

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

Applications of Pacific Gas and Electric Company for Approval of the 2009-2011 Energy Savings Assistance Program and California Alternate Rates for Energy Programs and Budget (U39M)	Application 08-05-022 (Filed May 15, 2008)
Application of San Diego Gas & Electric Company (U 902 M) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009 – 2011.	Application 08-05-024 (Filed May 15, 2008)
Application of Southern California Gas Company (U 904 G) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009 – 2011.	Application 08-05-025 (Filed May 15, 2008)
Application of Southern California Edison Company (U 338-E) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009, 2010 and 2011.	Application 08-05-026 (Filed May 15, 2008)

**MONTHLY REPORT OF SOUTHERN CALIFORNIA GAS COMPANY (U 904 G) ON
LOW-INCOME ASSISTANCE PROGRAMS FOR AUGUST 2011**

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September 21, 2011

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**MONTHLY REPORT OF SOUTHERN CALIFORNIA GAS COMPANY (U 904 G) ON
LOW-INCOME ASSISTANCE PROGRAMS FOR AUGUST 2011**

This is the eighth monthly report of program year (PY) 2011. The purpose of this report is to consolidate activity for the CARE Program and Energy Savings Assistance Program and provide the Energy Division with all the necessary information to assist in analyzing the low-income programs.

This report presents year-to-date Energy Savings Assistance Program and CARE results and expenditures through August 2011 for Southern California Gas Company (SoCalGas).

Respectfully Submitted

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**Southern California Gas Company
Energy Savings Assistance Program
And
California Alternate Rates for Energy (CARE)
Program Monthly Report**

LOW-INCOME ASSISTANCE PROGRAMS MONTHLY REPORT

TABLE OF CONTENTS

Title	Page
1. ENERGY SAVINGS ASSISTANCE PROGRAM EXECUTIVE SUMMARY	3
1.1. Energy Savings Assistance Program Overview	3
1.2. Whole Neighborhood Approach Evaluation.....	4
1.3. Energy Savings Assistance Program Customer Outreach and Enrollment Update.....	6
1.4. Leveraging Success Evaluation, Including CSD.....	9
1.5. Workforce Education & Training	9
2. CARE Executive Summary	12
2.1 CARE Program Summary.....	12
2.2. Outreach.....	12
2.3 CARE Recertification Complaints.....	15
3. Appendix: Energy Savings Assistance Program Tables and CARE Tables.....	15

ENERGY SAVINGS ASSISTANCE PROGRAM MONTHLY REPORT

1. Energy Savings Assistance Program Executive Summary

1.1. Energy Savings Assistance Program Overview

1.1.1. Provide a summary of the Energy Savings Assistance Program elements as approved in Decision (D.) 08-11-031:

Program Summary for Month			
	Authorized / Planning Assumptions	Actual to Date	%
Budget	\$78,256,269	\$55,872,242	71%
Homes Treated	145,874	92,833	64%
kWh Saved	N/A	N/A	N/A
kW Demand Reduced	N/A	N/A	N/A
Therms Saved	3,345,967	3,073,493	92%

During the month of August, SoCalGas and its Energy Savings Assistance Program contractor network continued to work diligently on managing the heightened workflow that the 2009-11 program cycle demands. As exhibited in the first eight months of 2011, SoCalGas and its Energy Savings Assistance Program contractors increased the number of homes treated, processed and paid in August 2011 by 34% as compared with the same 8 month period of 2010.

In August, SoCalGas processed and paid contractor invoices for 11,315 treated homes. SoCalGas also paid for the installation of weatherization measures in 11,227 homes. Energy Savings Assistance Program contractors serviced or replaced 756 appliances, which included 620 furnace repairs/replacements, 49 water heater replacements, and 76 high efficiency clothes washers.

Current efforts by SoCalGas and its Energy Savings Assistance Program contractor network have resulted in a total homes treated count that is 64% of the 2011 goal through August.

During August, SoCalGas reached the authorized funding levels for the Weatherization subcategory (See ESAP Table 1). The contributing factors to the overage in the weatherization budget include the unprecedented number of homes SoCalGas treated through August 2011 and includes measures such as weather-stripping and outlet gasket covers that were not funded in the LIEE Program budget authorized by D.08-11-031. Additionally, there has been an increase in install rates of certain measure mixes than previously anticipated.

SoCalGas will utilize unspent funds from 2009 and 2010 for the increased costs incurred for the Weatherization subcategory. SoCalGas' ability to utilize unspent funds from previous program years is in compliance with the rules set forth in D.08-11-031 and as modified by D.10-10-008.¹

1.2 Whole Neighborhood Approach Evaluation

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

In August, SoCalGas combined efforts to provide its Energy Savings Assistance Program contractor network with an additional 235 canvassing lists using the Whole Neighborhood Approach (WNA) strategy. SoCalGas continues to offer its contractors flexibility in the planning, timing and completion of their WNA efforts. This approach, in conjunction with SoCalGas oversight and guidance, allows contractors to customize their activities to meet the needs of each neighborhood as well as the needs of each customer. Contractors are asked to document all

¹ Section 20 and O.P. 85, as modified by D. 10-10-008

facets of each WNA effort such as: total number of completed homes; the number of customers who decline the program; successful canvassing and / or marketing efforts; and, any information that can help increase eligible customer enrollments. This detailed accounting serves to assist both the contractors and SoCalGas with future WNA activities. Additionally, smaller geographic focus of Zip+7 areas, coupled with tracking methods take into account the amount of time contractors spend working in an area and allow SoCalGas to better monitor the success of Energy Savings Assistance Program activities from a whole neighborhood perspective. The tracking methods include detailed instructions to contractors regarding data entry in the HEAT System², both pre- and post-canvassing, to ensure specific information is captured. This information will be used to help SoCalGas distinguish WNA efforts from routine canvassing and also capture the disposition of WNA leads that do not result in an enrollment, (i.e., “unable to contact,” and “customer refused”).

The canvassing lists generated in August were initiated in new Zip+7 areas, not previously targeted for WNA efforts (see table below for areas). Collectively, the canvassing lists identified an additional 63,833 customer addresses, of which 31,806 (50%) are potentially eligible based on Energy Savings Assistance Program income eligibility criteria. Additionally, based on SoCalGas data, 17,873 of the 63,833 (28%) addresses are in targeted self-certification PRIZM codes.³

Number of WNA Events per City	Contractor
Bell – 31; Santa Fe Springs – 4	ACS Group
Ontario – 12	EASE of California
Pixley – 5	Highland Energy Services

² The HEAT System is SoCalGas’ Energy Savings Assistance Program database used to track program activity and expenditures.

³ Prizm codes are an area set of customer segmentation data widely used for marketing purposes in the United States. The data consist of demographic clusters that categorize every U.S. household into a segment. These segments were developed in part from the analysis of U.S. census data and categorize U.S. consumers into 14 distinct groups and 66 segments. The segments help marketers tailor content to consumers’ needs and look at a variety of factors, including income, likes, dislikes, lifestyles and purchase behaviors.

Hanford – 35; Lancaster – 23	Proteus Inc.
North Hollywood – 3; Chino Hills – 10	Reliable Energy Management Co.
Banning – 3; El Centro – 4; Fontana – 1; Lake Elsinore – 1; Moreno Valley – 5; Wildomar – 1; Garden Grove – 1	Synergy Companies
Whittier – 13; La Mirada – 4; Norwalk – 3; Chino – 25; Fontana – 3; Rialto – 10; Laguna Niguel – 6	The East Los Angeles Community Union
Colton – 13; San Jacinto – 19	Tri-State Home Improvements Inc.

Through August, SoCalGas and its Energy Savings Assistance Program contractors treated 2,486 homes through WNA activities. SoCalGas continues to involve more Energy Savings Assistance Program contractors as well as external partners in the planning of future WNA events. For future reporting, SoCalGas will continue to monitor the resulting enrollments and measure installations completed through WNA efforts. In addition, SoCalGas is actively investigating marketing, outreach, and enrollment tactics as well as geographic and customer segmentation strategies that will help increase the number of households served by the Energy Savings Assistance Program.

1.3. Energy Savings Assistance Program Customer Outreach and Enrollment Update

1.3.1 Provide a summary of the Energy Savings Assistance Program outreach and enrollment strategies deployed this month.

Energy Savings Assistance Program Bill inserts/onserts

No bill insert/onsert campaigns were conducted during the month of August.

Energy Savings Assistance Program Direct Mailings

During the month of August, SoCalGas launched a direct mail campaign targeting eligible CARE residential customers in the counties of Imperial, Kern, Los Angeles, Orange, Riverside, San Luis Obispo, Tulare and Ventura. The letter was developed to include information about the Energy Savings Assistance

Program and directed customers to sign up for the program by visiting the SoCalGas website or calling a toll free telephone number. The campaign generated over 45,620 personalized letters in English and Spanish to existing CARE customers in the following zip codes: 92231; 93309; 93308; 91042; 91344; 91101; 91325; 91423; 91316; 91201; 91505; 92563; 92586; 92557; 93446; 92606; 92602; 92276; 92532; 92860; 92596; 93433; 93402; 93444; 93221; 93221; 93223; 93286; 93219 and 93015.

Energy Savings Assistance Program Outbound Dialing

As of result of a outbound dialing campaign late July to over 40,328 residential CARE customers throughout SoCalGas' service territory, an additional 406 Energy Savings Assistance Program leads were generated in August. SoCalGas will continue to use AVM campaigns throughout 2011 as another method to reach out and encourage customers to enroll in the Energy Savings Assistance Program.

Energy Savings Assistance Program Web Activities

In August, 8,015 customers with e-mail access were sent an e-mail promoting the Energy Savings Assistance Program. Also, 31,095 new SoCalGas customers received a welcome e-mail from SoCalGas. In addition to general information, the e-mail also included information about SoCalGas' assistance programs and encouraged customers to apply for Energy Savings Assistance Program's no-cost home improvements. For customer convenience, a direct link to SoCalGas' on-line Energy Savings Assistance Program request (lead) form was imbedded in the e-mail. As of August 31st, 1,779 customers completed on-line English Energy Savings Assistance Program request form.

Ethnic and Mass Media Campaign

SoCalGas continued to promote its customer assistance programs by launching a seven week Ethnic and Mass Media advertising campaign that began July 11th and concluded August 22nd. The campaign targeted English and Spanish low-income areas and was designed to encourage customers to visit SoCalGas' website or call it's Spanish call center for more information. As part of SoCalGas' multimedia strategy, thirty second radio spots on stations throughout its service territory and on-line pre-roll video and web banners were used to engage customers to enroll in CARE and Energy Savings Assistance Programs at www.socalgas.com/save. The seven week advertising campaign also included a component of Out-of-Home and place-based media which provides check cashing jackets to hard-to-reach Hispanics in strategic check cashing locations. Over 250,000 cash jackets were printed and placed strategically throughout the territory. As an added value, 127 (2' x 3') posters were developed and displayed in the check cashing locations.

1.3.2 Customer Assistance Events and Public Affairs/Public Relations Activities for the CARE and Energy Savings Assistance Program.

August 2nd – National Night Out (NNO) in Southeast Los Angeles

SoCalGas participated in National Night Out, the country's annual community-based national effort in crime prevention since 1984. The event was sponsored by the Los Angeles Police Department (LAPD) to increase awareness about police programs in communities such as drug prevention, town watch/neighborhood watch and other anti-crime efforts. Approximately 1,500 members of the community attended the neighborhood block event. SoCalGas ran a booth and distributed information on its CARE and Energy Savings Assistance Program to interested low-income customers.

August 21st - Customer Outreach Event at Warner Park

SoCalGas' participated in an outreach event at Warner Park in the city of Woodland Hills. SoCalGas ran a booth and presented information on its CARE, Energy Savings Assistance Program and Energy Efficiency Programs to interested customers. The information provided to customers was in English and Spanish. Approximately 3,000 people attended the event and 150 customers visited SoCalGas' booth to inquire about its programs.

1.4. Leveraging Success Evaluation, Including CSD

1.4.1 Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented? What was the result in terms of new enrollments?

There are no updates from leveraging with CSD for the month of August. SoCalGas will continue to monitor discussions between CSD, CPUC and other utilities for closer collaboration and leveraging with CSD.

SoCalGas continues its efforts to meet with various municipal utilities that provide electric and water services to customers in SoCalGas' service territory to identify opportunities to leverage one another's low-income energy efficiency programs in PY2011.

Imperial Irrigation District (IID) and SoCalGas continued canvassing in August for the LIEE leveraging agreement. SoCalGas is monitoring the efforts and to date show two joint customers through the outreach efforts and having received assessment for both programs.

SoCalGas and Burbank Water and Power (BWP) also continued to canvass joint customers in August. SoCalGas expects to show results for this effort in the September Monthly Report.

SoCalGas and Eastern Municipal Water District (EMWD) have completed a leveraging agreement where EMWD will provide a rebate to SoCalGas for every High Efficiency Clothes Washer installed within the two utilities' joint service territory under SoCalGas' Energy Savings Assistance Program. Initial installations under the signed agreement began in

December 2010 and have continued throughout 2011. As a result of this agreement SoCalGas' Energy Savings Assistance Program will receive rebates totaling more than \$72,000 for High Efficiency Clothes Washers installed in SoCalGas and EMWD joint service territory through July 2011.

1.5. Workforce Education & Training

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

SoCalGas continued its internal training programs which contribute to the goals of workforce development. SoCalGas provides two areas of training: 1) Enrollment and Assessment (E&A) and 2) Energy Savings Assistance Program Operations. The Year-to-Date results are shown in the following tables:

SoCalGas Skill-Level Test Results						
	April	May	June	July	August	YTD Total
Attended Testing	40	55	99	6	41	362
Passed Test	25	34	76	6	40	262
Pass Rate	62.5%	61.8%	76.8%	100.0%	97.6%	72.4%

After successful completion of the Skill Level Test, the potential outreach specialist attends a mandatory 5-day class which reviews the requirements for enrollment, assessment and in-home education.

SoCalGas Enrollment and Assessment Training						
	April	May	June	July	August	YTD Total
Attended Class	17	25	27	21	22	205
Passed Class	17	25	26	21	22	200
Badged	17	25	26	21	22	192
Census Attendees	3	1	1	2	3	20
Retention Rate	100.0%	100.0%	96.3%	100.0%	100.0%	93.7%

The 5-day class covers utility-specific items related to policies, security process and overall customer service standards as well as for leveraging opportunities amongst other low-income programs. A final exam must be passed for an outreach specialist to be registered and receive a SoCalGas identification badge. The year-to-date total for badged outreach specialists for SoCalGas is 192. The classes are held at SoCalGas' Energy Resource Center located in Downey, California.

SoCalGas continues to see the participation of previous U.S Census employees with its E&A contractors for Energy Savings Assistance Program outreach. As of August 2011, there are a total of 20 previous U.S. Census employees who successfully attended and passed SoCalGas' outreach and assessment training.

SoCalGas field operations training includes initial training for new participants in weatherization, inspections, HVAC and NGAT. SoCalGas also provides refresher training primarily to address contractor issues and discuss new measures and procedures that have been implemented into the program. The class sizes range from 5 – 35 technicians. The table below shows the number of students that have attended class in 2011.

Class Type	May		June		July		August		YTD Total	
	No of Classes	No of Students	No of Classes	No of Students	No of Classes	No of Students	No of Classes	No of Students	No of Classes	No of Students
Initial	1	1	4	15	7	28	6	14	48	195
Refreshers	0	0	3	37	0	0	1	12	10	86
NGAT 5-Day	1	13	1	13	1	14	1	12	11	132
Grand Total	2	14	8	65	8	42	8	38	69	413

2. CARE Executive Summary

2.1. CARE Program Summary

2.1.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Actual Expenses to Date	% of Budget Spent
Outreach	\$3,785,932	\$1,596,481	42%
Proc., Certification and Verification	\$1,248,928	\$813,841	65%
Information Tech./Programming (1)	\$522,554	\$339,203	65%
Pilots (2)	N/A	N/A	N/A
Measurement and Evaluation	\$17,192	\$0	0%
Regulatory Compliance	\$236,919	\$172,021	73%
General Administration	\$604,963	\$381,071	63%
CPUC Energy Division Staff	\$171,500	\$31,761	19%
Cooling Centers (3)	N/A	N/A	N/A
Total Expenses	\$6,587,988	\$3,334,377	51%
Subsidies and Benefits (4)	\$135,901,649	\$87,055,140	63%
Total Program Costs and Discounts	\$142,489,637	\$90,389,517	63%

2.1.2. Please provide the CARE program penetration rate to date.

CARE Penetration		
Participants Enrolled	Eligible Participants	Penetration rate
1,719,024	1,845,587	93.1%

2.2 Outreach

- 2.2.1** Discuss utility outreach activities and those undertaken by third parties on the utility's behalf. (For additional CARE Outreach see section 1.3.2.)

CARE Telephone Enrollments and Recertification

During the month of August there were 7,738 CARE customers who were scheduled to receive a reminder to recertify for CARE. In order to ensure timely notification and reduce the number of letters to customers, SoCalGas employs coordinated e-mail and automated voice messaging (AVMs) to contact customers whose eligibility is about to expire. SoCalGas sent 2,687 e-mails that included a direct link to a web page wherein the customers could recertify on-line. A week later, SoCalGas deployed an automated, bilingual phone campaign. The automated system calls the customer and if the customer does not answer, the system leaves a call-back message. 846 customers renewed their eligibility via the telephone campaign during August.

CARE Web Activity & Enrollments

During August, SoCalGas received 7,005 applications through its internet-based outreach activities. These activities resulted in 2,752 new CARE enrollments through the web site and 1,519 recertifications through the web site. SoCalGas also launched an e-mail campaign that promoted the CARE program to 2,418 customers. The web site is mentioned in collateral materials, web links, electronic newsletters, select mass media campaigns and multiple public service announcements.

CARE Third-Party Enrollments & Outreach

As a result of the high unemployment rates, SoCalGas' third party contractors have been canvassing targeted neighborhoods. During the month of August, door-to-door outreach enrolled 2,842 hard-to-reach customers, who for a variety of reasons have been non-responsive to other outreach methods.

Additionally, as a result of an agreement between SoCalGas and 211 LA County, 211 continues to refer interested, potentially eligible callers to SoCalGas' CARE program as well as promote CARE and other SoCalGas assistance programs at select events. During August, 211 LA attended 8 community events with a total attendee audience of approximately 1543.

CARE Direct Mail Activity and Enrollments

There were no direct mail efforts during July. The cumulative number of applications received from the February direct mail campaign is currently 37,169 in English and 5,992 in Spanish. The number of enrollments from this campaign is currently 23,325 English and 3,452 Spanish. Direct mail campaigns will resume in September.

CARE Bill Inserts

In July, a bill insert (and CARE application form) announced the revised eligibility guidelines that went into effect on June 1st, 2011. Enrollments from this channel will be monitored during August and September. Thus far, 1,739 customers have enrolled in the CARE program from this bill insert. A follow-up bill insert is scheduled for October.

CARE Mass Media Campaign

The summer low- income program awareness campaign kicked off in July. There are four components to the campaign: 30 second radio spots; English-

Spanish Internet banners; Spanish-language “pre-rolls,” which are 30 second commercials that precede on-line entertainment programming; and cash-jackets placed at strategic locations. In addition, the media buy allowed SoCalGas’ Media Communications to be interviewed on selected television shows (CNN local edition and Univision, Bakersfield). The campaign schedule is from July 11th to August 22nd. The Internet advertising will be able to provide accurate measurements on click-through and effectiveness; analytics from this campaign will be forthcoming.

2.2.2. Describe the efforts taken to reach and coordinate the CARE program with other related programs to reach eligible customer.

To ensure continued increases in CARE enrollments and to retain customers already participating in CARE, SoCalGas shares customer information with other utilities such as Southern California Edison, San Diego Gas & Electric, Pacific Gas and Electric, and the Los Angeles Department of Water and Power. During the month of August, 7,446 customers were enrolled in SoCalGas’ CARE program as a result of inter-utility data sharing activities. Additionally, CARE shares data with internal programs such as SoCalGas’ Energy Savings Assistance Program and the Gas Assistance Fund. Intra-utility efforts in August, generated 1,974 CARE enrollments.

Coordinating the CARE program with other related low-income programs not only results in higher program participation rates, it also helps increase Post Enrollment Verification (“PEV”) activities when customer information is shared with programs such as LIHEAP. Since LIHEAP requires upfront proof of income and is a qualifying Categorically Eligible program, once CARE receives LIHEAP customer data, those customers are considered automatically eligible and their “pre enrollment verification“ is used by SoCalGas to meet CARE’s PEV requirements. As a result of leveraging activities during August 2011, 125 LIHEAP customers were enrolled in SoCalGas’ CARE program.

2.3 CARE Recertification Complaints

There were no recertification complaints during the month of August.

3. Appendix Energy Savings Assistance Program Tables and CARE Tables

Energy Savings Assistance Program - Table 1- Energy Savings Assistance Program Expenses

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

Energy Savings Assistance Program - Table 3- Energy Savings Assistance Program Average Bill Savings per Treated Home

Energy Savings Assistance Program - Table 4- Energy Savings Assistance Program Homes Treated

Energy Savings Assistance Program - Table 5- Energy Savings Assistance Program Customer Summary

Energy Savings Assistance Program - Table 6- Energy Savings Assistance Program Expenditures for Pilots and Studies

Energy Savings Assistance Program - Table 7- Whole Neighborhood Approach

CARE- Table 1- CARE Overall Program Expenses

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

CARE- Table 3- CARE Verification

CARE- Table 4- Self Certification and Re-Certification

CARE- Table 5- Enrollment by County

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants as of Month End