kW [4]	Therms [4]	Expenses ($) [7]	% of	Units	Quantity	kWh[4]	kW[4]	Therms[4]	Expenses ($)	% of	Units	Quantity	kWh[4]	kW[4]	Therms[4]	Expenses ($)	% of	Units	Quantity	kWh[4]	kW[4]	Therms[4]	Expenses	% of
Appliances		(K+S)	(L+T)	(M+U)	(N+V)	(O+W)																						
High Efficiency Clothes Washer	Each	34	152	0	625	37,126	1.2%	Each	4	93	0	56	4,877	0.4%	Each	30	60	0	569	32,248	1.5%	0 Each						
Refrigerator	Each	154	88,641	11	-	141,687	4.4%	Each	29	18,407	2	-	28,284	2.5%	Each	125	70,234	8	-	$ 113,403	5.4%	0 Each						
Microwave	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	-	0.0%	0 Each						
Domestic Hot Water																												
Other Domestic Hot Water[3]	Home	2,390	7,239	1	7,106	137,454	4.3%	Home	735	2,172	0	2,138	$ 37,710	3.4%	Home	1,655	5,067	1	4,968	$ 99,744	4.7%	0 Home						
Water Heater Tank and Pipe Insulation	Home	124	-	-	112	7,511	0.2%	Home	61	-	-	44	$ 3,780	0.3%	Home	63	-	-	68	$ 3,730	0.2%	0 Home						
Water Heater Repair/Replacement	Home	294	-	-	6,496	146,477	4.5%	Home	95	-	-	2,398	$ 40,126	3.6%	Home	199	-	-	4,098	$ 106,351	5.1%	0 Home						
Combined Showerhead/TSV	Home	2	-	-	12	137	0.0%	Home	-	-	-	-	$ -	0.0%	Home	2	-	-	12	$ 137	0.0%	0 Home						
New - Heat Pump Water Heater	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	$ -	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
New - Tub Diverter/ Tub Spout	Each	16	65	0	30	1,685	0.1%	Each	11	65	0	20	$ 1,159	0.1%	Each	5	-	-	10	$ 527	0.0%	0 Each						
New - Thermostat-controlled Shower Valve	Each	-	-	-	-	-	0.0%	Each	0	0	0	0	0	0.0%	Each	0	0	0	0	0	0.0%	0 Each						
Enclosure																												
Air Sealing	Home	1,309	14,144	3	400	414,400	12.9%	Home	371	3,952	1	92	$ 117,142	10.5%	Home	938	10,192	2	308	$ 297,257	14.1%	0 Home						
Caulking	Home	-	-	-	-	-	0.0%	Home	-	-	-	-	-	0.0%	Home	-	-	-	-	-	0.0%	0 Home						
Attic Insulation	Home	13	215	0	455	20,344	0.6%	Home	3	-	-	105	$ 5,014	0.4%	Home	10	215	0	350	$ 15,331	0.7%	0 Home						
HVAC																												
FAU Standing Pilot Conversion	Each	1	-	-	10	341	0.0%	Each	1	-	-	10	$ 341	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
Furnace Repair/Replacement	Each	415	-	-	(7,426)	589,558	18.3%	Each	113	-	-	(1,764)	$ 193,257	17.3%	Each	302	-	-	(5,662)	$ 396,301	18.8%	0 Each						
Room A/C Replacement	Each	40	(2,046)	(0)	-	42,251	1.3%	Each	3	(186)	(0)	-	$ 3,865	0.3%	Each	37	(1,860)	(0)	-	$ 38,386	1.8%	0 Each						
Central A/C replacement	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	$ -	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
Heat Pump Replacement	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	$ -	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
Evaporative Cooler (Replacement)	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	$ -	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
Evaporative Cooler (Installation)	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	$ -	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
Duct Test and Seal	Home	88	-	-	456	14,593	0.5%	Home	27	-	-	120	5,047	0.5%	Home	61	-	-	336	9,546	0.5%	0 Home						
New - Energy Efficient Fan Control	Home	-	-	-	-	-	0.0%	Home	-	-	-	-	$ -	0.0%	Home	-	-	-	-	$ -	0.0%	0 Home						
New - Prescriptive Duct Sealing	Home	-	-	-	-	-	0.0%	Home	-	-	-	-	$ -	0.0%	Home	-	-	-	-	$ -	0.0%	0 Home						
New - High Efficiency Forced Air Unit (HE FAU)	Home	-	-	-	-	-	0.0%	Home	-	-	-	-	$ -	0.0%	Home	-	-	-	-	$ -	0.0%	0 Home						
New - A/C Time Delay	Home	-	-	-	-	-	0.0%	Home	-	-	-	-	$ -	0.0%	Home	-	-	-	-	$ -	0.0%	0 Home						
New - Smart Thermostat	Home	32	4,003	-	211	5,840	0.2%	Home	17	1,427	-	117	3,050	0.3%	Home	15	2,576	-	93	2,790	0.1%	0 Home						
Maintenance																												
Furnace Clean and Tune	Home	401	-	-	(795)	32,399	1.0%	Home	74	-	-	(153)	$ 5,905	0.5%	Home	327	-	-	(642)	$ 26,494	1.3%	0 Home						
Central A/C Tune up	Home	-	-	-	-	-	0.0%	Home	-	-	-	-	$ -	0.0%	Home	-	-	-	-	$ -	0.0%	0 Home						
Lighting																												
Interior Hard wired LED fixtures	Each	1,700	7,191	1	(131)	142,732	4.4%	Each	361	1,527	0	(27)	$ 30,310	2.7%	Each	1,339	5,664	1	(104)	$ 112,422	5.3%	0 Each						
Exterior Hard wired LED fixtures	Each	413	2,123	0	-	29,746	0.9%	Each	96	493	0	-	$ 6,917	0.6%	Each	317	1,629	0	-	$ 22,829	1.1%	0 Each						
LED Torchiere	Each	1,465	6,197	1	(113)	135,304	4.2%	Each	439	1,857	0	(34)	$ 40,356	3.6%	Each	1,026	4,340	1	(79)	$ 94,949	4.5%	0 Each						
Occupancy Sensor	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	$ -	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
LED Night Light	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	-	0.0%	0 Each						
New - LED R/BR Lamps	Each	1,254	3,787	0	(63)	20,277	0.6%	Each	633	1,912	0	(30)	$ 10,236	0.9%	Each	621	1,875	0	(33)	$ 10,042	0.5%	0 Each						
New - LED A-Lamps	Each	23,774	50,401	6	(805)	349,478	10.8%	Each	11,511	24,403	3	(343)	$ 169,212	15.2%	Each	12,263	25,998	3	(462)	$ 180,266	8.6%	0 Each						
Miscellaneous																												
Pool Pumps	Each	-	-	-	-	-	0.0%	Each	-	-	-	-	$ -	0.0%	Each	-	-	-	-	$ -	0.0%	0 Each						
Smart Strip	Each	792	110,880	16	-	48,125	1.5%	Each	511	71,540	10	-	$ 33,024	3.0%	Each	281	39,340	6	-	$ 15,101	0.7%	0 Each						
Smart Strip Tier II	Each	1,040	145,600	20	-	88,872	2.8%	Each	440	61,600	9	-	$ 40,383	3.6%	Each	600	84,000	12	-	$ 48,489	2.3%	0 Each						
Pilots																												
																					0.0%							
Customer Enrollment																												
ESA Outreach & Assessment	Home	4,345				$ 688,274	21.4%	Home	1,874				$ 283,558	25.4%	Home	2,471				$ 404,716	19.2%	0 Home						
ESA In-Home Energy Education	Home	4,345				$ 127,547	4.0%	Home	1,874				$ 53,095	4.8%	Home	2,471				$ 74,452	3.5%	0 Home						
Total Savings/Expenditures			438,591	59	6,580	$ 3,222,158				189,262	26	2,749	$ 1,116,648				249,329	33	3,830	$ 2,105,510				-	-	-	$ -	
Total Households Weatherized [2]		1,314							372							942							-					
Households Treated	Total (K+S)							First Touches							**Re-treated Homes/Go-Backs**							**Aliso Canyon**						
- Single Family Households Treated	Home	1,125						Home	613						Home	512						Home						
- Multi-family Households Treated	Home	2,758						Home	1,020						Home	1,738						Home						
- Mobile Homes Treated	Home	462						Home	241						Home	221						Home						
Total Number of Households Treated	Home	4,345						Home	1,874						Home	2,471						Home						
# Eligible Households to be Treated for PY [3]	Home	23,761						Home	243						Home	23,518						Home						
% of Households Treated	%	18%						%	771%						%	11%						%						
- Master-Meter Households Treated	Home	501						Home	248						Home	253						Home						

Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

[1] Envelope and Air Sealing Measures may include outlet cover plate gaskets, attic access weatherization, weatherstripping - door, caulking and

[2] Weatherization may consist of attic insulation, attic access weatherization, weatherstripping - door, caulking, & minor home repairs.

[3] Other Domestic Hot Water consists of faucet aerators, low flow showerheads, and TSVs

Energy Savings Assistance Program Table 2A
SDG&E
April 2020

		ESA Program - CSD Leveraging					
		Year-To-Date Completed & Expensed Installation					
Measures	**Units**	**Quantity Installed**	**kWh[3] (Annual)**	**kW[3] (Annual)**	**Therms[3] (Annual)**	**Expenses ($)**	**% of Expenditure**
Appliances							
High Efficiency Clothes Washer	Each	-	-	-	-	$ -	0.0%
Refrigerators	Each	-	-	-	-	$ -	0.0%
Microwaves [4]	Each	-	-	-	-	$ -	0.0%
Domestic Hot Water							
Water Heater Blanket	Home	-	-	-	-	$ -	0.0%
Low Flow Shower Head	Home	-	-	-	-	$ -	0.0%
Water Heater Pipe Insulation	Home	-	-	-	-	$ -	0.0%
Faucet Aerator	Home	-	-	-	-	$ -	0.0%
Water Heater Repair/Replacement	Each	-	-	-	-	$ -	0.0%
Thermostatic Shower Valve	Each	-	-	-	-	$ -	0.0%
Combined Showerhead/TSV	Each	-	-	-	-	$ -	0.0%
Heat Pump Water Heater	Each	-	-	-	-	$ -	0.0%
Tub Diverter/ Tub Spout	Each	-	-	-	-	$ -	0.0%
Thermostat-controlled Shower Valve	Each	-	-	-	-	$ -	0.0%
Enclosure							
Air Sealing / Envelope [1]	Home	-	-	-	-	$ -	0.0%
Caulking	Home	-	-	-	-	-	0.0%
Attic Insulation	Home	-	-	-	-	$ -	0.0%
HVAC							
FAU Standing Pilot Conversion	Each	-	-	-	-	$ -	0.0%
Furnace Repair/Replacement	Each	-	-	-	-	$ -	0.0%
Room A/C Replacement	Each	-	-	-	-	$ -	0.0%
Central A/C replacement	Each	-	-	-	-	$ -	0.0%
Heat Pump Replacement	Each	-	-	-	-	$ -	0.0%
Evaporative Cooler (Replacement)	Each	-	-	-	-	$ -	0.0%
Evaporative Cooler (Installation)	Each	-	-	-	-	$ -	0.0%
Duct Testing and Sealing	Home	-	-	-	-	$ -	0.0%
Energy Efficient Fan Control	Home	-	-	-	-	$ -	0.0%
Prescriptive Duct Sealing	Home	-	-	-	-	$ -	0.0%
High Efficiency Forced Air Unit (HE FAU)	Home	-	-	-	-	$ -	0.0%
A/C Time Delay	Home	-	-	-	-	$ -	0.0%
Maintenance							
Furnace Clean and Tune	Home	-	-	-	-	$ -	0.0%
Central A/C Tune up	Home	-	-	-	-	$ -	0.0%
Lighting							
Interior Hard wired LED fixtures	Each						
Exterior Hard wired LED fixtures	Each						
Torchiere LED	Each	-	-	-	-	$ -	0.0%
Occupancy Sensor	Each	-	-	-	-	$ -	0.0%
LED Night Lights	Each	-	-	-	-	$ -	0.0%
LED Diffuse Bulb (60W Replacement)	Each	-	-	-	-	$ -	0.0%
LED Reflector Bulb	Each	-	-	-	-	$ -	0.0%
LED Reflector Downlight Retrofit Kits	Each	-	-	-	-	$ -	0.0%
LED A-Lamps	Each	-	-	-	-	$ -	0.0%
Miscellaneous							
Pool Pumps	Each	-	-	-	-	$ -	0.0%
Smart Power Strips - Tier 1	Each	-	-	-	-	$ -	0.0%
Smart Power Strips - Tier 2	Each	-	-	-	-	$ -	0.0%
Pilots							
Customer Enrollment							
Outreach & Assessment	Home	-				$ -	0.0%
In-Home Education	Home	-				$ -	0.0%
Total Savings/Expenditures			-	-	-	$ -	0.0%
Total Households Weatherized [2]							
CSD MF Tenant Units Treated			**Total**				
			-				

Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may

[1] Envelope and Air Sealing Measures may include outlet cover plate gaskets, attic access weatherization, weatherstripping - door, caulking and minor home repairs. Minor home repairs predominantly are door jamb repair / replacement, door repair, and window putty.

[2] Weatherization may consist of attic insulation, attic access weatherization, weatherstripping - door, caulking, & minor home repairs.

[3] All savings are calculated based on the following sources:

Energy Savings Assistance Common Area Measures Program Table 2B
SDG&E
April 2020

	Table 2B ESA Program - Multifamily Common Area Measures[5]						
		Year-To-Date Completed & Expensed Installation					
ESA CAM Measures[1,6]	Units (of Measure such as "each")	Quantity Installed	kWh (Annual)	kW (Annual)	Therms (Annual)	Expenses ($)	% of Expenditure
Appliances							
Domestic Hot Water							
Pipe Insulation	Each	3	-	-	26	$ 2,378	0.7%
Faucet Aerator	Each	8	184	0	19	$ 60	0.0%
Envelope							
HVAC							
Furnace Replacement	Each	148	-	-	45	$ 2,368	0.7%
HEAT Pump Split System	Each	15	481	0	(0)	$ 26,862	7.6%
AC Tune-up	Each	10	144	0	1	$ 1,186	0.3%
Programmable Thermostat	Each	4	335	-	19	$ 1,160	0.3%
Lighting							

Energy Savings Assistance CAM Program Table 2B-1, Eligible Common Area Measures List
SDG&E
April 2020

Common Area Measures Category and Eligible Measures Title [1]	Effective Date	End Date[2]	Eligible Climate Zones [3]
Appliances			
Domestic Hot Water			
Pipe Insulation	18-May		6, 7, 8, 10, 14, 15
Faucet Aerator	18-May		6, 7, 8, 10, 14, 15
Envelope			
HVAC			
Furnace Replacement	18-May		6, 7, 8, 10, 14, 15
HEAT Pump Split System	18-May		6, 7, 8, 10, 14, 15
Programmable Thermostat	18-May		6, 7, 8, 10, 14, 15
Lighting			
Exterior LED Lighting	18-May		6, 7, 8, 10, 14, 15
Interior LED Lighting	18-May		6, 7, 8, 10, 14, 15
Interior TLED Type A Lamps	18-May		6, 7, 8, 10, 14, 15
Interior TLED Type C Lamps	18-May		6, 7, 8, 10, 14, 15
Interior LED Exit Sign	18-May		6, 7, 8, 10, 14, 15
Interior LED Fixture	18-May		6, 7, 8, 10, 14, 15
Interior LED Screw-in	18-May		6, 7, 8, 10, 14, 15
Exterior LED Lighting - Pool	18-May		6, 7, 8, 10, 14, 15
Miscellaneous			
Tier-2 Smart Power Strip	18-May		6, 7, 8, 10, 14, 15
Variable Speed Pool Pump	18-May		6, 7, 8, 10, 14, 15

Standard Notes (do not delete)

1. Measures list may change based on available information on both costs and benefits (including energy benefits as well as non-energy benefits) and may vary across climate zones. This is not a list of installed measures, it is a list of eligible measures.

Table 2B-1 Column A should match Table 2B Column A for eligible (not canceled) measures.

2. Only complete if measure is canceled or discontinued

3. Defined as CEC California Building Climate Zones
https://www.energy.ca.gov/maps/renewable/building_climate_zones.html

	A	B
1	**Energy Savings Assistance Program Tables 3A-C - Energy Savings and Average Bill Savings per Treated Home/Common Area**	
2	**SDG&E**	
3	**April 2020**	
4		
5	**Table 3A-1, ESA Program**	
6	Annual kWh Savings	438,591
7	Annual Therm Savings	6,580
8	Lifecycle kWh Savings	3,777,608
9	Lifecycle Therm Savings	(4,112)
10	Current kWh Rate	$ 0.26
11	Current Therm Rate	$ 1.20
12	Average 1st Year Bill Savings / Treated households	$ 28.06
13	Average Lifecycle Bill Savings / Treated Household	$ 224.91
14		
15		
16	**Table 3A-2, ESA Program - CSD Leveraging**	
17	Annual kWh Savings	-
18	Annual Therm Savings	-
19	Lifecycle kWh Savings	-
20	Lifecycle Therm Savings	-
21	Current kWh Rate	$ -
22	Current Therm Rate	$ -
23	Average 1st Year Bill Savings / Treated Households	$ -
24	Average Lifecycle Bill Savings / Treated Household	$ -
25		
26		
27	**Table 3A-3, Summary - ESA Program/CSD Leveraging**	
28	Annual kWh Savings	438,591
29	Annual Therm Savings	6,580
30	Lifecycle kWh Savings	3,777,608
31	Lifecycle Therm Savings	(4,112)
32	Current kWh Rate	$ 0.26
33	Current Therm Rate	$ 1.20
34	Average 1st Year Bill Savings / Treated Households	$ 28.06
35	Average Lifecycle Bill Savings / Treated Households	$ 224.91
36		
37	[1] Summary is the sum of ESA Program + CSD Leveraging	
38		
39	**Table 3B, ESA Program - Multifamily Common Area**	
40	Annual kWh Savings	296,292
41	Annual Therm Savings	(1,049)
42	Lifecycle kWh Savings	2,937,097
43	Lifecycle Therm Savings	(11,744)
44	Current kWh Rate	$0.26
45	Current Therm Rate	$1.20
46	Average 1st Year Bill Savings / Treated Property	$ 3,988.29
47	Average Lifecycle Bill Savings / Treated Property	$ 39,450.12
48		
49		

	A	B	C	D	E	F	G
1	**Energy Savings Assistance Program Table 4 - Homes/Buildings Treated**						
2	**SDG&E**						
3	**April 2020**						
4							
5	**Table 4A-1, ESA Program**						
6		**Eligible Households**			**Households Treated YTD**		
7	**County**	**Rural [1]**	**Urban**	**Total**	**Rural**	**Urban**	**Total**
8	Orange	0	14,986	**14,986**	0	280	**280**
9	San Diego	6,141	282,825	**288,966**	179	3,886	**4,065**
10	**Total**	**6,141**	**297,811**	**303,952**	**179**	**4,166**	**4,345**
11							
12							
13	**Table 4B, ESA Program - CSD Leveraging**						
14					**Households Treated YTD**		
15	**County**				**Rural**	**Urban**	**Total**
16	Orange						**0**
17	San Diego					0	**0**
18	**Total**				**0**	**0**	**0**
19							
20							
21	**Table 4C, ESA Program - Multifamily Common Area**						
22		*			**Properties Treated YTD**		
23	**County**				**Rural**	**Urban**	**Total**
24	Orange				0	0	
25	San Diego				0	6	
26	**Total**				**0**	**6**	**6**
27							
28	[1] For IOU low income-related and Energy Efficiency reporting and analysis, the Goldsmith definition is applied.						
29	**Note:** Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.						
30	*Do not currently have Eligible Properties for ESA CAM						
31							
32							

Energy Savings Assistance Program Table 4A-2, Homes Unwilling / Unable to Participate

SDG&E

April 2020

ESA Program	Reason Provided						
County	Customer Unwilling/Declined Program Measures	Customer Unavailable - Scheduling Conflicts	Hazardous Environment (unsafe/unclean)	Landlord Refused to Authorize Participation	Household Exceeds Allowable Limits	Unable to Provide Required Documentation	Other Infeasible/ Ineligible
Orange	32	9	0	0	144	0	53
San Diego	1,222	767	3	0	4,149	189	44
Total	**1,254**	**776**	**3**	**0**	**4,293**	**189**	**97**

Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

Energy Savings Assistance Program Table 5 - Energy Savings Assistance Program Customer Summary
SDG&E
April 2020

Table 5A, ESA Program

Month	Gas & Electric				Gas Only				Electric Only				Total					
	# of Household Treated by Month	(Annual)			# of Household Treated by Month	(Annual)			# of Household Treated by Month	(Annual)			# of Household Treated by Month	(Household Count)		(Annual)		
		Therm	kWh	kW		Therm	kWh	kW		Therm	kWh	kW		# of First-Tourch	# of Re-treatment	Therm	kWh	kW
January	32	393	12,547	2	0	0	0	0	-	0	397	0	32	19	13	392.76	12,944	2
February	306	2637	68,573	9	0	0	0	0	70	0	13,798	2	376	206	170	2,637	82,371	11
March	789	3423	123770.19	16.04	0	0	0	0	272	0	47714.42	6.527	1,061	774	287	3,423	171,485	23
April	2719	127.257	162962.92	21.89	0	0	0	0	157	0	8828.48	1.194	2,876	875	2001	127	171,791	23
May																		
June																		
July																		
August																		
September																		
October																		
November																		
December																		
YTD	**3,846**	**6,580**	**367,854**	**49**	**-**	**-**	**-**	**-**	**499**	**-**	**70,738**	**10**	**4,345**	**1,874**	**2,471**	**6,580**	**438,591**	**59**

YTD Total Energy Impacts for all fuel types should equal YTD energy impacts that are reported every month Table 2.
Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

Note: SDG&E tracks the measure savings based on the month and year of install. Households treated can have a value of zero, meaning the treated date is from a previous year but the measure install and savings were tracked in a new Program Year.

Table 5B, ESA Program - CSD Leveraging

Month	Gas & Electric				Gas Only				Electric Only				Total			
	# of Household Treated by Month	(Annual)			# of Household Treated by Month	(Annual)			# of Household Treated by Month	(Annual)			# of Household Treated by Month	(Annual)		
		Therm	kWh	kW		Therm	kWh	kW		Therm	kWh	kW		Therm	kWh	kW
January																
February																
March																
April																
May																
June																
July																
August																
September																
October																
November																
December																
YTD	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**0**

YTD Total Energy Impacts for all fuel types should equal YTD energy impacts that are reported every month Table 2A.
Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

Table 5C, ESA Program - Multifamily Common Area

Month	Gas & Electric				Gas Only				Electric Only				Total			
	# of Properties Treated by Month	(Annual)			# of Properties Treated by Month	(Annual)			# of Properties Treated by Month	(Annual)			# of Properties Treated by Month	(Annual)		
		Therm	kWh	kW		Therm	kWh	kW		Therm	kWh	kW		Therm	kWh	kW
January	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
February	4	(174)	64,263	12	-	-	-	-	1	-	6,802	2	5	(174)	71,065	14
March	5	(615)	144,491	31	-	-	-	-	1	-	16,209	3	6	(615)	160,700	33
April	8	(259)	64,527	11	-	-	-	-	-	-	-	-	8	(259)	64,527	11
May																
June																
July																
August																
September																
October																
November																
December									-	-	-	-	-	-	-	-
YTD	**17**	**(1,049)**	**273,281**	**54**	**-**	**-**	**-**	**-**	**2**	**-**	**23,011**	**4**	**19**	**(1,049)**	**296,292**	**58**

YTD Total Energy Impacts for all fuel types should equal YTD energy impacts that are reported every month Table 2B.
Note: 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	**Energy Savings Assistance Program Table 6 - Expenditures for Pilots and Studies**												
2	**SDG&E**												
3	**April 2020**												
4		**Authorized 2019 Funding [1]**			**Current Month Expenses**			**Year to Date Expenses**			**% of Budget Expensed**		
5		**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**
6	**Pilots**												
7	Programmable Communicating Thermostat (PCT) [2] [3]	$ 25,000	$ 25,000	$50,000	$0	$0	$0			$0	0%	0%	0%
8													
9													
10	**Total Pilots**	**$25,000**	**$25,000**	**$50,000**	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**	**0%**	**0%**	**0%**
11													
12													
13	**Studies**												
14	Low Income Needs Assessment Study	$ 8,334	$ 8,334	$16,667	$0	$0	$0	$0	$0	$0	0%	0%	0%
15	Load Impact Evaluation Study	$ 9,167	$ 9,167	$18,333	$0	$0	$0	$0	$0	$0	0%	0%	0%
16	Equity Criteria and Non Energy Benefits Evaluation (NEB's)	$ 2,500	$ 2,500	$5,000	$0	$0	$0	$0	$0	$0	0%	0%	0%
17	Unallocated Funds [4]	$ (2,917)	$ (2,917)	-$5,834	$0	$0	$0	$0	$0	$0	0%	0%	0%
18	2017 Potential and Goals Study	$ 5,625	$ 5,625	$11,250	$0	$0	$0	$0	$0	$0	0%	0%	0%
19	Rapid Feedback Research and Analysis [5]	$ 25,000	$ 25,000	$50,000	$15,261	$15,261	$30,521	$15,261	$15,261	$30,521	61%	61%	61%
20													
21													
22													
23	**Total Studies**	**$47,708**	**$47,708**	**$95,416**	**$15,261**	**$15,261**	**$30,521**	**$15,261**	**$15,261**	**$30,521**	**32%**	**32%**	**32%**
24													
25	[1] Reflects the authorized funding in D.16-11-022 and updated via Resolution E-4884 addressing conforming Advice Letters 3065-E/2568-G and 3065-E-A/2568-G-A.												
26	[2] Programmable Communicating Thermostat (PCT) Pilot budget approved via al 3250-E/2688-G. [Table 1A].												
27	[3] Negative YTD amount is the result of expense related to thermostats reclassed to Marketing and Outreach (Table 1).												
28	[4] Unallocated funds represent the amount of funds originally requested for the Energy Education Phase II Study which was subsequently not authorized in D.16-11-022. However the budget was authorized and is not unallocated to a specific study [Table 1].												
29	[5] Reflects the correction of 2019 expense incorrectly charged to General Administration (Table 1) and relcassed to Rapid Feedback Research and Analaysis in PY2020.												
30													
31	**Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.**												
32													
33													

Energy Savings Assistance Program Table 7 (Second Refrigerators, In-Home Education, MyEnergy/My Account Platform)

SDG&E
April 2020

7A - Households Receiving Second Refrigerators			
Measures	Units	Received Refrigerator	Not eligible for Refrigerator due to Less than Six Occupants
Second Refrigerators	Each	1	0

7B - Households Receiving In- Home Energy Education Only		
Measures	Units	Households that Only Received Energy Education
In-Home Education	Home	0

7C - Households for My Energy/My Account Platform		
Opt-Out	Already Enrolled	Opt-In
4,341	765	289

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	**CARE Table 1 - CARE Program Expenses**												
2	**SDG&E**												
3	**April 2020**												
4		**Authorized Budget [1] [2]**			**Current Month Expenses**			**Year to Date Expenses**			**% of Budget Spent YTD**		
5	**CARE Program:**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**	**Electric**	**Gas**	**Total**
6	Outreach	$ 2,928,754	$ 325,417	$ 3,254,171	$ 170,667	$ 21,094	$ 191,760	$ 667,877	$ 82,547	$ 750,424	23%	25%	23%
7	Processing / Certification Re-certification	$ 465,490	$ 51,721	$ 517,211	$ 63,002	$ 7,787	$ 70,789	$ 212,399	$ 26,252	$ 238,651	46%	51%	46%
8	Post Enrollment Verification	$ 327,300	$ 36,367	$ 363,667	$ 12,462	$ 1,540	$ 14,003	$ 46,470	$ 5,743	$ 52,213	14%	16%	14%
9	IT Programming	$ 1,547,910	$ 171,990	$ 1,719,900	$ 33,117	$ 4,093	$ 37,211	$ 153,102	$ 18,923	$ 172,025	10%	11%	10%
10	Cooling Centers [2]			$ -	$ -	$ -	$ -	$ -	$ -	$ -	#DIV/0!	#DIV/0!	#DIV/0!
11													
12	Pilots/CHANGES Program [3]	$ 240,960	$ 26,773	$ 267,733	$ 19,469	$ 2,406	$ 21,875	$ 82,018	$ 10,137	$ 92,155	34%	38%	34%
13	Studies [4]	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	0%	0%	0%
14	Regulatory Compliance	$ 273,288	$ 30,365	$ 303,653	$ 119,571	$ 14,778	$ 134,350	$ 194,896	$ 24,088	$ 218,984	71%	79%	72%
15	General Administration	$ 752,622	$ 83,625	$ 836,246	$ 51,250	$ 6,334	$ 57,584	$ 182,065	$ 22,502	$ 204,567	24%	27%	24%
16	CPUC Energy Division	$ 52,067	$ 5,785	$ 57,852	$ -	$ -	$ -	$ 24,397	$ 3,015	$ 27,412	47%	52%	47%
17													
18	**SUBTOTAL MANAGEMENT COSTS**	**$ 6,588,390**	**$ 732,043**	**$ 7,320,433**	**$ 469,538**	**$ 58,033**	**$ 527,571**	**$ 1,563,223**	**$ 193,207**	**$ 1,756,431**	**24%**	**26%**	**24%**
19													
20	CARE Rate Discount	$ 67,114,354	$ 7,457,150	$ 74,571,504	$8,189,035	$1,542,286	**$ 9,731,321**	$34,058,764	$7,132,658	**$ 41,191,421**	51%	96%	55%
21													
22	**TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS**	**$ 73,702,743**	**$ 8,189,194**	**$ 81,891,937**	**$ 8,658,574**	**$ 1,600,318**	**$ 10,258,892**	**$ 35,621,987**	**$ 7,325,865**	**$ 42,947,852**	**48%**	**89%**	**52%**
23													
24	Other CARE Rate Benefits [5]												
25	- DWR Bond Charge Exemption				$588,918		$ 588,918	$2,400,859		$ 2,400,859			
26	- CARE Surcharge Exemption				$720,889	$ 135,349	$ 856,238	$2,938,871	$ 590,199	$ 3,529,070			
27	- California Solar Initiative Exemption				$0		$ -	$0		$ -			
28	- kWh Surcharge Exemption				$34,574		$ 34,574	$147,551		$ 147,551			
29	- Vehicle Grid Integration Exemption				$67,355		$ 67,355	$247,943		$ 247,943			
30	Total Other CARE Rate Benefits				**$ 1,411,736**	**$ 135,349**	**$ 1,547,085**	**$ 5,735,224**	**$ 590,199**	**$ 6,325,423**			
31													
32	Indirect Costs				$ 78,823	$ 9,742	**$ 88,566**	$ 253,802	$ 31,369	**$ 285,171**			
33													
34	[1] Reflects the authorized funding approved in the CPUC Energy Division Disposition Letter dated 12/27/2018 approving SDG&E Advice Letter 3250-E/2688-G.												
35	[2] Removed budget of $43,935 as Cool Center expense are now captured under O&M expense activity.												
36	[3] Decision 15-12-047 transitioned CHANGES pilot to CHANGES program and funding for the effort is captured herein.												
37	[4] Reflects the Annual Eligibility Estimates prepared by Athens Research on behalf of the utilities. This effort was formerly referenced as Measurement and Evaluation.												
38	[5] YTD Electric amounts have been updated to reflect a January calculation error discovered after January close.												
39													
40	**NOTE: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.**												
41													
43													

CARE Table 2 - Enrollment, Recertification, Attrition, & Penetration[5]
SDG&E
April 2020

	New Enrollment										Recertification				Attrition (Drop Offs)					Enrollment				
	Automatic Enrollment				Self-Certification (Income or Categorical)																			
	Inter-Utility[1]	Intra-Utility[2]	Leveraging[3]	Combined (B+C+D)	Online	Paper	Phone	Capitation	Combined (F+G+H+I)	Total New Enrollment (E+J)	Scheduled	Non-Scheduled (Duplicates)	Automatic	Total Recertification (L+M+N)	No Response[4]	Failed PEV	Failed Recertification	Other	Total Attrition (P+Q+R+S)	Gross (K+O)	Net Adjusted (K-T)	Total CARE Participants	Estimated CARE Eligible[5]	Penetration Rate % (W/X)
January	69	171	0	240	5,047	1,299	343	236	6,928	7,168	3,863	3,545	4,001	11,409	1,380	66	167	6,332	7,945	18,577	-777	300,720	302,245	99%
February	0	146	0	146	5,280	993	244	241	6,760	6,906	1,911	2,829	4,065	8,805	1,626	76	152	1,297	3,151	15,711	3,755	304,473	302,245	101%
March	0	78	0	78	7,599	1,400	635	243	6,547	6,625	2,063	2,390	2,287	6,740	57	6	40	3,844	3,947	13,365	2,678	310,481	302,245	103%
April	0	34	0	34	4,150	850	450	137	6,547	6,581	220	667	0	887	498	8	8	2,610	3,124	7,468	3,457	312,978	302,245	104%
May																								
June																								
July																								
August																								
September																								
October																								
November																								
December																								
YTD Total	**69**	**429**	**0**	**498**	**22,076**	**4,542**	**1,672**	**857**	**26,782**	**27,280**	**8,057**	**9,431**	**10,353**	**27,841**	**3,561**	**156**	**367**	**14,083**	**18,167**	**55,121**	**9,113**	**312,978**	**302,245**	**104%**

[1] Enrollments via data sharing between the IOUs.
[2] Enrollments via data sharing between departments and/or programs within the utility.
[3] Enrollments via data sharing with programs outside the IOU that serve low-income customers.
[4] No response includes no response to both Recertification and Verification.

Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

CARE Table 3A - Post-Enrollment Verification Results (Model)
SDG&E
April 2020

Month	Total CARE Households Enrolled	Households Requested to Verify[1]	% of CARE Enrolled Requested to Verify Total	CARE Households De-enrolled (Due to no response)	CARE Households De-enrolled (Verified as Ineligible)[2]	Total Households De-enrolled[3]	% De-enrolled through Post Enrollment Verification[4]	% of Total CARE Households De-enrolled
January	300,720	1,683	0.6%	8	53	59	3.5%	0.0%
February	304,473	1,213	0.4%	3	11	13	1.1%	0.0%
March	310,481	1,332	0.4%	0	0	0	0.0%	0.0%
April	312,978	2	0.0%	0	0	0	0.0%	0.0%
May	0					0	0.0%	0.0%
June	0					0	0.0%	0.0%
July	0					0	0.0%	0.0%
August	0					0	0.0%	0.0%
September	0					0	0.0%	0.0%
October	0					0	0.0%	0.0%
November	0					0	0.0%	0.0%
December	0					0	0.0%	0.0%
YTD Total	**312,978**	**4,230**	**1.4%**	**11**	**64**	**72**	**1.7%**	**0.0%**

[1] Includes all customers who failed SDG&E's CARE eligibility probability model.
[2] Includes customers verified as over income or who requested to be de-enrolled.
[3] Verification results are tied to the month initiated and the verification process allows customers 90 days to respond to the verification request.
[4] Percentage of customers dropped compared to the total participants requested to provide verification in that month.
Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD

CARE Table 3B Post-Enrollment Verification Results (Electric only High Usage)
SDG&E
April 2020

Month	Total CARE Households Enrolled	Households Requested to Verify1	% of CARE Enrolled Requested to Verify Total	CARE Households De-enrolled (Due to no response)	CARE Households De-enrolled (Verified as Ineligible)[2]	Total Households De-enrolled[3]	% De-enrolled through Post Enrollment Verification[4]	% of Total CARE Households De-enrolled
January	300,720	570	0.2%	45	14	27	4.7%	0.0%
February	304,473	920	0.3%	2	1	2	0.2%	0.0%
March	310,481	517	0.2%	0	0	0	0.0%	0.0%
April	312,978	600	0.2%	0	0	0	0.0%	0.0%
May						0	0.0%	0.0%
June						0	0.0%	0.0%
July						0	0.0%	0.0%
August						0	0.0%	0.0%
September						0	0.0%	0.0%
October						0	0.0%	0.0%
November						0	0.0%	0.0%
December						0	0.0%	0.0%
YTD Total	**312,978**	**2,607**	**0.8%**	**47**	**15**	**29**	**1.1%**	**0.0%**

[1] Includes all participants who were selected for high usage verification process.
[2] Includes customers verified as over income, who requested to be de-enrolled, did not reduce usage, or did not agree to be weatherized.
[3] Medium (400%) and high usage (600%) customers are dropped at 60 days (2 or 3 bill cycles) for non-response to HUV (high usage income verification request). Additionally, 600% + users that have not reduced usage within the 60 day window (2 or 3 bill cycles) are removed from the program. Results may be pending due to the time permitted for a participant to respond.
[4] Percentage of customers dropped compared to the total participants requested to provide verification in that month.

Note: 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 Applications[1]**						
2	**SDG&E**						
3	**April 2020**						
4		**Provided**	**Received**	**Approved**	**Denied**	**Pending/Never Completed**	**Duplicates**
5	Total (Y-T-D)	1,985	64,258	28,470	8,984	1,178	25,626
6	Percentage		100%	44%	14%	2%	40%
7							
8	[1] Includes sub-metered.						
9	Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.						
10							

CARE Table 5 - Enrollment by County
SDG&E
April 2020

County	Estimated Eligible Households			Total Households Enrolled			Penetration Rate		
	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
Orange	14,908	0	14,908	13,325	0	13,325	89%	NA	89%
San Diego	281,284	6,053	287,337	292,969	6,684	299,653	104%	110%	104%
Total	**296,192**	**6,053**	**302,245**	**306,294**	**6,684**	**312,978**	**103%**	**110%**	**104%**

1 As reflected in filing A.14-11-007, et al., Annual CARE Eligibility Estimates filed February 12, 2020.

[2] Total Households Enrolled includes submeter tenants.

[3] No Rural eligible population exists in Orange County in SDG&E territory, therefore penetration for Orange County Rural is not applicable.

Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

CARE Table 6 - Recertification Results
SDG&E
April 2020

Month	Total CARE Households	Households Requested to Recertify[1]	% of Households Total (C/B)	Households Recertified[2]	Households De-enrolled[3]	Recertification Rate % [4] (E/C)	% of Total Households De-enrolled (F/B)
January	300,720	5,863	1.9%	2,075	169	35.4%	0.1%
February	304,473	5,533	1.8%	1,122	35	20.3%	0.0%
March	310,481	5,147	1.7%	299	1	5.8%	0.0%
April	312,978	603	0.2%	0	0	0.0%	0.0%
May							
June							
July							
August							
September							
October							
November							
December							
YTD	**312,978**	**17,146**	**5.5%**	**3,496**	**205**	**20.4%**	**0.1%**

1 As reflected in filing A.14-11-007, et al., Annual CARE Eligibility Estimates filed February 12, 2020.

[2] Data represents total residential electric customers.

[3] Includes customers who did not respond or who requested to be de-enrolled.

[4] Percentage of customers recertified compared to the total participants requested to recertify in that month.

Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may

	A	B	C	D	E	F	G
1	**CARE Table 7 - Capitation Contractors[1]**						
2	**SDG&E**						
3	**April 2020**						
4	**Contractor**	**Contractor Type (Check one or more if applicable)**				**Total Enrollments**	
5							
6		**Private**	**CBO**	**WMDVBE**	**LIHEAP**	**Current Month**	**Year-to-Date**
7	211 SAN DIEGO		X			98	583
8	211 ORANGE COUNTY		X			-	-
9	ALLIANCE FOR AFRICAN ASSISTANCE		X			-	-
10	AMERICAN RED CROSS WIC OFFICES		X	X		-	3
11	CATHOLIC CHARITIES		X			-	-
12	CHULA VISTA COMMUNITY COLLABORATIVE		X			-	4
13	COMMUNITY RESOURCE CENTER		X			-	6
14	HEARTS AND HANDS WORKING TOGETHER		X			-	-
15	HOME START		X			-	-
16	HORN OF AFRICA		X			-	-
17	INTERFAITH COMMUNITY SERVICES		X			-	-
18	LA MAESTRA FAMILY CLINIC		X		X	-	0
19	MAAC PROJECT		X			2	13
20	NEIGHBORHOOD HEALTH CARE	X				-	2
21	NORTH COUNTY HEALTH SERVICES		X			-	3
22	SAN DIEGO STATE UNIVERSITY WIC OFFICES		X			-	2
23	SAN YSIDRO HEALTH CENTERS		X			-	7
24	SCRIPPS HEALTH WIC		X			-	1
25	UNION OF PAN ASIAN COMMUNITIES SAN DIEGO(UPAC)		X			-	-
26	VISTA COMMUNITY CLINIC		X			-	-
27	**Total Enrollments**					**100**	624
28							
29	[1] All capitation contractors with current contracts are listed regardless of whether they have signed up customers or submitted invoices this year.						
30	Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.						
31							
32							
33							

	A	B	C	D	E	F	G	H	I
1	**CARE Table 8 - Households as of Month-End**								
2	**SDG&E**								
3	**April 2020**								
4	**Month**	**Gas and Electric**	**Gas Only**	**Electric Only**	**Total**	**Eligible Households[1]**	**Penetration**	**% Change**	**Total Residential Accounts[2]**
5	January	189,826	0	113,591	303,417	302,245	100%	0.2%	1,346,953
6	February	190,496	0	113,977	304,473	302,245	101%	0.2%	1,348,845
7	March	194,607	0	115,874	310,481	302,245	103%	0.2%	1,350,562
8	April	196,453	0	116,525	312,978	302,245	104%	0.2%	1,351,487
9	May								
10	June								
11	July								
12	August								
13	September								
14	October								
15	November								
16	December								
17	**YTD**	**196,453**	**N/A**	**116,525**	**312,978**	**302,245**	**104%**	**0.2%**	**1,351,487**
18									
19	1 As reflected in filing A.14-11-007, et al., Annual CARE Eligibility Estimates filed February 12, 2020.								
20	[2] Data represents total residential electric customers.								
21									
22	**Note**: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.								
23									
24									

CARE Program Table 9 - Expenditures for Pilots/CHANGES Program[1]
SDG&E
April 2020

2019	Authorized 2019 Budget	Current Month Expenses	Expenses Since Jan. 1, 2019	% of 2019 Budget Expensed
	Total	Total	Total	Total
CHANGES Program	$ 267,733	$ 21,875	$ 92,155	34%
Total	**$ 267,733**	**$ 21,875**	**$ 92,155**	**34%**

1. Decision 15-12-047 transitioned CHANGES pilot to CHANGES program and funding for the effort is captured herein.

NOTE: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

CARE Table 10 CHANGES One-On-One Customer Assistance Sessions San Diego Gas & Electric	
Reporting Period March 2020[1]	
No. of attendees at education sessions	**99**
Disputes	
Add Level Pay Plan	0
Assisted with CARE Re-Certification/Audit	0
Changed 3rd party Company/Gas Aggregation	0
Changed 3rd Party Electricity Aggregation	0
Enroll in Energy Assistance Programs	4
High Energy CARE User	2
Medical Baseline Application	0
Payment Extension	0
Payment Plan	0
Request Bill Adjustment	2
Request Customer Service Visit	0
Request Meter Service or Testing	2
Schedule Energy Audit	0
Solar	2
Stop Disconnection	0
Time of Use	0
Wildfire Related Issue	0
Total disputes [3]	**12**

Needs Assistance	
Add/Remove Level Pay Plan	0
CARE Enrollment	0
Assisted with CARE Re-Certification/Audit	0
Assisted with Changes to Account	0
Energy Efficiency Tool	0
Assisted High Energy User with CARE Doc Submission	0
Assisted with Reconnection	0
Billing Language Changed	0
Consumer Education Only	0
Electricity Aggregation	0
Energy Allerts	0
Enrolled in Demand Response Programs	0
ESAP	0
HEAP/LiHEAP	1
Medical Baseline	0
Neighbor to Neighbor	11
REACH	0
Reported Safety Problem	0
Reported Scam	0
Set Up 3rd Party Notification	0
Set Up New Account	0
Payment Extension	2
Payment Plan	1
Wildfire Related Issue	0
Total Needs Assistance [2]	**15**

Education: Education sessions were held in a mix of one on one, and group sessions. Education materials are available as fact sheets on the CPUC Website: http://consumers.cpuc.ca.gov/team_and_changes/

Disputes & Needs Assistance -Support was provided in the following languages: English, French, Somali, Spanish

[1] There is a one-month lag behind the current reporting month. The data for April 2020 will be reported once received.

[2] Contractor is in the process of validating the total. If there is a discrepancy in the numbers reported, the numbers will be corrected in the May 2020 report.

[3] Per CHANGES Vendor: The total number of services may exceed the total number of cases because some cases will include more than one service provided.

* Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

CARE Table 11 CHANGES Group Customer Assistance Sessions

SDG&E

March 2020 [1,2]

Date[3]	Session Language	Description of Service Provided (e.g. utility bill assistance, utility bill dispute resolution, and other energy related issues)	Session Logistics			
			# of Sessions	Length (Hours)[4]	Number of Attendees	Description of Information / Literature Provided
N/A	Spanish	Avoiding Disconnection	1	N/A	50	CHANGES Ed Handout
N/A	ASL	Energy Conservation	1	N/A	9	CHANGES Ed Handout
N/A	Spanish	High Energy Use	1	N/A	40	CHANGES Ed Handout
Month Total			3		99	
Year-to-Date			360		1722	

[1] This table was provided by CHANGES contractor, Self Help for the Elderly, via CSID. This table was edited and reformatted from its original version in order to have a more consistent appearance and format with existing SDG&E tables.

[2] As of August 1st, 2019, CHANGES one-on-one data reports have moved from quarterly to monthly for the program year. The data for April 2020 will be reported once received.

[3] Date of the workshops not available.

[4] Contractor states all sessions last at least 30 minutes.

Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

Appendix B
Assistance Presentation

UPDATE ON SDG&E EFFORTS TO PROMOTE COVID-19 EMERGENCY RELIEF AND BILL PAYMENT ASSISTANCE PROGRAMS

MAY 6, 2020

COMPILED BY

SAN DIEGO GAS & ELECTRIC

SUMMARY

In recent weeks, SDG&E has further intensified its marketing, communications and outreach efforts to raise awareness of COVID-19 emergency relief and bill payment assistance programs. The latest phase of our advertising campaign covers not just CARE, FERA and Medical Baseline, but also the federally funded Low-Income Home Energy Assistance Program (LIHEAP).

SDG&E has gone above and beyond conventional tactics/channels to get the word out to customers. Below are some examples of the innovative approaches we are taking:

- We provided the San Diego Food Bank with 20,000 postcards highlighting bill assistance programs. The post cards are getting stuffed into boxes of food the nonprofit distributes to families in need.
- Our social media team has gone beyond Twitter, Facebook, Instagram and LinkedIn to share information. We are now using Nextdoor to reach an even wider audience.
- Our advertising campaign leverages streaming radio and TV, which combined will provide 10 million impressions.
- We collaborated with 211sandiego.com to highlight utility assistance programs on its homepage and in the menu for its phone line (specifically, its interactive voice response system).

Below are some high-level metrics demonstrating the effectiveness of our efforts:

- In April 2020, sdge.com/CARE had 73,000 pageviews, which is a 94.9 percent increase over March 2020. It's the most traffic this page has seen in the past 18 months.
- Social media mentions of CARE increased from 56 in March to 232 in April.
- E Source recently recognized SDG&E for posting one of the top 5 COVID-related social media posts out of more than 150 by our utility industry peers. Specifically, E Source singled out SDG&E for a Facebook post informing customers about help available to them by highlighting CARE, FERA and LIHEAP. (**view post here**)
- SDG&E employees have presented information at more than 20 webinars and virtual meetings.

Finally, SDG&E recently formed an internal Economic Recovery Team to conduct proactive outreach to small and medium business customers most severely impacted by the COVID-19 pandemic, including those in the lodging and restaurant sectors. The team started an outbound calling campaign the week of May 4 to make sure these customers are aware of the emergency relief measures we have adopted (such as suspension of late payment fees, disconnection moratorium, etc.). As part of the campaign, the team also helps point businesses to resources and information that can help them weather the COVID economic crisis, such as loan programs available under the CARES Act.

MARKETING MATERIALS

DIGITAL OUTDOOR BOARD

DIGITAL OUTDOOR BOARD

We leveraged a no-cost digital outdoor board (13' x 46') located at a local mall to promote bill discount programs. There are two versions of the creative that are in equal (50/50) rotation. One directs customers to **sdge.com/assistance** where they can learn more about our assistance programs. The other directs customers to **211 San Diego** where they can learn more about the LIHEAP program. This digital board faces north and south and receives approximately **139,353** daily impressions on the northbound side and **97,379** daily impressions on the southbound side.

MARKETING MATERIALS

FOOD BANK ASSISTANCE PROGRAM INSERT

On April 29, SDG&E provided 20,000 large postcard inserts to the San Diego Food Bank. This month, the nonprofit is placing the insert in boxes of food it distributes to those in need. The insert provides information on our assistance programs and the LIHEAP program in both English and Spanish.

Having trouble paying your energy bill?

SDG&E® is here to help.

SDGE
A Sempra Energy utility

Even if you've never received help before, or are currently receiving unemployment benefits, you may be eligible for financial assistance to pay your energy bill.

The Low-Income Home Energy Assistance Program (LIHEAP) is a tax-free program offered by the federal government that provides one-time bill payments of up to $1,000. Visit ***211SanDiego.org*** to find out more.

Energy bill discounts are also available through SDG&E's CARE and FERA programs, based on your household income as of today. And, if you have a qualifying medical condition, the Medical Baseline program can provide more bill relief.

Visit ***sdge.com/assistance*** to learn more about these programs.

If you simply need more time to pay your energy bill, please let us know by calling SDG&E's Customer Care Center at **1-800-411-7343** to set up payment arrangements. Help is here for you.

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S2010011 0420

¿Esta batallando para pagar su factura de energía?

SDG&E® está aquí para ayudar.

SDGE
A Sempra Energy utility

Aún si nunca ha recibido ayuda o está recibiendo actualmente beneficios de desempleo, usted puede ser elegible para asistencia financiera para pagar su factura de energía.

El Programa de Asistencia de Energía para Hogares de Bajos Ingresos (LIHEAP, por sus siglas en inglés) es un programa libre de impuestos ofrecido por el gobierno federal que proporciona pagos únicos de facturas de hasta $1,000 dólares. Visite ***211SanDiego.org*** para más información.

Descuentos en la factura de energía también están disponibles a través de los programas CARE y FERA de SDG&E, con base en los ingresos de su hogar a partir de hoy. Y, si usted tiene una condición médica que cumple con los requisitos, el programa Medical Baseline puede proporcionar más alivio a su bolsillo.

Visite ***sdge.com/asistencia*** para más información sobre estos programas.

Si simplemente necesita más tiempo para pagar su factura de energía, por favor háganoslo saber llamando al Centro de Atención al Cliente de SDG&E al **1-800-411-7343** para establecer arreglos de pago. Le ayudamos con gusto.

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S2010011 0420

MARKETING MATERIALS

CUSTOMER ASSISTANCE – LIHEAP TV SPOT

ENGLISH

https://vimeo.com/413792214/db0995442d

SPANISH

https://vimeo.com/415253178/4d305aa8ef

CUSTOMER ASSISTANCE – LIHEAP TV SPOT

On May 4, SDG&E began running an updated TV spot with a new voiceover to help promote both our customer assistance programs and LIHEAP. The spot will run on general market TV for two weeks from May 4 through May 26. It will then run on streaming TV from May 27 until the end of October with over **5 million impressions.**

MARKETING MATERIALS

CUSTOMER ASSISTANCE – LIHEAP STREAMING RADIO SPOT

CUSTOMER ASSISTANCE – LIHEAP STREAMING RADIO SPOT

In addition to the TV spot, we will also be running :30 second spots in English and Spanish on streaming radio. The spots will run May and June on streaming services such as iHeart Radio, Pandora and Spotify for a total of **5 million impressions.**

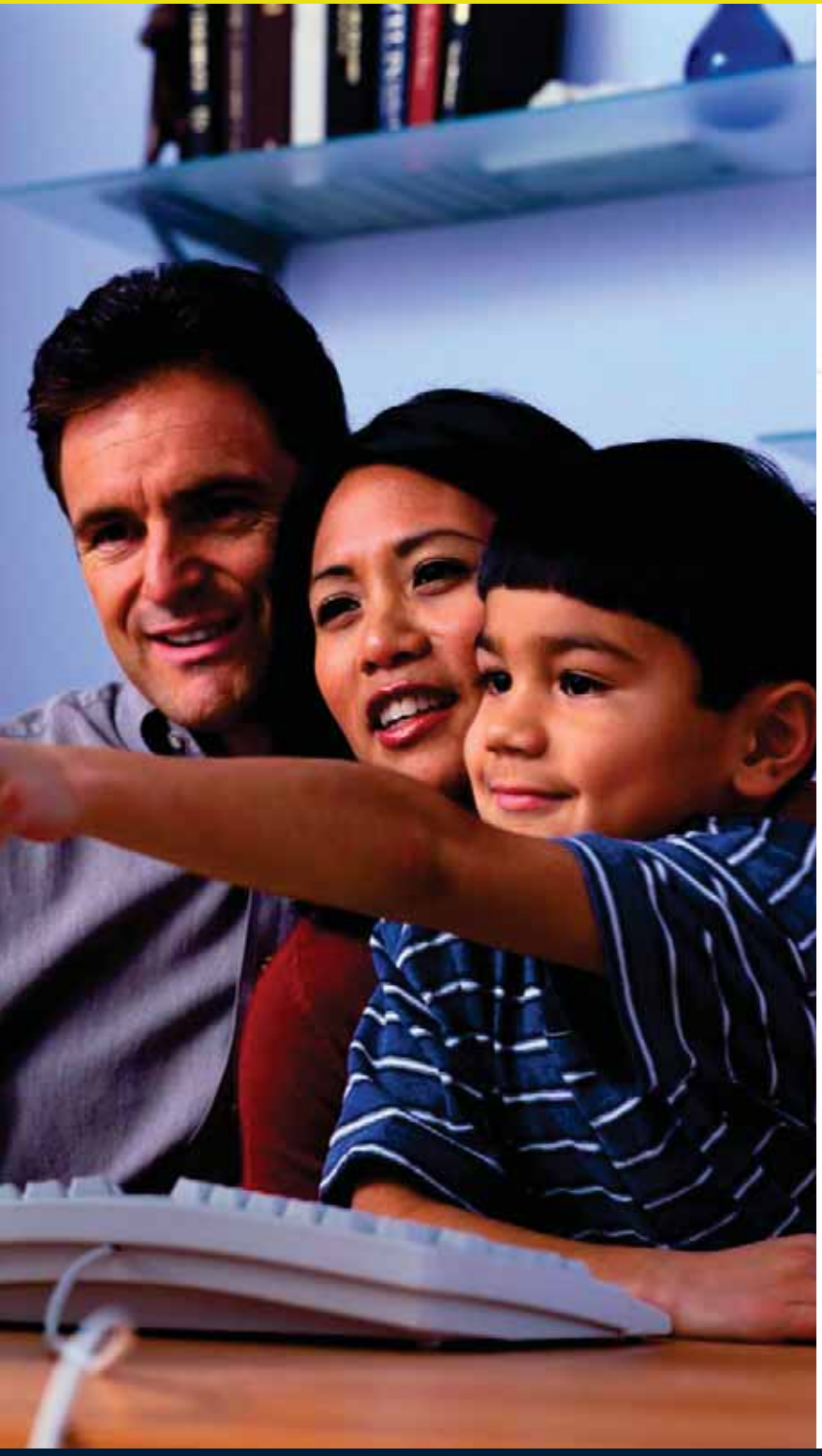
MARKETING MATERIALS

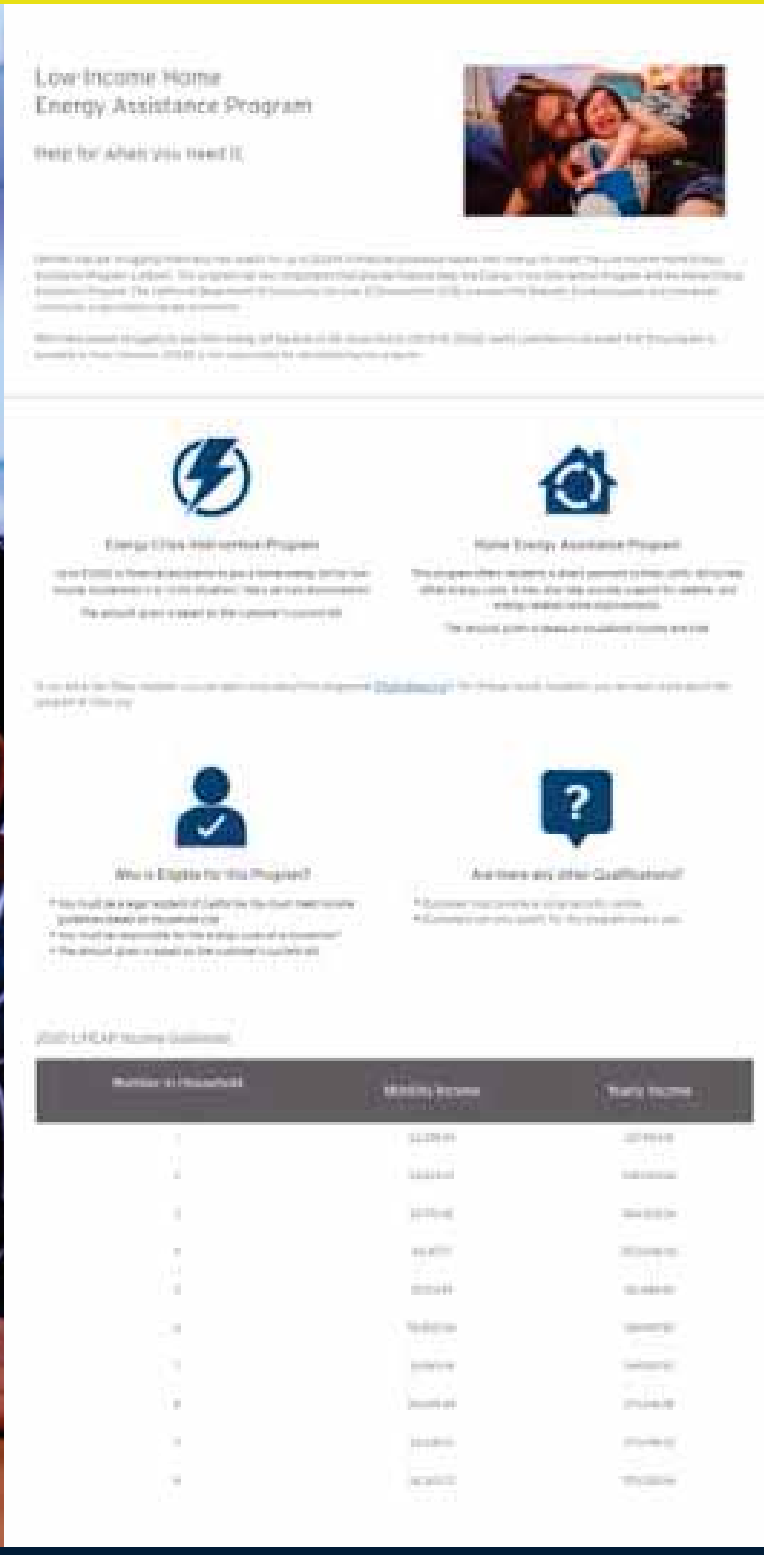
WEB PAGE UPDATES

We continue to make updates to our website to provide the most up-to-date and relevant information to our customers. **sdge.com/assistance** has been redesigned to make it more visually appealing as well as easier to navigate on mobile devices. Two new webpages have been created: one on LIHEAP and another on resources for businesses needing financial help and other support because of COVID.

MARKETING MATERIALS

WEB PAGE UPDATES - LIHEAP LANDING PAGE





MARKETING MATERIALS

WEB PAGE UPDATES

SOCIAL MEDIA & CONTENT STRATEGY

SDG&E's social media team has supersized our social media efforts to raise awareness of bill assistance programs. These posts were done in both English and Spanish and have drawn a few hundred thousand impressions.

SOCIAL MEDIA & CONTENT STRATEGY

POST #1
"NEED HELP PAYING YOUR BILL?" - ENGLISH/SPANISH

CAPTION

We understand that the COVID-19 pandemic has caused a lot of uncertainly and we want to help. Have you filed for unemployment? You may qualify for bill discounts or direct payments to your utility bill. Apply today for CARE or FERA at **sdge.com/assistance** or apply for LIHEAP by visiting **211sandiego.org**. We remain committed to helping you during these difficult times. **#PoweringThruTogether**

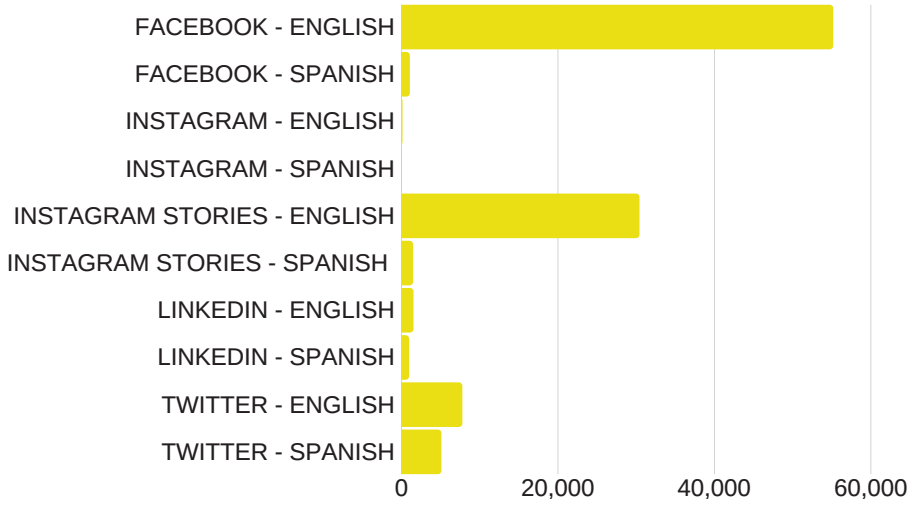
Entendemos que la pandemia de COVID-19 ha causado mucha incertidumbre y queremos ayudar. ¿Has solicitado desempleo? Puede calificar para descuentos en las factura o pagos directos a su factura. Solicite hoy para el programa CARE o FERA en **sdge.com/asistencia** o solicite LIHEAP visitando **211sandiego.org**. Seguimos comprometidos a ayudarle durante estos tiempos difíciles. **#PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

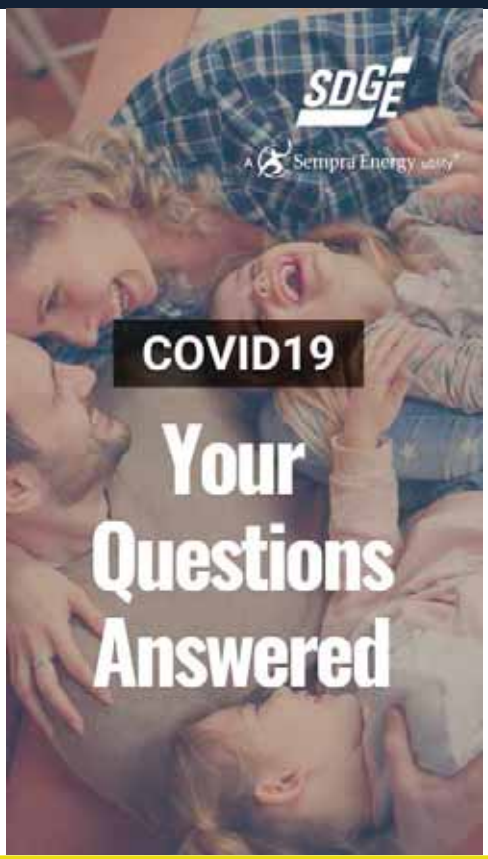
METRICS

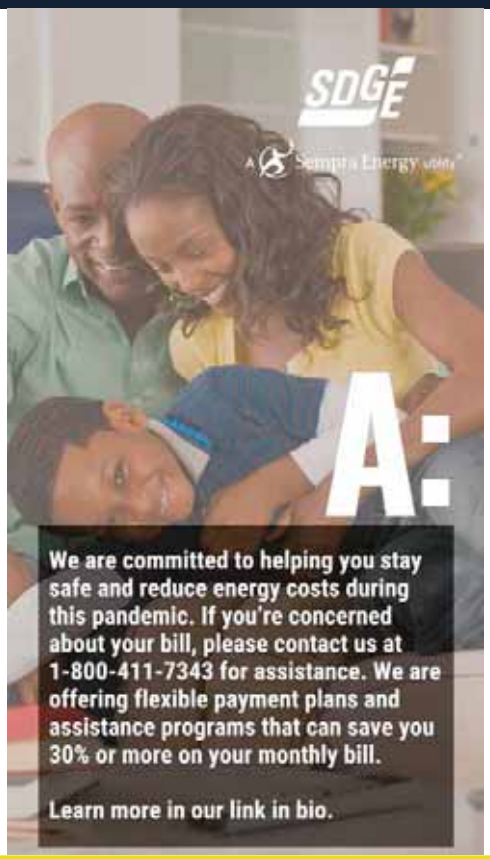
Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #2
"YOUR QUESTIONS ANSWERED" - ENGLISH





CAPTION

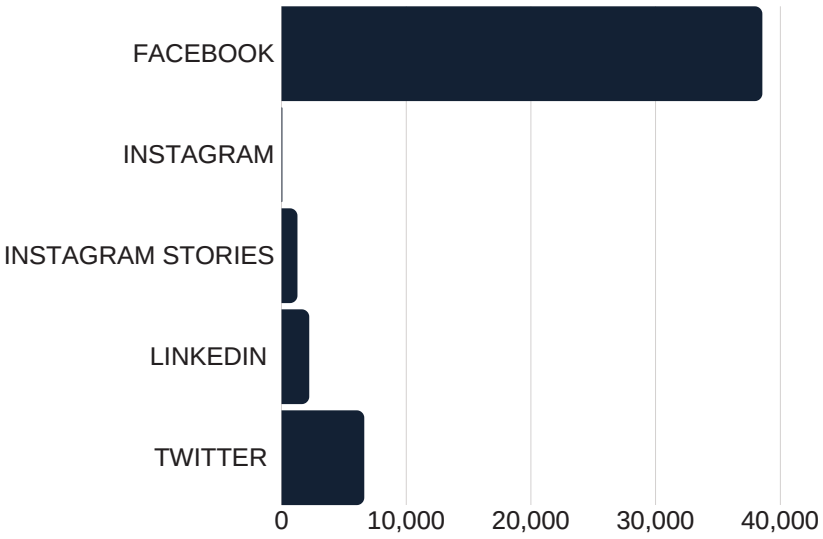
We hear you and want to provide answers to all your questions. Check out our web page dedicated to our COVID-19 response for additional questions and answers at **sdge.com/coronavirus**. We assure you that we are continually looking for ways to support our community further. **#PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

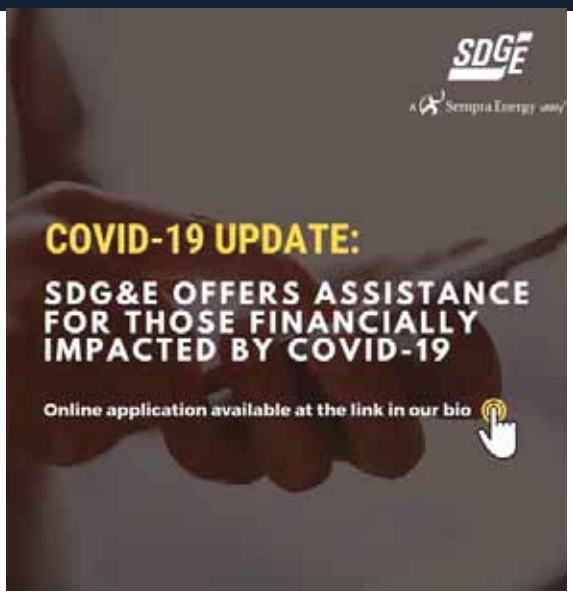
METRICS

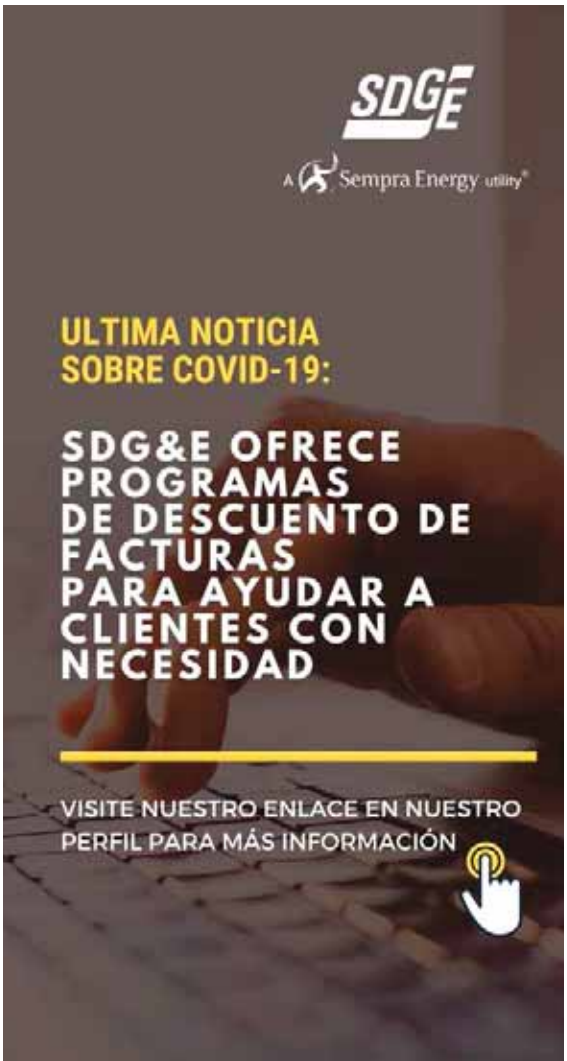
Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #3
"SDG&E OFFERS ASSISTANCE FOR THOSE FINANCIALLY IMPACTED BY COVID-19" - ENGLISH/SPANISH





CAPTION

We remain committed to helping you and your family through the COVID-19 pandemic. We understand many of our customers have been put in a difficult financial situation. If you've been financially impacted, you may be eligible for discounts of 30% or more on your monthly energy bill. To learn more and apply online visit **http://ow.ly/D5Yk50z9eDz #PoweringThruTogether**

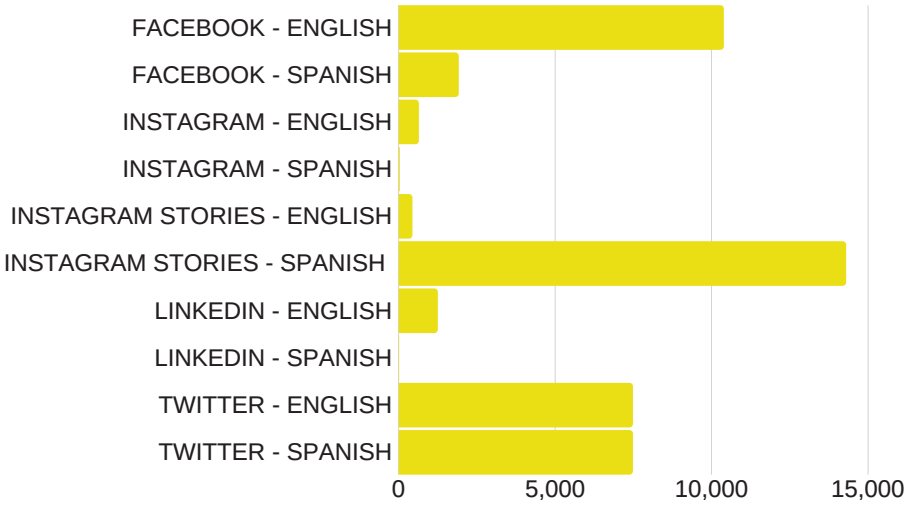
Seguimos comprometidos a ayudar a usted y a su familia durante la pandemia de COVID-19. Entendemos que COVID-19 ha puesto a muchos de nuestros clientes en una situación financiera difícil. Si ha sufrido un impacto financiero, puede ser elegible para descuentos del 30% o más en su factura mensual de energía. Para obtener más información y solicitar un aplicación visite **http://ow.ly/jFqB50z9eXU #PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

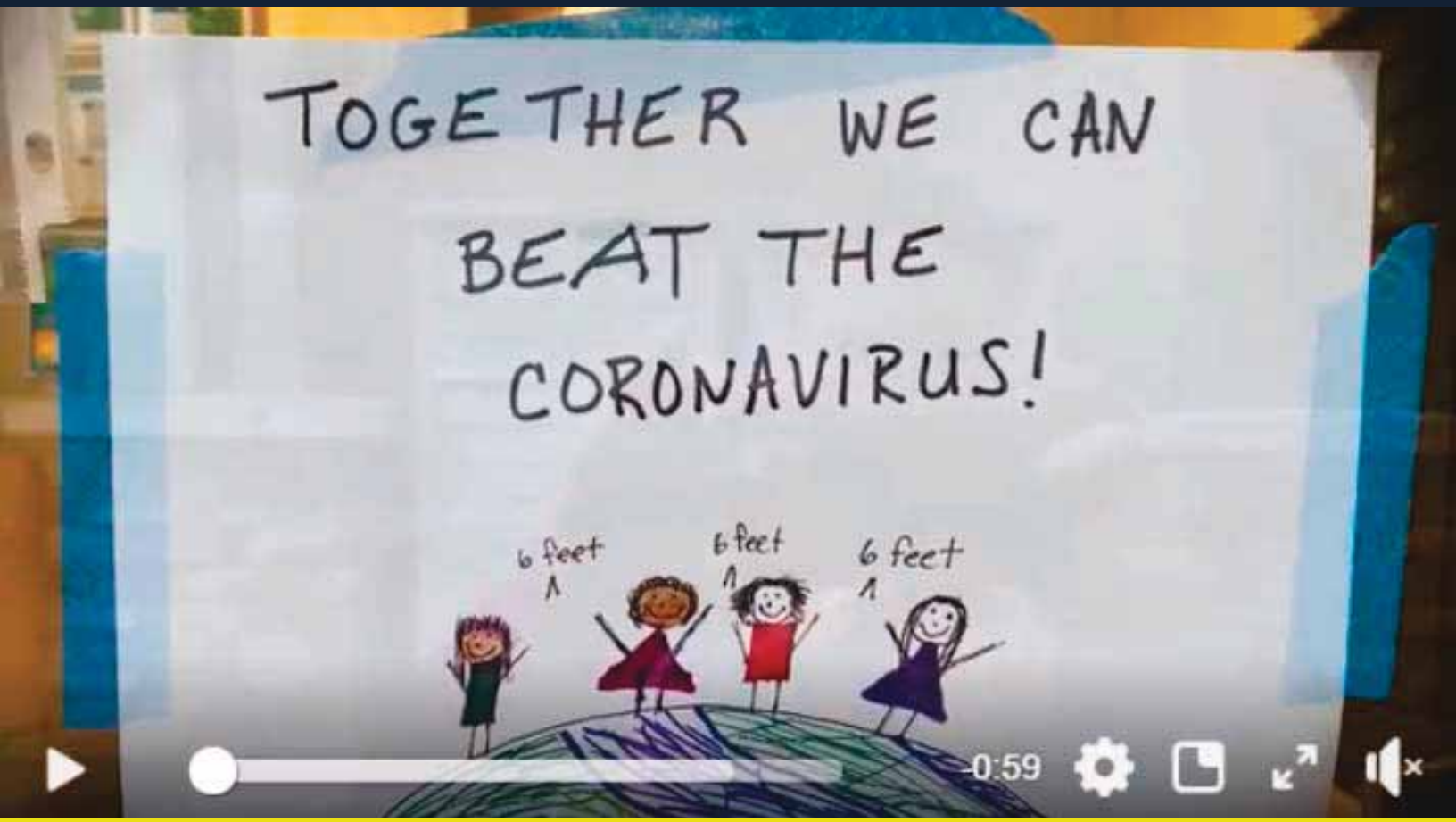
METRICS

Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #4
VIDEO: "TOGETHER WE CAN BEAT THE CORONAVIRUS" - ENGLISH



CAPTION

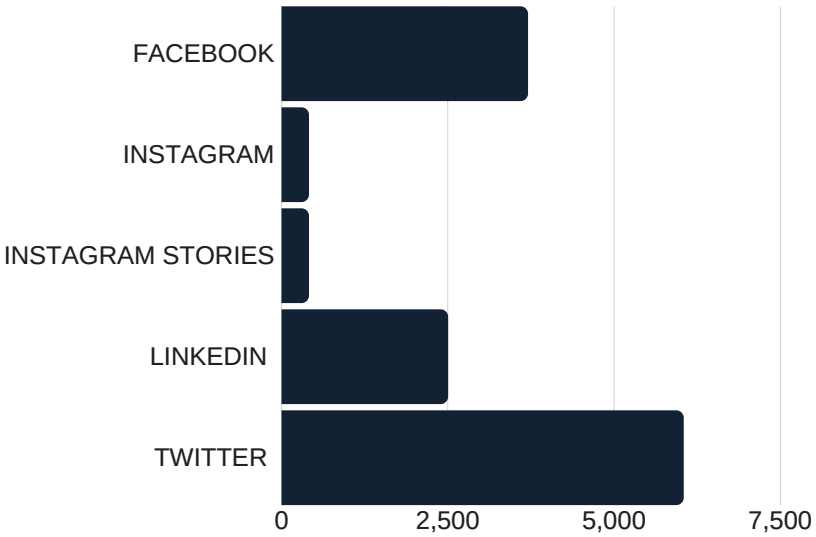
We're committed to helping customers stay safe and reduce energy costs during the COVID-19 pandemic. The last thing we want our customers to worry about is whether they can afford to pay their bill. Learn more about how we're assisting our customers during these challenging times. **#PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

METRICS

Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #5
"HELPING YOU AND YOUR FAMILY THROUGH NEW ROUTINES AND CHALLENGES DUE TO COVID-19" - ENGLISH

CAPTION

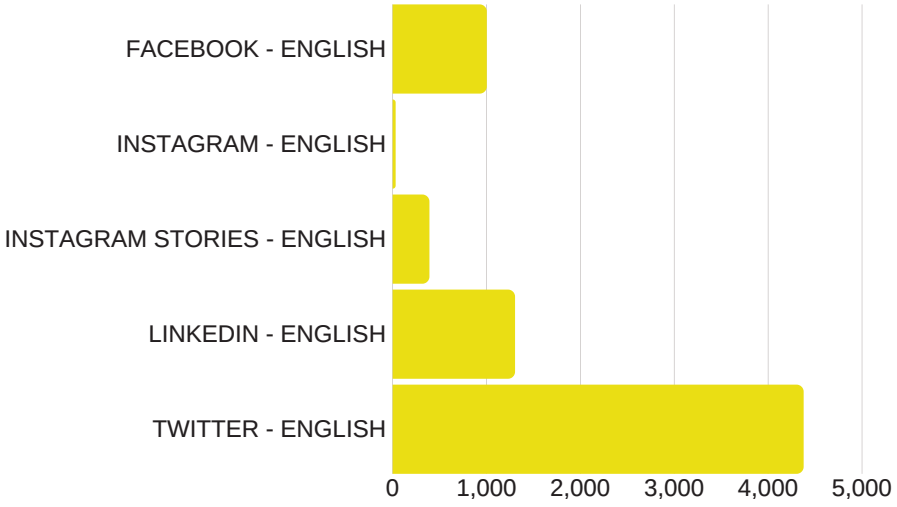
As we enter another weekend in this new world, we wanted to express our heartfelt commitment to helping you and your loved ones during the COVID-19 pandemic. Please visit **http://ow.ly/u2oL50zbnyW** for resources, assistance options, discounts and much more. We are here for you.

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

METRICS

Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #6
"SDG&E OFFERS ASSISTANCE FOR THOSE FINANCIALLY IMPACTED BY COVID-19" - ENGLISH/SPANISH

CAPTION

Our beautiful city is known to many as “Sunny San Diego.” Even in these difficult times, with empty beaches and cloudy skies, San Diegans embody the warmth of our city as we look out for one another. We’re all in this together. For information on our assistance programs offering utility bill discounts, our COVID-19 response, and additional resources for San Diegans needing assistance, visit **http://ow.ly/QmLk50zcREd. #PoweringThruTogether**

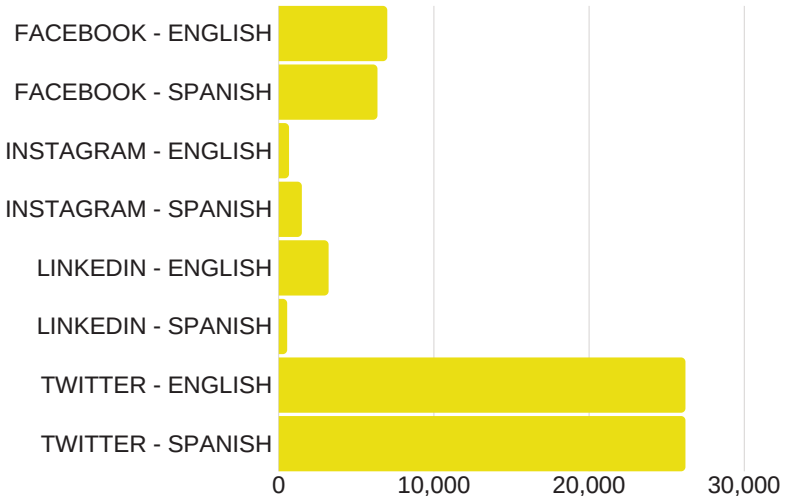
Nuestra hermosa ciudad es conocida por muchos como la "ciudad soleada". Aún en estos tiempos difíciles, con las playas vacías y el cielo nublado, los sandieguinos crean esa calidez de nuestra ciudad al ver por los demás, cuidándonos los unos a los otros. Estamos todos juntos en esto. Para obtener información sobre nuestros programas de asistencia que ofrecen descuentos en la factura de energía, nuestra respuesta al COVID-19 y recursos adicionales para los residentes de San Diego que necesiten asistencia, visite **http://ow.ly/1ReK50zd4FR. #PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

METRICS

Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #7
"YOUR QUESTIONS ANSWERED: SMALL BUSINESS" - ENGLISH

CAPTION

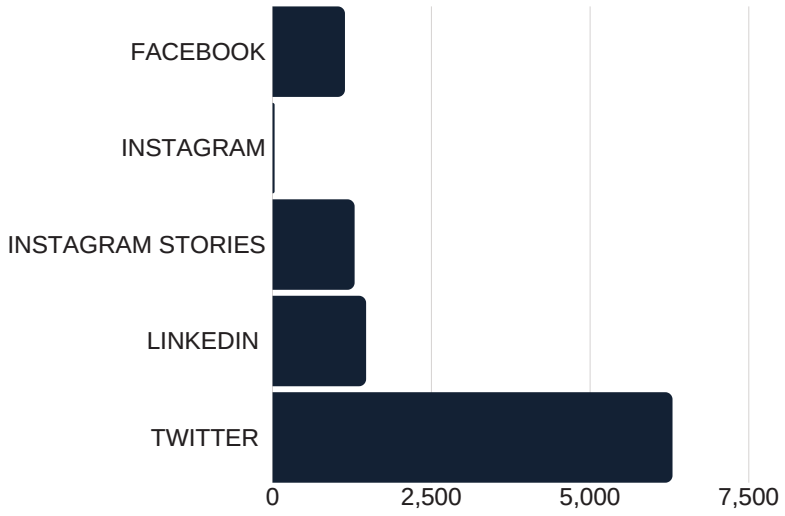
We hear you and want to provide answers to all your questions. Check out our web page dedicated to our COVID-19 response for additional questions and answers at **sdge.com/coronavirus**. We assure you that we are continually looking for ways to support our community further. **#PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

METRICS

Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #8
"CARE/FERA/LIHEAP/CA LIFELINE" - ENGLISH/SPANISH

CAPTION

Are you unsure if you qualify for our discount programs? If you've been impacted by lost wages due to COVID-19, you may qualify for a direct payment to your utility bill or bill discounts on your utility and phone bill. Apply today for a discount at **sdge.com/assistance**, apply for a direct payment to your bill by visiting **211sandiego.org** or dialing 2-1-1, and apply for California LifeLine at **CaliforniaLifeLine.com** or dial 1-866-272-0350. Together we will get through this. **#PoweringThruTogether**

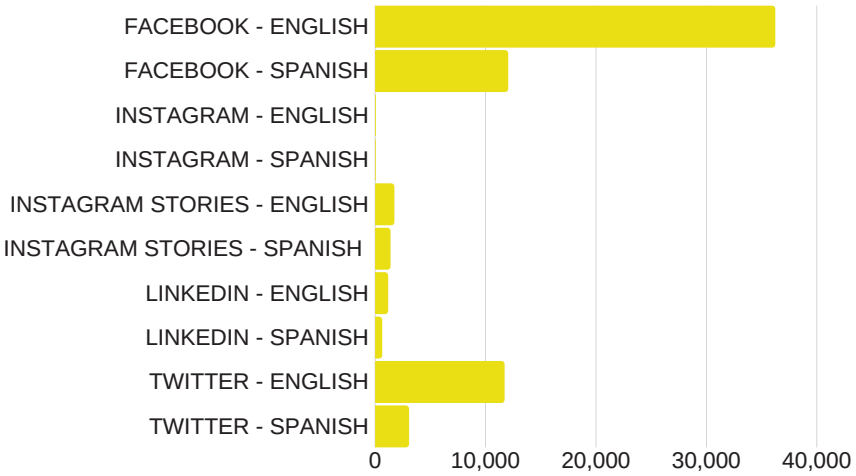
¿No está seguro si califica para nuestros programas de descuento? Si usted ha sufrido el impacto de los salarios perdidos debido a COVID-19, usted puede calificar para un pago directo a su cuenta de energía o descuentos en su factura de energía y la factura del teléfono. Para obtener más información y solicitar ayuda, visite **sdge.com/asistencia**. Juntos vamos a salir de esto. **#PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

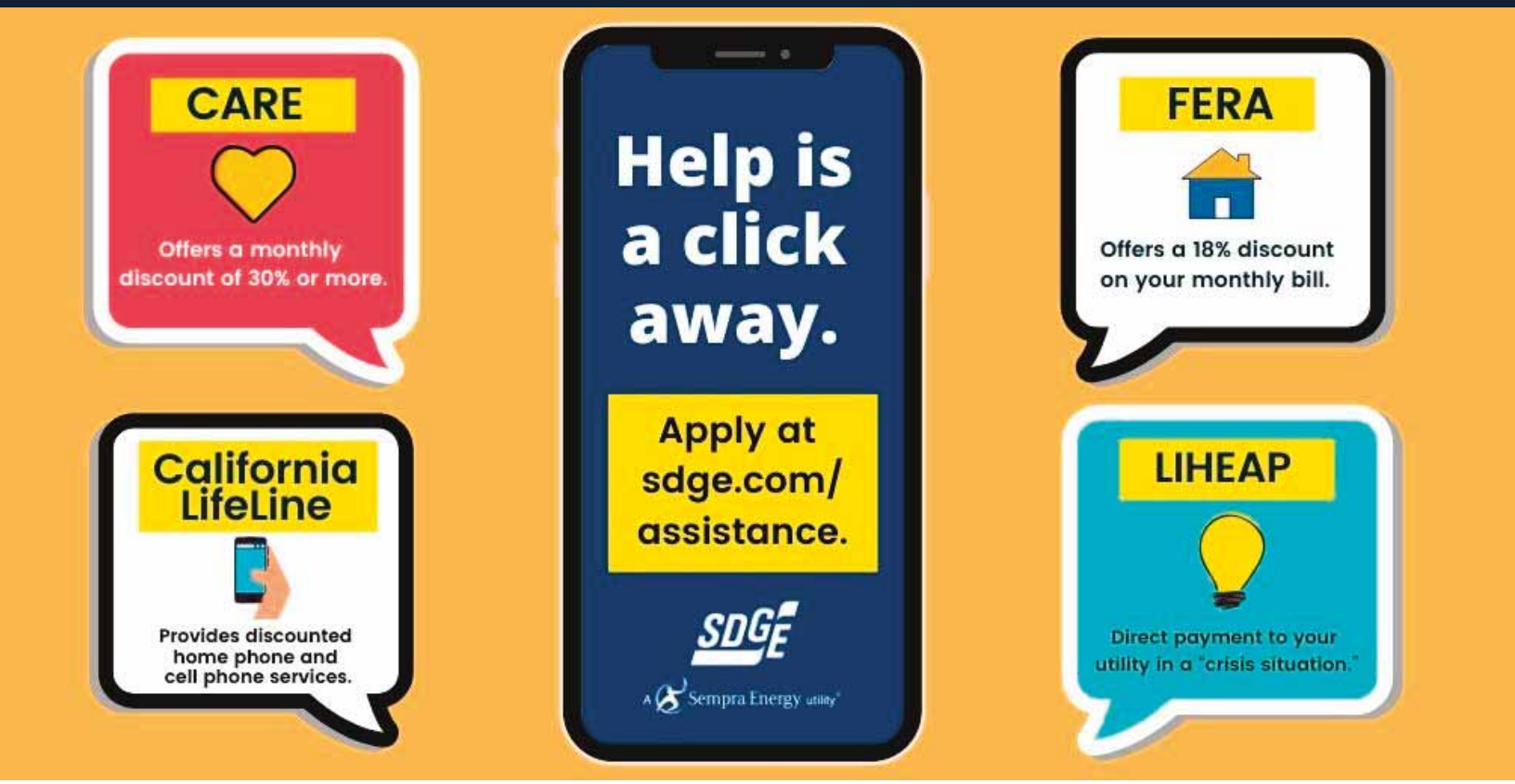
METRICS

Impressions include reach, comments, likes, and reactions



SOCIAL MEDIA & CONTENT STRATEGY

POST #9
"HELP IS A CLICK AWAY." - ENGLISH/SPANISH



CAPTION

Help is a click away. If you've been impacted by lost wages due to COVID-19, you may qualify for a direct payment to your utility bill or bill discounts on your utility and phone bill. For more information and to apply, visit **sdge.com/assistance**. Together we will get through this. **#PoweringThruTogether**

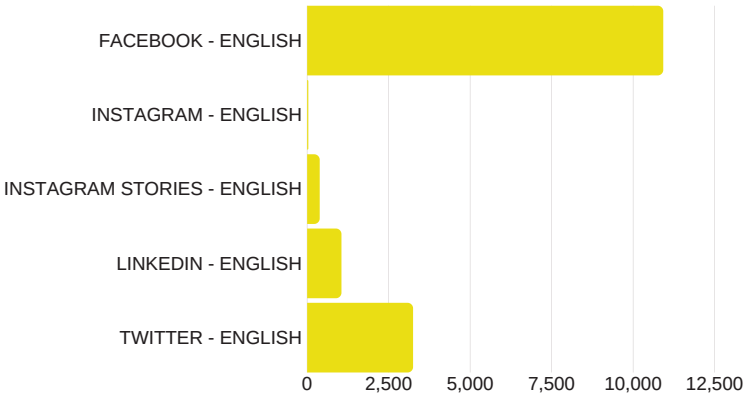
La ayuda está a un clic de distancia. Si se ha visto afectado por la pérdida de salarios debido a COVID-19, puede calificar para un pago directo a su factura de energía o descuentos en su factura de energía y teléfono. Para obtener más información y presentar una solicitud, visite **sdge.com/assistance**. Juntos lo superaremos. **#PoweringThruTogether**

PLATFORMS UTILIZED

Facebook, Instagram, Instagram Stories, LinkedIn, and Twitter.

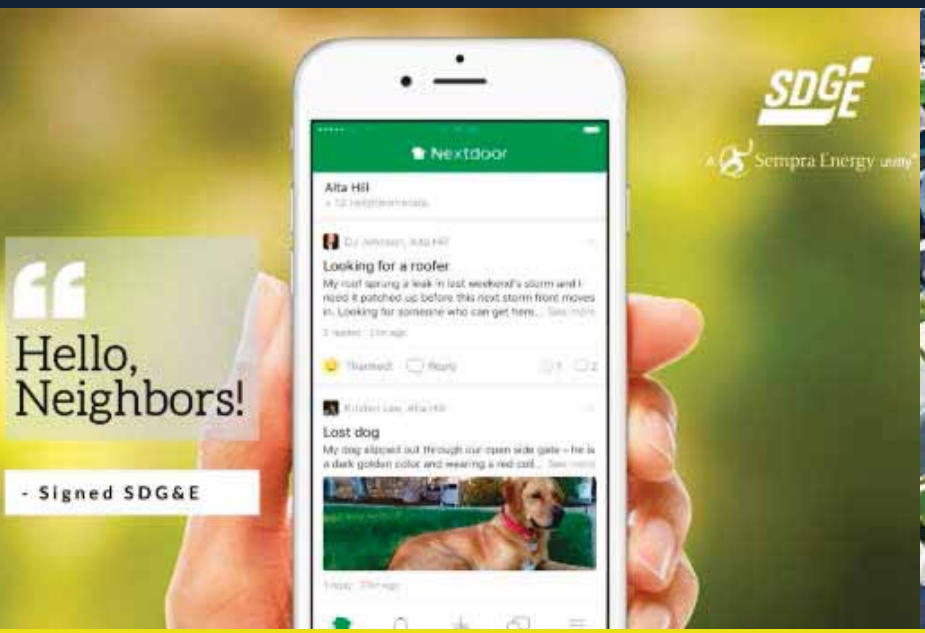
METRICS

Impressions include reach, comments, likes, and reactions. Spanish will run 5/11.



SOCIAL MEDIA & CONTENT STRATEGY

INAUGURAL NEXTDOOR POST - ENGLISH



CAPTION

Hi, neighbors!

The Communications Team at SDG&E would like to say hello and let you know how pleased we are to begin using Nextdoor to bring you community updates about power outages, infrastructure projects and events that might impact your daily lives.

Please be assured that as part of Nextdoor's Service Provider Platform, we are only able to engage with you within our own dedicated posts. We are not able to take part in your private Neighborhood posts, nor see what you and neighbors are discussing as a privacy measure.

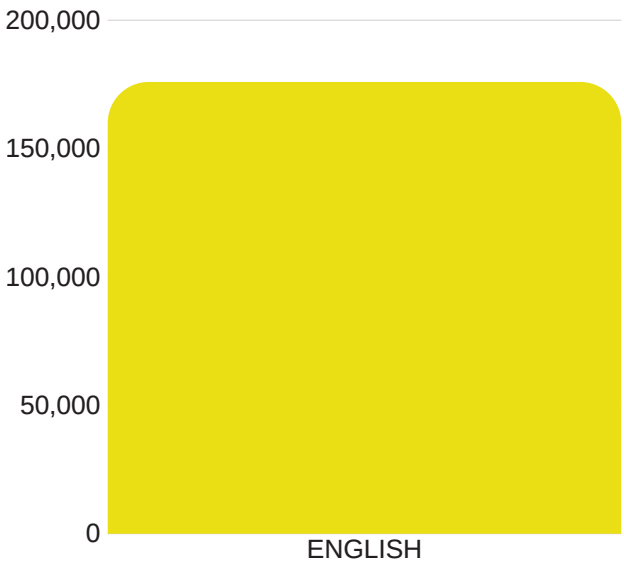
While we want you to be aware of relevant, community-focused information about your gas and electric service, we will not be monitoring Nextdoor 24/7. Please do not use Nextdoor to request emergency services. If you have an emergency, please call 911. If you have a customer service inquiry, please call us directly at 1.800.411.7343 so we can help.

We look forward to interacting with you here on Nextdoor!

-Communications Team, SDG&E

METRICS

Impressions include reactions



SOCIAL MEDIA & CONTENT STRATEGY

E SOURCE RECOGNITION

E Source

The top-performing COVID-19 social media posts

By Shelby Kuenzli

April 23, 2020

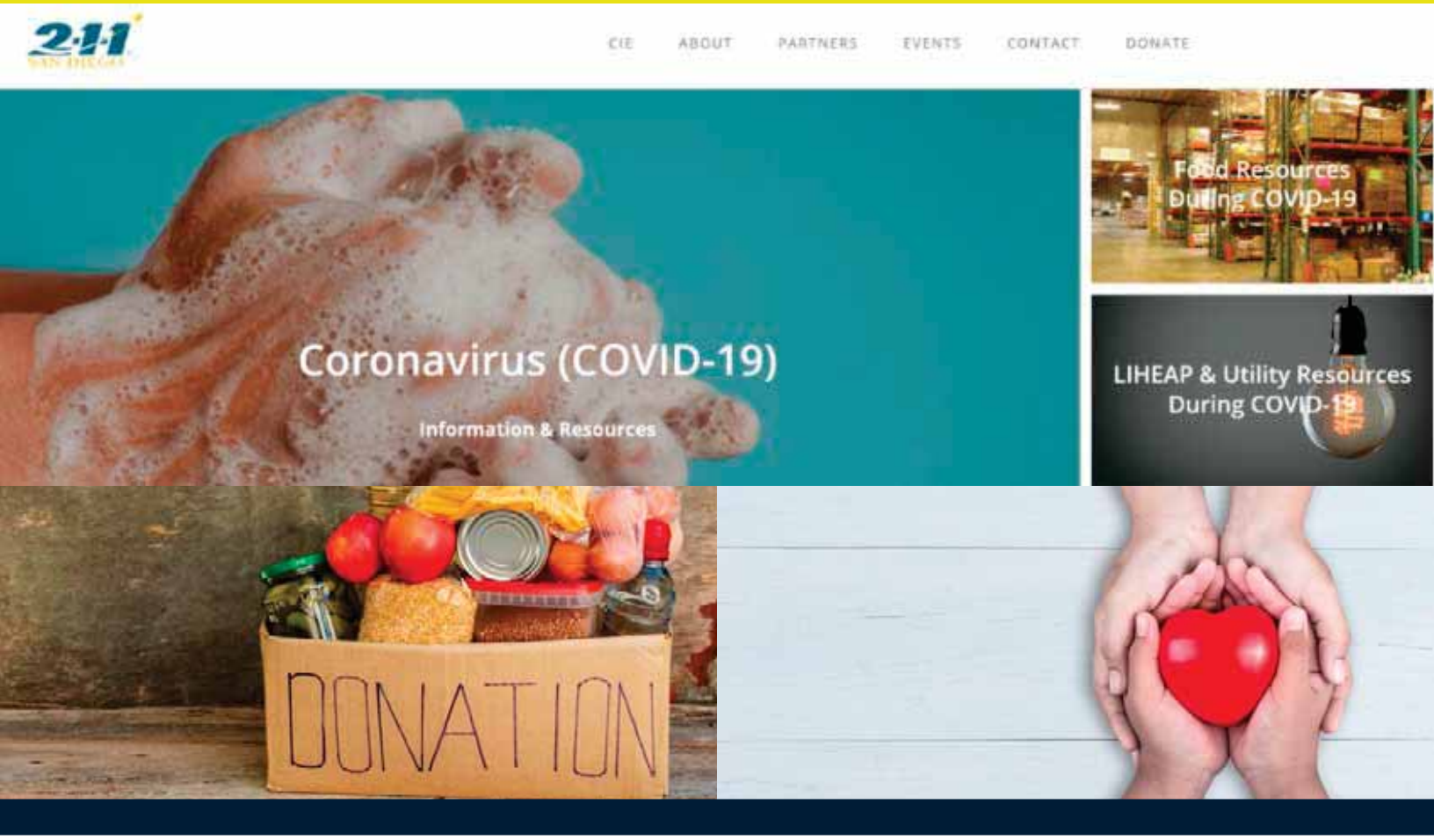
In this report, we share the top-performing COVID-19 social media posts from utilities. We also highlight the messages they're communicating and the engagement rates they're seeing. We reviewed over 150 utility social media accounts across the US and Canada for the purposes of this report. And we'll update this report weekly to keep you current on how other utilities are communicating about COVID-19 with their customers.

Utility	Social media channel	Type of post	Engagement total[a]	Engagement rate (%)[b]
Black Hills Energy	Facebook	Video	17,300	56.6
Southern California Edison	Instagram	Image and video carousel	2,830	16.6
Hydro Ottawa	Facebook	Image	876	10.4
SDG&E[c]	Facebook	Infographic	827	8.0
Southern California Gas Co.	Instagram	Video	323	7.7
Middle Tennessee Electric Membership Corp.	Instagram	Video	70	7.2

E SOURCE RECOGNITION

SDG&E was recognized for posting **one of the top 5** COVID-19 related social media posts **out of more than 150 utility industry peers** by E Source. In their weekly report, they highlight the top performing posts and also include the messages that utilities are focusing on and which performed the highest. We were recognized for taking to social media to inform our customers about how we can assist/help them during this pandemic by **highlighting CARE, FERA and LIHEAP**.

COMMUNITY OUTREACH



SDG&E continues to partner with our approximately 200 Energy Solutions Partners (i.e., community-based organizations) to amplify messages about bill assistance programs. These partners are provided with bi-weekly content to share via their social media channels, websites and newsletters. Recently, we provided our partners with extensive materials on COVID-19. The messaging covers topics such as how SDG&E is helping customers during COVID-19, the California Lifeline Program, the Low-Income Home Energy Assistance Program, and how to spot COVID-related scams.

Many of the partners continue to follow SDG&E on social media platforms, and SDG&E outreach advisors are increasing touchpoints through virtual meetings with the partners and presenting the material to customers through partner webinars.

To date, over 400 COVID-19 related messages have been shared. We have participated in 20 virtual partner meetings, and distributed information packets at six food distribution events.

MEDIA EFFORTS

SDG&E's media outreach to highlight bill assistance programs and emergency relief has resulted in a number of articles and TV segments:

Coronado Eagle & Journal
http://www.coronadonewsca.com/coronavirus/sdg-e-offers-bill-discount-programs/article_1b24f882-88b2-11ea-8b30-4792c0ff256b.html

Fallbrook/Bonsall News
https://www.villagenews.com/story/2020/04/23/news/sdgande-offers-bill-discount-programs-to-help-customers-in-need/60474.html

San Diego Metro Magazine
http://www.sandiegometro.com/2020/04/daily-business-report-april-9-2020/

Times of San Diego
https://timesofsandiego.com/business/2020/04/08/sdge-encourages-customers-to-apply-for-online-utility-bill-discounts/

San Diego Union-Tribune
https://www.sandiegouniontribune.com/business/energy-green/story/2020-04-12/amid-stay-at-home-orders-what-kind-of-financial-break-can-sdg-e-customers-get

KUSI
https://www.kusi.com/sdge-encourages-customers-to-apply-for-online-utility-bill-discounts-2/