

**WORKSHOP #6 Outreach and Enrollment
Agenda - October 26, 2011**

One Location

California Public Utilities Commission –
Golden Gate Room
505 Van Ness Avenue,
San Francisco

This workshop will also be accessible via phone conference:

Call In Number: 1-866-812-4996

Participant's Code: 6404767#

Workshop Topic: Review of current ESAP outreach and enrollment practices/efforts and ways to improve them to reach the Strategic Plan goals, including any energy education proposal.

Workshop Goal: Gain understanding and obtain input regarding existing and proposed Outreach and Enrollment, and Energy Education proposals, and the proposed Energy Education study.

Suggested Materials to Review Prior to Workshop:

- 1) **2009 Impact Evaluation & Appendices**
http://www.calmac.org/warn_dload.asp?id=2882
http://www.calmac.org/warn_dload.asp?id=2883
- 2) **2009-2010 Process Evaluation**
[http://www.liob.org/docs/LIEE Process Evaluation Final Report 061011.pdf](http://www.liob.org/docs/LIEE%20Process%20Evaluation%20Final%20Report%20061011.pdf)
- 3) **SCE CARE High Usage Needs Assessment**
[http://www.calmac.org/publications/FINAL SCE High Usage Needs Assessment Report_090911.pdf](http://www.calmac.org/publications/FINAL_SCE_High_Usage_Needs_Assessment_Report_090911.pdf)
- 4) **Utility 2012-2014 Low Income Program Applications**

TIME	TOPIC	POSSIBLE PRESENTERS
10:00-10:15 am	Welcome, Introductions, Goals and Objectives	Hazlyn Fortune
10:15-11:00 am	IOU Energy Education Presentations 1. IOU Recommendations for changes to current education practices or listing of challenges.	IOUs
11:00-11:15 am	Study Recommendations – Energy Education (Impact & Process Evaluations & other studies) 1. Review of recommendations from the Impact and Process Evaluations 2. How are the IOUs implementing the Process Evaluation recommendations in their 2012-2014	IOUs

	applications?	
11:15-11:30 am	Proposed Energy Education Study	SCE
11:30 - Noon	All Participant Discussion & Questions <ul style="list-style-type: none"> 1. What is the current role for energy education in the ESA Program? 2. How do we see Energy Education moving forward in terms of: <ul style="list-style-type: none"> a. Other measures delivered via the program? b. Relevance to long-term strategic goals? c. Customer benefits? d. Implications regarding program and service delivery? 	IOUs
Noon - 1 pm	LUNCH	
1:00-2:00	Utility Outreach and Enrollment Presentations <ul style="list-style-type: none"> 1. IOU Recommendations for changes to current outreach and enrollment practices or listing of challenges. 	IOUs
2:00-2:15 pm	Contractor Outreach and Enrollment Presentation <ul style="list-style-type: none"> 1. Contractor Recommendations for changes to current outreach and enrollment practices or listing of challenges. 	Contractors
2:15-2.30 pm	Review of How Study Recommendations – (Impact & Process Evaluations & other studies) – affect changes to Outreach and Enrollment <ul style="list-style-type: none"> 1. How are the IOUs implementing the Process Evaluation recommendations in their 2012-2014 applications? 	IOUs
2:30-3:30 pm	All Participant Discussion and Questions <ul style="list-style-type: none"> 1. What new methods/tools can be incorporated into the enrollment process to help increase participation and decrease fallout/declination rates? 2. What tools are currently available to help engage property owners for single and multi-family dwellings to reduce the time and cost associated with obtaining the owner’s authorization? 3. What steps are service delivery providers taking to engage customers in the different programs available through the IOUs and state at the time of enrollment? 	IOUs
3:30-4:00 pm	Wrap-up <ul style="list-style-type: none"> 1. Identify concrete suggestions or actions recommended, and by which organization(s) 2. Identify any discussion item that may be carried over to remaining workshops 	SCE