

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

Application of Southern California Edison
Company (U 338E) for Approval of its Energy
Savings Assistance and California Alternate Rates
for Energy Programs and Budgets for Program
Years 2015-2017.

And Related Matters.

Application 14-11-007
(Filed November 18, 2014)

Application 14-11-009
Application 14-11-010
Application 14-11-011

**ANNUAL REPORT ACTIVITY OF SOUTHERN CALIFORNIA GAS COMPANY
(U 904 G) ON LOW INCOME ASSISTANCE PROGRAMS FOR 2020**

SHAWANE L. LEE

Attorney for:

SOUTHERN CALIFORNIA GAS COMPANY

555 W. 5th Street, GT14E7

Los Angeles, CA 90013

Telephone: (213) 244-8499

Facsimile: (213) 629-9620

E-Mail: SLee5@socalgas.com

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Energy Savings Assistance Program

And

California Alternate Rates for Energy Program

Annual Report

2020 Results

May 3, 2021

ENERGY SAVINGS ASSISTANCE PROGRAM AND CARE ANNUAL REPORT

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ENERGY SAVINGS ASSISTANCE PROGRAM (ESA) ANNUAL REPORT

1. ESA PROGRAM EXECUTIVE SUMMARY

The Southern California Gas Company's (SoCalGas) Energy Savings Assistance (ESA) Program offers low-income customers weatherization services, energy efficient appliances, and energy education at no cost to qualified natural gas customers within its service territory. The program is designed to help customers save energy, thus reducing their gas bill, while at the same time contributing to their health, comfort, and safety (HCS). This annual report presents the achievements and expenditures for SoCalGas' ESA Program for Program Year (PY) 2020.

As the last year in the 2015-2020 program cycle, PY2020 was the culmination¹ of SoCalGas' multi-year effort to meet its obligation of treating every willing and eligible customer by 2020.² This effort was made more challenging with the onset of the COVID-19 pandemic and the unforeseeable implications it had through the course of the year. This annual report will review how SoCalGas adjusted to these new challenges while maintaining focus on achieving the programmatic objectives of the ESA Program.

In spite of the pandemic, SoCalGas continued to execute program adjustments as stated in its "Clear Plan"³ to systematically prioritize treating first-time customers and increasing the overall effectiveness of the ESA Program. Adjustments included an

¹ D.07-12-015, pg. 25.

² However, D.19-06-022, pg. 12-14 allowed the IOUs to enter into a six month bridge-period and to continue to treat first-time customers if the Commission has not voted to approve the 2021-2026 Low Income Application by November 16, 2020. Additionally, if the Commission has still not voted on the IOUs Applications by May 16, 2021 (and certain IOU milestones are met) an additional six month bridge period is approved.

³ AL5256 SoCalGas Clear Plan, 2018

overall marketing and outreach approach, contractor procedures and incentive structure, key programmatic changes and an increase in the capacity of SoCalGas' contractor network.

Efforts to meet the 2020 goal culminated in SoCalGas's ESA Program treating more customers in PY2020 than it had since 2011. Efforts to maximize first-time treatments, deliver "simple measures" at the time of enrollment, and complete Clear Plan Lists, (which provide leads directing contractors to potential first-time customers) contributed to more first-time treated units and a larger percentage of first-time treatments in 2020. There were 87,098 first-time treatments performed in 2020 compared to 65,157 in 2019 representing - a 16% increase. This accounted for 69% of all treatments performed in 2020 (up from 53% in 2019). Retreatments or "go backs" decreased from 56,880 in 2019 to 39,028 in 2020 as focus was placed on prioritizing first-time treatments. In total, 126,126 homes were treated under the ESA Program in 2020 which was an increase from 122,330 total treatments in 2019. These achievements took place in a year severely impacted by COVID-19 where in-home visits were suspended for approximately two-and-a-half months. Upon resumption of program services, SoCalGas' ESA Program was able to continue to thrive during this challenging time by capitalizing on the specific programmatic adjustments described in further detail in this report.

At the beginning of 2020, the final year to reach the 2020 goal, the pool of willing first-time treated homes continued to diminish. However, the disruption created by the onset of COVID-19 caused an unforeseeable change. After March, the ESA Program generated more interest from first-time SoCalGas customers affected by the societal impacts of COVID-19, offsetting the diminishing pool. SoCalGas' efforts leading into

2020 helped prepare for the unexpected COVID-19 surge in customer interest and SoCalGas increased its efforts to reach every willing and eligible customer in 2020. Additionally, SoCalGas continued to ensure unwilling and customer refusals were documented when they occurred and improved the accuracy of tracking unwilling customers through the use of Clear Plan Lists, supported by marketing software developed by an industry leading cloud-based software company.

March 4, 2020, marked the official beginning of the COVID-19 response when Governor Gavin Newsom declared a State of Emergency in California. Below is a timeline of events and actions taken by federal, state and local agencies to address the pandemic:

- On March 12, 2020 Governor Newsom issued an executive order that individuals exposed to COVID-19 may be unable to report to work.
- On March 13, 2020 President Trump signed an Emergency Declaration to facilitate a federal response to the emerging COVID-19 pandemic.
- On March 19, 2020 Governor Newsom ordered all residents to stay at home. On March 19, 2020 SoCalGas submitted AL 5604 implementing an emergency disaster relief program for customers impacted by COVID-19 and retroactively applied customer protections to March 4, 2020.
- On March 23, 2020 the Investor Owned Utilities (IOUs) suspended activities requiring face-to-face customer visits for the ESA Program and Executive Director Alice Stebbins ordered the IOUs to provide assurances for economic stability to the ESA Program workforce.
- On March 24, 2020 SoCalGas responded to Executive Director Stebbins' letter and offered a 30-day advance payment to all ESA Program Prime Contractors to help ensure the economic stability of the ESA Program workforce during the beginning of the suspension period due to the spread of COVID-19.
- On March 26, 2020 the IOUs reported the responses from their ESA Program Prime Contractors including that there would be no overdue payments and that they would make expedited payments on remaining invoices.
- On April 1, 2020 the IOUs began sending follow up notifications

extending suspension of in-person program activities through April 30, 2020.

- On April 7, 2020 Executive Director Stebbins sent a second letter to the IOUs clarifying the guidance of the March 23, 2020 requesting the IOUs to offer a second 30-day advanced payment (total of 60-days) to Prime Contractors.
- Resolution (Res) E-5074 was approved on May 28, 2020 requiring a 60-day advance payment offer to ESA Program contractors to cover the period of suspended activity and establishing a Post-Pandemic Return to Service (PPRS) credit and earning period.
- SoCalGas instituted the PPRS and allowed for eligible costs paid with advance funds during the ESA Program suspension period (March 18 - May 31, 2020) through the use of PPRS credits.
- SoCalGas was the first IOU to begin the six-month PPRS credit-earning period on July 15, 2020. The PPRS earnings period completed on January 15, 2021 and all Prime Contractors who accepted an advance payment are required to zero out their balances no later than December 31, 2021.

While the effects of the pandemic intensified, SoCalGas continued to implement initiatives directed in Decision (D.)16-11-022, D.17-12-009 and the dispositions from SoCalGas Advice Letters (AL),⁴ as well as respond to the challenges brought on by the outbreak of the COVID-19 virus. These initiatives included:

- SoCalGas Virtual Enrollments began in 2020 in direct response to the COVID-19 outbreak. This process was developed to support the contractor workforce and maintain program continuity during this time. This process included an ESA Program contractor calling and prescreening a customer from a Clear Plan or Canvassing List, creating a lead, then conducting a virtual enrollment over the phone or video-conferencing service.
- SoCalGas developed and conducted Enrollment & Assessment (E&A) training and testing online to continue to sustain and build its workforce to enroll customers during the COVID-19 pandemic.
- SoCalGas also added a process for virtual inspections to complete the

⁴ AL 5256 approved May 18, 2018, AL 5311 approved July 18, 2018, AL 5325 approved December 19, 2018.

inspections process during the ESA Program suspension period.

- SoCalGas created a new call script to help deal with the COVID-19 outbreak. The script included asking specific questions to verify if anyone in the household receiving weatherization measures had been exposed to the coronavirus in order to protect our customers and contractors.
- Clear Plan Lists continued to be distributed to contactors which provided eligible first-time treated customer lists to the SoCalGas contractor network to assist in the prioritization of obtaining first-time treatments.

All of the challenges brought on by the outbreak of COVID-19 significantly changed the way the ESA Program operated throughout the final year of the 2015-2020 program cycle. While following the guidelines of federal, state and local agencies, the challenges were met swiftly and thoughtfully which resulted in safe delivery of the ESA Program to SoCalGas customers and sustained record-breaking ESA Program household treatment numbers for SoCalGas not seen since 2011.

1.1 Alignment of Energy Savings Assistance Program with Strategic Plan Goals and Strategy

In D.07-12-051, the California Public Utilities Commission (CPUC or Commission) updated its policy objectives for the ESA Program stating:

“[T]he key policy objective for the LIEE Programs, like that of our non-LIEE Energy Efficiency (EE) Programs, is to provide cost-effective energy savings that serve as an energy resource and to promote environmental benefits. Concurrently we retain our commitment to ensuring the LIEE Programs add to the participant’s quality of life, which implicates, equity, energy affordability, bill savings and safety and comfort for those customers who participate in LIEE Programs.”⁵

To achieve these objectives, the CPUC adopted a programmatic ESA Program initiative “to provide all eligible LIEE customers the opportunity to participate in LIEE Programs and to offer those who wish to participate all cost-effective energy efficiency measures in

⁵ D.07-12-051, p. 25.

their residences by 2020.”⁶

The California Long-Term Energy Efficiency Strategic Plan (Strategic Plan) lays out two goals: 1) By 2020, all eligible customers will be given the opportunity to participate in the ESA Program, and 2) The ESA Program will be an energy resource by delivering increasingly cost-effective and longer-term savings.

**Please identify the IOU strategies employed in meeting Goal 1:
Improve Customer Outreach**

Implementation Plan and Timeline		
Strategies	Long Term 2017 - 2020 ⁷	IOU strategy employed this program year
1.1: Strengthen program outreach using segmentation analysis and social marketing tools.	Continue to access and evaluate customer-behavior and energy savings; improve upon outreach to eligible communities.	In PY2020, SoCalGas: <ul style="list-style-type: none"> Supported the AL 5256 (Clear Plan) segmentation strategy Details of these efforts are described in section 1.3.2.
1.2: Develop a recognizable and trustworthy Brand/Tagline for the programs.	<ul style="list-style-type: none"> Evaluate progress/refine strategy 	During PY2020, the following strategies have resulted in successful progress in developing and perpetuating a recognizable and trustworthy brand for Customer Assistance Programs (CAP): <p>All ESA Program marketing and outreach materials (e.g., collateral, giveaways, direct mail, email, and social media) continue to display the ESA Program logo. SoCalGas continued to make polo shirts, t-shirts, and vehicle magnets with the ESA Program brand insignia available to the ESA Program</p>

⁶ *Id.*

⁷ California Energy Efficiency Strategic Plan, January 2011 Update. Section 2 – Page 25 and Section 2 – Page 27.

		contractors for use in their outreach efforts.
<p>1.3: Improve program delivery.</p>	<ul style="list-style-type: none"> • Ongoing: Use information from segmentation analysis to achieve efficiencies in program delivery. • Ongoing: Leverage with local, state, and federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment. 	<ul style="list-style-type: none"> • In support of the Clear Plan, SoCalGas continued targeting customers that have not previously participated in the ESA Program and have been identified as potentially eligible by ZIP code. Details of this segmentation strategy are discussed in Section 1.3.1. • Due to the COVID-19 pandemic, ESA Program enrollment was paused from March 18 until June 1, 2020, when virtual enrollments began. From June 1 - December 31, 2020, virtual enrollment was the main enrollment channel, but in-person enrollment resumed pending SoCalGas strictly following local and state ordinances. SoCalGas remained committed to the health and safety of contractors, customers, and employees throughout 2020. • SoCalGas continued to work with its External Affairs department to secure and/or update information on city and county websites and to display materials in local government offices to promote the ESA Program. Due to COVID-19 restrictions, government offices remained closed for most of 2020. Instead of in-person events and discussions, SoCalGas' Outreach team participated in various webinars and virtual events to provide timely information on COVID-19 customer protections

		<p>and low-income program updates. Additionally, SoCalGas' External Affairs department proactively provided marketing messaging to its regional areas in local broadcasts and through the use of social media (Twitter/Facebook/Instagram) to promote SoCalGas' CAP materials to their local government contacts.</p> <ul style="list-style-type: none"> • Community Based Organizations (CBOs) working with SoCalGas continued to utilize their intake processes to promote the ESA Program and CARE along with the other community services they provide. In PY2020, SoCalGas continued working with Mixteco Indigena Community Organizing Project (MICOP). This CBO serves Ventura County which has approximately 20,000 indigenous speakers (residents who speak neither English nor Spanish, but who speak various indigenous languages, such as Zapoteco or Mixteco). In order to provide outreach to these residents and customers - primarily farmworkers and persons with Limited English proficiency (LEP) - SoCalGas has collaborated with MICOP to extend awareness of the CARE Program through each intake and event to highlight SoCalGas' CAP materials. SoCalGas also established a new partnership with Goodwill of Southern California. Information on the CARE and ESA Programs were provided to customers at 10 locations with low program
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		<p>enrollments. In a 3 month period, over 300,000 information sheets on SoCalGas' Customer Assistance Programs were distributed throughout the 10 designated stores. In PY2020, SoCalGas also continued building on relationships in the tribal community from previous years. However, due to COVID-19, the number of tribal events in 2020 diminished due to limited in-person activities. As an active member of the Inter-Tribal Educational Collaborative (ITEC), SoCalGas attended monthly meetings and participated as a break out session speaker and check-in bag sponsor at the 6th Annual College Exploration Day that took place in February 2020 at USC. This one day gathering brings together approximately 500 Native American elementary, middle, high school, transfer and returning adult students and families to increase awareness of opportunities available through higher education.</p>
<p>1.4: Promote the growth of a trained Energy Savings Assistance Program workforce.</p>	<ul style="list-style-type: none"> • Implement ESA Program workforce education and training • Coordinate ESA Program workforce and service providers with broader market 	<p>SoCalGas continued to implement education and training for ESA Program contractor personnel in all areas related to the delivery of program services. These areas include enrollment and assessment for Program Representatives, as well as office personnel, weatherization installation and Heating, Ventilation, Air Conditioning (HVAC) installation. In total SoCalGas staff trained 492 contractor staff in PY2020. These and other training efforts are discussed in Section 1.8.</p>

**Please identify the IOU strategies employed in meeting Goal 2:
Energy Savings Assistance Program as an Energy Resource**

Implementation Plan and Timeline		
Strategies	Long Term 2017 - 2020	IOU strategy employed this program year
<p>2.1: Increase collaboration and leveraging of other low-income programs and services.</p>	<ul style="list-style-type: none"> • Continue to expand partnerships with stakeholders and seek new opportunities for data sharing. 	<ul style="list-style-type: none"> • In PY2020, SoCalGas has continued to employ a reciprocal promotional methodology between the ESA Program and CARE. Data is shared across programs to identify opportunities for enrollments (i.e., CARE participants not participating in the ESA Program and ESA Program participants not participating in the CARE Program). This successful approach is anticipated to continue to be used in the future for SoCalGas and described in section 1.7.1 • In PY2020, SoCalGas continued its working relationship with the Catholic Charities of Orange County (CCOC) that helps eligible clients apply for CalFresh/Food Stamp benefits through application assistance workshops offered monthly in Santa Ana, Orange, and San Juan Capistrano. The workshops educate attendees on the CalFresh application process as well as the ESA Program and CARE. Both the ESA Program brochures and CARE applications are distributed regularly. • SoCalGas also continued its relationship with Los Angeles County Department of Public

		<p>Social Services (DPSS) CalFresh Team. This partnership has led to a relationship with the County, with the outreach team manager included as an active member of the partner team for CalFresh events. Due to COVID-19 restrictions, some of these activities were transitioned to virtual settings.</p>
<p>2.2: Coordinate and communicate between Energy Savings Assistance Program, energy efficiency and DSM programs to achieve service offerings that are seamless for the customer.</p>	<ul style="list-style-type: none"> • Continually reevaluate and update programs to take advantage of new technologies. 	<ul style="list-style-type: none"> • SoCalGas continued to seek opportunities to effectively coordinate the ESA Program with other programs. Sections 1.7.2 through 1.7.6 provide details of these efforts.
<p>2.3: Provide low-income customers with measures that result in the most savings in the Energy Savings Assistance Program.</p>	<ul style="list-style-type: none"> • Continue to evaluate opportunities to incorporate new energy efficiency measures into the ESA Program, e.g., plug-load reduction, new Heating, Ventilation and Air Conditioning (HVAC) technology. 	<ul style="list-style-type: none"> • SoCalGas continued to explore measures that offer new and increased opportunities to save energy. Specifically, in 2020, SoCalGas conducted extensive examination on High Efficiency (HE) wall furnace technology.
<p>2.4: Increase delivery of efficiency programs by identifying segmented concentrations of customers.</p>	<ul style="list-style-type: none"> • Continue to evaluate approach to determine whether additional segments are needed. 	<ul style="list-style-type: none"> • As part of the Clear Plan, SoCalGas’ marketing tactics targeted customers likely to be eligible for the ESA Program by ZIP code and contractor assignments. Details of the customer targeting strategy is discussed in Section 1.3.1. • SoCalGas’ outreach tactics focused on reaching underserved segments which include, but not limited to rural, hard-to-reach and Tribal communities. Details of this approach are discussed in section 1.3 above.

1.2 Energy Savings Assistance Program Overview

SoCalGas' ESA Program services all willing and eligible low-income customers by providing all feasible ESA Program measures. The identification of these feasible measures is determined through the outreach and assessment and installation processes. In PY2020, the ESA Program treated a total of 126,126 homes despite the approximate two-and-a-half-month suspension of the in-home visits⁸ due to the spread of COVID-19. In spite of the suspension, SoCalGas's ESA Program still treated 87,098 units for the first time since 2002, in its prioritized efforts toward achieving the goal of providing services to every willing and eligible customer by the end of 2020. In PY2020, the treated total was 66% of the annual homes treated goal of 191,186 as adopted in the disposition letter approving AL 5325, issued on December 19, 2018. A total of 224,846 customers were classified as "ineligible" or "unwilling" to participate in PY2020.

SoCalGas provided a comprehensive mix of services in 2020 to eligible ESA Program participants. SoCalGas provided the following: In-Home Energy Education to 97,926 households; envelope and air sealing measure to 126,091 homes; attic insulation improvements to 4,363 homes; 126,419 low-flow showerheads or faucet aerators; 16,815 furnace clean and tune measures; and 12,011 duct sealing weatherization measures to homes. In addition, SoCalGas

⁸ Critical activities impacting customer health and safety were handled on a case-by-case basis and include in-progress repairs and replacements of water heaters and furnaces which are critical for customer health and safety; work to mitigate hazardous inspection fails; inspections of attic insulation and gas appliance repair and replacements; and enrollment of customers identified by SoCalGas as having critical health and safety related need for appliance work.

provided and/or serviced 15,935 appliances that includes 2,943 water heaters, 7,419 furnaces and 5,573 HE clothes washers. The average per home lifecycle bill savings for the PY2020 ESA Program was \$40.99.

ESA Program expenditures and therm savings for PY2020 are reflected in the following summary table.

1.2.1 Provide a summary of the Energy Savings Assistance Program elements as approved in D.14-08-030, D.16-11-022 and D.17-12-009:

2020 Program Summary			
	Authorized Budget/ Planning Assumptions*	Actual	%
Budget**	\$231,913,662	\$109,226,117	47%
Homes Treated	191,186	126,126	66%
Therms Saved	6,530,000	702,911	11%

* Annual budget, homes treated goals and therms saved targets approved in Disposition of Advice Letter 5325.

** Reflects authorized levels; does not reflect fund shift transactions.

SoCalGas continued to prioritize providing a positive customer experience as a core objective for the ESA Program in PY2020. To help evaluate and manage customer satisfaction and program delivery, SoCalGas surveyed customers quarterly with the exception of the second quarter in 2020 due to the pause in delivering in-home treatments in response to the COVID-19 outbreak. The surveys are conducted to facilitate an understanding of customer satisfaction with the overall ESA Program as well as specific elements of the program including enrollment, installation, and inspection visits. Customized evaluations are used to help ESA Program contractors understand customer viewpoints and to develop insight on ways to enhance and improve service delivery.

The PY2020 survey result showed 52% of customers rated their overall quality of service as “excellent.” Additionally, 60% rated their sign-up experience as “excellent,” 59% rated their quality of installation experience as “excellent,” and 64% rated their quality of inspection as “excellent.” SoCalGas remains committed to working jointly with its contractor network towards achieving continuous improvement in these customer service results.

1.3 Marketing, Education and Outreach

1.3.1 Provide a summary of the geographic 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 PY2020, the Clear Plan targeted customers that have not previously participated in the ESA Program and that have been identified as potentially eligible using various factors including PRIZM code status, enrollment in the CARE Program, prior Post Enrollment Verification (PEV) of CARE, and market data collected by a leading consumer data company. Customers were targeted by ZIP code to align with contractor assignments. Prior to a contractor contacting customers, SoCalGas sent customers emails, direct mail letters and/or text messages; the individual communications were determined by the contact information SoCalGas had on file for each customer, with their assigned contractor’s contact information encouraging them to call to set up an appointment. Sending a comprehensive mix of communication materials prior to the initial contact by the contractor provided context and built trust for the customer, thus increasing the chances of enrollment. In 2020, SoCalGas continued

personalizing the ESA Program emails adding the customer's name and assigned contractor information. As a result, open and click-through rates (CTR) continued to perform above benchmarks with open rates at 34.7% and CTR at 3.2%. SoCalGas also sent 650,727 text messages in 2020 to potentially eligible customers, which included a link to a webpage with their assigned contractor's information. Out of the 650,727 total text messages sent, 602,818 were sent via a leading cloud-based software company as part of the Clear Plan effort, and the remaining 47,909 were sent outside of this effort in January, February and March. Once customers are sent all three communications pieces, SoCalGas sends the list of eligible customers, per ZIP code, to the assigned contractor. The assigned contractor then either calls the customer or visits the customer at their home to determine interest.

1.3.2 Provide a summary of the customer segmentation strategies employed (i.e. tools and analysis used to identify customers based on energy usage, energy burden and energy insecurity) and how these customer segments are targeted in the Whole Neighborhood Approach to program outreach.

In PY2020, SoCalGas focused on the Clear Plan approach instead of the Whole Neighborhood Approach (WNA) as part of its efforts to prioritize first-time treatments. SoCalGas also continued its targeted outreach tactics to reach underserved customer segments in its service territory.

1.3.3 Describe how the current program delivery strategy differs from previous years, specifically relating to Identification, Outreach, Enrollment, Assessment, energy Audit/Measure Installation, and inspections.

In 2020, SoCalGas put in place several initiatives that differed from previous years program delivery strategies aimed at growing treatments of eligible customers for its ESA Program with an emphasis on reaching households who had never participated in the program (first-time treatment customers). These initiatives included new and improved techniques and programmatic adjustments in the following areas: Contractor Network, Clear Plan, Marketing and Outreach (M&O), Enrollment & Assessment (E&A), and Operations.

Contractor Network:

To promote new procedures and reemphasize objectives to meet the first-time treatment goal by the end of 2020, additional ESA Program providers were engaged and onboarded. Additionally, SoCalGas implemented internal procedures designed to highlight program awareness and outreach.

- In the latter part of 2019, SoCalGas offered sole-source contracts to current ESA Program providers of other IOUs whose territories overlapped that of SoCalGas such as Pacific Gas & Electric (PG&E) and Southern California Edison (SCE). Proposed contract terms targeted first-time treatment customers in support of the 2020 goal were initially provided to a total of four contractors who were currently serving the PG&E and SCE ESA Programs to provide services in overlapping as well as non-overlapping service territories to increase reach and capacity. Ultimately, three contractors (two with PG&E contracts and one with an SCE contract) signed on with SoCalGas to provide service and support for its ESA Program. The three contractors were successfully onboarded and continued enrolling customers throughout 2020.

- In an effort to further add capacity and growth to first-time treatment customers within the SoCalGas service territory, in September of 2019, SoCalGas introduced and implemented a Request for Qualification and Quote (RFQQ) to add incremental support to its existing contractor network. Fourteen qualified suppliers were selected to complete in-person interviews to discuss capabilities, capacity and confirmation of necessary certifications and four contractors were ultimately offered SoCalGas contracts to assist in meeting 2020 objectives. By February 2020, RFQQ contractors had begun the onboarding process, however the program suspension put the process on hold. After the program suspension was lifted, some modifications to the onboarding process were required, including moving in-person training to an online platform to support COVID-19 related social distancing protocols. After completing the modified onboarding process, the RFQQ contractor group began contacting and enrolling customers, with a singular focus on first-time customers in support of SoCalGas' 2020 enrollment goals.

Clear Plan:

Amid the COVID-19 outbreak, SoCalGas continued implementation of its Clear Plan initiative as described in AL 5256, which established a systematic process to reach out, individually, to every remaining eligible untreated customer by the end of 2020. In doing so, SoCalGas has contacted customers through multiple channels (printed materials, email, phone calls, text, door hangers and in-person visits) until an enrollment or refusal was recorded. If a customer was deemed unresponsive after multiple attempts, SoCalGas classified that customer as unwilling to participate in the program.

As part of its practice to identify which customers best to target, SoCalGas used multiple sources of demographic data to aid in determining potential eligibility for the ESA Program. As the number of sources that indicate eligibility increase, confidence also increases, but the total number of

customers identified decreases. SoCalGas adjusted the number and selection of indicators to best fit the needs of its outreach efforts. Using this process, SoCalGas developed Clear Plan Lists, lists of customers likely eligible yet not treated by the ESA Program in geographically continuous areas (typically entire ZIP codes). After being identified, SoCalGas targeted direct mail letters, emails and eventually text messaging campaigns to every customer on the list so as to increase program recognition prior to contractors placing phone calls and/or canvassing these same customers with the end goal of enrolling customers, recording a program refusal or deeming non-responsive customers as unwilling. Throughout 2020, SoCalGas generated 428 of these Clear Plan Lists, totaling over 865,000 potential first-time customers, using this coordinated marketing, phone contact, and in-person approach to identify as many willing customers as possible.

Building on Clear Plan efforts performed in previous years, in 2020 SoCalGas began working with a leading cloud-based software company to deliver its electronic outreach efforts to customers on Clear Plan Lists prior to providing those lists to the contractor network. As part of its practice, each customer identified on a Clear Plan List with an email on file was sent an initial email followed two days later by a second email. For those customers identified as Spanish speaking, the second email they received was translated in Spanish. If after these email efforts a customer neither responded with interest in ESA Program services nor refused

program services, those customers with a mobile phone number on file were sent an initial text. Similar to the approach with emails, those customers identified as Spanish speaking were sent a second text that was translated in Spanish two days after the initial text. Each of these electronic marketing efforts provided a high-level overview of the ESA Program, links unique to each customer (embedded in every email and text for the customer to click if they were either interested in the contractor making contact with them or if they wished to refuse program services), as well as the contact information for their assigned contractor (this gave customers the ability to reach out to their assigned contractor at their discretion). Ultimately, these efforts were aimed at providing a multitude of options to customers to either express their interest in the program or provide an opportunity to express their lack of interest in the program by refusing program services.

Marketing and Outreach:

- **Local Government Partnerships (LGP) Quarterly Newsletter to Stakeholders**
SoCalGas continued leveraging its Local Government Partnerships group to communicate ESA Program information to its community leaders and stakeholders, so they may provide the information to their community members. ESA Program information along with a web link was provided in each of the newsletter write-ups provided. SoCalGas provided multiple newsletter blurbs in PY2020 and this effort will continue in PY2021.

- **Tribal Consultations**

Per D.16-11-022,⁹ SoCalGas Regional Public Affairs engaged with its Tribal community partners by providing materials, information, links and offering to make presentations on the ESA Program to its members. Efforts included:

- Outreach to the Tribal Association of Sovereign Indian Nations (TASIN), the American Indian Chamber of Commerce of California and the California Nations Indian Gaming Association (CNIGA); as a result, the American Indian Chamber of Commerce included ESA information in their weekly E-Newsletters and CNIGA sent an email blast on ESA and other SoCalGas Customer Assistance Programs to their membership.
- Outreach to specific tribes included the Soboba, Pechanga, Agua Caliente, Cahuilla, Torres Martinez, Santa Rosa, 29 Palms, Cabazon, Augustine, Morongo, Tejon, Juaneño Band of Mission Indians, the Tachi Yokut, and Tule tribes. Morongo forwarded information on ESA and SoCalGas' Customer Assistance Programs to their Bureau of Indian Affairs Social Services Staff and TANF offices.

- **Leveraging with the Customer Service Field**

SoCalGas coordinated and planned with the Customer Service Field (CSF) bases to conduct training presentations in PY2020. At each CSF visit, a presentation was given with details of the ESA Program such as program benefits, qualification requirements, and ways to sign up. Talking points and tips on how to identify potential customers while the CSF is in customers' homes were provided. The CSF bases selected were based on geographic areas underpenetrated by the ESA Program. SoCalGas also developed ESA Program posters that were displayed at the bases. The posters show quick helpful program information and resources, such as website and phone number, to keep the program top-of-mind for the CSFs when they speak with customers. To better identify potential customers while in the field, SoCalGas developed

⁹ D.16-11-022, OP 80.

“ESA Willing” and “Non-willing” codes that the CSFs use to note after a service appointment.

- **In-Person Assistance at Branch Payment Offices (BPO)**

During 2020, SoCalGas coordinated with ESA Program contractors to plan and schedule dates to set up tables with program information for “Lobby Days” at BPOs with high customer traffic and low ESA Program penetration. However, due to COVID-19, these lobby days only took place in January and February 2020. Since the target segment is more likely to pay their utility bill in-person, SoCalGas intends to offer in-person assistance, pending safety guidance from state and local ordinances, as soon as possible to answer questions and/or help to enroll eligible customers. Having a real person to answer questions at a BPO helps to continue building trust and creating legitimacy for the program. SoCalGas will begin implementing “Lobby Days” once BPO offices open and COVID-19 restrictions are lifted for in-person activities.

- **Email Optimization**

To increase ESA Program participation, SoCalGas continued personalizing email communications to potential eligible customers and testing different subject lines. The personalized emails included the customer’s name, assigned contractor and their contractor’s phone number. In PY2020, email metrics continued to perform above benchmarks.

SoCalGas sent approximately 1,036,611 emails to potentially eligible customers to capture leads for the ESA Program. The email also captured customers who were not interested and therefore deemed unwilling.

- **Texting Potentially Eligible Customers**

In PY2020, SoCalGas continued texting potentially eligible customers with information on the ESA Program and their contractor’s contact information. Details on this tactic are discussed in Section 1.3.1.

- **ESA Program Webpage Alignment**

SoCalGas consistently worked to improve the ESA Program webpage to make information, including how to qualify, clear and consistent for customers, and will continue to do so in PY2021 as future strategies are discussed.

Enrollment & Assessment (E&A): Although certain adjustments were made to accommodate COVID-19 restrictions, the overall SoCalGas ESA Program E&A delivery strategies employed in PY2020 remained consistent with previous years. Initially, contractors providing E&A services receive training covering utility-specific items related to policies, eligibility documentation requirements and overall customer service standards, as well as leveraging opportunities among other IOUs' low-income programs. The approaches were further adjusted to support contractor ramp-up efforts to meet Clear Plan and 2020 goals by implementing changes designed to streamline the training process, reduce Program Representative wait time between receiving training and actively enrolling, and increasing the number of candidates trained on a monthly basis to accommodate contractor growth and expansion. Some of these changes included introducing a process to virtually enroll customers into the ESA Program, removing the Skills Aptitude Test requirement, eliminating redundant tasks previously performed at the time of enrollment, allowing contractors to provide their program overview training to canvassers and telemarketers, implementing temporary badges for program representatives waiting for a Home Improvement Sales Representative (HISR) certification, and increasing the number of E&A classes offered to up to three classes per month. These and other workforce training improvements are discussed in greater detail in Section 1.8 Workforce Education and Training.

- **New E&A Strategies**

In addition to these changes in the delivery of E&A training, SoCalGas implemented several new strategies designed to simplify and streamline the enrollment and assessment process for contractors. One of these strategies was contractor-wide implementation of a new enrollment method for in-unit measures in deed restricted properties. The enrollment type “Owner Verified” was developed to enroll customers using the joint IOU Property Owner Authorization (POA) & Affidavit allowing owners to certify tenant’s eligibility for the ESA Program, thereby removing the burden of providing eligibility documentation from the tenant. Other new strategies designed to streamline enrollments was the contractor-wide use of electronic signatures on program forms, specifically the joint IOU POA form in instances where owners live out of the state or country. SoCalGas also performed an extensive review of program eligibility documentation requirements to simplify the enrollment process. This included reducing the number of documents required and expanding the maximum age document criteria for certain documents such as tax documents. SoCalGas also reviewed its assessment requirements and removed redundant tasks from Program Representatives that ultimately were the installer’s responsibilities. One such task was performing the calculation for ventilation and air (CVA) in the home for infiltration measures as well as removing the HE clothes washer assessment from the eligibility process. With the removal of tasks identified as being redundant and further streamlining the enrollment process as a whole, the time necessary to enroll customers has been reduced.

- **Contractor Legitimacy**

In PY2020 SoCalGas maintained the use of business cards with the ESA Program logo and magnetic vehicle placards labeled “authorized contractor” designed to legitimize program contractors when approaching customers at home and at community events.

- **Language Barriers**

Another strategy SoCalGas maintained in PY2020, designed to address language barriers at all stages of program implementation, was a language translation line dedicated for use by ESA Program contractors. Through this translation service, Program Representatives have access to over 80 different languages and live translators. The service also has the capability of live video translation

for customers to overcome barriers associated with customer trust. An additional change SoCalGas continued in the delivery of program information and energy education designed to remove barriers was the translation of the Statewide Energy Education Guide (EE Guide) into six additional languages¹⁰ and Braille. In addition to having the EE Guide newly available in these languages, it was also made available on the SoCalGas ESA Program webpage. Having the EE Guide online also ensures customers requiring larger print can benefit from the information provided to customer participants during program enrollment.

- **New Contractor Training**

As part of SoCalGas' efforts to onboard new contractors expeditiously, the Program Representative E&A training and the contractor office personnel E&A training were all conducted online. This enabled the training sessions to address issues and concerns customized and applicable to new contractors. All contractors were trained and capable of enrolling customers by the beginning of PY2020. This and other workforce training improvements are discussed in greater detail in Section 1.8.

Operations: Supporting efforts to boost first-time treatments in 2020, while remaining compliant with COVID-19 restrictions, SoCalGas continued efforts started in previous years, including implementing new contractor procedures, adjusting contractor compensation to support the new procedures, and making improvements to its systems to improve efficiency, as follows:

- SoCalGas continued to direct contractors to prioritize first-time enrollments and advised limiting retreatments only to those scenarios in which the customer reached out to the program or where retreatments were needed to fully service a multifamily (MF) building. In support of this prioritization, and in acknowledgement of the higher level of effort needed to identify and enroll first-time customers, SoCalGas maintained increased enrollment and

¹⁰ Spanish, Chinese, Hmong, Korean, Russian and Vietnamese.

weatherization fees introduced in PY2019. First-time penetration was considered a critical metric when evaluating contractor performance. In addition, database system enhancements were implemented to more effectively identify first-time customers and to process the resulting fees. First-time treatment units increased 16% compared with the prior year, as a result of these adjustments.

- Contractors were encouraged to install measures at the time of enrollment. Historically and in general, the first ESA Program representative to visit a home enrolls the customer, provides energy education, and performs an assessment of measure feasibility. A second visit is then scheduled with a weatherization installer to begin delivering measures. In some cases, the customer does not respond to attempts to schedule a second visit or does not answer the door at the time of the second appointment, resulting in an enrollment, but no measures installed. Encouraging contractor outreach personnel to install measures, known as simple measures, during the first visit allows the home to be counted as a treated unit, even if the customer ultimately does not follow through with the second visit. In addition, SoCalGas believes that receiving some measures on the first visit may give customers a feeling that the program is “real” and may make them more likely to follow through with subsequent scheduled appointments. The procedure is limited by the fact that many Program Representatives performing the first visit, despite being skilled at customer outreach, may not be mechanically inclined and may not be comfortable handling potential installation scenarios that may occur. SoCalGas’ approach has been to give contractors flexibility to install only the measures their Program Representatives are comfortable with and in the scenarios where they are comfortable doing so. For example, faucet aerators or showerheads may be installed by some Program Representatives only if they can be easily installed by hand without the use of any tools. In 2020, SoCalGas continued offering incremental fees to encourage delivery of measures at the time of enrollment, in acknowledgement of the higher level of effort needed by contractors to prepare and equip their Program Representatives to do so. In addition, database system enhancements were implemented to more efficiently process and track measures installed at the time of enrollment and to smooth the handoff from the Program Representatives to the weatherization installer in

cases where these individuals are dispatched from different contractor agencies. As a result of this initiative, the installation of measures at the time of enrollment increased to 78% of all treated homes in 2020 as compared to 38% homes receiving installed measures at the time of enrollment in 2019.

- SoCalGas implemented procedures to allow contractors to install certain, less-invasive measures, prior to obtaining a POA. In general, these are the same measures that many contractors can install at the time of enrollment, due to their simplicity of installation. In order to support this initiative, SoCalGas implemented systems enhancements to allow for more flexible handling of the POA. Contractors combined this flexibility with the ability to install measures at the time of enrollment to make significant inroads in the multifamily segment in 2020. Multifamily homes made up 50% of treated enrollments in 2020, compared with 32% in 2019. In the fourth quarter of 2020 alone, multifamily homes made up 54% of treated enrollments, of which 76% were performed with measures installed at the time of enrollment, prior to receiving a POA.
- SoCalGas pursued its Clear Plan List approach to outreach in 2020, under which neighborhoods were systematically targeted for coordinated direct mail, e-mail, and contractor canvassing or phone call efforts. To support these efforts from an operations perspective, SoCalGas continued an incremental fee structure in recognition of the contractor resources needed to systematically knock on doors for an assigned list of addresses, to attempt to reach these customers by phone, and to document these processes in detail for SoCalGas' records. In addition, SoCalGas implemented new systems capabilities to allow for more efficient handling of Clear Plan Lists, including the assignment of lists to contractors in the form of leads, and processing of contractor results to allow for documentation of initiative progress and identification of unwilling customers, as well as treatment of willing customers. In 2020, SoCalGas assigned over 865,000 leads to contractors through these coordinated Clear Plan Lists.
- SoCalGas continued to perform assessments of its central ESA Program database system, Home Energy Assistance Tracking (HEAT). The assessments incorporated regular input from SoCalGas contractors as well as internal user teams. This continued to yield "quick wins," defined as

minor system enhancements or adjustments that, once identified and implemented, provided worthwhile improvements to processing efficiency. “Quick wins” for SoCalGas’ ESA systems include: supporting new, virtual process required due to the pandemic; streamlining and removing redundancies from workflow data entry processes; expediting contractor lead requests; delivering training materials and key system information, when needed, directly to the user through the system; and general improvement of system speed and responsiveness. To support internal user teams working remotely due to the pandemic, HEAT was upgraded to support a paperless invoicing approval process. To support contractor virtual enrollments, new fields, “Virtual Enrollment Employee Checkbox” and “Expiration Date” have been added to the Employee Configuration page in HEAT and a new “Outreach Type” radio button selection group has been added to HEAT so users can select which type of outreach is being completed upon enrollment (virtual or in-person).

1.3.4 Track Costs of AB 793 related Energy Management Technologies programs (identify all of the programs or initiatives that will be able to benefit from the availability of the end-use and electric usage profiles, and to coordinate with the relevant proceedings so that the relevant costs can be considered in those proceedings’ cost-effectiveness decision-making), including costs for Energy Education.

On December 19, 2018, the CPUC approved the implementation of the smart thermostat as a standard measure of the ESA Program for SoCalGas through the end of 2020. PY2020 spend for the pilot was \$108,585.

1.4 Energy Savings Assistance Program Customer Enrollment Evaluation

1.4.1 Distinguish between customers treated as “retreated or go-backs” and “first touch” customers so that the CPUC has a clear idea of how many new customers the IOUs are adding to the Energy Savings Assistance Program.

D.16-11-022 eliminated the Go-Back Rule throughout SoCalGas’ service

territory.¹¹ The Go-Back Rule prohibited homes already treated once since 2001 from being treated a second time. In PY2020, SoCalGas treated 87,098 customers for the first time since 2001, thus increasing SoCalGas' progress toward the 2020 goal to 1,594,750. In addition, SoCalGas retreated 39,028 homes, bringing total 2020 treatments to 126,126.

1.4.2 Please summarize new efforts to streamline customer enrollment strategies, including efforts to incorporate categorical eligibility and self-certification.

In PY2020, SoCalGas continued to use Categorical Eligibility (CE)¹² and self-certification¹³ as tools to streamline customer enrollments to the ESA Program. Both of these methods of determining eligibility decrease the required income documentation. With CE, customers who can provide documents validating participation in one of the designated state or federal assistance programs do not need to provide additional income documentation in order to enroll in the ESA Program and/or CARE. With self-certification, customers who live in designated low-income PRIZM codes need to only provide a stated annual income and sign a

¹¹ D.16-11-022, OP 9.

¹² Categorical programs include: Medicaid/Medi-Cal, Women, Infants and Children Program (WIC), Low-Income Home Energy Assistance Program (LIHEAP), Supplemental Nutrition Assistance Program, Tribal Temporary Assistance to Needy Families (TANF), Bureau of Indian Affairs General Assistance (BIA GA), and the National School Lunch Program.

¹³ In D.05-10-044, the CPUC allowed SDG&E and SoCalGas to use 2000 census tract data to identify neighborhoods where they could suspend income documentation requirements enroll customers in the Energy Savings Assistance Program through self-certification, if those customers lived in areas where 80% of the households were at or below 200% of the FPL. In D.06-08-025, D.06-12-038, and D. 08-11-031, the CPUC allowed continuation of the self-certification process described above.

statement certifying their income meets the program's income eligibility guidelines. In addition to these two enrollment methods, SoCalGas streamlined eligibility documentation requirements to ease program enrollment.

Categorical Eligibility: SoCalGas continues to provide the list of CE programs on its company website and in its ESA Program brochures which are printed in multiple languages (English, Spanish, Chinese, Korean, and Vietnamese). These channels are aimed at bringing customer awareness to the minimal documentation requirement for enrolling in the ESA Program when a customer is already participating in certain CE programs. SoCalGas also reviews changes to CE program administration processes to update ESA Program CE documentation requirements with the intent of streamlining the enrollment process. For example, from November 2019 to June 2020 the Women, Infants & Children (WIC) program began a process of transitioning from a voucher-based system to an EBT Card. SoCalGas reviewed this change to the WIC program and provided contractors with updated documentation requirements to prove current WIC participation when a customer has transitioned from vouchers to an EBT card. Providing contractors clear direction as early as possible minimizes questions and the potential delay of a customer enrollment.

Self-certification: SoCalGas implements various methods to income qualify households via self-certification such as PRIZM code, CARE PEV, and leveraging other IOUs for enrollment or full documentation. In

2020, SoCalGas contractors continued enrolling customers using the self-certification enrollment method for renters in deed restricted properties.

The enrollment type “Owner Verified” was developed to enroll customers using the joint IOU POA & Affidavit allowing owners to certify tenant’s eligibility for the program thereby removing the burden of requiring eligibility documentation from the tenant.

Other Enrollment Methods: Another new strategy designed to streamline enrollments was the contractor-wide use of electronic signatures on program forms, specifically the joint IOU POA form in instances where owners live out of the state or country. In addition, SoCalGas also performed an extensive review of program eligibility documentation requirements to simplify the enrollment process. This included reducing the number of documents required and expanding the maximum age document criteria for certain documents such as tax documents. SoCalGas also reviewed its assessment requirements and removed redundant tasks from Program Representatives that ultimately were the installer responsibilities. With the removal of these tasks deemed to no longer be the Program Representative’s responsibility, the enrollment process was further streamlined and reduced the time to enroll customers into the program.

1.4.3 If the IOU has failed to meet its annual goal of number of households served, please provide an explanation of why the goal was not met. Explain the programmatic modifications that will be implemented in order to accomplish future annual goals of number of households served.

SoCalGas' treated total of 126,126 homes in PY2020 was its highest yearly total since 2011. This total exceeded the goal established in D.16-11-022, but was short of the adjusted goal of 191,186 adopted in the Non-Standard Disposition of AL 5325 issued December 19, 2018.

Furthermore, SoCalGas treated 87,098 first-time homes in PY2020. This was a significant increase from the 2019 level of 65,157, but similarly was short of the 159,780 target for first-time treatments set in the Disposition of AL 5325. SoCalGas exceeded its retreatment unit target, delivering 39,028 retreatments compared with a target of 31,406.

The relatively high number of unwilling customers reported by SoCalGas in 2020 reflects improved efforts to ensure customer encounters are documented when they occur, and as a result, the pool of willing first-time treatment homes dwindled significantly in the final year to reach the 2020 goal. The increase from 2019 first-time treatments delivered in 2020 was noteworthy, however, the increase came as the result of very aggressive policies and intensified contractor focus to target this diminishing population.

Efforts to ramp up its final push towards meeting the 2020 goal included SoCalGas onboarding four additional contractors who specialized in

providing simple measures at the time of enrollment. These enrollments enabled installation of simple measures (such as faucet aerators and thermostatic shower valves) prior to owner authorization. Smart thermostats also continued to appeal to ESA Program customers and were fully integrated in 2020. Additionally, Common Area Measure (CAM) delivery continued to be developed and integrated into SoCalGas' MF offerings which contributed to the breadth of ESA Program overall offerings.

In 2020, Clear Plan outreach efforts were a central approach towards meeting the 2020 goal. The combined efforts of all SoCalGas' Clear Plan efforts enabled the ESA Program to reach out to approximately 865,000 customers. Clear Plan Lists were completed throughout the year utilizing additional resources in 2020. SoCalGas utilized a specialized canvassing contractor to help execute the Clear Plan approach to reach all willing and eligible first-time customers. The canvassing contractor conducted 41,147 in-person attempts to reach customers during the year, which augmented an outreach approach that also included phone, direct mail, and email contact attempts. When the canvassing contractor identified a customer willing to enroll in the ESA Program, the customer was connected with an ESA Program contractor to enroll and ultimately weatherize the customer's home.

However, all these efforts met a remarkable roadblock due to the outbreak of COVID-19. In-person canvassing efforts were halted in March and

were not fully restarted until September due to several factors including local, state, and federal orders to stay at home and social distancing requirements during the different stages of the COVID-19 outbreak. Additional unemployment benefits were also offered near the start of the stay at home order for California through August which provided ESA Program field employees an alternative to reporting to work in order to social distance. During this same period the canvassing effort suffered an extraordinary amount of workforce attrition and did not resume in an impactful manner again until September. However, SoCalGas and its canvassing agent reacted to the disruption by pivoting in-person canvassing efforts to phone calls completing 41,331 calls targeted at customers who had previously shown interest in the ESA Program.

Furthermore, SoCalGas continued to innovate its approach to enroll every willing and eligible customer utilizing an industry leading cloud-based software company to orchestrate a targeted, automated, and multi-channel marketing campaign to first-time eligible customers in support of the 2020 first-time treatment goals. This company successfully engaged approximately 634,000 customers to drive awareness and solicit interest in participating in the ESA Program via email and mobile phone text/SMS. SoCalGas leveraged the company's capabilities and customer outreach methodologies providing customers with an initial outreach attempt followed by additional outreach attempts depending on if the customer had an email, mobile phone number, or both. They also utilized their

capabilities to engage Spanish speaking customers in a customized way, giving these customers the option to interact with the ESA Program in the language of their choice.

This company's specialized technology provided the additional benefit of allowing customers to respond to the email and/or text message outreach attempt directly in order to initiate the enrollment process. Customers had the ability to enter their ZIP code which connected the customer to their local ESA Program contractor who could follow up to enroll the customer. This "uberization"¹⁴ of the ESA Program was a significant shift to the way customers enrolled in the program in 2020 and how they will have the ability to enroll in the program moving forward.

Clear Plan outreach efforts enabled recording offline customer communication attempts such as direct mail, phone calls, and in-person visits. These attempts tracked/dispositioned customer responses for enrollment or later outreach via offline channels as well as customer refusals. The combined efforts of SoCalGas personnel, SoCalGas' contractor network, canvassing contractor, and the cloud-based software company contributed to SoCalGas' multifaceted efforts to reach every willing and eligible customer by the end of 2020.

¹⁴ The Cambridge English Dictionary defines "uberization" as the act or process of changing the market for a service by introducing a different way of buying or using it, especially using mobile technology. <https://dictionary.cambridge.org/us/dictionary/english/uberization>

Again, despite all efforts SoCalGas initiated and engaged in to prepare for the final year to meet the 2020 goal, it was greatly impacted by the outbreak of COVID-19. In-home visits were suspended on March 18, 2020 and did not resume until June 1, 2020. This two-and-a-half-month hiatus created a sizeable roadblock in SoCalGas' efforts to meet the 2020 goal. Before SoCalGas could resume its in-home visits, it was faced with the challenge of retaining its ESA Program contractor workforce. SoCalGas responded to this disruption following CPUC Executive Director Stebbins' directive¹⁵ by offering a 30-day advance payment in March to ESA Program Prime Contractors to ensure the stability of the Program's workforce. SoCalGas' specific offering to contractors was made expeditiously and largely in response to growing contractor concerns regarding their ability to retain their respective workforces. In April, a second advance payment offer was made to provide sixty days of advance payments to contractors to continue to mitigate the effects of the ESA Program in-home hiatus. Please refer to ESA Table 19 for additional details on advance payments.

In continued response, SoCalGas increased its efforts to ramp up contractor activity after the resumption of ESA Program in-home services on June 1, 2020. SoCalGas continued to remain focused on the 2020 goal

¹⁵https://www.cpuc.ca.gov/uploadedFiles/CPUCWebsite/Content/News_Room/NewsUpdates/2020/Exec.%20Director%20Letter%20re%20ESA%20Contractors%20during%20COVID%2019%20Pandemic%20March%2023,%202020.pdf

and instituted its Post Pandemic Return to Service (PPRS) credit offering to its in-home contractors. The credit dually created incentive and compensation for contractors who had lost time and resources during the suspension period. PPRS credits were earned through actual work performed in ESA Program-eligible households during a six-month period after the suspension was lifted.¹⁶ This provided contractors with the specific incentive to treat as many ESA Program-eligible homes as possible while simultaneously creating a financial mechanism to pay back any advance payments received during the suspension period.

In 2021, SoCalGas will shift to position itself to adapt to the programmatic changes which will result from the Commission's Decision on the 2021-2026 Low Income Programs Application.

1.5 Disability Enrollment Efforts

1.5.1 Provide a summary of efforts to which the IOU is meeting the 15% penetration goal.

The penetration rate for disability enrollment efforts in PY2020 dropped to 6.05% from 9.15% in PY2020. As in previous years, SoCalGas continued its focus toward targeting increased enrollments within the disability community across all of SoCalGas' service areas. SoCalGas' liaison assigned to work with and expand the company's reach within the disabled community continued to leverage existing relationships to expand

¹⁶ Resolution E-5074, p. 10.

organizations in which to target, work with organizations serving the disabled community, provide educational materials, and facilitate information sessions and trainings for case workers and staff of organizations working with the disabled communities. Some of SoCalGas' highlights for disability outreach in PY2020 included working with key organizations and sponsoring some key events as listed below. Due to COVID-19, most events were postponed, cancelled and/or made virtual.

- Organizations that SoCalGas collaborated with to promote CAP materials and build awareness to help increase enrollments as local, trusted resources for the disabled community include:
 - Blindness Support Services
 - Disabilities Community Resource Center
 - Fiesta Educativa
 - Frank D. Lanterman Regional Center
 - South California Resource Services for Independent Living (SCRS-IL)
- Prior to COVID-19 restrictions, SoCalGas hosted a resource table with CAP collateral and promotional giveaways tailored to the disability community. After Mid-March, participation was cancelled at in-person events due to COVID-19 restrictions. Events that were not cancelled or postponed were made virtual. Events that were able to take place included:
 - Fiesta Educativa's Fiesta Familiares Zoom Workshops
 - Southern California Resource Services for Independent Living's PPE, Essential Care Packages, and Food Distributions
 - Frank D. Lanterman's PPE, Essential Care Packages, and Food Distributions

In PY2021, SoCalGas will continue to enhance its reach by employing various practices and approaches to remain connected with the disabled community.

1.5.2 Describe how the Energy Savings Assistance Program customer segmentation for ME&O and program delivery takes into account the needs of persons with disabilities.

Due to the COVID-19 pandemic, ESA Program enrollment was paused until June 1, 2020, when virtual enrollments began. From June 1 - December 31, 2020, virtual enrollment was the main enrollment channel, but in-person enrollment resumed pending SoCalGas strictly following state and local ordinances. SoCalGas remained committed to the health and safety of contractors, customers, and employees throughout 2020. Efforts to accommodate the needs of disabled customers during the COVID-19 stay-at-home restrictions became even more important. Large print brochures with ESA Program information were produced and provided to vision-impaired customers during community outreach events. Once COVID-19 protections were enacted and most events became virtual, digital versions of the files were provided. SoCalGas continues to improve its website, which already holds the AA Seal of Approval from the Center for Accessible Technology for achieving AA accessibility standards, to increase accessibility and improve the online experience allowing vision-impaired customers who use screen readers and similar assistive technologies to navigate and read its content. In 2019, SoCalGas' My Account online bill pay system also received the AA Seal of Approval from the Center for Accessible Technology for achieving AA

accessibility standards in the “Account” section of the website. As of 2020, SoCalGas continues to hold this certification and is maintained through audits.

1.5.3 Identify the various resources the IOUs utilize to target the disabled community and the enrollments as a result

Disability Enrollments			
Source	Total Enrollment	Disability Enrollment	% of Disability Enrollment
Campaign	1,420	47	3.31%
Capitation	28	1	3.57%
CARE Referral	5,742	74	1.29%
Customer Assistance Representatives Referral	49	2	4.08%
CPUC 2020 Clear Plan	5,723	243	4.25%
Direct Mail	283	34	12.01%
Energy Efficiency Referral	864	112	12.96%
ESA Mobile	1,318	149	11.31%
Gas Bill Insert	358	27	7.54%
HEAT Canvassing List	2,679	186	6.94%
InfoLine 211	38	3	7.89%
Joint Utility Data Sharing	32	4	12.50%
Joint Utility ESA Program, SCE	18	3	16.67%
LIHEAP	44	10	22.73%
Master Agreement	472	37	7.84%
Media/Leveraging Dept./Event	32	11	34.38%
Muni	7	0	0.00%
Neighbor/Friend/Relative Referral	2,466	203	8.23%
Newspaper/Radio/Television	93	12	12.90%
Other Utility or Municipality Referral	2,273	241	10.60%
Outreacher – Canvassing	92,819	4731	5.10%
Received Services at Another Location	73	6	8.22%
REN Referral	19	1	5.26%
SoCalGas – Gas Assistance Fund/Medical Baseline	3	0	0.00%
SoCalGas – Internet	433	55	12.70%
SoCalGas Referral	1,862	398	21.37%
SoCalGas Email	149	18	12.08%
Telemarketing – Telephone	2,559	442	17.27%

Univision – Telethon	13	0	0.00%
Virtual Enrollment	3,049	397	13.02%
WNA Approach	1,208	188	15.56%
Total	126,126	7,635	6.05%
Target Enrollment			15.00%

1.5.4 If participation from the disabled community is below the 15% goal, provide an explanation why:

Although the penetration rate for disabled enrollments fell below the 15% goal in PY2020, many efforts were pursued to enhance and expand outreach to the disability community. SoCalGas continued to partner with several key organizations such as Fiesta Educativa, Disability Community Resource Center, Long Beach Veteran’s Administration Blind Veterans Association,¹⁷ Rancho Los Amigos, MEND San Fernando, and Southern California Rehabilitation Services - all trusted organizations that provide special resources for these communities. Due to COVID-19 protections and restrictions, in-person events were not held. SoCalGas’ partnership included sponsoring key events prior to COVID-19 restrictions, presenting at virtual workshops, virtual training of organization staff and case workers and distributing program materials both printed and electronic to be distributed during one-on-one visits (mostly virtual) with community members and at local community events.

¹⁷ Although Long Beach is not part of SoCalGas’ territory, partnership with this organization is important as it services a large portion of the San Gabriel Valley and other nearby SoCalGas communities.

Additionally, disability enrollments are tracked by contractors who may not be aware of a customer's disability at the time of enrollment, particularly if the customer does not self-disclose their disability during the enrollment process. However, in PY2020 SoCalGas continued to increase collaborative partnerships that worked towards enrolling individuals with disabilities that may qualify for the ESA Program, CARE, or Medical Baseline Allowance (MBL). As in previous years, SoCalGas has continued to focus its efforts on organizations and events that are in areas that are underpenetrated in the programs in order to reach special needs customers. In 2020, plans were put in place for contractors to continue to be engaged at more disability outreach events to generate and track related ESA Program leads from events serving customers with disabilities. Because of COVID-19 restrictions, in-person events were cancelled and held virtually due to the particular vulnerability of these communities.

1.6 Leveraging Success Including LIHEAP

D.08-11-031 defined leveraging as “an IOU’s effort to coordinate its ESA Program with programs outside the IOU serving low-income customers. These include programs offered by the public, private, non-profit or for-profit, local, state, and federal government sectors that result in Energy Efficiency (EE) measure installations in low-income households.” In PY2020, SoCalGas continued to leverage resources to support low-income customers. Success is measured by tracking the following criteria:

- **Dollars saved:** Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU. Shared/contributed/donated resources, elimination of redundant processes, shared/contributed marketing materials, discounts or reductions in the cost of installation, and replacement and repair of measures, among others are just some examples of cost savings to the IOU.
- **Energy savings/benefits:** Leveraging efforts are measurable and quantifiable in terms of home energy benefits/savings to the eligible households.
- **Enrollment increases:** Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

For SoCalGas' ESA Program dollar savings, energy savings/benefits, and enrollment tracking and reporting associated with leveraging efforts, refer to ESA Table 14 – Leveraging & Integration.

1.6.1 Describe the efforts taken to reach out and coordinate the Energy Savings Assistance Program with other related low income programs offered outside the IOU that serve low income customers.

SoCalGas identifies participating agencies into two categories: Water Agencies/Providers and Municipal Electric Providers. Water agencies focus on water measures such as HE clothes washers, faucet aerators, low flow shower heads, thermostatic shower valves, tub spouts and low flow toilets. All participating agencies contribute to SoCalGas' ESA Program dollar savings and energy savings/benefits through co-funding of HE clothes washers (SoCalGas added a second model of HE clothes washer to its measure mix in 2020). The other water measures are leveraged based on the needs and resources of the water agency. In PY2020 the following agencies participated in leveraging water measures:

- Anaheim Public Utilities¹⁸
- California American Water¹⁹
- Eastern Municipal Water District²⁰
- Elsinore Valley Municipal Water District²¹
- Fontana Water Company²²
- Liberty Utilities²³
- Metropolitan Water District²⁴
- Moulton Niguel Water District²⁵
- San Gabriel Valley Water Company²⁶
- Western Municipal Water District²⁷

¹⁸ Anaheim Public Utilities (“APU”) – delivers water to the city of Anaheim’s 345,000 residents and more than 15,000 businesses

¹⁹ California American Water serves customers throughout California, the partnership with SoCalGas focuses on customers residing in Los Angeles and Ventura Counties.

²⁰ Cities in the Eastern Municipal Water District service territory include Hemet, Menifee, Moreno Valley, Murrieta, Perris, San Jacinto, and Temecula.

²¹ Elsinore Valley Municipal Water District serves the cities of Lake Elsinore, Wildomar, Murrieta and Menifee.

²² Fontana Water Company serves the communities of Fontana, Rialto, Rancho Cucamonga, Ontario, and unincorporated areas of San Bernardino County.

²³ Liberty Utilities, formerly Park Water Company serves the Compton/Willowbrook, Lynwood, and Bellflower/Norwalk water systems.

²⁴ Metropolitan Water District is a regional wholesaler that delivers water to 26 member public agencies: 14 cities, 11 municipal water districts, one county water authority – which in turn provides water to more than 19 million people in Los Angeles, Orange, Riverside, San Bernardino, and San Diego and Ventura counties.

²⁵ Moulton Niguel Water District services more than 170,000 customers in Laguna Niguel, Aliso Viejo, Mission Viejo, Laguna Hills, Dana Point, and San Juan Capistrano

²⁶ San Gabriel Valley Water Company serves the communities of: Arcadia, Baldwin Park, El Monte, Industry, Irwindale, La Puente, Montebello, Monterey Park, Pico Rivera, Rosemead, San Gabriel, Santa Fe Springs, South El Monte, West Covina, Whittier and unincorporated portions of Los Angeles County, in the communities of Bassett, Hacienda Heights, Los Nietos and South San Gabriel.

²⁷ Western Municipal Water District serves Box Springs, Eagle Valley, Lake Elsinore, Lee Lake, Temecula, and portions of Riverside and Corona.

As a result, co-funding from all water agencies totaled \$412,853 in PY2020.

The other category for leveraging opportunities focuses on municipal electric providers through the ESA Program. SoCalGas administers programs for municipal electric providers by collaborating with ESA Program contractors to install electric measures such as LED bulbs, Smart Power Strips, LED Torchiere Lamps, A/C Tune-ups, Refrigerator Assessments, Duct Testing & Sealing, and Room A/C Replacement. Qualifying measures varied per electric provider and availability of funding. The municipal electric providers that partnered with SoCalGas in PY2020 include:

- Anaheim Public Utilities²⁸
- Los Angeles Department of Water & Power²⁹
- Pasadena Water and Power³⁰
- Riverside Public Utilities³¹

²⁸ Anaheim Public Utilities – delivers electricity to the city of Anaheim’s 345,000 residents and more than 15,000 businesses

²⁹ Los Angeles Department of Water & Power (“LADWP”) – is the largest municipal utility in the United States, serving over four million residents. LADWP provides both electricity and water to residents and businesses in Los Angeles and surrounding communities. LADWP can currently deliver a maximum of 7,880 megawatts of power and 160 billion US gallons (606 million cubic meters) of water yearly.

³⁰ Pasadena Water & Power (“PWP”) – provides electricity to more than 65,000 customers within the city Pasadena. PWP also deliver water to almost 38,000 households and businesses in Pasadena and adjacent communities in the San Gabriel Valley

³¹ Riverside Public Utilities – serves more than 109,616 metered electric customers and over 68,640 metered water customers (serving a population of more than 300,000) in and around the City of Riverside.

Municipal Utility	Number of Units Served
Anaheim Public Utilities	366
Los Angeles Department of Water & Power	8,895
Pasadena Water & Power	46
Riverside Public Utilities	281
Total	9,588

1.6.2 In addition to tracking and reporting whether each leveraging effort meets the above criteria in order to measure the level of success, please describe the Other Benefits resulting from this particular partnership not captured under the 3 criteria described above.

For SoCalGas’ ESA Program dollar savings, energy savings/benefits, and enrollment tracking and reporting associated with leveraging efforts, refer to ESA Table 14 – Leveraging & Integration.

In PY2020, SoCalGas’ collaborative efforts with Anaheim Public Utilities, Los Angeles Department of Water & Power (LADWP), Pasadena Water & Power and Riverside Public Utilities created leveraging opportunities that provided comprehensive energy savings to the joint customers of the respective municipal electric provider. The added benefits of working together included the addition of water saving devices, leveraging combined marketing materials and focused efforts on high potential customers including those in disadvantaged communities. The acceptance of customers to participate in programs that provide water, electric and natural gas measures contribute to higher participation rates and greater customer satisfaction. The joint efforts reduce the touch points per customer which traditionally cause disruption for customers, and the combined efforts minimize administrative burden and cost inefficiencies.

Additionally, leveraging with water utilities and districts to offer HE clothes washers provides up to 8,000 gallons per washer per year savings. HE clothes washer costs may otherwise limit low-income customers from realizing the water and energy savings, and the leveraging of the ESA Program with other water utilities that do not have direct install programs for HE clothes washers provides an opportunity to reach low-income customers that would otherwise not be able to fund the difference between the appliance cost and available water utility rebate offers. This demonstrates SoCalGas' support for statewide conservation efforts.

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

Since entering into an agreement in 2019 with the Department of Community Services and Development (CSD) to leverage ESA Program funds with CSD's Low Income Weatherization Program for multifamily properties (MF LIWP), SoCalGas and CSD have continued to work together to identify properties for service under the agreement.

Differences in customer eligibility and verification requirements and the types of measures offered by LIWP and the ESA Program continued to present challenges in finding candidates for leveraging. Low Income Oversight Board (LIOB) member Jason Wimbley reported on these

challenges in the LIWP Coordination report at the March 6, 2020 meeting in Santa Clara.³²

Additionally, suspension of program services due to COVID-19 further hampered coordination efforts. Nevertheless, both parties continued to work together to identify feasible leveraging opportunities.

1.6.4 Describe the coordination efforts with water agencies or companies (wholesalers or retailers).

SoCalGas' leveraging opportunities maximize joint energy collaboration for comprehensive natural gas, electric and water savings. SoCalGas' ESA Program has coordinated co-funding opportunities and program support with numerous water agencies. These efforts promote collaboration and allow for comprehensive savings to be captured and reported.

In PY2020, SoCalGas continued working with the Metropolitan Water District (Metropolitan) to explore additional co-funding and collaboration opportunities in the low-income sector. SoCalGas currently has a cost sharing arrangement with Metropolitan for the HE clothes washers through the ESA Program.

³² Low Income Oversight Board, Draft Meeting Notes, Friday, March 6, 2020. Coordination Report on Low Income Weatherization Program (LIWP), p.5.

1.7 Integration Success

1.7.1 Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the CARE Program.

As in previous years, SoCalGas continued to employ data sharing, Integrated Voice Recognition (IVR), customer call center, and others as noted below to connect the Low-Income Programs.

Data Sharing: The ESA Program shares data with the CARE Program and vice-versa. New ESA Program customers are automatically enrolled for the CARE discount and are exempted from PEV if their income eligibility has been verified by the ESA Program. CARE customers who have not participated in the ESA Program are referred for enrollment. SoCalGas is committed to helping customers experiencing hardships, including from COVID-19. Customers currently on the CARE Program will not be required to recertify until protections are lifted in June 2021. Customer Service Representatives (CSRs) continue to be available 24 hours a day, 7 days a week to answer customer questions, help customers select a payment option, or determine if the service they're calling about needs our attention right away.

Integrated Voice Recognition (IVR): Multi-lingual messages regarding the ESA and CARE Programs are made available on SoCalGas' main call center IVR system. When a customer calls SoCalGas for any reason, they will hear an automated message regarding Customer Assistance Programs including: CARE, the ESA Program, and MBL. This message is also

reinforced by live CSRs when customers call to establish service or make bill payment arrangements. CSRs initiate conversation about the CARE Program and take applications over the phone during these specific calls. Additionally, a separate IVR phone number is printed on self-certification and recertification CARE applications. Through the IVR, customers can follow the prompts in either English or Spanish and respond verbally or through push-button on their phone, to enroll in CARE or recertify their eligibility.

Branch Payment Offices (BPO): ESA Program and CARE information is displayed and available at SoCalGas BPOs. When income guidelines are updated each year, all branch offices receive new brochures, which are regularly replenished. BPO clerks are trained to promote both the ESA Program and CARE. Due to COVID-19 restrictions, BPOs were closed in mid-March 2020 and remained closed at year end.

Customer Contact Center (CCC): Since February 2018, SoCalGas CSRs have been offering CARE and enrolling customers during turn-on and payment extension calls. Information regarding other Customer Assistance Programs is provided to facilitate enrollment of eligible customers in the ESA Program and MBL. When a customer expresses interest in the ESA Program, a direct 800 telephone number is provided. MBL applications are mailed upon request. In addition, SoCalGas offers information on integrated programs for residential customers by mailing a conservation package during CCC bill inquiries; the package includes

information on the ESA Program, CARE, MBL, EE rebates, energy-saving tips to help customers manage their gas bills, paired with information regarding CSD programs.

Credit and Collections: A collections status on a customer's account usually indicates a customer who is struggling to pay their bills because of financial issues. Therefore, when SoCalGas field representatives deliver pending disconnection notices in person to senior citizens and disabled customers, they also provide CAP information and educate customers about the ESA Program and CARE. As the COVID-19 customer protections were enacted, suspending collection and disconnection activity, these in-person interactions were also discontinued.

Outreach by Field Employees: Although field visits other than those related to health or safety concerns were also suspended in mid-March due to COVID-19 restrictions, field service employees continued to distribute CAP brochures to customers whenever it was necessary to enter a customer's home.

1.7.2 Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the Energy Efficiency Residential Program.

In PY2020, the integrated Single-Point-of-Contact (SPOC) model continued to be a focal point for the participation of low-income customers and property owners. During PY2020, SoCalGas' SPOC team was able to successfully navigate through the pandemic and two-and-a-

half-month ESA Program suspension of program services, to deliver 5,485 in-unit enrollments. The SPOC team delivered approximately 4,100 low-income MF enrollments to support the joint-utility partnership with LADWP through SoCalGas' ESA Program. The SPOC team collaborated with assigned ESA Program contractors in delivering both SoCalGas- and LADWP-funded measures within these affordable units. The team was able to quickly adapt to remote work/virtual office environment in continuing to move forward approved projects for assigned customers and in engaging new affordable portfolios. Faced with restricted in-unit access during the pandemic and additional safety protocols, the SPOC/Account Executive (AE) team shifted focus towards promoting ESA CAM and EE facility/central plant retrofit projects to minimize in-person contact with tenants and on-site personnel. Additionally, the SPOC team continued to expand its cross-portfolio work with numerous large affordable housing portfolios. The SPOC team continues to engage in presenting cross-portfolio energy and water efficiency recommendations to housing portfolios, representing over 900 total properties with over 60,000 total affordable units. A few notable examples:

- As part of the ESA CAM Pilot, 14 MF CAM projects were delivered, 6 projects were completed, 7 projects were approved, and 3 projects are pending approval or are in-process. Please see Appendix A, Section 6.3 for pre- and post- retrofit photos.
- The SPOC team continued collaboration with the Southern California Association of Nonprofit Housing (SCANPH). Information on SoCalGas programs and services were incorporated into member newsletters and available via

their annual affordable housing conference, which was held virtually.

- The SPOC/AE Team worked with closely with SoCalGas contractors and Owner Facilities teams to conduct Virtual Site Assessments and Audits at several property locations.
- Retirement Housing Foundation’s (RHF) Angelus Plaza project, completed in 2019, was selected as a 2020 Los Angeles Better Building Challenge (LABBC) Innovation Awards Finalist (MF Energy Efficiency Category). The SPOC-led integrated joint utility collaboration between SoCalGas and LADWP provided much-needed services to a 1,093-unit senior housing site in Downtown Los Angeles. This two-year, \$1 million energy efficiency upgrade project is estimated to save over \$150,000 annually in natural gas and 160,000 therms annually.

In PY2020, the SoCalGas SPOC team also assisted in delivering ESA MF CAM enrollments. In 2020, SoCalGas reported six (6) completed MF CAM projects. It is important to recognize that SoCalGas only reports CAM projects when all aspects of the project have been completed.

2020 MF CAM	
Projects / Properties	Units
6	416

The impact of the spread of the COVID-19 virus caused a temporary two-and-a-half-month suspension of the ESA Program. Multiple supply chains were impacted which doubled or tripled the delivery time of equipment essential to these five MF CAM projects. These delays of up to 10 weeks also significantly contributed to project timelines being extended. Consequently, five MF CAM projects originally scheduled to be completed in 2020 were delayed and pending completion in the 2021.

SoCalGas has consistently reported completion of CAM projects at the time of beneficial use, (occurring when a system is installed and operational). Completion of CAM projects included equipment installation, commissioning, pipe insulation, city inspections, operating & maintenance training with facility personnel and final sign off with the property owner. Sign off included acknowledgement from the property owner that the following elements had been completed and/or delivered:

- Major equipment manufacturer cut sheets
- Major equipment operations & maintenance manual(s)
- Operations & maintenance training
- Contractor workmanship & major equipment manufacturer warranty information: procedures, contact information, warranty period, start & end dates
- System commissioning documentation
- Enrollment in benchmarking via the Environment Protection Agency (EPA) Portfolio Manager Tool
- Safety - water heater(s) temperature set at 120 Degrees

The six projects that were completed in 2020 are identified below:

SoCalGas PY2020 Multifamily CAM Projects			
Project	Location	Units	Equipment
1	Alta Loma	117	Five (5) 75-gallon
2	Santa Ana	25	One (1) 399k Boiler
3	Riverside	102	Two (2) 399k Boilers
4	Indio	150	Four (4) - 199,000 Btu Water Heaters
5	Anaheim	10	One (1) - 199,000 Btu Water Heaters
6	Los Angeles	12	One (1) - 199,000 Btu Water Heaters
	Total	416	

SoCalGas continued to adhere to the following four best practices for collaborating with large multifamily customers in delivering deep, cross-portfolio energy and water savings: 1) aligning integrated project retrofits with facility management requirements to identify viable projects; 2) providing Residential Segment SPOC services to customers; 3) integrating utility programs by streamlining program application processes; and 4) developing a roadmap for attaining additional program enrollments and savings over time.

Viable projects: SoCalGas continues to identify projects utilizing the SPOCs to develop on-going relationships with large property owners who have MF portfolios of 10 – 50 sites.

In addition, SoCalGas has expanded water heater installations to a broader network of contractors to increase the number of potential projects, especially for smaller properties who may not be assigned an AE. This model allows for a greater penetration of participation for CAM throughout the service territory.

SPOC for customer-centric service: SoCalGas assigns a knowledgeable residential segment SPOC to simplify the enrollment process, remove red tape, streamline communication with customers and connect customers to utility partners for deeper, faster retrofits.

Integration of multiple utility offerings: SoCalGas jointly offers efficiency/conservation programs with other IOUs or municipal utilities to

streamline processes and incorporate higher-priority dual-saving (energy and water) technologies. This eliminates duplication of efforts and reduces the cost of program delivery for partnered utilities.

Roadmap to efficiency: SoCalGas builds long-term relationships at the ownership/executive-level over time starting with no cost/low cost services that lead to integrated shared-cost efficiency projects. Owner portfolios are analyzed, properties are prioritized and appropriate program enrollments are identified based on property size, age, equipment condition etc. Utility resources and contractors are managed to facilitate smooth workflow that meet and exceeds owner's expectations. This drives efforts and resources towards a multi-program enrollment model.

In PY2020, the ESA Program strived to provide greater integration and coordination efforts with EE programs. SoCalGas has implemented distinct and well-established energy efficiency program offerings for many years, especially as it relates to MF programs. Thus, to appeal to MF building owners and streamline customer touchpoints, SoCalGas enhanced the use of the Residential Segment SPOC. The SPOC was able to optimize activities and develop thoughtful, cross-portfolio recommendations. As the ad-hoc coordinator, the SPOC delivers key projects, which allows multiple resource programs to be combined.

The SPOC model ushered in a holistic approach in delivering SoCalGas' coordinated ESA/EE Program and services, as well as connecting

customers with the energy and water programs of its overlapping electric utility partners. The SoCalGas EE programs frequently marketed by the SPOC included: the ESA Program, Multifamily Direct Therm Program, Energy Upgrade California for Multifamily Properties, On-Demand Efficiency, and other EE programs, as appropriate. Program referrals were made based on customer needs and qualifications. For example, the SoCalGas SPOC would enroll owners of low-income housing in the ESA Program, but at the same time look for other EE programs that would provide additional services and incentives beyond the ESA Program for both inside the dwelling units and in the common areas. SoCalGas SPOC regularly drove enrollments into common area lighting programs offered by both SCE, LADWP and other electric utility partners.

The experience provided by the SPOC allowed building owners to engage and participate in programs that they might not have been aware of otherwise, and each package of program services and offerings was tailored to meet the customer's unique needs. For example, larger MF properties were often provided with a commercial grade audit to identify the maximum potential upgrades and related energy savings/benefits.

Overall, during PY2020, SoCalGas continued to collaborate with customers, utility partners, contractors and program implementers to identify comprehensive energy and water efficiency solutions that meet unique customer needs. These collaborative efforts provided a model for how utilities could work with various multifamily ownership structures to

generate deep and sustainable energy and water savings. A joint-utility effort between SoCalGas and LADWP helped streamline program participation to offer customers with combined gas, electric, and water efficiency incentives and services. The SoCalGas Residential Segment SPOC served as an important linkage in the process by ensuring that customers receive all available services and financial assistance the customers can qualify for, and that the customers receive these services and offerings in a seamless fashion.

1.7.3 Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the Energy Efficiency Government Partnerships Program.

SoCalGas also provided ESA Program information and relevant links to be included in Local Government Partnership’s monthly newsletter. The purpose of the newsletter entries was to educate its membership base so they could speak to the program details with community members.

SoCalGas will continue these newsletter efforts in 2021.

1.7.4 Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with any additional Energy Efficiency programs.

As part of the SPOC model and ESA Program MF strategy, SoCalGas’ ESA Program expanded its outreach to MF building owners and managers to gain connections within the non-profit affordable housing marketplace. Additionally, our SPOCs are now beginning to receive a steady stream of customer referrals for organizations who have been previously served.

This effort began exploring how to better coordinate with “Deed

Restricted” properties through the California Tax Credit Allocation Committee (TCAC). TCAC administers the federal and state Low-Income Housing Tax Credit Programs. This coordination is key due to the fact that deed restricted CAM participation is required per the D.16-11-022.

In addition, the ESA Program continued to work closely with SoCalGas’ EE team, using the SPOC model to refine communication and coordination strategy. The objective is to make sure that customers, particularly multifamily ones, receive comprehensive services and incentives regardless of the customers’ income qualification by communicating low-income and energy efficiency program options.

1.7.5 Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the Demand Response Programs including successes in Air Conditioning Cycling or other Demand Response Programs.

This section is not applicable to SoCalGas

1.7.6 Describe the new efforts in program year to integrate and coordinate the Energy Savings Assistance Program with the California Solar Initiative Programs.

As part of the California Solar Initiative (CSI) Thermal Program, SoCalGas offered solar water heating rebates of up to \$4,366 (\$5,397 for low-income) to single-family homeowners, and up to \$800,000 to low-income and Disadvantaged Communities (DAC) MF and commercial businesses, utilizing the program’s limited remaining funds.

Since program inceptions to date:

- SoCalGas processed 2,699 single family applications for low-income customers, totaling \$14.55 million in

incentives and equating to 344,000 in expected therms saved annually.

- SoCalGas processed 344 single family applications in DACs, totaling \$1.26 million in incentives and equating to 42,000 in expected therms saved annually.
- For SoCalGas multifamily low-income customers, 512 applications were processed, totaling \$18.83 million in incentives and equating to over 852,000 therms of expected annual energy savings.
- For SoCalGas multifamily DAC customers, 107 applications were processed, totaling \$3.88 million in incentives and equating to over 196,000 therms of expected annual energy savings.

1.7.7 Provide the number of referrals to the Single Family Affordable Solar Homes Program Administrator.

This section is not applicable to SoCalGas.

1.8 Workforce Education & Training

1.8.1 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.

In PY2020, SoCalGas continued to promote the growth of a trained workforce and implemented changes to take a much more inclusive and direct approach than in previous years to expand the employee pool for contractors and promote contractor growth. SoCalGas continued with the policy of eliminating the aptitude test that candidates were previously required to pass prior to attending E&A training. Instead, SoCalGas relied on its contractors to pre-screen and hire candidates they believe would be successful in performing ESA Program enrollment services. SoCalGas also reviewed its initial assessment requirements and removed redundant

tasks from Program Representatives that ultimately were the installer's responsibility. The task of performing CVA calculations in the home for infiltration measures was previously deemed to be the installer's responsibility and because of this it was determined to no longer be necessary for Program Representatives to ensure CVA is adequate at the time of enrollment. In 2020, SoCalGas also removed the HE Clothes Washer assessment from the Program Representative's E&A duties as this activity was considered the measure installer's responsibility. Removing these technical requirements allowed for a larger pool of candidates to enroll and successfully pass the enrollment and assessment training. In addition, eliminating the need to train on these more technical modules allowed the duration of the E&A training classes to be reduced from five days to three. Reducing the length of classes enabled SoCalGas to provide more classes than in years past. In total 21 E&A classes (5 in-person and 16 online) were facilitated by SoCalGas with a total of 415 students.

Another change in training that supported expanding the employee pool for contractors was implementing the ability for contractors to provide their own training to canvassers and telemarketers. The SoCalGas-developed curriculum was provided to contractors for their use when hiring canvassers who do not enter customer's homes or telemarketers who seek customer interest via a live person call. SoCalGas will continue to provide this training for its contractors when requested to ensure a contractor's comfort level and training expectations are met.

The most fundamental change that SoCalGas introduced in the workforce and education space in PY2020 was the introduction of fully online training and testing platforms. Following the suspension of the ESA Program due to the COVID-19 pandemic, SoCalGas began vetting training platforms that would allow contractors to continue sending prospective Program Representatives to train on SoCalGas' E&A policies and procedures so as to be prepared to enroll eligible customers into the ESA Program when the program suspension was lifted. SoCalGas focused on online training platforms that would be user-friendly for prospective Program Representatives utilizing the platform where the entire process could be managed across all levels of electronic device expertise. In addition, SoCalGas needed a platform that allowed for learning modules to be easily updated to accommodate program policy and procedure changes, accepted various forms of multi-media resources, and possessed the ability to store data for retrieval at a later date. Following selection of a platform that met these criteria, SoCalGas developed its online curriculum based on the in-person curriculum being used up to that point. Following completion of the online curriculum it was provided to prospective Program Representative personnel to study at their own pace and in locations and times that best suited their needs in place of the in-person classes. In the first six months of use, 387 candidates enrolled in the training, averaging 64 individuals per session whereas in-person training sessions averaged between 20 and 25 individuals per class due to

classroom size restrictions. In addition, in partnership with SCE, SoCalGas implemented a fully online testing process to conduct bi-weekly testing sessions. The testing platform offers valuable resources to design, develop, and administer testing to an increased number of candidates than previously available. Developing and implementing the fully online training and testing platforms that convey all the necessary policies and procedures to prospective Program Representatives in a safe and convenient online format - tripling the number of individuals registering for the training - allowed for a steady pace of Program Representatives to onboard as the ESA Program attempted to rebound from the program suspension.

As part of the ongoing effort to promote and develop its contractor workforce, SoCalGas continued its partnership with SCE to jointly offer their respective contractor networks access to a Computer Based Training Learning (CBTL) System. The CBTL system offers e-learning education in which students learn by executing special training programs on a computer. The CBTL is especially effective for training people to use computer applications because the CBTL program can be integrated with the applications allowing students to practice using the applications as they learn. Students can browse catalog topics which include the entire Microsoft Office suite, Apple Learning, and other additional software programs. This type of training is convenient in that students may enroll and take the courses at their own pace and convenience. As part of

SoCalGas' effort to expand the use of the CBTL system within its contractor network the CBTL was made available to all contractor service types and all contractor personnel both in the office and in the field. Finally, 2020 saw an increase in the amount of people logging into the system and availing themselves to the training while they were not enrolling customers due to the program suspension.

In PY2020 SoCalGas continued discussions with the IOUs to explore joint online training, specifically joint E&A and In-Home Energy Education. SoCalGas discussed with San Diego Gas & Electric (SDG&E) and SCE the possibility of leveraging resources to establish a joint platform for the delivery of online training. Conversations on this coordinated effort are ongoing.

SoCalGas continually looks for ways to improve the delivery of its training. In PY2020 SoCalGas offered Q&A sessions prior to testing dates and subsequently developed a FAQ sheet which can be referred to for commonly asked questions. In addition to the FAQ sheet, SoCalGas sent out a link that contains all the applicable information regarding the self-driven learning modules and reference guides. Furthermore, SoCalGas periodically solicited feedback from its contractor network to assist in developing and streamlining any new processes.

SoCalGas utilizes CBOs and private contractors to provide program services, including E&A, HVAC, weatherization, and inspection services.

SoCalGas tracks its contractors to ensure that they hire from the communities they serve and documents the home ZIP code for each E&A Program Representative candidate that attends E&A training. SoCalGas used this information to determine the number of candidates from DACs to continue to encourage contractors to hire from these communities within their service territories.

Additionally, in 2019 SoCalGas initiated several discussions with Goodwill Industries to discuss a potential partnership in the area of workforce education and training. SoCalGas seeks to leverage resources to develop a workforce readiness process within Goodwill that will provide trained candidates for the ESA Program contractor network in the area of E&A services. SoCalGas planned to further develop and implement this new initiative in PY2020, but due to COVID-19 restrictions, this was not implemented.

1.8.2 Please list the different types of training conducted and the various recruitment efforts employed to train and hire from the low income energy efficiency workforce.

In PY2020, SoCalGas continued to provide various training courses including initial E&A, In-Home Energy Education, Natural Gas Appliance Testing (NGAT), several refresher trainings, HEAT System, and ESA Program Mobile site training. These are all designed to provide thorough and technical training to its ESA Program workforce. While all training courses convey the importance of the utility-specific requirements and expectations for customer interactions with participants, each course also

supports the development of expert ESA Program knowledge at all levels and stages, from front line to back office, and from newly hired to tenured personnel. SoCalGas requires contractors to confirm that their employees are trained in the jobs that they perform. ESA Program services, including assessment, enrollment, installation of measures, repair and replacement of appliances and inspections are all provided by third party contractors. Thus, the students attending these training classes are hired by the ESA Program contractor network.

Potential Program Representatives who will perform enrollment and home assessment as well as provide In-Home Energy Education must successfully pass the required SoCalGas training and the Department of Justice background check. The three-day SoCalGas training class used at the beginning of the year and the later-introduced online training, covers utility-specific items related to policies, security processes, and overall customer service standards, as well as leveraging opportunities among other low-income programs, and the EE module. A final exam must be passed and candidates who enroll in-person must be issued an active HISR license from the California State Licensing Board before being eligible to receive a SoCalGas badge.

SoCalGas field operations training typically includes initial in-person training for new participants in weatherization, inspections, HVAC and NGAT as well as fresher training for existing ESA Program personnel. However, due to COVID-19 pandemic restrictions, SoCalGas temporarily

suspended its yearly refresher training at the end of March 2020, instead offering virtual training only to new participants entering the program. SoCalGas Field Operations moved all initial training in weatherization, HVAC and inspection services to a virtual video conferencing format. Developing this virtual training format took some time and in July the new employee virtual training was implemented and continued through the remainder of 2020. Field Operations conducted nine classes and 43 installers were trained. The team also developed a Simple Measures training for the new contractors focused solely on first-time eligible customer enrollments.

In an effort to improve program delivery, SoCalGas provides its E&A contractors back office support and processing staff training through Enrollment and Invoicing Workshops offered throughout the year. SoCalGas hosts the workshops at its Energy Resource Center (ERC) facility, Monterey Park facility, contractor's offices, or virtually (after stay-at-home orders were issued). These sessions address important program updates, provide an overview of new program requirements, and serve as a general refresher course for all participants. SoCalGas designed these workshops to improve the participants' understanding of the enrollment process and customer enrollment requirements. In addition to the E&A training, SoCalGas provides its entire contractor network HEAT system training. This training covers data entry, processing and invoicing of customer enrollments in the program's database system and is offered

to both new personnel and tenured employees to provide consistency and reduce data entry errors in the system.

In PY2020, SoCalGas also provided in-office and contractor training until stay-at-home orders were issued in March 2020. To ensure safety, SoCalGas quickly implemented virtual contractor training to continue addressing specific issues affecting contractors back office personnel. SoCalGas worked closely with contractor back office personnel by providing one-on-one support which enabled SoCalGas to better understand the challenges back office personnel face and provide solutions to these challenges. The training curriculum helped SoCalGas better assess contractor needs and assisted in tailoring trainings provided by SoCalGas to support the growth and development of the contractor workforce. In addition, SoCalGas developed a robust and comprehensive Reference Guide as a leave-behind after each invoicing training.

1.9 Legislative Lighting Requirements Status

SoCalGas is a gas-only utility, thus Section 1.9 is not applicable to the SoCalGas ESA Program.

1.10 Studies

1.10.1 For each Study, provide 1) a summary describing the activities undertaken in the study since its inception; 2) the study progress, problems encountered, ideas on solutions; and 3) the activities anticipated in the next quarter and the next year.

D.16-11-022 authorized three of the statewide studies: the Low-Income Needs Assessment (LINA), an ESA Impact Evaluation, and a Non-Energy

Benefits (NEB) study. The ESA Impact Evaluation was completed in 2019 and was included in the 2019 Annual Report. In addition to the authorized studies, the IOUs also planned the MF CAM Process Evaluation in 2020, which will be conducted in 2021.

Statewide Low Income Needs Assessment (LINA) Study

During PY2020, numerous planning activities for the upcoming 2022 LINA took place. The LINA is a mandated study required to be completed every three years per Assembly Bill (AB) 327 and PUC Sec. 382(d). The 2022 LINA study needed to commence prior to receiving a forthcoming Decision on the 2021-2026 Low Income Application, hence, authorization for this fifth LINA was provided on January 19, 2020 in response to AL 4132-E requesting the use of unspent funds to initiate the 2022 Low Income Needs Assessment. An initial set of suggested topics for the scope of work were presented on April 3, 2020 and again on July 21, 2020 at pre-RFP public webinars prior to finalizing the RFP. The LIOB and other parties provided comments and suggestions on the proposed scope of work; some of which were accommodated by the final RFP distributed to potential bidders. The RFP was distributed on August 19, 2020 and bidder proposals were received by September 16, 2020. The project was awarded to Evergreen Economics. No funds were expended during 2020. The statewide contract, which is held by SCE, was finalized in January 2021. A kick-off meeting was held to initiate the study and review the project plan on January 15, 2021. A public workshop to discuss the research plan

is anticipated in March 2021. Study data collection is expected to commence in the second quarter of 2021 and continue through the first quarter of 2022. The study will be completed with the final report available in December 2022.

The 2022 LINA is focused on understanding the energy needs of California's large low-income renter population, including those living in single family homes as well as different types of MF properties. In particular, the study will (a) identify renter needs addressed or not addressed by the program (b) identify needs among specific sub-groups of renters, (c) outline program, policy and market barriers and potential solutions to serving the rental market, and (d) as appropriate, recommend how the ESA Program may better assist renters with the bill savings and/or mediate HCS hardships. The study is expected to employ multiple methods of data collection and analysis, including: review of existing research, analysis of existing secondary data, collection and analysis of survey data with rental customers and interview data with renters and landlords of different types of properties.

Statewide ESA Non-Energy Benefits (NEB) Study

This study is to update the non-energy benefits used in the ESA Program cost effectiveness tests, conducted by Skumatz Economic Research Associates and Navigant Consulting, completed in August 2019. At the conclusion of the study, parties requested a follow-up review and assessment of the results.

In April 2020, SDG&E, on behalf of the four IOUs, contracted with APPRISE Inc. to conduct the 2020 NEB Study. The work scope, approved by Energy Division (ED) in 2019, also included the following tasks: (1) to improve the calculations and allocation method, to the extent possible without additional research, and (2) to create a simplified Excel tool, which the IOUs could use to calculate the benefits. This project was co-funded among the four IOUs, using the Rapid Feedback and Analysis funds.

On November 25, 2020, APPRISE delivered the draft report and Excel tool. The draft report was posted for stakeholder review on December 21, 2020. Due to other activities and priorities occurring during the month of December, ED requested the stakeholder webinar be postponed until January 6, 2021. Following the webinar, no written comments were received from stakeholders and the report was finalized in January 2021.

Statewide ESA Multifamily Common Area Measure (MF CAM) Process Evaluation

The draft scope for the ESA MF CAM Process Evaluation was approved by ED in November 2020. PG&E and SoCalGas submitted a Joint AL in December 2020 to request fund shifting from the ESA CAM administrative budget to sponsor the MF CAM Process Evaluation. The Joint AL was subsequently approved, effective January 21, 2021. The IOUs are preparing to initiate the solicitation process.

This Process Evaluation has two primary interrelated objectives: (1) to assess the relative effectiveness of the IOUs' current MF CAM delivery and implementation strategies, and provide recommendations where improvements could be made; (2) to identify what data currently exist and may be needed to assess performance and success as defined by the core objectives of the initiative. Results and recommended data collection that are later incorporated into program implementation processes will facilitate more reliable evaluations of the impacts of common area measures installed in MF properties. In addition, results of the process evaluation are expected to inform future program designs, targeting the low-income MF sector.

1.10.2 If applicable, submit Final Study Report describing: 1) Overview of study; 2) Budget spent vs. authorized budget; 3) Final results of study; and 4) Recommendations.

One study was completed during the 2020 program year: Statewide NEB Study.

The NEB study's primary objectives were: 1) review and assess the 46 NEBs from the 2019 NEB Study, 2) review and assess the 2019 NEB study's proposed alternative allocation of NEBs to program measures, 3) improve the NEB calculations and allocation method to the extent possible without additional research, 4) provide a simplified Excel-based tool for estimating the NEBs, and 5) document the results in a written report. The statewide budget for the study was \$150,000. The amount spent was \$149,951. The final report documented reasons for either including or

omitting each of the 46 proposed NEBs from the 2019 study. For the NEBs that remained, data sources and calculations were updated and improved. The results of this study reduced the uncertainty in the NEB calculations, verified and in some cases improved the data sources, recommended a simplified measure allocation method, and created a simplified Excel tool. It's important to recognize, however, that the NEB values remain imprecise estimates and additional primary research is recommended. For example, some of the inputs taken from secondary data are still from older studies of programs not fully representative of California's climate and program offerings. In addition, many of the NEBs are estimated as a function of average energy bill savings. While it may not be ideal for NEB estimates to be dependent on savings, alternate methods were not available at this time. The final report can be found at https://pda.energydataweb.com/api/view/2471/Final%20CA%20ESA%20NEB%20Report%201-25-21_.pdf.

1.11 Pilots

1.11.1 For each Pilot, provide 1) a summary describing the activities undertaken in the pilot since its inception; 2) the pilot progress, problems encountered, ideas on solutions; 3) the activities anticipated in the next quarter and the next year; and 4) Status of Pilot Evaluation Plan (PEP).

Programmable Controllable Thermostat with Time-Of-Use (PCT/TOU) Pilot and Smart Thermostat Pilot

On May 18, 2018, ED issued a "Disposition Partially Approving

SoCalGas Low-Income ESA Program Clear Plan and Budget, Pursuant to Resolution G-3532." The disposition included approval of a budget of \$1

million for a two-year smart thermostat pilot, in which SoCalGas would “move forward with piloting this measure consistent with what has been authorized for the three electric utilities in D.16-11-022, and subsequently in D.17-12-009.” SoCalGas was ordered to submit within 30 days a Tier 1 AL providing the pilot’s implementation and evaluation plan referring to Attachment 1, Appendix A of D.17-12-009, to design the pilot plan “within those parameters,” and to “focus this pilot on high energy usage or high energy burden CARE households.” SoCalGas was further instructed to “refer to the three electric utilities’ Programmable Communicating Thermostat ALs as well as the ED’s dispositions of those ALs as guidance.”³³

The referenced Appendix A required the three electric IOUs to “develop a pilot to deploy and evaluate the energy savings and demand savings of a ‘package’ of interventions in 100 high energy usage or high energy burden CARE customer households.” Elements of the “package” are to include enrollment in time variable rates and installation of a Programmable Communicating Thermostat (PCT) with predetermined settings designed to optimize use for customers on time variable rates, such as Time-of-Use (TOU) and Critical Peak Pricing (CPP).³⁴ “The purpose of this pilot is to examine the potential effects on customer behavior and load impact of deploying mobile (smartphone) applications in the high usage CARE

³³ AL 5311 Attachment A, p. 6.

³⁴ *Id.*

customer segment, as part of a package with PCT installations and TOU-CPP pricing.”³⁵

Although the vision of the pilot presented in Appendix A relates generally to measuring customer behavior relative to smart thermostats, the details provided are specific to issues of importance to the Commission relative to electric utilities and are not applicable to SoCalGas. Time variable rates are not under consideration for gas customers, nor is there existing Commission policy around CARE “high users” for gas customers of a similar nature to the policy for electric customers. Nevertheless, SoCalGas believes the smart thermostat is a measure of significant benefit to natural gas customers to help manage energy use during peak periods. Therefore, SoCalGas proposed a pilot smart thermostat program geared toward gas customers where the objectives were more directly related to SoCalGas’ ESA Program, consistent with the plan presented in AL 5256-A (Clear Plan) to treat all willing and eligible customers by 2020.³⁶

SoCalGas’ ESA Program Smart Thermostat Pilot objective included testing the value of the measure as part of SoCalGas’ wider ESA Program portfolio, and specifically to determine whether the presence of the smart thermostat measure in fact increases the appeal of the program and the likelihood of enrollment. This observation was to be performed in the

³⁵ D.17-12-009 Appendix A, p. 4.

³⁶ AL 5311 Attachment A, p. 6.

context of SoCalGas' Clear Plan, in which specific customers never enrolled in the ESA Program are being targeted for outreach, with careful tracking of the ultimate disposition of each. The Clear Plan process put SoCalGas in position to record whether customers offered the smart thermostat were more likely to enroll in the program than those customers also identified as meeting all eligibility criteria but not offered a smart thermostat. Rather than diverting outreach resources from SoCalGas' Clear Plan effort in order to sign up customers for a separate installation of the smart thermostat, SoCalGas planned to deliver its smart thermostat pilot as part of its ongoing Clear Plan effort to offer ESA Program service to every willing and eligible customer, in concert with the delivery of all other ESA Program measures. As SoCalGas has previously reported, enrolling new, first-time customers has become increasingly difficult and testing the appeal of the smart thermostat in generating incremental enrollments proved to be beneficial in supporting SoCalGas' Clear Plan effort.³⁷

SoCalGas targeted approximately 50,000 total customers, over the two-year period of the pilot, as members of the marketing test and control groups. Consistent with Commission directives, SoCalGas targeted high energy usage CARE customers in harder to reach areas for this pilot. A random sample of customers who did not respond to the marketing efforts

³⁷ *Id.*

were sent a survey asking, among other things, why they did not respond to the offer. The enrollment rates from each group were assembled and customers eligible for the thermostat received one, along with all other feasible ESA Program measures.

In the second quarter of 2020, SoCalGas completed the pilot and submitted the final report to the ED's CALMAC website. The enrollment data, coupled with the survey data, demonstrated, with statistical significance, that the smart thermostat increased both awareness of the ESA Program as well as the likelihood of enrollment, with the test group having a 12% higher rate of enrollment than the control group.

1.11.2 If applicable, submit Final Pilot Report describing: 1) Overview of pilot; 2) Description of Pilot Evaluation Plan (PEP); 3) Budget spent vs. authorized budget; 4) Final results of pilot (including effectiveness of the program, increased customer enrollments or enhanced program energy savings); and 5) Recommendations.

The final report was completed in the second quarter of 2020. The authorized budget for the pilot was \$1 million, and the budget spent was \$264,207. The overview of the pilot, description of the PEP, and final results are included in the final report. The final report is housed in the ED's CALMAC website at

http://www.calmac.org/publications/SoCalGas_ESA_Smart_T-stat_Final_Report.pdf. The Study ID for the pilot is: SCG 0226.01.

1.12 “Add Back” Measures

For measures that fall below the cost effectiveness threshold under Decision 08-11-031, we require additional reporting to show the cost, energy savings impacts, and related metrics.

1.12.1 If the "add-backs" compromise the IOUs' ability to meet the 2020 Plan goal that 100% of eligible and willing customers will have received all cost effective Energy Savings Assistance Program measures, how does the IOU propose to address the shortfall in other parts of the Energy Savings Assistance Program?

The inclusion of “add-backs” in PY2020 treated homes did not impact SoCalGas’ ability to reach customers or to install measures. Add-back measures were those that were not included in SoCalGas’ proposed budgets because they had fallen short of the adopted cost effectiveness threshold, but were “added back” as part of the budget decision. For the 2017-2020 cycle, D.16-11-022 provided the opportunity to adjust budgets to accommodate ordered changes to the measure portfolio, including the retention of the duct sealing weatherization measure. Budgets for all current measures including add-backs were requested in SoCalGas’ application and conforming ALs and approved in D.16-11-022 and Resolution G-3532; thus, add-backs will not impact SoCalGas’ ability to treat homes or install measures going forward.

1.13 Low Income Working Groups

The Multifamily Working Group concluded its activities in 2019. There were no working group activities in PY2020.

1.14 Annual Public ESA Program and CARE Meeting

D.12-08-044 ordered the IOUs to convene a minimum of one public meeting per year, within 60 days of their filing of the annual report, and other public meetings as deemed necessary by the IOUs, the ED, the ALJ, or the Commission.

Additionally, IOUs were directed to use these meetings as a forum to host the working groups.

In compliance with D.12-08-044, SoCalGas and the IOUs held a webinar meeting on June 22, 2020. There the IOUs presented an overview of their 2019 ESA and CARE Programs results.

1.15 Multifamily Properties

1.15.1 The IOUs shall conduct and report an annual analysis of the square footage, energy consumption, ESA Program participation, and time since the last retrofit of non-deed restricted multifamily properties with a high percentage of low income tenants.

SoCalGas' 2018 Annual Report results informed a subsequent analysis to scrub the data from SoCalGas' Customer Information System (CIS) and apply the poverty percentile from CalEnviroScreen 3.0 to the total of 73,638 bill accounts serving MF properties. The result yielded 18,318 properties that can be identified as potentially MF low-income non-deed restricted. This result includes all eligible and non-eligible properties for MF common area measures in the ESA Program. However, SoCalGas has not been able to obtain a property data list from a third-party to verify deed or non-deed restricted properties within its service territory. SoCalGas was able to compare analysis method with SCE but found no common ground due to the lack of the original property data regarding

property restriction. For this reason, SoCalGas reported only new consumption and ESA Program treated data from the list of 18,318 properties in the 2019 Annual Report. SoCalGas also reported the same type of data in this Annual Report.

Below are two summary tables showing the 2020 annual analysis of MF low-income non-deed restricted properties. This analysis required a multi-step process to scrub the data including missing data, duplicate data, non-active/closed accounts, invalid/mismatched information, or unable to be matched due to nonstandard address designations and aligning CIS with Geographic Information Service (GIS). Only data that was able to be matched was utilized for this analysis.

SoCalGas Multifamily Low-Income Non-Deed Restricted Property Analysis

Category	All MF Properties				Central Facility		Master Meter	
	Number of Properties	Avg Sq. Ft.	2020 Annual Therms ('000)	Therms per Property	2020 Annual Therms ('000)	Energy Use Intensity (Therm/Sq. Ft)	2020 Annual Therms ('000)	Energy Use Intensity (Therm/Sq. Ft)
Has Sq. Ft. Data	15,457	19,955	49,660	3,330	26,077	0.12	23,583	0.28
Sq. Ft. Data Missing	2,861	N/A	10,534	3,832	3,972	N/A	6,562	N/A
All properties	18,318		60,193	3,408	30,049		30,145	

ESA Program Participation

Year Last Treated	# Properties Treated through ESA
2010	57
2011	89
2012	50
2013	78
2014	174
2015	132
2016	154
2017	287
2018	227
2019	487
2020	723

The ESA Program Participation table above reflects the last retrofit time at the property. Therefore, properties treated over multiple years are counted only in the last year they were treated. For example, a property that was treated in 2015 and 2018 is counted once in 2018.

1.15.2 Describe coordination efforts with the California Advanced Services Fund’s new Broadband Public Housing Account.

SoCalGas did not participate in any projects with the California Advanced Services Fund’s Broadband Public Housing Account in 2020.

1.15.3 The IOUs conduct and report an annual normalized metered energy consumption analysis of the multifamily common area measure

Introduction and Key Findings

In D.16-11-022, the Commission requires that “to align our ESA Program-funded multifamily retrofits with the authorized SDG&E and SoCalGas’ high opportunity programs and projects efforts, we direct that the savings calculation approaches be aligned. For ESA Program multifamily projects funded from the ESA Program,

we require the IOUs to report the normalized energy use and savings of the participating properties in their ESA Program annual reports.”³⁸

SoCalGas contracted with Recurve Analytics, Inc. to perform the normalized energy use analysis for the reporting purpose in this Annual Report. The measurement and verification were conducted for the analysis of whole building savings of three MF CAM projects that were completed between in 2019: Corona, Rancho Cucamonga and Downtown Los Angeles. In these projects, customers received upgraded boilers and water heaters.

Recurve assesses savings in a backcast via a measurement of changes in normalized metered energy consumption (NMEC) that customers experienced after participation. The backcast analysis enables identification of important and actionable aspects of program outcomes, especially as these insights relate to meter-based performance. For this backcast, Recurve is using the CalTRACK 2.0 Daily and Hourly methods to measure the savings of gas for each meter impacted by the program. The meter-level results are aggregated to produce project and portfolio-level savings. Table 1 gives a summary of results.

³⁸ D.16-11.022, p. 210.

Table 1: Backcast results by project

Project	Qualified Gas Meters	Predicted Therms Usage*	Metered Therms Savings^	% Savings	Fractional Savings Uncertainty
Corona	12	7,619	760	10.0%	17.3%
Rancho Cucamonga	29	64,449	7,828	12.1%	3.7%
Downtown Los Angeles	4	161,972	-4,327	-2.7%	99.1%
Total	45	234,040	4,261	1.8%	
*365-day sum of post-project CalTRACK hourly counterfactual					
^Observed meter readings - predicted usage					

Across the three projects, measures were installed at 46 meters. Among these meters, 45 passed all model and data sufficiency requirements described in the Methods section below. The Corona and Rancho Cucamonga projects accounted for most of the meters and these projects achieved 10% and 12% savings, respectively. Though the Downtown Los Angeles project impacted only four meters, these were high-usage buildings in comparison to the other projects, with a negative savings value of -2.7%. The combined savings for all three projects is at 1.8%.

Recurve found one meter in the Downtown Los Angeles portfolio that accounted for the majority of negative savings. In the first month of the baseline period this meter displayed very low usage, a possible indication of non-functioning equipment. This low usage for the month has the effect of lowering the predicted consumption (counterfactual) and therefore the savings.

While a comparison group analysis to account for and remove the impacts of the COVID-19 pandemic on energy consumption is beyond the scope of this work,

Recurve has assessed the savings for all meters on during the pre-COVID-19 and post-COVID-19 time periods with results given in Table 2.

Table 2: Pre-COVID-19 and Post-COVID-19 metered savings results

Project	Therms Savings Pre-COVID-19	Therms Savings Post-COVID-19	% Savings Pre-COVID-19	% Savings Post-COVID-19
Corona	533	227	12.2%	7.0%
Rancho Cucamonga	5,321	2,507	12.7%	11.1%
Downtown Los Angeles	-4,999	672	-5.1%	1.1%
Total	855	3,406	0.6%	3.8%

For the Corona and Rancho Cucamonga projects, positive savings and relatively consistent savings as a percentage of usage was observed for both the pre-COVID-19 and post COVID-19 measurement periods. In contrast, the Downtown Los Angeles project exhibited negative savings in the pre-COVID-19 timeframe and positive savings in the post-COVID-19 timeframe. This may be an indication that customer behavior was impacted more substantially for this complex on account of COVID-19, but there is not enough information at this point to draw a definitive conclusion.

Savings by the combination of project and installed measure was also analyzed, with results summarized in Table 3.

Table 3: Metered savings results by project and installed equipment

Project	Equipment Installed	Qualified Gas Meters	Metered Therms Savings	% Savings
Corona	75-gallon DWH	12	760	10.0%
Rancho Cucamonga	181 MBtuh DHW boiler	7	751	5.6%
Rancho Cucamonga	264 MBtuh DHW boiler	22	7,077	13.9%
Downtown Los Angeles	1 million BTU DHW boiler	2	-1,782	-3.8%
Downtown Los Angeles	1 million BTU DHW boiler, 1 million BTU HHW boiler	1	-2,926	-6.4%
Downtown Los Angeles	1 million BTU DHW boiler, 1 million BTU HHW boiler, Tankless DHW heater	1	381	0.6%

With only one or two projects in several of the measure groupings, it is difficult to draw any broad-based conclusions or recommendations about the performance of such installations. The boiler and water heater measures in the Corona and Rancho Cucamonga projects all achieved positive savings between 6% and 14%.

Methods and Data Summary

Recurve utilized the CalTRACK 2.0 Hourly methods and the OpenEEmeter open-source Python code-base to conduct all savings calculations presented in this backcast.³⁹ The CalTRACK Hourly model is a Time-of-Week and Temperature (TOWT) model and operates using a temperature-binning scheme of up to seven distinct bins. The model is piecewise linear across the bins. The model is also

³⁹ The CalTRACK methods are based on industry guidelines established by The American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE Guideline 14) and the Uniform Methods Project (Chapter 8 - Whole Building Methods). The CalTRACK methods meet all International Performance Measurement and Verification Protocol (IPMVP Option C) requirements. CalTRACK represents the most detailed public specification of IPMVP Option C and includes rigorous steps for data cleaning and organization, weather station selection and weather normalization, and selection of specific model parameters for best fit to the raw consumption data.

weather normalized and toggles between occupancy states depending on hourly usage patterns. The CalTRACK Hourly methods are described in full detail at www.caltrack.org and are summarized in a recent article on Recurve's [website](#). In measuring savings, Recurve first establishes a model based on the 365 days leading up to program participation. This time period is known as the “baseline” period and the model as the “baseline” model. Recurve then projects this model into the 365-day period following program participation (the “reporting” period) applying the temperature data of the reporting period. This model projection, known as the “counterfactual” represents the estimation of hourly energy usage that *would have* occurred in the absence of program intervention. The difference between this counterfactual and actual consumption is taken as the savings attributable to the program. This process is completed for each meter and results are aggregated as needed to analyze different segments of the population.

Out of scope for this work is an adjustment for the energy impacts of COVID-19, though further comparison group analysis can be conducted as needed.⁴⁰

Recurve removed meters with less than 328 days of data in either the baseline or reporting periods or that had very poor model fit (coefficient of variation of the root-mean-squared error or CVRMSE of the CalTRACK daily model above 1.0). Finally, outliers were removed, defined as any meter with more than 50 MWh annual consumption or that experienced savings outside the range of -50 to 50%

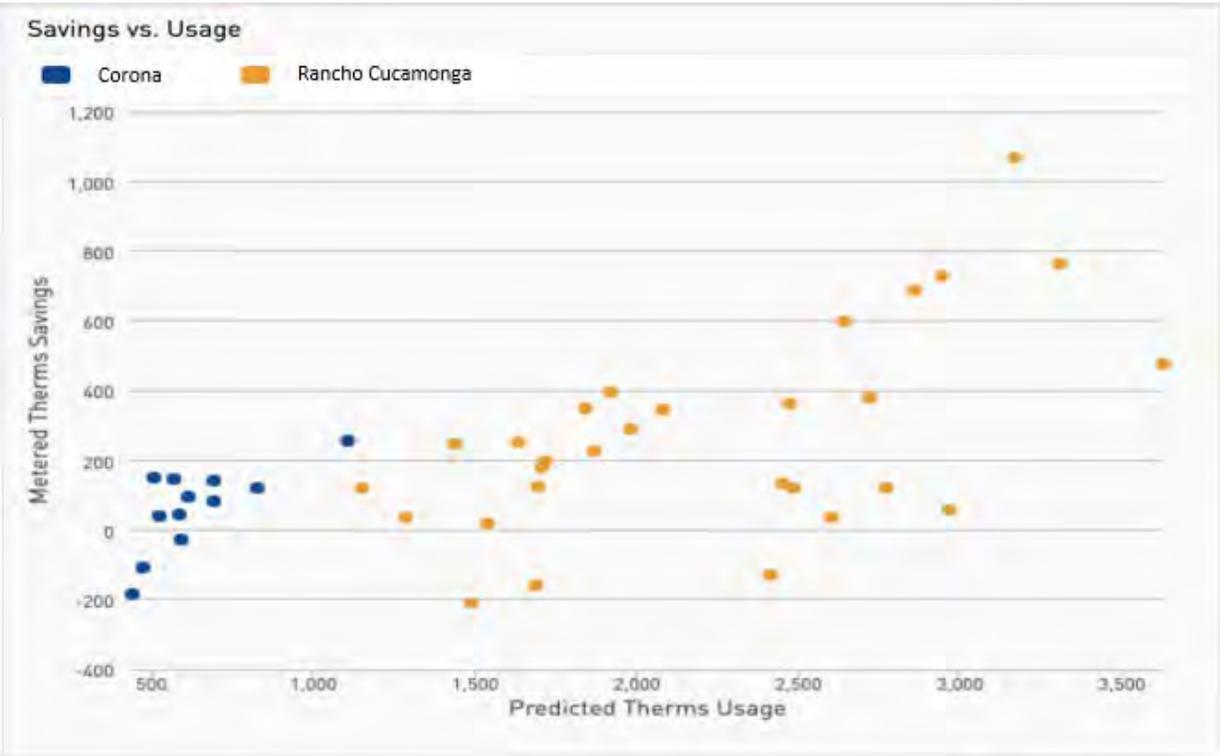
⁴⁰ In order to isolate and remove COVID-19 impacts from program impacts a comparison group analysis should be undertaken. Recurve recently developed open source methods and code (the GRIDmeter) to automate comparison group selection and analysis. See: <https://groups.recurve.com/methods.html>

of predicted consumption. Only 1 meter was removed on account of these filters due to high CVRMSE.

Additional Results

Figure 1 shows the savings results plotted against predicted usage for all meters in the Corona and Rancho Cucamonga portfolios, with a general upward trend in savings as a function of usage.

Figure 1: Savings vs. Predicted Usage for Corona and Rancho Cucamonga projects

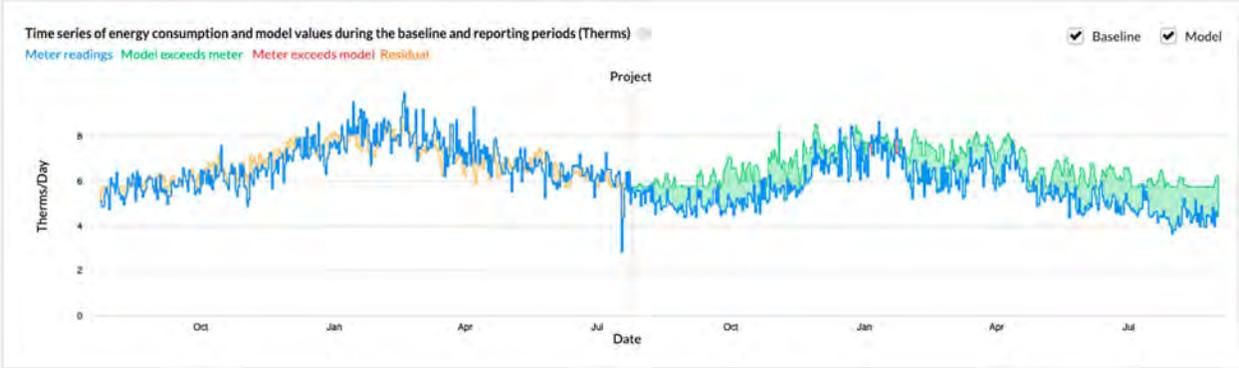


For each of the projects, there is a breakdown of individual meter performance through the Recurve Platform. An example meter is shown below in Figure 2.

This figure shows the baseline and reporting observed meter trace (blue) as well

as the baseline model (orange) and counterfactual (green/red) for a meter in the Rancho Cucamonga portfolio.

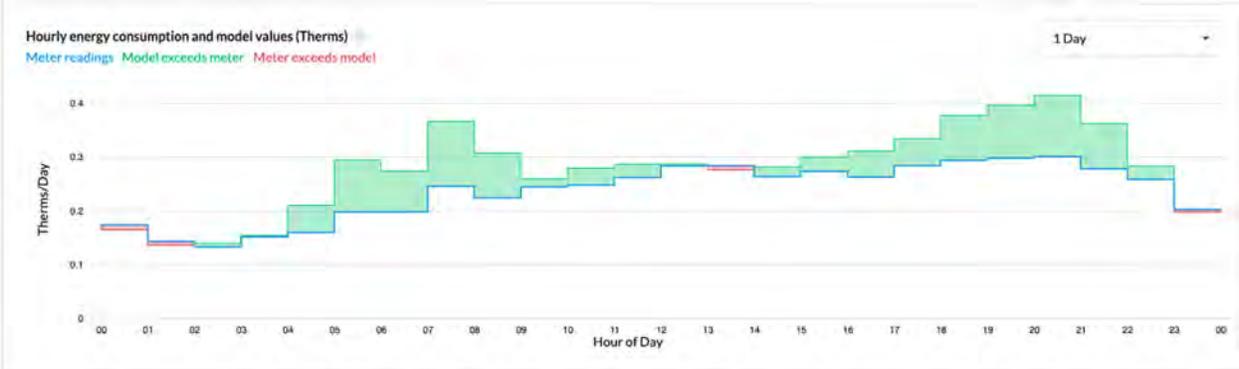
Figure 2: Baseline and reporting period usage (blue), baseline model (orange) and counterfactual (green/red) for a meter in the Rancho Cucamonga portfolio.



Recurve observes that this meter saved 15.5% and that those savings were produced fairly consistent throughout the reporting period.

Figure 3 shows the average daily and weekly hourly load shape for this meter along with the savings profile.

Figure 3: Average daily (top) and weekly (bottom) hourly therms load shape for a meter in the Rancho Cucamonga portfolio. Reporting period usage is shown in blue and the counterfactual in green/red.



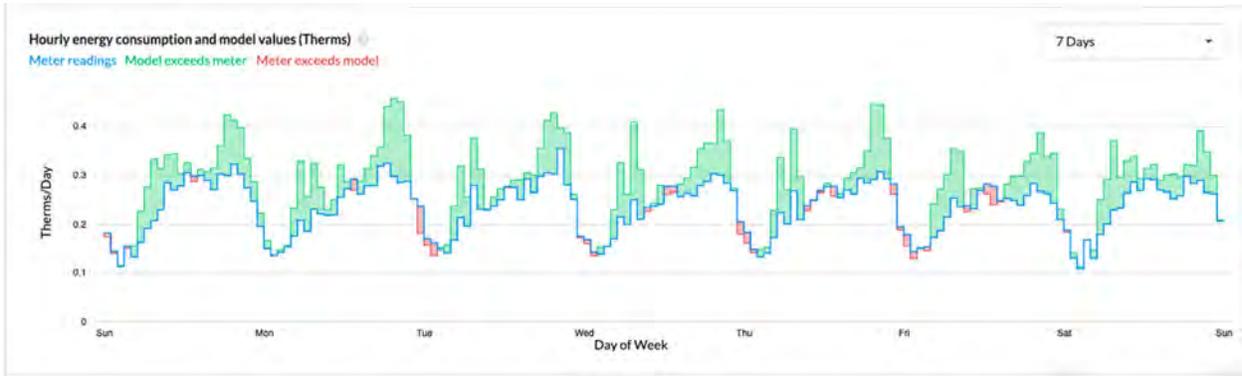
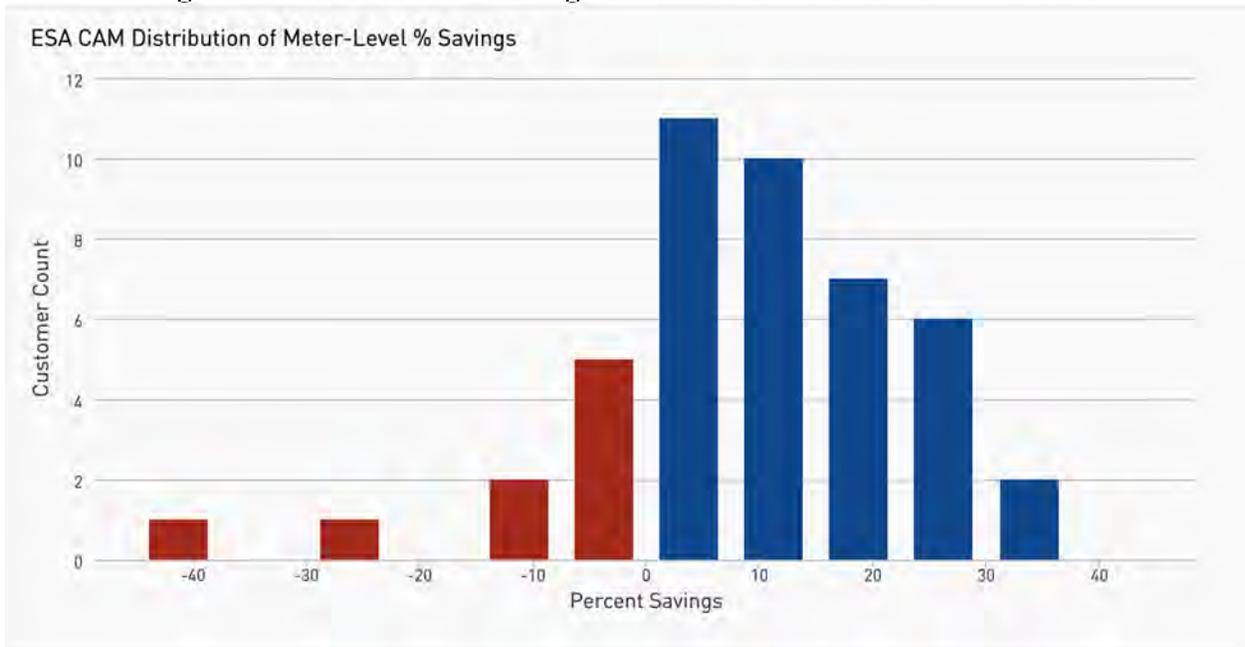


Figure 4 shows the distribution of metered savings on a percentage basis for all meters measured in this backcast. Most meters achieved positive savings while a couple of meters in the Downtown Los Angeles portfolio exhibited a strong increase in consumption, which led to large negative savings. If there were more meters in this portfolio, statistics would improve, and a few outliers would not have a significant impact on the portfolio.

Figure 4: Distribution of % savings for all meters in the ESA CAM Portfolio



Complete site level results can also be found at socalgas.recurve.com.

CALIFORNIA ALTERNATIVE RATES FOR ENERGY (CARE) PROGRAM ANNUAL REPORT

2. CARE EXECUTIVE SUMMARY

The SoCalGas CARE Program, formerly known as the Low Income Ratepayer Assistance Program (LIRA) was established through a legislative mandate and was implemented by the Commission in D.89-07-062 and D.89-09-044. The Commission expanded the program to qualified non-profit group living facilities such as women's shelters and homeless shelters in 1992. The program was further expanded to qualified agricultural employee housing facilities in D.95.10-047. In PY2005, D.05-04-052 expanded the program to include authorized agricultural housing facilities managed by the Office of Migrant Services and other non-profit migrant farm worker housing centers.

Since PY2005, income eligibility for CARE was set by the Commission at 200% of the Federal Poverty Guidelines (FPG).⁴¹ In PY2010, the legislature enacted Senate Bill (SB) 695 which changed PUC section 731.9 to state that eligibility for the CARE Program should be no greater than 200% of the FPG. In PY2006, the Commission authorized the utilities to implement: 1) Categorical Eligibility (CE) which allowed customers to qualify for CARE based on their participation in certain state or federal public assistance programs; 2) four-year recertification for low-income customers with a fixed income; 3) a process to enroll certain prospective CARE qualified households by telephone; 4) a process to allow all customers to recertify their CARE eligibility through the IVR system; and 5) internet-based CARE enrollment and recertification.

⁴¹ See D.05-10-044, OP 1, at p. 35.

In D.08-11-031, the Commission expanded the list of CE programs to further align with the program-based eligibility programs adopted for the Commission’s California Lifeline Program and established an enrollment goal for CARE at 90% of the estimated eligible population.

Annual funding for 2017 - 2020 was authorized in D.16-11-022, and updated via Resolution G-3532 addressing SoCalGas’ conforming ALs 5111-A and 5111-B.

On March 4, 2020, Governor Gavin Newsom issued a State of Emergency that identified the COVID-19 pandemic as a disaster emergency affecting the State of California.⁴² On March 16, 2020, Governor Newsom issued Executive Order N-28-20, requesting that the Commission monitor the measures by public and private utility providers to implement customer protections in response to COVID-19.⁴³ On March 17, 2020, Commission Executive Director Alice Stebbins directed utilities to submit advice letters implementing the applicable customer protections set forth in D.19- 07-015 and to apply such protections retroactively to March 4, 2020, when the State of Emergency was declared.⁴⁴ On April 16, 2020, the Commission adopted Resolution M-4842, Emergency Authorization and Order Directing Utilities to Implement Emergency Customer Protections to Support California Customers During the COVID-19 Pandemic, directing

⁴² <https://www.gov.ca.gov/wp-content/uploads/2020/03/3.4.20-Coronavirus-SOE-Proclamation.pdf>.

⁴³ <https://www.gov.ca.gov/wp-content/uploads/2020/03/3.16.20-Executive-Order.pdf>.

⁴⁴ https://www.cpuc.ca.gov/uploadedFiles/CPUCWebsite/Content/News_Room/NewsUpdates/2020/Exec%20Director%20Letter%20to%20Energy%20Companies%20re%20COVID-19%20March%2017,%202020.pdf.

utilities to offer the protections adopted in D.19-07-015 to all residential and small business customers through April 16, 2021, with an option to extend that date.⁴⁵

When the pandemic began to adversely affect California, SoCalGas implemented several customer protections specific to the CARE Program. In response to the March 17, 2020 Letter from Executive Director Stebbins and Resolution M-4842, SoCalGas submitted AL 5604-B on May 22, 2020, affirming its compliance with specific emergency customer protections and outreach activities in light of the COVID-19 pandemic.⁴⁶ The AL provided a detailed response to address the emergency customer protections listed in Resolution M-4842, as well as SoCalGas' outreach regarding those protections. The emergency customer protections as it relates to low-income customers included:

- Suspension of CARE Program removals to avoid unintentional loss of the discounted rate during the period for which the customer is protected under these customer protections; and
- The discontinuation of standard recertification and verification requests which require customers to provide their most recent income information.

Prior to enactment of the COVID-19 customer protections in March, SoCalGas continued its 2019 marketing practice of targeting likely eligible customers based on internal analytics. ZIP codes and penetration rates were used to identify enrollment gaps and specifically target potential new customers, those who needed to recertify and those who needed to re-enroll. SoCalGas' customers were able to apply for CARE and recertify their CARE eligibility in five different languages. All forms are accessible and responsive to mobile devices. Following enactment of the protections, SoCalGas

⁴⁵ <https://docs.cpuc.ca.gov/PublishedDocs/Published/G000/M333/K482/333482381.PDF>

⁴⁶ <https://www2.socalgas.com/regulatory/tariffs/tm2/pdf/5604-B.pdf>.

suspended recertification and post-enrollment verification processes for the remainder of the year, as directed by the CPUC.

This report provides information on SoCalGas' CARE Program accomplishments and expenditures for PY2020. At year-end of PY2020, the CARE Program had enrolled over 338,325 new customers and ended PY2020 exceeding its 90% target with a penetration rate of 105.4%. Other notable achievements and key activities of the CARE Program in 2020 include:

- Continuation of real-time enrollment through CSRs during turn-on and payment extension calls resulting in 123,162 new enrollments, the largest source of new enrollments for 2020;
- Continuation of CARE enrollment, recertification and PEV – except as precluded by the COVID-19 customer protections - via SoCalGas website and My Account allowing customers real-time enrollment and access to their current CARE status, resulting in 114,581 approved applications;
- Continuation of the Mobile Home Park Utility Upgrade Program and seamless transfer of CARE and MBL benefits to the customers' new gas accounts;
- Continued best practices in CARE scanning operations for efficiency and accuracy of application processing;
- Completed bi-annual data transfer of CARE customer information to CPUC Lifeline administrator per D.16-11-022 on January 15 and July 15, 2020.
- Completed two data exchanges with participating water utilities in SoCalGas' service territory in compliance with D.11-05-020 in March and November 2020, and an additional one in July 2020 per the CARE All-Party Meeting Ruling.⁴⁷
- Entered into a joint stipulation with the IOUs and California Emerging Technology Fund (CETF) to promote education and outreach to assist

⁴⁷ Assigned Commissioner's Ruling in Response to May 22, 2020 All-Party Meeting on California Alternate Rates for Energy Outreach in Light of COVID, June 15, 2020.

SoCalGas customers in accessing affordable broadband offers through CETF.

- Developed memos of understandings with 29 community- and faith-based organizations and participated in over 700 events promoting SoCalGas’ Customer Assistance Programs.

2.1 Participant Information

2.1.1 Provide the total number of residential CARE customers, including sub-metered tenants, by month, by energy source, for the reporting period and explain any variances of 5% or more in the number of participants

CARE Residential Program Gas Customers by Month		
Month/Year	Customers	% Change
January 2020	1,608,798	-0.06%
February 2020	1,611,008	0.14%
March 2020	1,620,610	0.60%
April 2020	1,645,734	1.55%
May 2020	1,670,374	1.50%
June 2020	1,685,904	0.93%
July 2020	1,699,741	0.82%
August 2020	1,713,163	0.79%
September 2020	1,728,359	0.89%
October 2020	1,746,872	1.07%
November 2020	1,758,076	0.64%
December 2020	1,767,350	0.53%

2.1.2 Describe the methodology, sources of data, and key computations used to estimate the utility’s CARE penetration rates by energy source.

SoCalGas used the joint utility methodology adopted by the CPUC in

D.01-03-028 for developing monthly penetration estimates in 2020.⁴⁸

⁴⁸ Athens Research performs the analysis using the joint utility methodology to provide the estimates for the California IOUs.

This methodology entails annual estimation of eligibility for CARE, ESA, FERA, and other income-by-household size parameters at the small area (block group, census tract, ZIP+2, etc.) for each IOU territory and for the state as a whole.

Sources for the 2020 eligibility estimates included the January 2020 Health and Human Services (HHS) Poverty Guidelines [Federal Register / Vol. 85, No. 12 / Friday, January 17, 2020 / Notices, pp. 3060-3061] (“bundling” one- and two-person households at the HHS-defined 200% FPG limit as required by AB 327), current year small area vendor marginal distributions on household characteristics, Census 2010 Summary File 3 (SF3) data, Census American Community Survey 2015-2019 Public Use Microdata Sample (PUMS) data, utility meter and master meter household counts, Department of Finance Consumer Price Index series, and various Geographic Information System sources.

The method takes into consideration American Community Survey microdata relationships between guideline status (above/below 200% FPG), tenure, and fuel payment relationships. These cross-classifications are fitted to small area (block group) marginals to produce payer type specific distributions, which can be aggregated to various other geographical levels.

The impact of labor force changes (unemployment and other forms of job separation, as well as positive changes) are also incorporated in the

methodology. Method adjustments include block group marginal distributions on household income based on sub-state modeling that incorporates Current Population Survey, Integrated Public Use Microdata Survey Data, American Community Survey Data, and California Employment Development Department (EDD) county and Metropolitan Statistical Area level labor force series. This adjustment to block group income marginal is then incorporated into the otherwise “standard” estimation approach to produce small area estimates reflecting small area income changes due to labor market forces.

Estimates from the block group level are aggregated to county/utility and whole utility level, among other aggregations. Quarterly, SoCalGas applies county/utility level eligibility fractions to a new set of “technical eligibility counts” (for CARE, these are metered and sub-metered occupied housing units) to obtain an estimate of income/demographic eligibility in household count form.

SoCalGas counts the number of households (by small area, by county, and overall) that are enrolled in CARE. The CARE household total, including individually metered and sub-metered occupied housing units, is divided by the total income/demographic eligibility.

2.1.2.1 Describe how the estimates of current demographic CARE-eligibility rates, by energy source for the pre-June 1st periods, were derived.

The joint utility methodology, as described above, was used throughout PY2020.

2.1.2.2 Describe how the estimates of current CARE-eligible meters were derived. Explain how total residential meters were adjusted to reflect CARE-eligible meters (i.e., master meters that are not sub-metered or other residential meter configurations that do not provide residential service)

CARE eligibility rates by small and large areas are developed so that they apply to individual residential meters and sub-metered dwelling units only. Non sub-metered master meters and other meters that do not provide residential service are not included in the “technical eligibility” meter counts.

2.1.2.3 Discuss how the estimates of current CARE-eligible households were developed

See response above to Section 2.1.2. Each quarter (January, April, July and October), SoCalGas applies the county and utility eligibility rates to its current set of CARE-eligible meters that includes both individually and sub-metered housing units. Once the factors are applied, estimates for CARE-eligible households by county were developed. Note that the methodology is based on estimating small area (block group) level household size by income and householder-age tabulations for the current year and connecting these estimates with small area counts of households

that are individually metered or sub-metered. Block group/utility-specific estimates are then disaggregated/aggregated to various geographic levels within a given utility area such as ZIP+2, ZIP, tract, county, and territory.

2.1.2.4 Describe how current CARE customers were counted.

CARE customers were counted by totaling the number of individually metered residential customers plus the number of sub-metered tenants receiving service through residential master-metered accounts receiving CARE discount at the time.

2.1.2.5 Discuss how the elements above were used to derive the utility's CARE participation rates by energy source.

The formula for calculating CARE-participation is:

Number of CARE Customers

Number of Estimated CARE-Eligible Households

The participation rate is the total number of participating CARE customers divided by the estimated eligible CARE population.

2.1.3 Provide the estimates of current demographic CARE-eligibility rates by energy source at year-end.

SoCalGas is a single energy source utility for natural gas. At year-end 2020, based on the available eligibility data, of SoCalGas' 5,657,892 residential CARE-eligible meters, 29.7% or 1,676,884 households were estimated to be eligible for the CARE discount.

2.1.4 Provide the estimates of current CARE-eligible sub-metered tenants of master-meter customers by energy source at year-end.

In December 2020, SoCalGas had 126,552 sub-metered tenants in 1,529 master-meter facilities. Assuming, by the methodology described above, 46.9% of its sub-metered residential customers are eligible for CARE, SoCalGas estimates 59,356 of its sub-metered tenants are CARE-eligible. The slight decrease in sub-metered eligibility from 2019 (2%) may have been due to SoCalGas' increased efforts with the Mobile Home Park Meter Upgrade Program.

2.1.5 Provide the current CARE sub-metered tenant counts by energy source at year-end.

In December 2020, SoCalGas had 31,812 sub-metered tenants participating in the CARE Program.

2.1.6 Provide the current CARE sub-metered penetration rates by energy source at year-end.

SoCalGas estimates 53.6% of its CARE-eligible sub-metered tenants were enrolled in the CARE Program as of the end of PY2020 increased by over 3.6% from 2019.

2.1.7 Discuss any problems encountered during the reporting period administering the CARE Program for sub-metered tenants and/or master-meter customers.

In PY2020, SoCalGas did not encounter any major problems in administering the CARE Program for sub-metered and/or master-metered customers. As reported in 2019, implementation of real-time enrollment of regular residential customers via My Account eliminated the ability of

sub-metered tenants to enroll via the web, as they do not have a SoCalGas account number, necessary for My Account registration. Both My Account and socialgas.com web applications became real-time by means of the IVR CARE Web Service which does not support sub-metered tenants. This web-based logic uses Bill Account Number and ZIP code to locate customers' addresses.

This issue was temporary, and an enhancement was implemented during the second quarter of 2020. To retain enrollment options for sub-metered customers, SoCalGas' Information Technology (IT) department resurrected the website for CARE enrollment specifically for sub-metered customers of mobile home parks and apartment complexes.

2.2 CARE Program Summary

2.2.1 Please provide CARE Program summary costs

CARE Budget Categories	Authorized Budget¹	Actual Expenses	% of Budget Spent
Outreach	\$4,004,885	\$3,959,600	98.87%
Proc., Certification and Verification	\$2,966,518	\$1,386,610	46.74%
Post Enrollment Verification	\$154,833	\$95,019	61.37%
Information Tech./Programming	\$1,037,796	\$700,031	67.45%
CHANGES	\$437,502	\$487,509	111.43%
Measurement and Evaluation	\$0	\$0	0.00%
Regulatory Compliance	\$475,858	\$368,690	77.48%
General Administration	\$953,729	\$801,580	84.05%
CPUC ED Staff	\$60,000	\$76,243	127.07%
Cooling Centers	N/A	N/A	N/A
Total Expenses	\$10,091,122	\$7,875,283	78.04%
Subsidies and Benefits	\$135,012,254	\$150,624,652	111.56%
Total Program Costs and Discounts	\$145,103,376	\$158,499,935	109.23%
¹ Reflects the authorized funding per year in D.16-11-022 and updated via Resolution G-3532 addressing conforming Advice Letters 5111-A and 5111-B.			

2.2.2 Please provide the CARE Program penetration rate to date.

CARE Penetration Year-end 2020			
Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,767,350	1,676,884	105.39%	Yes

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

Month	Complaints Received	Nature of Complaint	Cases Resolved
March	1	<p>A customer called the CCC to say that the online recertification process is not user-friendly. Although the comment was taken as information only and did not require follow-up with the customer, management wanted to obtain additional feedback. During a phone call with the customer, it was discovered that he could not recall what the issue was. Since filing his complaint, he had suffered a stroke. He stated, “Whatever my complaint was, The Gas Company has made up for it by your call. You guys are doing a great job.”</p> <p>The customer’s complaint was forwarded to the web team for potential system enhancements.</p>	Yes
April	2	<p>A customer received 4 robo calls regarding CARE recertification but did not receive a recertification application. Customer would like to opt-out of recertification reminder calls.</p> <p>A second customer called the CCC to request the automatic calls stop. He received a called twice a day for a couple of weeks regarding CARE and the need to recertify. He stated he was feeling harassed.</p> <p>Due to COVID-19 protections, the mailing of recertification applications was put on hold. However, the automatic calling of customers when a recertification application is mailed, was overlooked and therefore not halted. It was discovered that a glitch in the system caused the algorithm to resort back to a file of customers for whom a recertification application was mailed</p>	Yes

		prior to implementation of COVID-19 protections. Neither customer was removed from CARE. Each customer received a call of apology and an explanation, and expressed appreciation for the follow-up.	
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2.3 CARE Program Costs

2.3.1 Discount Cost

2.3.1.1 State the average monthly CARE discount received, in dollars, per CARE customer by energy source.

The average monthly discount received per SoCalGas' CARE customer in PY2020 was \$7.32⁴⁹ per month.⁵⁰

2.3.1.2 State the annual subsidy (discount) for all CARE customers by energy source.

SoCalGas' CARE customers and CARE Expansion customers (i.e., farm and migrant workers and those living in non-profit group living facilities or agricultural housing) received \$147,661,424 in natural gas rate discounts and \$2,963,228 in Service Establishment Charge (SEC) discounts in PY2020. The PY2020 annual subsidy for all SoCalGas CARE customers was \$150,624,652.

2.3.1.3 Provide the Number and Percent of Green Tariff Shared Renewables (GTSR) and Enhanced Community Renewables customer base. Also provide the average total bill discount.

This section is not applicable to SoCalGas.

⁴⁹ The average monthly rate discount was computed by dividing the CARE rate discount recorded to the CARE balancing account in 2020 by the monthly residential CARE customers: the total of the 12 months was then divided by 12 for the average monthly CARE discount per customer.

⁵⁰ This number does not reflect the CARE customers who received a discount on their Service Establishment Charge (SEC).

2.3.2 Administrative Cost

2.3.2.1 Show the CARE Residential Program's administrative cost by category.

See section 2.2 or CARE Table 1 in the attachments.

2.3.2.2 Explain what is included in each administrative cost category

Marketing & Outreach M&O: This category includes costs for the printing and mailing of CARE applications recertification requests, PEV requests, monthly sub-metered unit lists, and correspondence, the printing and mailing of SB 920 annual notification,⁵¹ postage, bill inserts, brochures, flyers, advertising, text messaging, direct mailing campaigns, web campaigns, social media, third party outreach, door-to-door canvassing, community event sponsorships and support, distribution of collateral materials, outreach staff labor, and other outreach and enrollment efforts. Capitation payments and any agency-related outreach support efforts are also included in this category. Capitation payments are compensation fees paid to CBOs that assist SoCalGas in enrolling hard-to-reach CARE-eligible customers in the program.

Processing, Certification and Recertification: This category includes costs for CSR CARE enrollment, the CARE Processing Group labor, and document scanning costs. The function of the

⁵¹ SB 920 requires that homeowners and residents of a master-metered park receive notification in their utility billing statement of the assistance available to them under the CARE Program. This notification must be received on or before February 1 of each year.

CARE Processing Group includes: 1) processing CARE applications; 2) initiating and responding to customers' inquiries regarding CARE applications and/or the program; 3) enrolling customers over the phone; and 4) determining CARE eligibility based on income or assistance programs documentation received.

Post Enrollment Verification (PEV): CARE eligibility verification costs are tracked separately. This category includes staff labor costs for processing the verification applications and supplemental documentation, handling verification-related calls, and training.

Information Technology (IT) Programming: This category includes IT labor and contractor costs to maintain the SoCalGas CARE application billing system, CARE IVR applications, CARE online applications, CARE functions in CSR enrollment, My Account, CARE documents, CARE database, system reports, data exchanges with other utilities, charges to conduct system enhancements to comply with Commission mandates, and improvements in operational efficiency.

CHANGES: This category includes costs related to the Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) program billed by the CPUC.

Measurement and Evaluation: This category includes costs for the annual CARE eligibility rate updates.

Regulatory Compliance: These costs include labor and non-labor costs for the preparation and filing of various regulatory documents including program applications, AL filings, comments and tariff revisions, preparation of monthly/annual reports, studies, attendance at working group meetings, public input meetings, and other Commission hearings or meetings.

General Administration: This category includes costs for program management labor, tracking CARE enrollment and operating statistics in support of operations, management, and regulatory reporting; office supplies, market research, and general business expenses.

Commission Energy Division Staff Funding: This category includes costs incurred by ED staff in support of the Commission's authorized low-income programs.

2.3.3 Provide the year-end December 31 balance for the CARE balancing account.

At year end 2020, the CARE balancing account was under-collected by \$39,818,781.

2.3.4 Describe which cost categories are recorded to the CARE balancing account and which are included in base rates.

The recorded costs in the CARE balancing account include the SEC discounts, all rate discounts, surcharge revenues, amortization, interest, and administrative costs (as described in Section 2.3.2.2). The costs recorded in the CARE balancing account are not included in base rates.

2.3.5 Provide a table showing, by customer class, the CARE surcharge paid, the average bill paid, the percentage of CARE surcharge paid relative to the average bill, the total CARE surcharge collected, and the percentage of total CARE revenues paid.

See CARE Table 10 in the attachments.

2.4 Outreach

2.4.1 Discuss utility outreach activities and those undertaken by third parties on the utility's behalf including Lifeline coordination.

In PY2020, SoCalGas continued to use both targeted and grassroots marketing and outreach tactics to extend awareness and participation in the CARE Program. Targeted tactics include a multi-media advertising campaign, direct mail, email, text messages, bill inserts, door-to-door canvassing, and participation in community outreach events. In addition to these targeted tactics, in PY2020, SoCalGas worked with CBOs to help with outreach of the CARE Program and promote awareness in order to increase enrollment with customers while continuing to expand awareness to hard-to-reach customers. These CBOs serve specialized markets and help SoCalGas enhance awareness of the CARE discount to communities.

As an example, in PY2020, SoCalGas partnered with Goodwill of Southern California. Goodwill works to enhance people's dignity and quality of life by strengthening their communities, eliminating their barriers to opportunity and helping them reach their full potential through leaning and the power of work. Local Goodwill organizations are innovative and sustainable social enterprises that create job training programs, employment placement and other community-based programs by selling donated clothing and household items in more than 3,300 Goodwill stores. Goodwill assisted SoCalGas' Customer Assistance Programs by displaying CAP information in their stores and resource centers as well as educating their employees on the programs. 300,000 CAP bilingual flyers (English and Spanish) were distributed to Goodwill Customers in ten different locations.

In addition, SoCalGas also partnered with Food Share of Ventura County. Food Share is a member of Feeding America, the nation's largest hunger-relief network of food banks, as well as the California Association of Food Banks. Every month, Food Share of Ventura County also distributes "Senior Kits" with SoCalGas' CAP materials at various locations throughout Ventura County. Due to COVID-19, the need for services in Ventura County rose. Food Share of Ventura County distributed over 51,000 CAP applications at over 200 events from March – December 31, and distributed food to over 75,000 people monthly. In 2021, SoCalGas plans to continue the partnership and pursue any additional opportunities.

In the 2021-2026 Low Income Application proceeding, CETF recommended that CARE and ESA Program customers be informed of reduced-cost affordable broadband offers through marketing. CETF's proposal seeks outreach in the IOUs' ME&O efforts, customer referral to CETF-designated CBOs, and addition of a website link onto utility websites. CETF, SoCalGas, PG&E, SDG&E, and SCE have agreed to a Joint Stipulation to accomplish affordable broadband offer marketing. The Joint Stipulation requires Commission approval, including authority to use authorized CARE/ESA dollars to market affordable broadband for 2021 through 2026. Among the agreements in the Joint Stipulation, SoCalGas agrees to add a telephone and weblink to its website, providing a contact to obtain further information. It will also integrate an affordable broadband offer into select CARE, ESA, and/or FERA direct marketing materials biannually. CETF will also have an opportunity to include affordable broadband offer materials into ESA Program education kits. Finally, CETF will have the opportunity to present affordable broadband opportunities to CBOs and ESA Program contractors during IOUs respective relevant meetings. The Joint Stipulation is pending before the Commission for approval.

Ethnic Media: Ethnic media plays a critical part in communicating with hard-to-reach customers. For example, SoCalGas has an ongoing advertising contract with Radio Campesina (KMYX, Bakersfield & KUFW, Visalia) to increase awareness of CAPs, especially among

farmworkers and undocumented residents with Limited English Proficiency. These demographic customers can be less trusting of utilities or government sponsored programs due to the risk of exposure and are less likely to accept programs or services. By partnering with Radio Campesina, SoCalGas is able to reach these customers through a trusted community partner and in their language. The radio schedule consists of short, 30-second Spanish language ads that run several times a day.

During SoCalGas' April-June 2020 CARE campaign, three TV interviews/integrations aired on KVEA-TV, KMEX-TV and KRCA-TV, resulting in 82,000 impressions. Univision also provided a goodwill campaign as added value with a channel mix of radio, TV and social media. Combined, the campaign delivered over 2.5 million earned impressions. 30-second radio spots, as well as on-air interviews, ran across top-rated Spanish stations, resulting in more than 8.5 million impressions.

In addition to the radio spots, SoCalGas' relationship with Radio Campesina includes participation in community events sponsored by the station such as farmworker lunch promotions known as "Cuadrillas," school programs, holiday giveaways, and several hosted "classrooms" of the month throughout the year. Due to COVID-19 restrictions, community and school events were cancelled. With farmworkers being considered essential workforce, these activities continued with social distance and COVID-19 precautions taken by the station. SoCalGas'

branded “Low-Income Programs” giveaways and bilingual collateral were distributed to inform the farmworker community. These events promote awareness of SoCalGas. SoCalGas also works with MICOP Radio Indigena 94.1 where local SoCalGas staff provides information on Customer Assistance Programs, how to obtain applications, and where to receive information on assistance with completion of applications. In San Luis Obispo County, a new media collaboration was developed with Lazer Broadcasting. Lazer Broadcasting focuses on delivering community focused radio to high density Hispanic towns and cities throughout the coastal and agricultural heartland. SoCalGas CARE Program advertised via a radio campaign on two of their radio stations, Radio Lazer 103.1 FM and La Mejor 106.7 FM. The campaign was designed to target the specific regions of Paso Robles, San Luis Obispo, Lompoc and neighboring areas. The campaign consisted of 852 30-second radio spots that ran from July 6 - December 31 (6 months) and provided an opportunity for two 3-minute interviews and social media presence.

Multi-Media: SoCalGas launched a CARE campaign from April-July 2020 in response to the COVID-19 pandemic. The goal was to build awareness for customers who had become unemployed and newly eligible for CARE due to COVID-19, along with previously eligible customers in the low-income segment who were seeking financial relief. The campaign focused on the message: “SoCalGas Cares,” and the campaign objectives were to maintain or increase an enrollment/penetration rate of 96.2% and

increase the number of online enrollments. The target audiences were adults, ages 25 to 64 who were recently unemployed, experiencing adverse economic events and/or are enrolled in other public assistance programs. The campaign focused on reaching customers in English, Spanish, Chinese, Korean, and Vietnamese.

SoCalGas also launched a multi-media campaign (English and Spanish) in November 2020 that ran through January 2021. The effects of the pandemic still lingered throughout 2020, and as fall and the cooler weather season began, a targeted approach was used to reach customers less inclined to enroll in assistance programs as well as harder to reach areas identified via specific ZIP codes. The campaign objectives were to improve awareness of the CARE Program along with increasing webpage visits and web applications. This was accomplished through outdoor, radio, streaming television and digital advertisements. The campaign resulted in 18,237,776 impressions, 28,209 webpage visits and 12,549 application clicks on the English and Spanish CARE webpages.

Social Media: Social media was the top performing channel for the CARE campaign, resulting in a click-through-rate (CTR) of 0.48% and an efficient cost per landing page arrival (CPLPA) of \$1.00. The English language spend delivered 59% of impressions and 87% of completed views. The advertising tactics utilized to target Spanish-speaking customers drove higher engagement and overall efficiencies despite the

lower investment levels compared to English. (Spanish: 0.27% CTR vs English: 0.23% CTR; Spanish: \$1.82 CPLPA vs. English: \$3.06 CPLPA.).

Additional online ads in Chinese, Korean, and Vietnamese were also used throughout the campaign across the full SoCalGas service territory, resulting in more than 16,787,000 impressions. The top performing language within the Asian market campaign was Mandarin (Chinese), and it drove the strongest CTR and the most LPAs.

- Mandarin: LPA: 12,239 (45%)
- Korean: LPA: 7,955 (30%)
- Vietnamese: LPA: 6,829 (25%)

Text Messages: Text messaging is a low-cost channel, and SoCalGas wants to continue utilizing this communication channel in strategic and effective ways, with the goal being to provide convenient, direct, and clear messaging to customers. In January and February 2020, CARE text messages provided eligible customers a link to the online CARE application and encouraged them to apply. Text messages were sent to new customers, existing customers not on CARE, and customers who needed to re-enroll. These three groups of customers also received email and direct mailers with CARE Program information. However, due to the COVID-19 pandemic and customer protections, all re-enroll messaging was paused after February, and remained paused throughout the rest of 2020. SoCalGas continued to only contact customers not on CARE and new customers through these channels. The success of this channel was

measured through a conversion rate, which was 2.9% in PY2020. A total of 4,468 CARE enrollments were tied to these text efforts.

Direct Mail: Direct mail continues to be a versatile and effective method for enrolling CARE customers. Generally, direct mail campaigns target customers with a probability of being eligible for low-income programs who meet the following criteria: CARE customers who have fallen off of the program and need to re-enroll, CARE customers who are nearing the end of the program term and need to recertify, new customers eligible for CARE, existing SoCalGas customers who are not on CARE and CARE customers who have recently changed residence. Tools such as PRIZM codes are utilized to help identify these customers. However, as previously mentioned, due to the COVID-19 pandemic and enactment of customer protections, all re-enroll messaging was paused after February 2020, and remained paused throughout the rest of the year. SoCalGas continued to only contact customers not on CARE and new customers through direct mail, and this practice will continue to be in effect as long as customer protections are in place.

During PY2020, messaging providing average savings value while on the CARE Program for two years along with instructions to apply online continued to be communicated in the letters to new customers eligible for CARE and existing SoCalGas customers who are not on CARE. These letters contained two messages: “Average savings on CARE \$221” and “Personalized savings data showing customers how much they could have

saved in the previous year if they participated in the CARE Program.” For the customer’s convenience, income guidelines along with the CARE application were also included in the mailing to new customers.

In PY2020, SoCalGas continued to conduct annual SB 920 targeted mailing to master-metered facilities with sub-metered tenants to remind them of their responsibility to notify their tenants about the CARE Program discount available to them. SoCalGas also continues to maintain compliance with AB 2104 by mailing out the monthly *Add & Delete Report* to notify owners/managers of sub-metered facilities of any tenants who have been added to CARE or removed from the program. Lastly, SoCalGas maintains compliance with AB 2857 by approving eligible sub-metered tenants who live in facilities that are not 100% sub-metered.

Bill Message: During PY2020, CARE bill messages were printed in both English and Spanish on non-participating customers’ bills and were sent out in March, June, September and December. Generally, when applicable, CARE bill messages are sent out 45 days after the PEV letters are mailed to remind customers that SoCalGas has not received their verification application and proof of income. Further, if there is no response from the customer after 120 days, SoCalGas sends those customers a bill message informing them that they have been removed from the program. However, due to COVID-19 and customer protections, no bill messages were sent requesting PEV past February 2020, as PEV was not required while customer protections were in effect. No CARE

customers were removed from the program due to these protections, regardless of PEV status.

CARE messages were also added to the outgoing envelopes used to mail customers' natural gas bill in May, June, July, August, September, October, November and December.

Bill Inserts: Bill inserts continue to be a low-cost method to create program awareness and encourage enrollment. The inserts/applications are bilingual in English and Spanish and contain basic program information. In August 2020, SoCalGas sent out a bill insert to approximately 1.8 million residential customers. The bill insert announced the annual eligibility guidelines. To fulfill the AB 3 mandate, SoCalGas also sent approximately 630,000 bill inserts to customers at risk of having their service shut off. These bill inserts were only mailed in January and February 2020 due to the COVID-19 customer protections, which included a moratorium on disconnections. The bill insert highlighted the Customer Assistance Programs available to help manage their bill. In October 2020, SoCalGas also sent out a bill insert to approximately 191 commercial customers. This bill insert described the CARE rate for commercial facilities such as non-profit group living and migrant farmworker housing.

Cross Program Promotion: Communication and outreach opportunities were sought out to cross-promote the CARE Program with other CAPs

and EE programs to maximize customer value and reduce costs. The ability to apply for CARE through SoCalGas' ESA Program applications made it easier for customers to obtain services and other SoCalGas assistance program information simultaneously. Customer information obtained from SoCalGas' ESA Program and Gas Assistance Fund (GAF), along with LIHEAP, is used for CARE enrollment, recertification, and verification purposes. Certain collateral materials used by SoCalGas' Outreach department and Field Operations personnel have been specifically designed to provide customers with information on all available low-income and special needs customer programs and services. Field Operations is instructed to leave CAP information material in English and Spanish every time a customer's home is entered for services.

SoCalGas.com Website: Throughout the COVID-19 pandemic in 2020, the SoCalGas website (www.socalgas.com) remained a 24/7 communication and enrollment channel for the CARE Program. A new landing page for customers (www.socalgas.com/coronavirus) was created in March, demonstrating how SoCalGas worked to quickly assist customers through this extremely difficult time. Information (for residential and small business customers) detailing customer protections, how to take advantage of the CARE 20% discount, and more was added.

The website was promoted via monthly email blasts directing the customer to socalgas.com to apply. Mailed paper applications also provided the option to apply online, allowing customers to enroll in CARE in real-time.

In addition, customers who were already on CARE and received a reminder via email or a letter to recertify their eligibility were directed to the website where they were able to recertify online. However, due to established customer protections in 2020 in response to the COVID-19 pandemic, no recertifications were necessary for customers to remain on the CARE Program, and all recertification messaging and communications were paused. These messages remained paused for the rest of 2020 and will not resume until the lifting of customer protections.

SoCalGas offers real-time online applications in the following five languages: English, Spanish, Chinese, Korean, and Vietnamese.

SoCalGas also offers downloadable CARE applications in large font size for those with visual disabilities as well as in the following 13 languages: English, Spanish, Chinese, Korean, Vietnamese, Armenian, Arabic, Hmoob, Farsi, Khmer, Russian, Tagalog and Thai.

Customer Contact Center (CCC): While customers are on hold to speak to a CSR, the IVR system informs them about CARE and other assistance programs. As of February 2018, CSRs began offering immediate CARE enrollment to customers who call to start new gas service or make payment arrangements. In 2020, CSRs completed the CARE enrollment of 123,162 customers. For customers who prefer to receive an application in the mail, CSRs initiate that mailing.

In its pursuit for continued improvement in customer service, SoCalGas is exploring ways to expand the category of customers who are enrolled by a CSR, and not limit it to turn-ons and payment arrangements. This would include offering CARE enrollment to customers who call regarding the Arrearage Management Payment Plan (AMP), or any billing related calls.

CSRs also provide information regarding all other CAPs to facilitate enrollment of eligible customers.

Bilingual Employees: The CCC, CARE Customer Support Center, and most company business offices continued to be staffed with bilingual (English and Spanish) representatives. Vietnamese, Korean, Mandarin, and Cantonese telephone lines are staffed from 8:00 am to 5:00 pm, Monday through Friday, at the CCC. Deaf and hearing-impaired customers may also contact the CCC through its TTY/TDD equipment 24 hours a day, seven days a week. Additionally, SoCalGas' call center is equipped to provide services in 240 languages through the *Language Line Service*, a third-party interpreter service which is available 24 hours a day, seven days a week. For hearing impaired customers, a toll-free number is also provided.

Branch Payment Offices (BPO): Typically, English and Spanish CARE applications and program information brochures are available in all BPOs, and the CARE Program is promoted during every transaction.

Furthermore, English and Spanish CARE posters that are complete with

program guidelines and helpful information are on display in each BPO. These posters are revised as program information and income guidelines change. However, in mid-March 2020, all BPOs were closed due to the COVID-19 pandemic, and remained closed through December 2020.

Community Events: During PY2020, SoCalGas personnel along with its community partners participated in over 700 general and low-income specific community events. The goal of each event was to generate awareness of and increase participation in Customer Assistance Programs. SoCalGas has strived to use events and event sponsorships to extend messaging with its communities and as opportunities to work with other organizations so that residents and customers get maximum value from attending. Due to COVID-19 restrictions many in-person events were cancelled, postponed or held virtually. Most large events such as county fairs were completely cancelled. Key events in PY2020 included:

• Americana Mobile Home Park Resident Forum in Garden Grove	• Autismo Conference with Mexican Consulate of San Bernardino
• 3 rd Annual Veteran’s Open House Job & Resource Fair	• Day of the Horse
• South Los Angeles Santee Education Complex Parent College & Resource Fair	• Upland Lemon Festival
• Los Angeles Sheriff Department Meeting in Temple City	• LA Sanitation District’s 4 th Annual Earth Day LA
• Rancho Cucamonga Senior Center VIP Club	• Lancaster Poppy Festival
• City of Inglewood Martin Luther King Jr. Celebration	• CalFresh Kick of Event for LA County DPSS Eligibility Workers
• Joslyn Senior Center Emergency Preparedness Event	• Pasadena City College Health Resource Fair
• Imperial Area Agency on Aging – 14 th Annual Senior Appreciation Day	• 2020 Homewalk
• Southern California Edison Black History Month Community Celebration	• Santa Paula Senior Resource Fair

<ul style="list-style-type: none"> • Inter-Tribal Education Collaborative (ITEC) College Exploration Day at USC 	<ul style="list-style-type: none"> • FACE Home Ownership Event - Virtual
<ul style="list-style-type: none"> • World Agriculture Expo 	<ul style="list-style-type: none"> • Las Mananitas Olvera Street - Virtual
<ul style="list-style-type: none"> • Lunar New Year Celebration in San Gabriel 	<ul style="list-style-type: none"> • Cuadrilla de la Semana Farmworker Outreach

Third-Party Outreach: In order to improve its efforts to communicate with hard-to-reach customers, SoCalGas has contracted with vendors to perform door-to-door outreach. Although door-to-door activity was suspended at the beginning of the COVID-19 pandemic, activity was able to resume in June 2020. These outreach contractors produce high volume enrollments from a hands-on customer approach.

Community-Based Organizations (CBOs): In PY2020, SoCalGas continued its grassroots outreach efforts. The primary driver has been to establish relationships with Faith-Based Organizations (FBOs) and CBOs in order to enroll hard-to-reach customers. Below are key partners from PY2020.⁵² During PY2020, SoCalGas continued working with existing organizations, and also added several new key partners to expand awareness.

- **211 LA County:** Customer Assistance Programs and service information continue to be added to the growing California 211 information and referral network. 211 LA County provides social and support services to assist those in need which are mainly low-income residents. SoCalGas

⁵² List of organizations in PY2020 include: 211 LA County, Blindness Support Services, Catholic Charities OC, Disabilities Community Resource Center, El Nido, El Concillo, Families Forward, Fiestiva Educativa, FIND Foodbank, Frank D. Lanterman Regional Center, FoodShare of Ventura County, Foodbank of Santa Barbara County, Goodwill of Southern California, Inner City Law Center, Human Services Association, LAC + USC Medical Center, LIFT, MICOP, Promotores Collaborative of San Luis Obispo, Campensina Radio Network, Santa Barbara Food Bank, Second Harvest Food Bank, Southeast Community Development Corporation, Southern California Resource Services for Independent Living, St. Barnabas Senior Services, Unity Shoppe, Walking Shield Via Care and Worksite Wellness.

works very closely with 211 LA County so that the CARE Program is a key component of the operator's assessment of the caller's needs.

- **Families Forward:** Families Forward is an organization that has been helping families in need achieve and maintain self-sufficiency through housing, food, counseling, education, and other support services. Families Forward holds strong to its commitment to the values of dignity, empowerment, accountability, community spirit, and hope since 1984. A key factor for success is Families Forward's commitment to collaborate with many organizations to end family homelessness in Orange County, including Orange County United Way, the Commission to End Homelessness, First 5 Orange County and many other partner agencies and foundations.
- **LAC + USC Medical Center CARES:** A partnership was established in 2020 with the Center Auxiliary for Recruitment, Education and Service which is the auxiliary for the Los Angeles County + USC Medical Center. This program is also known as CARES. Los Angeles County + USC Medical Center is one of the largest public hospitals in the country ensuring that treatment is available to every member of the community. CARES is a California nonprofit corporation, providing financial support and volunteer services. Its primary mission is to benefit patients by adding comfort to their hospital stay and providing services which help the patients and their families access quality healthcare. Through this partnership, CARES provides SoCalGas CAP information in their senior food distributions, CARES Child and Family Program, Obstetrics department and information stands placed throughout the medical center. In addition, SoCalGas will be invited to speak to staff at the medical centers who provide information to patients about the program once COVID-19 restrictions for in-person activities are lifted.
- **CFS – Promotores Collaborative:** In San Luis Obispo County, a new partnership has been established with Center for Family Strengthening - Promotores Collaborative (CFS-Promotores Collaborative). This organization aims at developing a sustainable, diverse, and comprehensive culture that promotes equal access to community resources and services among all members of the Hispanic community in San Luis Obispo County. The Promotores are provided with the tools needed to work as advocates,

change agents, and partners with local agencies for positive change. Through this partnership, 20 Promotores located in Paso Robles, San Miguel, Shandon, Atascadero, San Luis Obispo, Los Osos, Five Cities and Nipomo have been trained on the SoCalGas CARE Program. The Promotores are actively participating in food bank distributions and will use that platform to inform customers on SoCalGas Customer Assistance Programs. In addition, CARE information was disseminated in parenting classes and support programs as well as their social media outlets.

- **Fiesta Educativa:** Fiesta Educativa is an organization that provides information and training to Latino families on how to obtain services for all persons with disabilities. In addition, training is provided to professionals who work with these families. Fiesta Educativa's efforts include an annual statewide conference providing more than 1,000 parents with information in English and Spanish on such topics as resources, patient and client rights, educational and vocational programs, and stress management for families, as well as the sponsorship of several regional conferences throughout the state. COVID-19 restrictions changed the way that organization did work in PY2020. Virtual meetings with parents were held as well as phone calls with families they work with. Other activities included distributing PPE to families. Pre-COVID-19, Fiesta Educativa services included a home-based parent education and training program, "Fiesta Familiar," and an advocacy and outreach project assisting families and persons with disabilities to make the best use of the agencies and resources available to them in their communities.
- **FIND Food Bank:** SoCalGas began working with FIND Food Bank in late 2018. FIND is the only regional food bank serving eastern Riverside and southern San Bernardino Counties. They distribute over 12 million pounds of food assistance annually to an average 90,000 individuals each month across the two counties they serve. Food distributions are free and allow their clients to redirect their limited dollars towards rent payments to prevent homelessness, medical care to stay healthy and lower stress to help them perform better at school and work, all which help end cycles of poverty and hunger. This is all done through 22 FIND Mobile Market Distributions and a network of over 66 community-based partners whose programs include mobile markets, food pantries, community feeding centers (soup kitchens), after-

school and summer care programs for children, senior centers, faith-based organizations, and homeless shelters/missions, as well as CalFresh Outreach and Case Management Program that helps connect people and families who are food-insecure to additional resources for their household. CalFresh provides resources for people and families in need so they can shop for more healthy, nutritious food for themselves and their families.

- **Food Share Ventura County:** SoCalGas began working with Food Share Ventura County in July 2019. The organization provides food for over 75,000 people monthly. Food Share is a member of Feeding America, the nation's largest hunger-relief network of food banks, as well as the California Association of Food Banks. Through SoCalGas' partnership, Food Share Ventura County distributed over 11,000 "Senior Kits" with SoCalGas CAP materials at various locations throughout Ventura County.
- **Unity Shoppe:** SoCalGas continues to work with Unity Shoppe, a CBO in Santa Barbara County. The organization serves low-income families, children, seniors, and persons with disabilities. Since each person served undergoes an assessment process by the organization, it is an opportunity to increase awareness of SoCalGas' CAPs.

Capitation Contractors: In the past, SoCalGas worked with over 30 different CBOs and outreach agencies to enroll eligible non-participating customers in the CARE Program. These "CARE Capitation Contractors" are located throughout the SoCalGas service area and employ various types of outreach strategies, such as local community event participation, walk-in enrollment, and program material distribution to enroll customers. During 2020, to support CARE Capitation agencies, Capitation Program information and instructions were added to socalgas.com/care as well as the CARE brochure specifically designed for the agencies to download for their clients. SoCalGas also launched a web link for authorized Capitation agencies to assist customers with their CARE enrollment process online.

The web link tracks their source code so they can receive credit for new CARE enrollments.

Lifeline: In January 2019, SoCalGas and the other IOUs began the biannual data sharing of CARE participant data to the ED originally ordered in D.17-12-009, and the details of the data sharing plan described in Midcycle AL 5325. In 2020, SoCalGas completed 2 exchanges with the CPUC on January 15 and July 15, 2020.

2.4.1.1 Discuss outreach to CARE customers for the Home Energy Report, including percentage participation.

SoCalGas reached 262,232 CARE-eligible residential customers through email Home Energy Reports (HERs) from December 2019 through November 2020, marking the final year of this initiative. Five email reports were delivered during this time frame. New messaging was developed for relevancy and to address customer challenges brought on by the pandemic. The HERs associated with the CARE mailing delivered 525 new enrollments, and an additional 8,117 customers recertified for the CARE Program. As an added value, the CARE messaging was included in additional (Energy Efficiency-related) HER reports as an awareness building mechanism and delivered 11,267 unique clicks or views.

2.4.2 Discuss the most effective outreach method, including a discussion of how success is measured

SoCalGas employed the following marketing and outreach tactics during PY2020: direct mail, bill inserts, email, text messaging, web-based messaging, multi-media campaign, CCC, third-party outreach, and customer outreach awareness efforts. Below is more detail on SoCalGas' largest sources of marketing and outreach-based CARE enrollments.

Direct Mail: In 2020, SoCalGas sent 174,898 direct mailers to new customers and 300,000 direct mail letters to existing customers not on CARE. SoCalGas sent 21,711 direct mail letters in January and February to customers who fell off the CARE Program encouraging them to reapply before the COVID-19 protections were implemented. SoCalGas online enrollments generated from direct mail cannot be tracked since they do not contain a source code.

SoCalGas' efforts to target and reach relatively large numbers of eligible customers not currently enrolled in the CARE Program are often accomplished through the direct mailing of CARE Program information which are all printed in English and Spanish and direct the customer to visit the website for immediate enrollment. These customers are selected based on an adjustable eligibility profile that shows them as living in high gap or high eligibility and low penetration areas.

Web Based Outreach: In PY2020, SoCalGas approved 87,463 online applications. All media and some direct mail communications directed

customers to sign up for CARE through the website www.socalgas.com/care for English and www.socalgas.com/careparami for Spanish. Web-based marketing consisted of program promotion through SoCalGas web, email campaigns, social media, digital campaigns, and My Account.

Technology continues to play a large role in awareness and outreach. Social media sites such as Facebook and Twitter generate “click-throughs” and along with email-prompted web enrollment continue to be significant contributors to participation. SoCalGas tested messaging through its social media channels and email subject lines to improve channel effectiveness and drive awareness of the program as well as online enrollments. SoCalGas acknowledged this trend and launched SoCalGas’ My Account applications and online web applications in the last quarter of 2017. In PY2020, there were 107,560 My Account transactions which include self-certification, recertification, PEV and customer opt-out, resulting in 84,793 approved transactions.

Third Party Door-to-Door Outreach: During PY2020, 10,850 customers were enrolled by third party door-to-door outreach canvassers. Developed to perform outreach to SoCalGas’ hardest-to-reach low-income customers, this proactive door-to-door enrollment tactic continues to be a key component of SoCalGas’ marketing strategy. Although door-to-door activity was suspended at the beginning of the COVID-19 pandemic,

activity was able to resume in June 2020. These outreach contractors produce high volume enrollments from a hands-on customer approach.

Bill Inserts: SoCalGas sent out over 1.8 million CARE self-mailer bill inserts during PY2020, which resulted in approximately 7,188 customers newly enrolled onto the CARE Program.

As discussed in section 2.4.1, SoCalGas sent out one residential bill insert in August 2020 to all customers to notify them of the new income eligibility guidelines. This communication aimed to help customers that were close to meeting the guidelines last year but fell slightly short of the eligibility requirements. In addition, the insert helped increase awareness of the CARE Program among new and existing customers. In September 2020, SoCalGas sent out a bill insert to 191 commercial customers. Going forward, residential bill inserts will only be mailed to residential customers not on CARE for optimal cost effectiveness.

Customer Awareness: Targeted multi-media campaigns and grassroots partnerships maintain and enhance the awareness of the CARE Program for SoCalGas. Many forms of outreach and advertising may go into the decision a customer makes when requesting a CARE application from SoCalGas, which reinforces SoCalGas' use of awareness channels, such as multi-media and outreach with CBOs. Even with direct mail, the reinforcement provided by other awareness channels plays an important role. Thus, SoCalGas tracks individual channels where possible, but also

views various methods as inter-connected and mutually reinforcing.

Below are examples of awareness channels that SoCalGas employed in PY2020.

- **Capitation Program:** As described in Section 2.4.1, SoCalGas worked with different CBOs and outreach agencies to enroll eligible nonparticipating customers in the CARE Program during PY2020. CARE capitation contractors are located throughout the SoCalGas service area and employ various types of outreach strategies to enroll customers, such as local community event participation, walk-in enrollment, and program material distribution.
- **Community-Based Organizations (CBO)/Faith-Based Organizations (FBO):** SoCalGas has been increasing its collaboration with CBOs and FBOs with hard-to-reach customer bases. These organizations are crucial parts of our relationship network to enhance awareness and trust among all customers, especially with hard-to-reach customers. The organizations that SoCalGas works with have a deep and ongoing relationship with their communities and are the trusted resource for their constituents. Often times customers come to these CBOs/FBOs for assistance with all matters relating to their home, family, and finances. For example, some CBOs that SoCalGas partners with help to do outreach in communities where trust issues may lie including Radio Campesina among farmworkers, Saint Barnabas Senior Services helping seniors in multiple languages throughout LA County, Mixteco Indigena Community Organizing Project/Proyecto Mixteco Indigena (MICOP) serving the Mixtec and indigenous immigrant community in Ventura County, Catholic Charities of Orange County promoting programs among CalFresh applicants in Orange County, and Fiesta Educativa working with parents of children with disabilities throughout Southern California.

2.4.3 Discuss barriers to participation encountered during the reporting period and steps taken to mitigate them.

The 2019 LINA study found that the most common barriers for CARE non-participants are lack of program awareness, a perceived

inconvenience of applying for CARE, and a lack of understanding of how to apply or whether their household is eligible for CARE, and these challenges were top of mind in 2020, especially as SoCalGas aimed to assist as many customers as possible throughout the pandemic. SoCalGas used this information, along with historical data about CARE-eligible households who did not respond to participation invitations to craft messaging and outreach materials. To continue addressing these barriers, SoCalGas' PY2020 multi-media campaign objective was to build awareness for customers who had become unemployed and newly eligible for CARE due to COVID-19, along with previously eligible customers in the low-income segment who were seeking financial relief. The campaign messaging focused on SoCalGas being available to help alleviate financial burdens through its programs - to allow customers to focus on the important things, explaining the simplicity of the online application and enrollment process. Due to COVID-19, all CARE customers remained on the program without obligation to recertify. In addition, the enrollment process did not require any verification to receive the 20% monthly discount. This remains in effect until customer protections are lifted. The messaging of easy and quick enrollment is featured on the CARE webpage and targeted direct marketing efforts, such as direct mail and email, for an integrated and consistent program message. The 2020 CARE campaign creative (or visuals) is also included on the webpage and will be used across marketing collateral for customer connection.

SoCalGas is working increasingly with its partners in the community to make computers accessible to the customers they serve. The computers are used as an opportunity to guide customers through SoCalGas' programs and online enrollment process as opposed to taking materials home – where can get lost due to hectic everyday life – pending the return by mail or other enrollment efforts. Online sign-ups played a key role in several outreach events and this approach is expected to continue and increase in the future. Partnerships with organizations like Southeast Development Corporation who have mobile computer labs, and Saint Barnabas Senior Services who have a Senior Tech Lab help by having this onsite enrollment for the customers they serve. In 2020, SoCalGas began looking into partnering with organizations that work in different segments that continue to be hard to reach such as foodbanks, community colleges, clinics, community centers, and/or consulates where customers are already there to seek information and can have access to learn about and enroll in SoCalGas' Customer Assistance Programs. Due to COVID-19, most community colleges went to virtual learning, and other organizations were overwhelmed with the increasing need for social services due to the impacts of the pandemic. SoCalGas was able to bring on organizations in areas of increasing need. In PY2021, depending on COVID-19 restrictions, SoCalGas will be looking into investing in other outreach technologies such as mobile tablets that can be used at events to enroll customers on the spot.

2.4.4 Discuss how CARE customer data and other relevant program information is shared by the utility with other utilities sharing its service territory.

Data Sharing: As in past practice, customers who do not participate in SoCalGas' CARE Program, but are enrolled in other utilities' (e.g., an electricity provider) CARE Program, are automatically eligible for SoCalGas' CARE Program. To ensure that customers in overlapping territories receive all discounts for which they are eligible, SoCalGas exchanges its CARE customer data with SCE and SDG&E. SoCalGas customers enrolled through data-sharing are mailed a letter notifying them of their enrollment, and are provided the opportunity to opt-out of SoCalGas' program if they choose.

SoCalGas continued to electronically exchange new CARE customer enrollment data on a weekly basis with SCE, a process established in PY2001. In PY2020, SoCalGas enrolled 46,661 SCE CARE customers into SoCalGas' CARE Program and updated last enrolled dates for 81,614 customers to retain them for another two years. Customers not enrolled were either already participating in SoCalGas' CARE Program or were not SoCalGas customers of record.

During PY2020, SoCalGas conducted a monthly data exchange with SDG&E. The exchanges resulted in 345 SDG&E CARE participants being added to SoCalGas' CARE Program.

On May 5, 2011, the CPUC adopted D.11-05-020, which required certain water and energy utilities with overlapping service territories to share low-income customer information in order to increase the participation rates of eligible customers in low-income assistance programs offered by each other. In 2012, SoCalGas implemented a twice-yearly (March and September) CARE customer data exchange of CARE enrollments with all participating water companies in SoCalGas service territory. In 2020, as a result of the CARE All-Party Meeting,⁵³ SoCalGas increased the frequency of customer data exchange with participating water companies and added an additional effort in July 2020. In 2020, SoCalGas added 2,840 CARE participants from the low-income rate assistance program at the participating water companies.

Joint Utility Program Managers Meeting: In PY2020, SoCalGas, SCE, PG&E, SDG&E and Southwest Gas continued to meet periodically to discuss CARE outreach efforts and program operation issues, the Low Income Application, resolutions, and enhancements. The IOUs met on January 13, 2020 in Las Vegas hosted by Southwest Gas. Because of the COVID-19 pandemic, traveling was suspended and the IOUs met periodically for the remainder of 2020, hosted virtually by PG&E.

⁵³ Assigned Commissioner's Ruling in Response to May 22, 2020 All-Party Meeting On California Alternate Rates for Energy Outreach in Light of COVID, June 15, 2020.

2.4.5 Discuss how CARE customer data and other relevant program information is shared within the utility, for example, between its Energy Savings Assistance Program and other appropriate low-income programs.

Leveraging with other assistance programs is one of the most cost-effective ways for SoCalGas to increase customer participation in the CARE Program. Therefore, customer information obtained from SoCalGas' ESA Program and GAF Program, along with LIHEAP, is used for CARE enrollment, recertification, and verification purposes.

In PY2020, SoCalGas continued cross-referencing customers who receive ESA Program benefits. Customers who are receiving benefits from the ESA Program are automatically enrolled for the CARE discount and exempt from PEV if their eligibility has been verified by the ESA Program. In PY2020, SoCalGas enrolled 1,953 ESA Program customers in CARE.

SoCalGas' GAF Program provides to qualified customers a one-time bill assistance payment for the amount of the current balance, not to exceed \$100. The annual, one-time bill payment assistance is available to eligible customers on a first-come, first-served basis. To assist customers in paying higher winter gas bills, the GAF Program typically begins in February and continues through the end of May each year, or until funds are depleted. However, in response to the economic challenges brought by the COVID-19 pandemic, SoCalGas continued the program until December 31, 2020 and increased the grant from \$100 to \$200 to seniors

65 years of age and older and to households impacted by the pandemic. Additionally, remaining funds from the Subsidized Housing Assistance Relief for Energy (SHARE) Program which helps customer pay outstanding debt in order to qualify for subsidized housing were transferred to GAF at the conclusion of the program.

The GAF Program has the same income eligibility guidelines as CARE, thus SoCalGas' GAF customer data and CARE customer data are interfaced. Customers participating in the GAF Program, but not in the CARE Program, are automatically enrolled in CARE. Additionally, because GAF customers provide proof of income when applying, customers approved for GAF are automatically PEV approved. Finally, CARE customers who are scheduled for recertification and who are approved for GAF assistance are not asked to recertify their CARE eligibility again until the next two-year recertification cycle has lapsed. This process helps reduce barriers to participation and assists in retaining qualified customers. Through leveraging efforts with SoCalGas' GAF Program, SoCalGas enrolled 990 new participants in its CARE Program during PY2020.

In PY2020, the GAF Program provided \$552,328 in customer assistance to 5,773 customers. Funds for the program came from donations from customers, employees and shareholders.

GAF Program PY2020	Shareholder Funded Distribution	Ratepayer Funded Distribution¹	Total YTD
Beginning Balance	\$16,482	\$0	\$16,482
Customer & Shareholder Contributions	\$604,361	\$0	\$604,361
SHARE Program Funds Transferred to GAF	\$182,982	\$0	\$182,982
Total Funds Available	\$803,825	\$0	\$803,825
Administrative Fees	\$64,306	\$0	\$64,306
GAF Payments	\$552,328	\$0	\$552,328
Remaining Balance	\$157,281	\$0	\$157,281
Customers Assisted (number)			5,773
Average Assistance			\$117.05

¹ There were no Ratepayer Funds used in PY2020.

2.4.6 Describe the efforts taken to reach and coordinate the CARE program with other related low-income programs to reach eligible customers.

CARE Outreach collaborates with the ESA Program at community events. Prior to COVID-19 and restrictions on in-person event participation, Outreach representatives were able to discuss multiple ways to save on energy bills such as the CARE discount, weatherization, and/or repairs for residences. These efforts will continue once in-person events are allowed to resume.

Additionally, CARE Outreach collaborates extensively with CalFresh program outreach. Efforts to reach and provide information on the CARE Program to eligible customers occur at events such as FBO workshops (e.g., Catholic Charities in Orange County) and with food banks (e.g., FIND Food bank which services Imperial and Riverside Counties, Second Harvest Foodbank serving Orange County, Foodbank of Santa Barbara and Food Share Ventura County).

2.4.6.1 Track Costs of AB 793 related Energy Management Technologies programs (identify all of the programs or initiatives that will be able to benefit from the availability of the end-use and electric usage profiles, and to coordinate with the relevant proceedings so that the relevant costs can be considered in those proceedings' cost-effectiveness decision-making).

SoCalGas' CARE Program continues to update its My Account functionality allowing real-time CARE enrollment, CARE application processing, status updates, and facilitation of secure CARE recertification and PEV. In addition, customers are able to view cost to date as well as historical usage information on My Account.

2.4.7 Describe the process for cross-referral of low-income customers between the utility and CSD. Describe how the utility's CARE customer discount information is provided to CSD for inclusion in its federal funds leveraging application. (Note: These agreements are limited to sharing 1-800 phone numbers with customers and providing CARE benefit information for the federal fiscal year, October 1 of the current year through September 30 of the subsequent year. There are no tracking mechanisms in place to determine how many customers contact the other programs or actually become enrolled in other program(s) as a result of these agreements).

In May 2000, CSD and SoCalGas entered into an agreement that solidified the coordination of resources and program benefits between CSD's LIHEAP and SoCalGas' CARE and GAF Programs. In June 2000, SoCalGas added the toll-free telephone numbers for LIHEAP (and the ESA Program) on the CARE applications. At the same time, SoCalGas began providing CSD's toll free number to customers who call SoCalGas to request information on low-income assistance programs.

For PY2020, SoCalGas did not receive low-income customer information or requests for the CARE discount information from CSD. However, SoCalGas continued to receive LIHEAP payment information from CSD, which was used to apply LIHEAP payment assistance to a low-income customer's bill. For LIHEAP recipients, SoCalGas has an automated process in place that automatically PEV approves an account once a LIHEAP payment is posted to the account. Similarly, regarding GAF, once a GAF pledge is placed on an account, the customer is automatically PEV approved for CARE.

Through leveraging efforts, 1,131 customers who received LIHEAP payments and 990 customers who received a GAF pledge were PEV approved for CARE.

2.4.8 Discuss any recommendations to improve cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties under contract to the utility to improve outreach and enrollment services to non-participating households in the prior year. Provide cost-effectiveness assessments, if available

SoCalGas continued operations of the CARE Program using cost-effective and efficient channels.

Since PY2019, SoCalGas has outsourced the CARE mail intake and application scanning process to a third-party vendor, improving cost and operational efficiency. All CARE received mail is routed to the vendor where they are then opened, sorted, and scanned. The scanned application

images are then delivered to the CARE processing staff through secure FTP and processed through SoCalGas' existing system interface.

SoCalGas processed over 80,000 mailed applications (i.e. system generated, direct mail, and bill inserts) in PY2020 via its content management systems. SoCalGas continues to electronically manage all customer-returned documents for ease of processing and retrieval on its network. This improves program delivery when customers call with CARE inquiries and issues. The CARE processing staff can easily retrieve customer applications and manage issues accordingly.

SoCalGas continues to utilize best practices to maximize excellent customer service to support ease of enrollment, CARE approval, recertification, and PEV. Methods designed to increase enrollment and aid in the retention of CARE customers included CSR enrollment, web enrollment, IVR enrollment, mail, fax or email applications, outbound dial reminder calls, leveraging with internal and external low-income programs, approval of CARE on accounts pending turn-on, and mailing of a second recertification and PEV application.

The outbound reminder call alerts the customer that it is time to verify eligibility for CARE, or to renew enrollment, and to be aware that a request will arrive via mail within a few days. The second recertification or PEV application is mailed to customers who fail to respond within 45

days to the initial request. These remain best practices but were temporarily suspended due to the COVID-19 customer protections.

Immediate CARE approval on new accounts allows for preliminary CARE statuses (e.g., approved, incomplete, and denied) on accounts that are pending turn-on. As for leveraging, SoCalGas utilizes LIHEAP, ESA Program, and GAF participant information to enroll, recertify, and verify CARE eligibility. SoCalGas also utilizes SDG&E and SCE CARE participant information to enroll customers. In PY2020, SoCalGas continued to focus on efficient enrollment channels including CSR, My Account, and SoCalGas CARE website enrollments.

Mail Second PEV Application: A second PEV application is mailed to customers who have not responded within 45 days to the initial request. Nonresponsive customers are removed from the CARE Program. As with the mailing of the first PEV application, customers again receive an automated call informing them that they must verify their eligibility and to expect an application in the mail. Additionally, a bill message informs them that SoCalGas has not yet received their verification application and either proof of income or proof of participation in an assistance program.

If removed from CARE due to nonresponse, customers who wish to become re-enrolled must submit proof of income or proof of participation in a specific assistance program when their termination date is less than 24 months from the current date. When 24 months from PEV termination

have lapsed, customers can become re-enrolled on the program by simply completing a self-certification application. As mentioned above, beginning March 4, 2020, the PEV process was temporarily suspended as COVID-19 customer protections were enacted.

CSR CARE Enrollment: In 2020, SoCalGas continued to offer an invaluable, simplified method of immediate phone enrollment through CSRs. In its PY2015-2017 Application, SoCalGas requested CARE approval through CSRs during a phone call to turn-on or back-on service, or to make payment extensions/arrangements. D.16-11-022 was issued November 2016 and in January 2017, SoCalGas' CARE and IT departments began the planning, design, and creation of a CARE template adjacent to both the turn-on and payment extension templates, to be used specifically by the CCC. CSR enrollment was implemented February 23, 2018. In 2020, the CCC successfully enrolled 123,162 customers in CARE.

In its pursuit for continued improvement in customer service, SoCalGas is exploring ways to expand the category of customers who are enrolled by a CSR, and not limit it to turn-ons and payment arrangements. Such expansion could include offering CARE enrollment to customers who call regarding the AMP, or any billing related issues.

In the 2020 CARE Tracking Study Report,⁵⁴ compiled from customer response through both a phone and online survey, among numerous positive conclusions, it was again confirmed that participants who were enrolled by a CSR over the phone give the rep high ratings. Additionally, nearly all participants (96%) are satisfied with the program and plan to continue their participation (98%).

Mobile Home Park Utility Upgrade Program (MHP UUP):

More than 263 mobile home parks have converted from master-metered and sub-metered to direct utility, impacting nearly 18,000 tenants, and creating new SoCalGas customers. For these customers who are on CARE and MBL, the two programs have been seamlessly transferred to the tenants' new gas accounts for continued benefit of each program. As the MHP UUP account executives hold meetings at the respective parks to provide an overview of the MHP conversion, the account executives have continued to enroll additional tenants into CARE. An added benefit of the MHP UUP has been the conversion of master-metered accounts, where due to the meter configuration, the rate was not eligible for tenants to enroll in CARE. Once converted as SoCalGas customers, these tenants are now entitled to apply for the bill discount.

⁵⁴ 2020 California Alternate Rates for Energy (CARE) Program Outreach Effectiveness and Customer Satisfaction Study, December 2020.

My Account: Since September of 2017 and implemented per D.17-12-009, CARE Program enrollment, recertification and PEV web applications have been available within My Account in English and Spanish. CARE customers also have the option to opt-out of the program if they no longer qualify. Once customers log into My Account, their message center alerts them that they can apply to the CARE Program to see if they qualify, or that they are due for recertification or PEV, depending on their CARE status. Upon clicking the “Apply Now” link, the users are taken to a dedicated CARE Program page within My Account. The CARE page is also accessible from the My Account homepage’s left column and Ways to Save dropdown menu. From the CARE page, the customer can see their current CARE status and may apply/recertify, submit verification or opt-out immediately. The enrollment, recertification and opt-out requests are processed in real-time and users receive confirmation instantly upon completing the application. In addition to confirmation messages within the page, automated confirmation emails are also sent out. With the PEV application, customers can upload their required documents. Upon submission, users are notified within the page and via automated email that their application has been received and will be processed. PEV submissions are sent from the My Account database to the CARE Operations group for processing. Mobile versioning of the My Account CARE page was also made available.

This implementation has increased CARE enrollments, reduced manual processing of applications, and improved customer service by providing real-time status updates and application confirmation. Another added benefit is the opportunity to promote the ESA Program to CARE qualified customers who may also qualify for the ESA Program. Promotional images linked to the ESA Program page are included in the CARE enrollment approval confirmation message and emails. In PY2020, SoCalGas processed a total of 107,560 applications received through My Account.

SoCalGas.com: In December of 2017, an enhancement to the SoCalGas CARE website was implemented in which online applications are processed in real-time, instead of during the previous overnight batch process. Additionally, all five languages' "Apply Now" links navigate to a dedicated CARE page outside of My Account in the respective languages. From there, the customer can enter their account number and ZIP code or look up their account number using their social security number. The customer will then be taken to the same My Account CARE page without having to log into My Account, and be able to enroll, recertify or opt-out of CARE. In order to submit PEV, the customer needs to log into My Account. Mobile versioning of the SoCalGas CARE website was also made available.

In PY2020, SoCalGas processed a total of 34,856 web applications. This enhancement has improved customer service and sped up enrollments by providing instant confirmation.

2.5 Processing CARE Applications

2.5.1 Describe the utility's process for recertifying sub-metered tenants of master-meter customers.

Due to COVID-19 protections, recertification of the mobile home parks was suspended beginning in March 2020.

The pre-COVID-19 process for recertification of sub-metered tenants of master-metered accounts is the same as that of regular residential customers which means that recertification is required every two years, or every four years for customers on a fixed-income. The annual earnings of customers on a fixed income do not fluctuate significantly from year to year and requiring them to recertify every two years was an unnecessary burden. In PY2008, as authorized by the CPUC in D.06-12-038,⁵⁵ SoCalGas implemented a four-year recertification period for customers receiving Social Security, pension, Supplemental Security Income, Social Security Disability, State Supplemental Program, and/or Medi-Cal benefits.

Tenants due to recertify are run through SoCalGas' Probability Model. Those with a probability score of greater or equal to .5 are granted

⁵⁵ See D.06-12-038.

Recertification Soft Approval and may stay on CARE for an additional two years. Those with a probability score of greater than or equal to .3 but less than .5 are mailed a recertification application.

Recertification applications are mailed directly to the sub-metered tenants when they are due to recertify. Each application is pre-populated with the tenant's name, facility identification number, unit number, and space or apartment number. Pre-population of applications was designed for tenants' simplified CARE renewal, ease of processing completed applications, and to aid in reducing attrition of CARE customers.

Several options for completing the recertification process are listed on the recertification application:

1. Visit socalgas.com/care and apply as a sub-metered tenant.
2. Call **1-866-716-3452** anytime 24 hours a day, with facility ID ready.
3. Return the completed and signed form by mail or fax to **(213) 244-4665**.

Recertification requires the tenant to provide the number of household occupants, total annual household income, or participation in a public assistance program.

Applications received via U.S. mail are opened, scanned, and validated for processing efficiency. Tenants are informed they have 90 days to respond to the recertification request, however, SoCalGas allows 100 days to account for weekends and non-business days. For tenants who have not responded to the recertification request within 45 days of the initial mailing, a second reminder is sent. Non-responsive tenants are removed

from CARE. If the recertification is received and approved after the 90-day timeframe, the tenant is re-enrolled in CARE.

The monthly *Add & Delete* report is mailed to each sub-metered facility notifying the facility of any tenants who were recently added to CARE or removed from the program. Additionally, each facility receives a complete monthly listing of its CARE tenants. In 2020, the listing was enhanced to include not only the names of tenants on CARE, but also those on MBL. The listing coincides with the mailing of the bill and is used to appropriately distribute the CARE discount and/or extra therms to those found eligible for the programs.

The automatic monthly mailing of tenants on CARE and MBL has almost eliminated the daily phone calls from mobile home parks requesting a listing of tenants on the two assistance programs.

2.5.2 Describe any contracts the utility has with third parties to conduct certification, recertification and/or verification on the utility's behalf. Describe how these third-party efforts compare to the utility's efforts in comparable customer segments, such as hard-to-reach or under-served. Include comparisons of effectiveness and cost-effectiveness of comparable customer segments, if available.

SoCalGas does not contract with third parties to conduct certification, recertification and/or verification on its behalf. SoCalGas processes and approves all CARE enrollment applications, recertification forms, and verification requests in-house. Additionally, SoCalGas utilizes LIHEAP, ESA Program, and GAF participant information to enroll, recertify, and

verify CARE eligibility. SoCalGas also utilizes SDG&E, SCE, and water utilities' CARE participant information to enroll customers.

In PY2020, SoCalGas worked with 30 CBOs and one third party outreach contractor to help eligible non-participating customers sign up for the CARE Program. The non-profit CARE Capitation CBOs employed a “one-stop-shop” approach by helping their clients complete a CARE application, while also assisting the customers in enrolling in other programs they might be eligible for.

SoCalGas' third party CARE outreach contractor employed a variety of outreach strategies, such as door-to-door solicitation, local community event participation, and program material distribution to help customers apply for CARE. Many of the customers targeted by the third-party CARE contractor do not respond to traditional forms of outreach, do not visit CBO facilities, and are much more receptive to door-to-door canvassing efforts. Due to COVID-19 pandemic, the outreach contractors suspended their door-to-door activities from March - June. In PY2020, SoCalGas assigned specific counties to the third-party outreach contractor so they could focus on less penetrated SoCalGas territories and provide better customer service.

During PY2020, the number of customers enrolled in CARE by SoCalGas' CARE Capitation CBOs was 8 customers, and 10,850 new enrollments were derived from CARE's third-party canvassers' efforts.

2.6 Program Management

2.6.1 Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed

SoCalGas' CARE Program did not experience any serious issues or events that significantly affected program management during PY2020, however, a minor issue related to COVID-19 protections was recognized.

SoCalGas' process is to require proof of eligibility when a PEV termination occurs less than two years from the current date. After a two year lapse, the customer can re-enroll with a self-certification application. Some non-responsive customers who were PEV terminated prior to COVID-19 protections, mailed in a self-cert application. Since SoCalGas' CIS recognized these customers as requiring proof of eligibility, an automatic verification request was mailed. This particular type of PEV request was overlooked when implementing a halt to PEV and recertification requests. The error was soon discovered and corrected. No customers were terminated from CARE, as a result.

2.7 Pilots

No CARE pilots were conducted in PY2020.

2.7.1 Establishment of CHANGES Program

There were no CHANGES pilots in 2020.

2.8 Studies

See section 1.10.

3. CARE EXPANSION PROGRAM

3.1 Participant Information

3.1.1 Provide the total number of residential and/or commercial facilities by month, by energy source for the reporting period.

See CARE Table 12 in the attachments.

3.1.2 State the total number of residents (excluding caregivers) for residential facilities, and for commercial facilities, by energy source, at year-end.

There were 31,197 residents in the non-residential CARE Expansion Program facilities, comprised of 653 primary facilities with 671 associated satellite facilities participating in the CARE Expansion Program at PY2020 year-end.

3.2 Usage Information

3.2.1 Provide the average monthly usage by energy source per residential facility and per commercial facility.

See CARE Table 12 in the attachments.

3.3 Program Costs

3.3.1 Administrative Cost (Show the CARE Expansion Program's administrative cost by category).

SoCalGas incurred \$92 in marketing expenses for 191 CARE Non-Profit Group Living (NPGL) facilities bill inserts in PY2020. Due to the small number of participants, SoCalGas did not track administrative labor costs for new CARE Expansion applications received during PY2020.

3.3.2 Discount Information.

3.3.2.1 State the average annual CARE discount received per residential facility by energy source.

The average annual discount received per participating CARE residential facility in PY2020 was \$85.21.⁵⁶

3.3.2.2 State the average annual CARE discount received per commercial facility by energy source.

The average annual discount received per participating CARE Expansion Program facility in PY2020 was \$455.41.⁵⁷

3.4 Outreach

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

Annually, SoCalGas sends a bill insert to commercial customers informing them of the NPGL Rate. In addition, SoCalGas worked with Public Affairs personnel in rural counties to promote program awareness for low-income farm workers. To enhance outreach in rural counties, SoCalGas continues to work with Radio Campesina in Visalia and Bakersfield to reach farm workers. During PY2020, Radio Campesina provided opportunities for SoCalGas to participate in events, such as *Cuadrilla De La Semana*, which are weekly visits to farmworkers in their workplaces. Food, musical entertainment, and information from SoCalGas regarding the CARE Program are part of these lunch break sessions. In PY2020,

⁵⁶ Average annual discount is dependent on the sales and transport gas revenue as well as the number of CARE customers by climate zone.

⁵⁷ *Id.*

SoCalGas also advertised the CARE Program with 30-second, Spanish language radio spots. Due to COVID-19 restrictions, SoCalGas was unable to participate in community events and local school events. In lieu of in-person events, community partners increased the SoCalGas local radio spots and social media presence.

3.4.2 Discuss each of the following: The Expansion Program outreach

SoCalGas used a variety of channels to increase awareness of the CARE Program in PY2020. Among those channels were agricultural workers and those living in commercial facilities. During September 2020, SoCalGas mailed approximately 191 bill inserts to commercial facilities (non-profit group living facilities and migrant worker housing). In past years, SoCalGas also leveraged the relationships of its Public Affairs personnel in developing grassroots relationships with organizations such as Radio Campesina and MICOP that work closely with agricultural and migrant workers in order to continue to educate members about SoCalGas' Customer Assistance Programs.

3.4.2.1 Discuss the most effective outreach method, including a discussion of how success is measured.

In PY2020, the CCC continued to be an effective outreach method for SoCalGas' CARE Expansion Program. In this model, customers who call to establish gas service, or make payment arrangements, speak with CSRs who present CARE Program information to them and respond to questions. Social service

networks also continue to be another valuable communication medium to promote CARE Program information to CARE Expansion customers. CARE Expansion Program applications are available at socialgas.com/care in downloadable .pdf format.

3.4.2.2 Discuss how the CARE facility data and relevant program information is shared by the utility with other utilities sharing service territory.

There was no facility data sharing during PY2020.

3.4.2.3 Discuss barriers to participation encountered in the prior year and steps taken to mitigate these, if feasible, or not, if infeasible.

SoCalGas is not aware of barriers to participation in PY2020. A knowledgeable, full-time SoCalGas employee, dedicated solely to the Expansion Program, processes applications as they are received. Incomplete applications are followed-up with a phone call or correspondence to the customer, resulting in CARE approval of qualified accounts.

In 2019, SoCalGas enhanced its ability to find possible new Expansion Program accounts, and continued with this process through 2020. An automatic emailed report to the CARE processing team provides a list of Expansion Program accounts that have recently closed and where another customer has established service at the facility. An application is mailed to the

new accounts. This has proven effective in the enrollment of additional non-profit accounts.

3.4.3 Discuss any recommendations to improve the cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties on the utility's behalf to improve outreach and enrollment services to non-participating facilities in the prior year. Provide cost-effectiveness assessments, if available.

As of March 2020, recertification of these facilities was suspended due to COVID-19 protections. However, five facilities automatically mailed in all of the necessary documentation and were recertified in 2020.

Every two years, the facilities are required to recertify eligibility.

Correspondence containing a recertification application, postage-paid envelope, and an instruction letter is mailed to the facilities. Among other directions, the letter states that the facility must include a short statement specifying how the CARE Program savings were used for the benefit of the residents at the facility. The application is easy to understand, and the majority of applicants include the necessary qualifying documentation, with no further follow-up needed. The facilities are familiar with this routine and submit what is requested. Applications are processed in a timely manner when they are received.

Although SoCalGas considers the current processing of CARE Expansion Program applications to be cost-effective, SoCalGas believes that a four-year recertification period would be more prudent in terms of reduced processing time, cost-savings in reduced paper and postage, and increased

customer satisfaction. Approval for this change was requested in SoCalGas's 2021-2026 Low Income Application.

3.5 Program Management

3.5.1 Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.

SoCalGas' CARE Program did not experience any issues or events that significantly affected program management during PY2020.

4. FUND SHIFTING

4.1 Report Energy Savings Assistance Program fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031 as modified by D. 10-10-008, D. 16-11-02 and D. 17-12-009.

See ESA Table 12.

4.2 Report CARE fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031 as modified by D. 10-10-008, D. 16-11-022 and D. 17-12-009.

See CARE Table 1.

4.3 Was there any Energy Savings Assistance Programs or CARE fund shifting activity that occurred that falls OUTSIDE the rules laid out in Section 20.1 of D. 08-11-031 as modified by D. 10-10-008, D. 16-11-022 and D. 17-12-009.

Any shifting activity performed in PY2020 is in compliance with fund shifting rules as laid out in D.12-08-044, D.16-11-022 and D.17-12-009.

5. COMMONLY USED ACRONYMS

AB	Assembly Bill
AE	Account Executive
AL	Advice Letter
AMP	Arrearage Management Plan
BPO	Branch Payment Office
CAM	Common Area Measure
CAP	Customer Assistance Program
CARE	California Alternate Rates for Energy
CBO	Community Based Organization
CCC	Customer Contact Center
CE	Categorical Eligibility
CETF	California Emerging Technology Fund
CHANGES	Community Help and Awareness with Natural Gas and Electricity Services Pilot Program
CPUC	California Public Utilities Commission
CSD	California Department of Community Services and Development
CSF	Customer Service Field
CTR	Click-through Rate
CSR	Customer Service Representative
CVA	Calculation for Ventilation & Air
D.	Decision
DAC	Disadvantaged Community
DPSS	LA County Department of Public Social Services
E&A	Enrollment & Assessment
ED	Energy Division
ERC	Energy Resource Center
EE	Energy Efficiency
ESA	Energy Savings Assistance Program
FBO	Faith Based Organization
FPG	Federal Poverty Guideline
GAF	Gas Assistance Fund
HCS	Health, Comfort & Safety
HE	High Efficiency
HEAT	Home Energy Assistance Tracking

HER	Home Energy Report
HHS	Health & Human Services
HISR	Home Improvement Salesperson Registration
HVAC	Heating, Ventilation, Air Conditioning
IOU	Investor Owned Utility
IT	Information Technology
IVR	Integrated Voice Recognition
LADWP	Los Angeles Department of Water and Power
LEP	Limited English Proficient
LIEE	Low Income Energy Efficiency
LIHEAP	Low Income Home Energy Assistance Program
LINA	Low Income Needs Assessment
LIOB	Low Income Oversight Board
LIWP	Low Income Weatherization Program
MBL	Medical Baseline
MF	Multifamily
M&O	Marketing & Outreach
NEB	Non-energy Benefit
NGAT	Natural Gas Appliance Testing
NMEC	Normalized Metered Energy Consumption
PEV	Post Enrollment Verification
PG&E	Pacific Gas and Electric Company
POA	Property Owner Authorization
PPRS	Post-Pandemic Return to Service
PY	Program Year
RFQQ	Request for Qualifications and Quote
SB	Senate Bill
SCE	Southern California Edison Company
SD&GE	San Diego Gas & Electric Company
SEC	Service Establishment Charge
SoCalGas	Southern California Gas Company
SPOC	Single Point of Contact
WNA	Whole Neighborhood Approach

6. APPENDIX A: COLLATERAL MATERIALS

6.1 ESA Program Tables

ESA Program- Table 1 - Overall Program Expenses

ESA Program – Table 1A – 2009-2016 Unspent Program Funds

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

ESA Program – Table 2A – Expenses & Energy Savings by Measures Installed – CSD Leveraging

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

ESA Program- Table 3 - Cost Effectiveness

ESA Program- Table 4 - Detail by Housing Type and Source

ESA Program- Table 5 - Direct Purchases & Installation Contractors

ESA Program- Table 6 - Installation Cost of Program Installation Contractors

ESA Program- Table 7 - Expenditures Recorded by Cost Elements

ESA Program- Table 8 - Homes Unwilling/Unable to Participate

ESA Program- Table 9 - Life Cycle Bill Savings by Measure

ESA Program- Table 10 - Energy Rate Used for Bill Savings Calculations

ESA Program- Table 11 - Bill Savings Calculations by Program Year

ESA Program- Table 12 - Fund Shifting

ESA Program- Table 13 - Categorical and Other Enrollment

ESA Program- Table 14 - Leveraging & Integration

ESA Program- Table 15 - Lighting

ESA Program- Table 16 - “Add back” Measures

ESA Program – Table 17 - Expenditures for Pilots and Studies

ESA Program – Table 18 - Miscellaneous (2nd Refrigerators, Education Only, A/C Cycling, etc.)

ESA Program – Table 19 – Contractor Advanced Funding and Repayment

6.2 CARE Tables

CARE Table 1 - Overall Program Expenses

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

CARE Table 3 - 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

CARE Table 9 - Average Monthly Usage & Bill

CARE Table 10 - Surcharge & Revenue

CARE Table 11 - Capitation Applications

CARE Table 12 - Expansion Program

CARE Table 13 - High Usage Verification Results

CARE Table 13A - Customer Usage and ESA Program Treatment

CARE Table 14 - Categorical Enrollment

6.3 Multifamily CAM Project Photos – Pre-and Post-Retrofit

Space Heating Hot Water Boilers Before



Post Retrofit



Space Heating Hot Water Boilers Before



Post Retrofit



Domestic Hot Water Boiler Before



Post-Retrofit



Domestic Hot Water Boilers Before



Post-retrofit



100-gallon Water Heater Before



During Installation



Post-retrofit



Domestic Hot Water Boiler and Storage Tank Post-retrofit



Domestic Hot Water Boiler with Storage Tank

Before



Post -retrofit

