

Short term recommendations

- Comarketing for all programs under the purview of SB 1208
- Program coordination to promote co-enrollment strategies
- Establish categorical enrollment across all programs under the purview of SB1208, with the exception of programs where federal rules and guidelines would make it infeasible
- Directives of data sharing from the CPUC to water, communication, energy utilities to increase customer enrollment across programs

Longer term recommendations

- Universal program evaluation with consistent metrics to measure success to the extent possible
- Potentially connect enrollment with tax data – franchise tax board (noting barriers to work through such as those that don't file returns, immigration status, etc.)
- Directives of data sharing (in form of proceedings, orders, legislature) from the CPUC to water, communication, energy utilities to increase customer enrollment across programs
- Implement categorical enrollment across all programs, with the exception of programs where federal rules and guidelines would make it infeasible
- Implement and expand concurrent application system to allow for auto enrollment between income qualified programs within the CPUC regulated utilities and other CA state agency income qualified programs to the maximum extent possible
- More comarketing (e.g. targeted outreach, such as prioritization of hard to reach, underserved, tribal communities, or other areas where enrollment rates aren't as high)