ATTACHMENT 3

Pacific Gas and Electric Company

CARE and LIEE Rapid Deployment Update

Presented to the California Public Utilities Commission

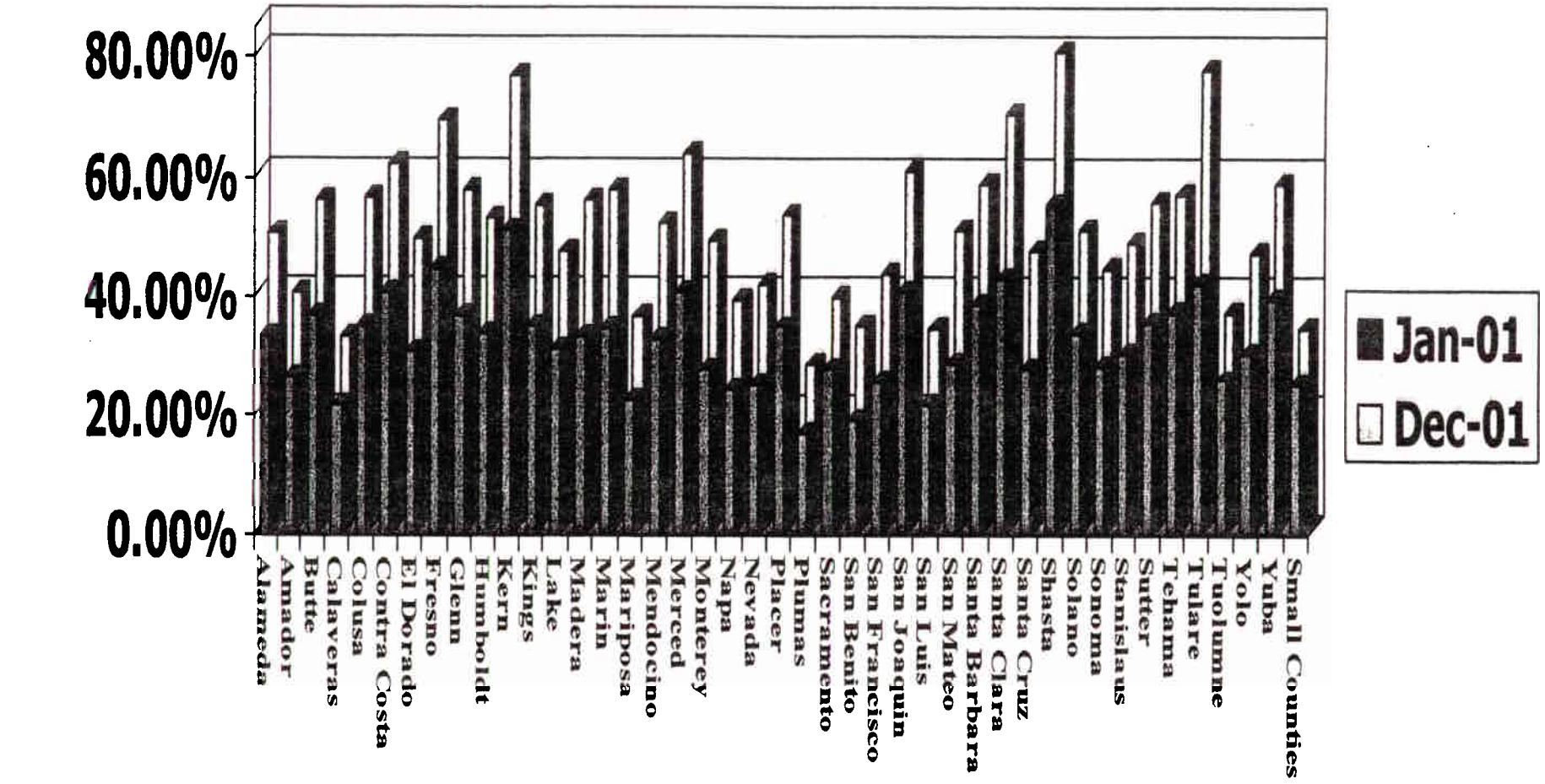
February 8, 2002

Kirsten Stacey
Manager, Low Income Energy Management

PG&E's CARE Rapid Deployment Update

- CARE enrollment and penetration
- CARE post-enrollment verification
- CARE outreach strategies

PG&E CARE Penetration by County



PG&E Proposed CARE Penetration Rate

Program Year	Projected CARE Participation(in Households)	Participation (Percentage of Total Population)	Percent Change
2002	684,161	62.60%	27.70%
2003	822,450	74.30%	20.20%
2004	930,735	82.90%	13.20%
2005	960,092	84.30%	3.20%

Increasing CARE Penetration: Challenges

Re-certification

- Every 2 years
- Equivalent effort for new enrollment
- As enrollment increases, maintaining penetration requires increasing effort resulting in a diminishing rate of return

CARE Post-Enrollment Verification Process

Random post enrollment verification

- Select 2% of all applications received daily
- Represents 2% of total enrolled customers
- 90 days for customers to respond with income documentation

29% Removed from CARE

- 27% did not respond, dropped
- 2% did respond, found ineligible, dropped

CARE Outreach Pilot Project: Incorporating Successful Strategies

Successful outreach pilot project strategies to increase CARE enrollment

- Targeted language specific advertising
- CARE presence at Local community events
- Public media partnerships
- Simplified in-the-bill application
- Postage-paid return applications
- Capitation agreements with trusted community based organizations

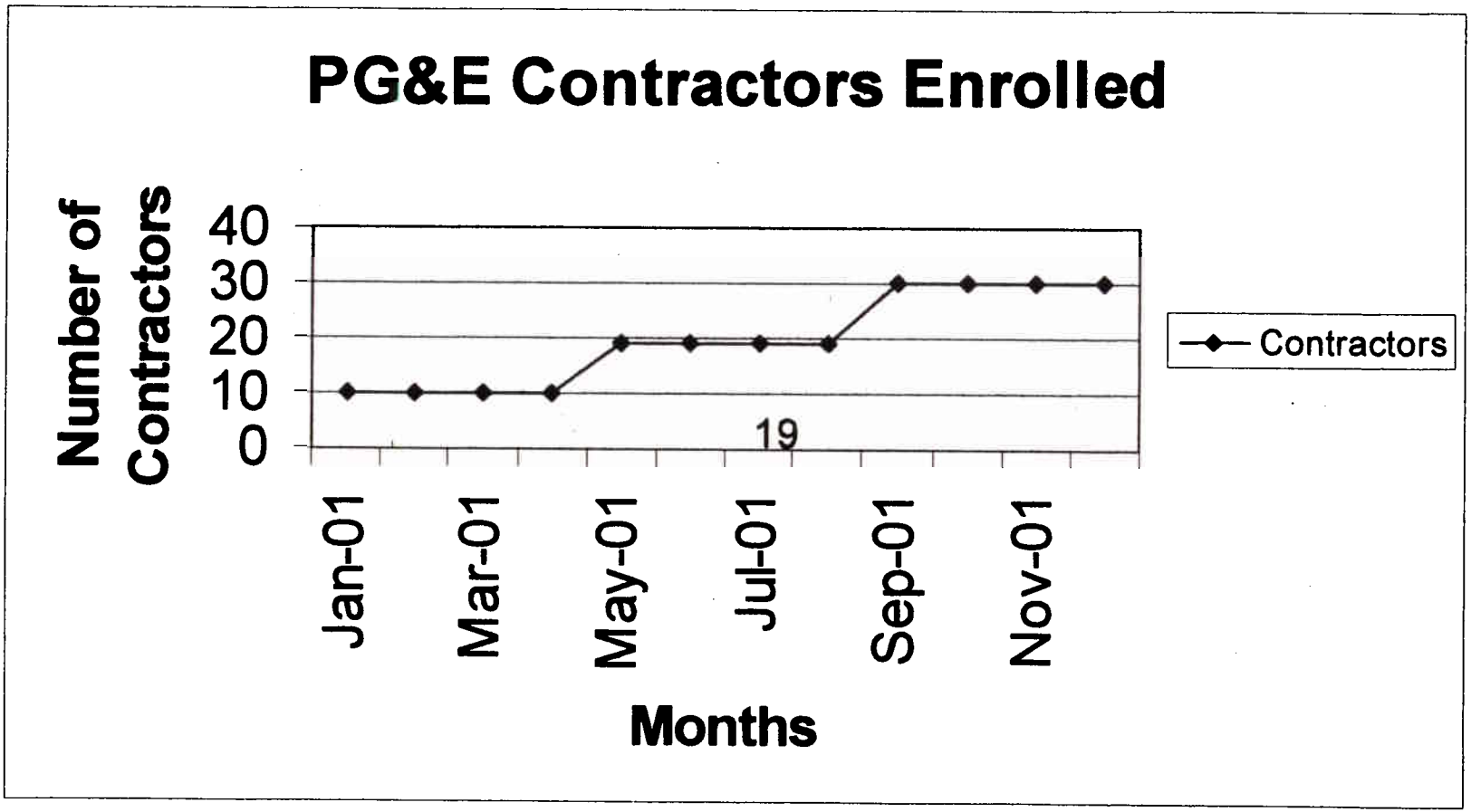
PG&E's LIEE Rapid Deployment Update

- Accomplishments to date
- Contractors
- Expenditures
- LIEE Rapid Deployment Implementation

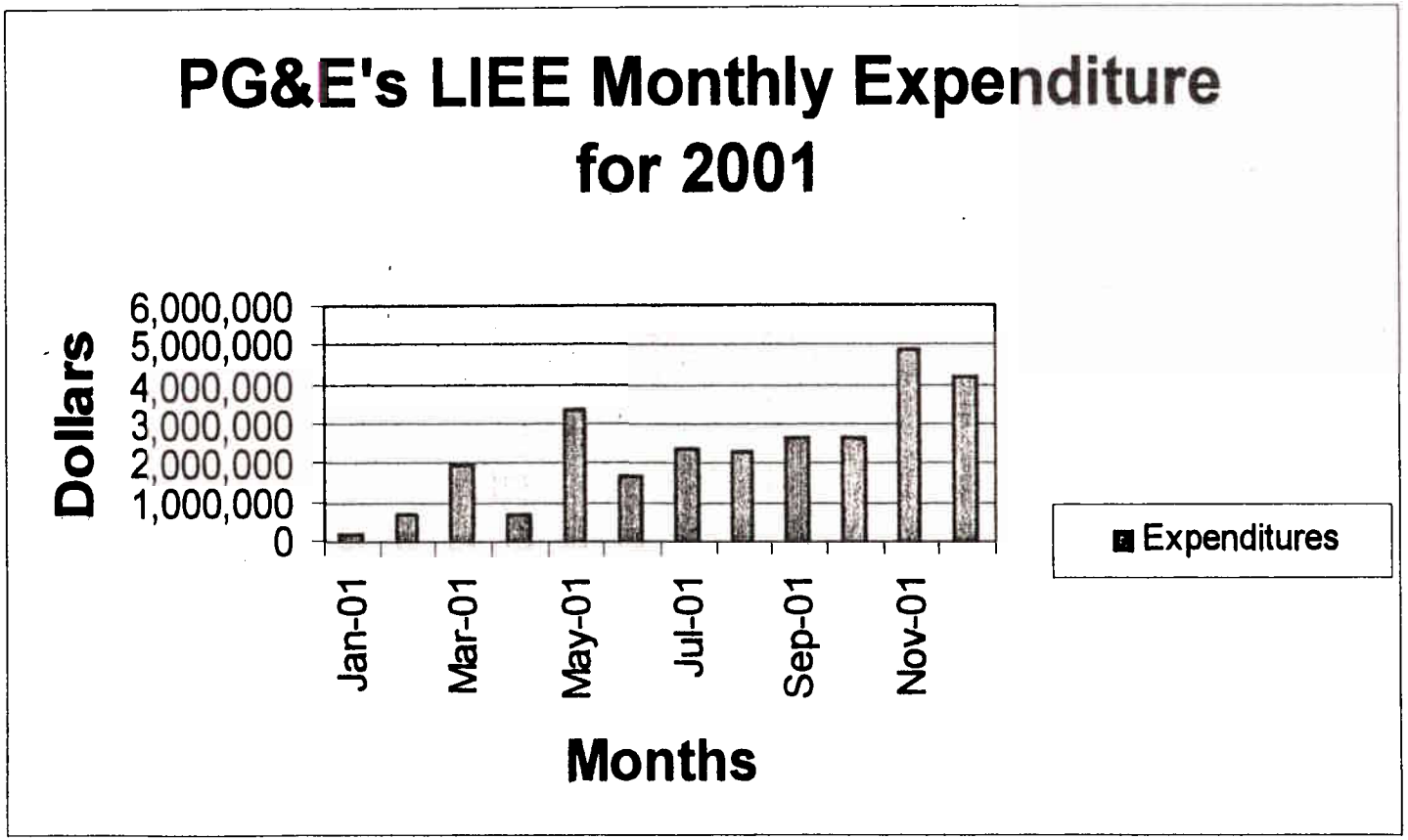
PG&E 2001 LIEE Accomplishments

■ Homes Treated	47,308
■ Homes Weatherized	31,678
■ Refrigerators	7,035
■ Evaporative Coolers	4,548
■ CFLs	162,097
■ Air Conditioners	68
■ Attic Insulations	3,045
■ Furnace Repair & Replace	1,165
■ Water Heaters	547

LIEE Contractors



PG&E LIEE Monthly Expenditures



LIEE Rapid Deployment Implementation

LIEE 2001 implementation

- Re-bidding process caused delay
- New measures caused additional delay in mid-year
- Slow ramp up into 3rd quarter

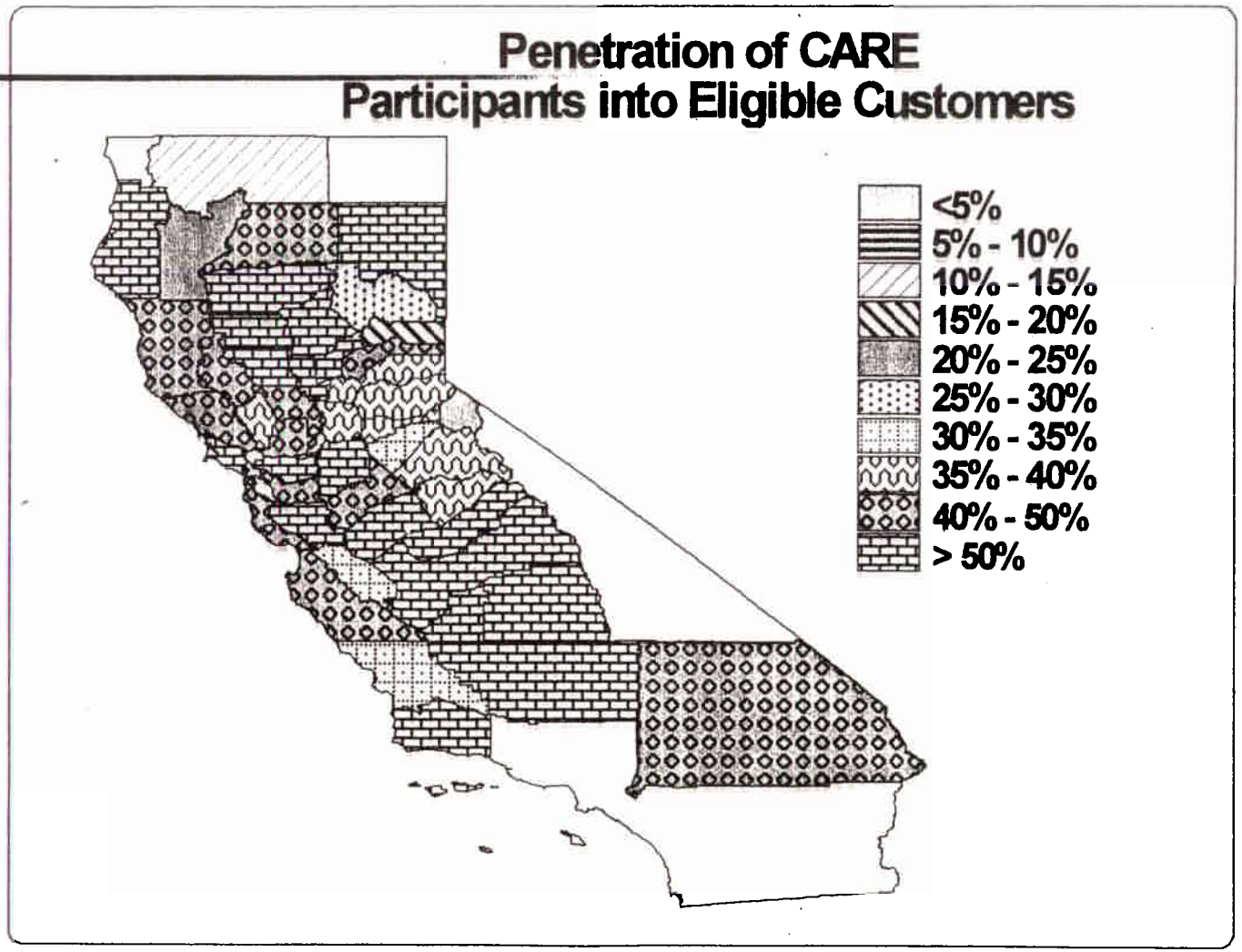
LIEE 2002 implementation

- Trained contractors now in place
- Maintain current participation levels throughout 2002
- On target to reach participation and expenditure goals by December 2002

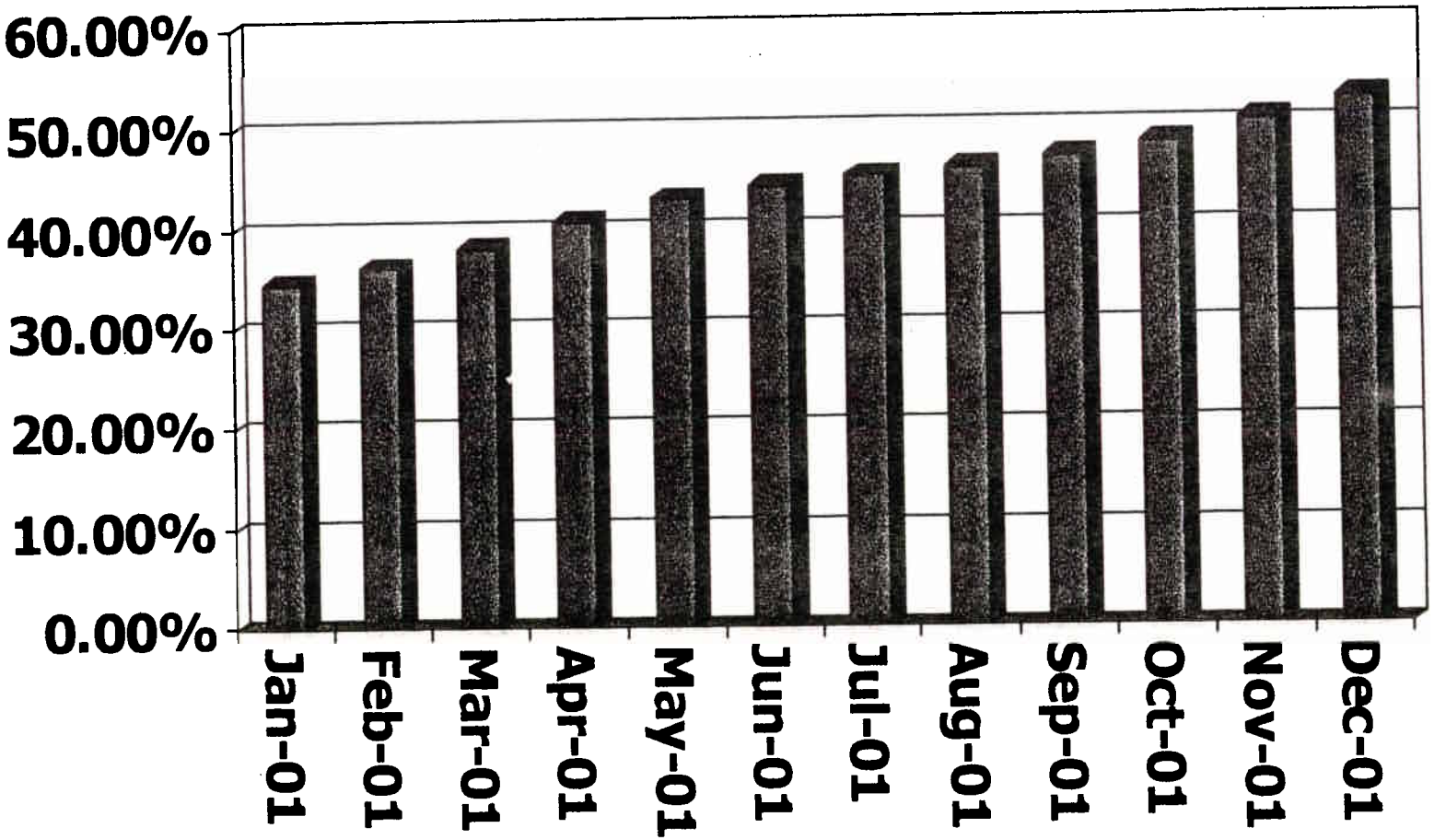
PG&E LIEE & CARE Rapid Deployment

ATTACHMENTS

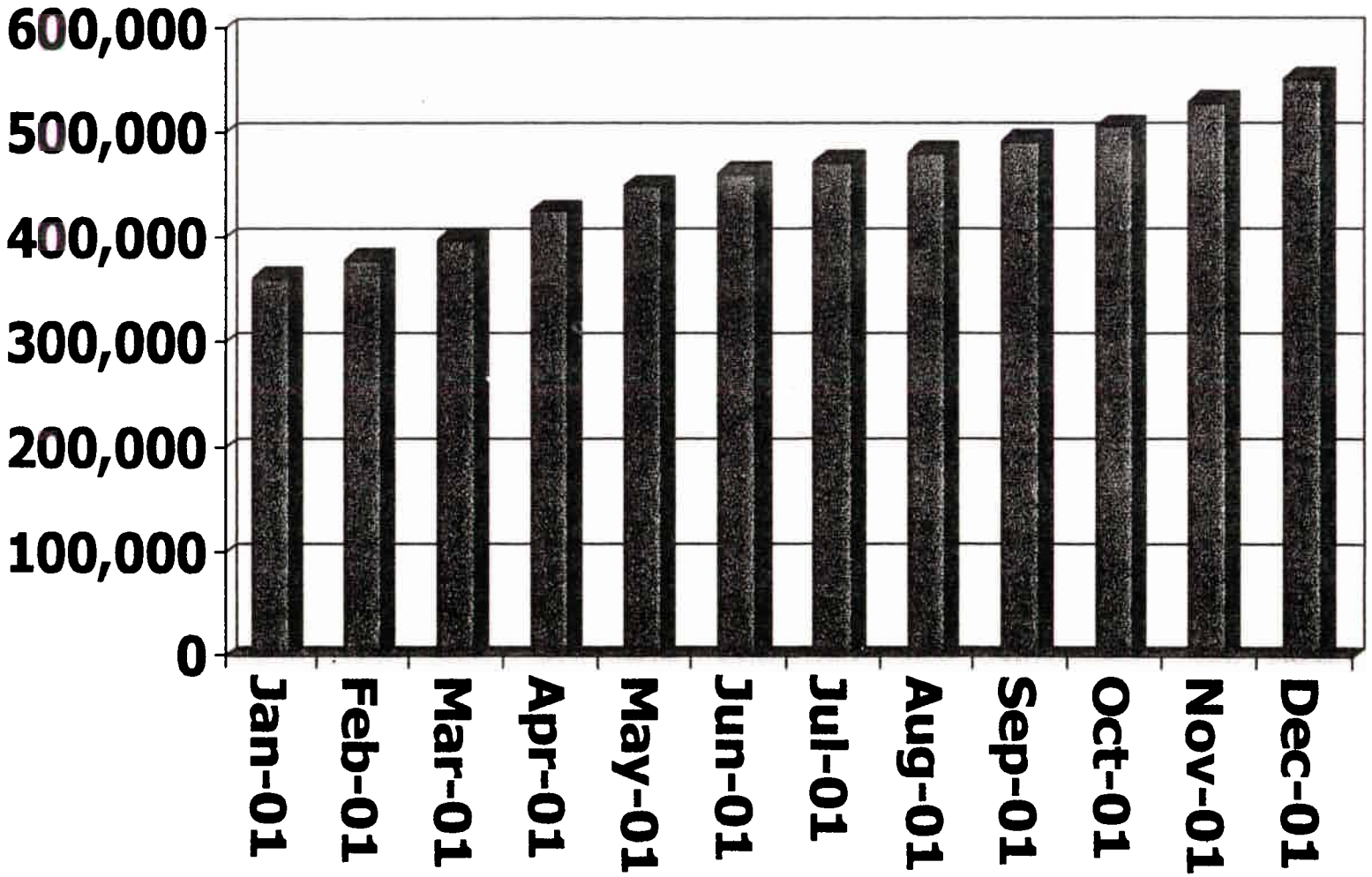
PG&E CARE Penetration by County



CARE 12 Month Penetration Rate



CARE 12 Month Enrollment

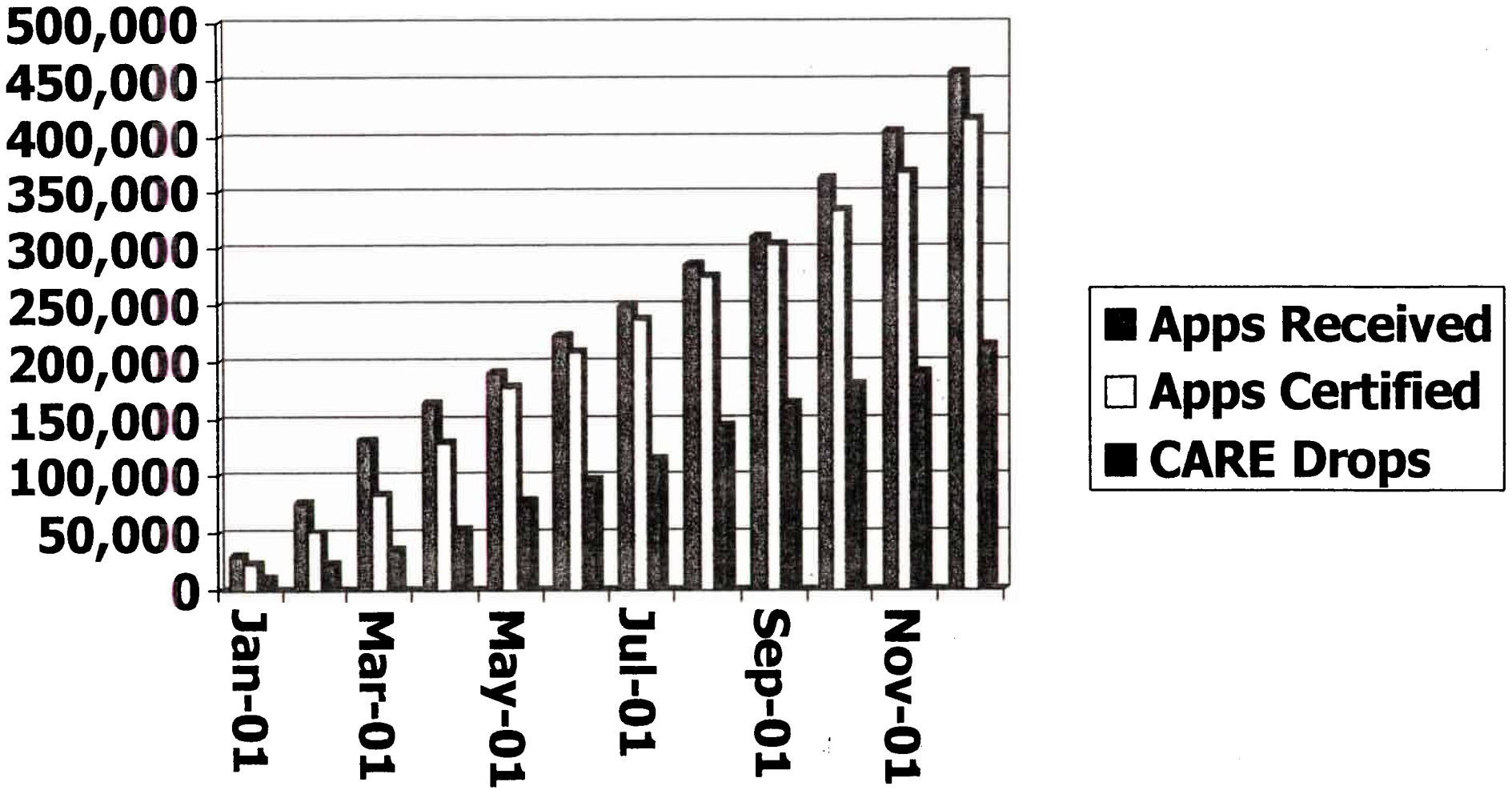


PG&E CARE Verification Process

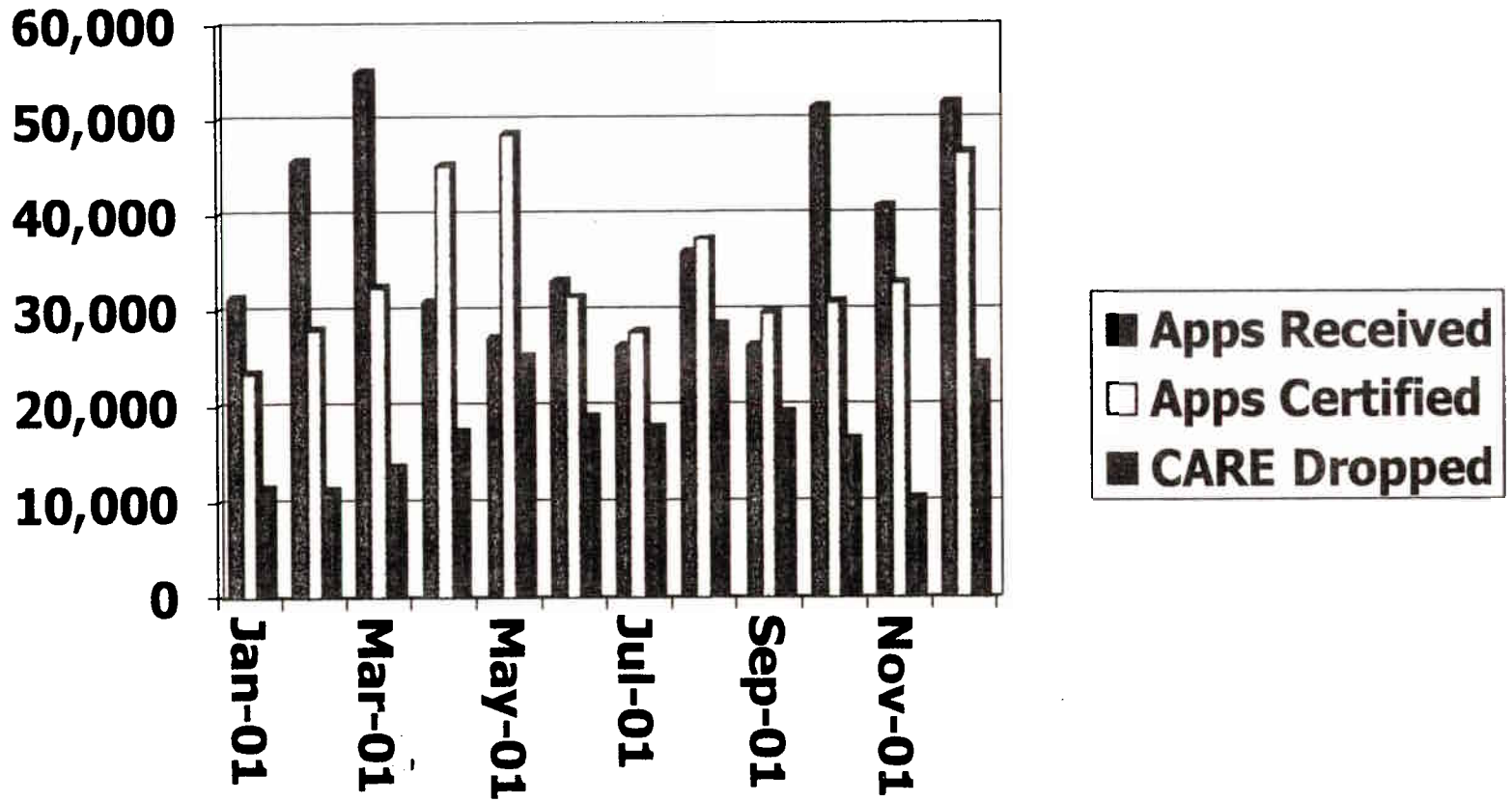
	Total SB5 Outreach and CARE Population	Total # Requested to Verify	% of Population Total	Total # of Participants Dropped (Due to no response)	Percentage of Participants Dropped (Due to no response)	Total # of Participants Dropped (Verified as Ineligible)	Percentage of Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification	% of Total Population Dropped
1/1/01	362,599	548	0.15%	173	31.57%	16	2.92%	189	34.49%	0.05%
2/1/01	379,352	449	0.12%	115	25.61%	15	3.34%	130	28.95%	0.03%
3/1/01	398,213	525	0.13%	155	29.52%	8	1.52%	163	31.05%	0.04%
4/1/01	426,104	525	0.12%	152	28.95%	7	1.33%	159	30.29%	0.04%
5/1/01	449,532	550	0.12%	115	20.91%	8	1.45%	123	22.36%	0.03%
6/1/01	462,014	525	0.11%	127	24.19%	5	0.95%	132	25.14%	0.03%
7/1/01	472,204	525	0.11%	132	25.14%	9	1.71%	141	26.86%	0.03%
8/1/01	481,158	550	0.11%	142	25.82%	4	0.73%	146	26.55%	0.03%
9/1/01	491,673	256	0.05%	88	34.38%	2	0.78%	90	35.16%	0.02%
10/1/01	505,947	266	0.05%	0	0	0	0	0	0.00%	0.00%
11/1/01	528,395	367	0.07%	0	0	0	0	0	0.00%	0.00%
12/1/01	554,038	390	0.07%	0	0	0	0	0	0.00%	0.00%
PY 2001	554,038	5,476	0.99%	1,199	27%	74	2%	1,273	28.59%	0.23%

Note: No action has been taken on customers requested to verify during the last three months. Per CPUC guidelines, they have 90 days to provide proof of eligibility.

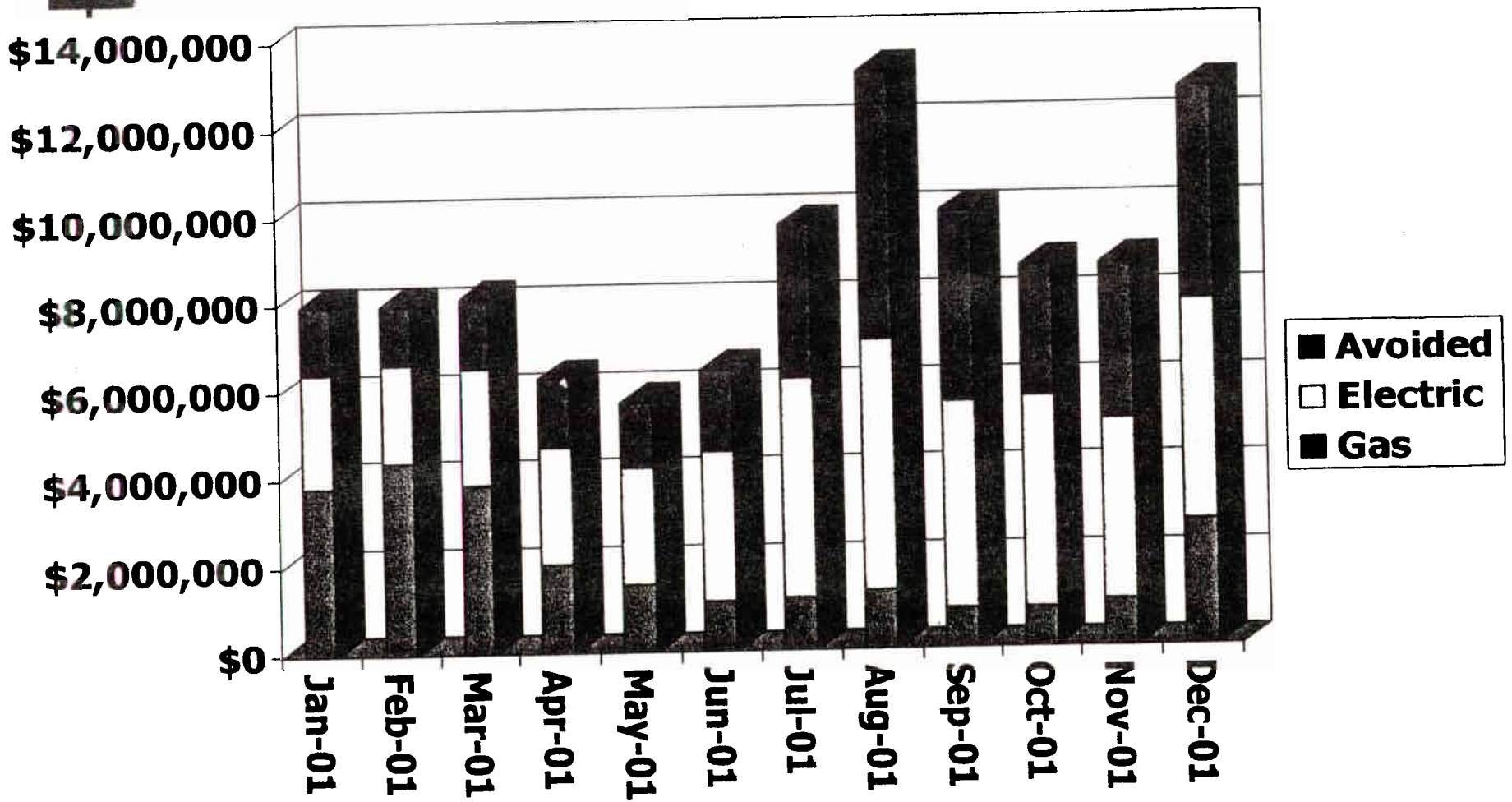
CARE Processing Activity - Cumulative



CARE Processing Monthly Activity



CARE Discount and Avoided Surcharges



PG&E Capitation Contractors Enrolled

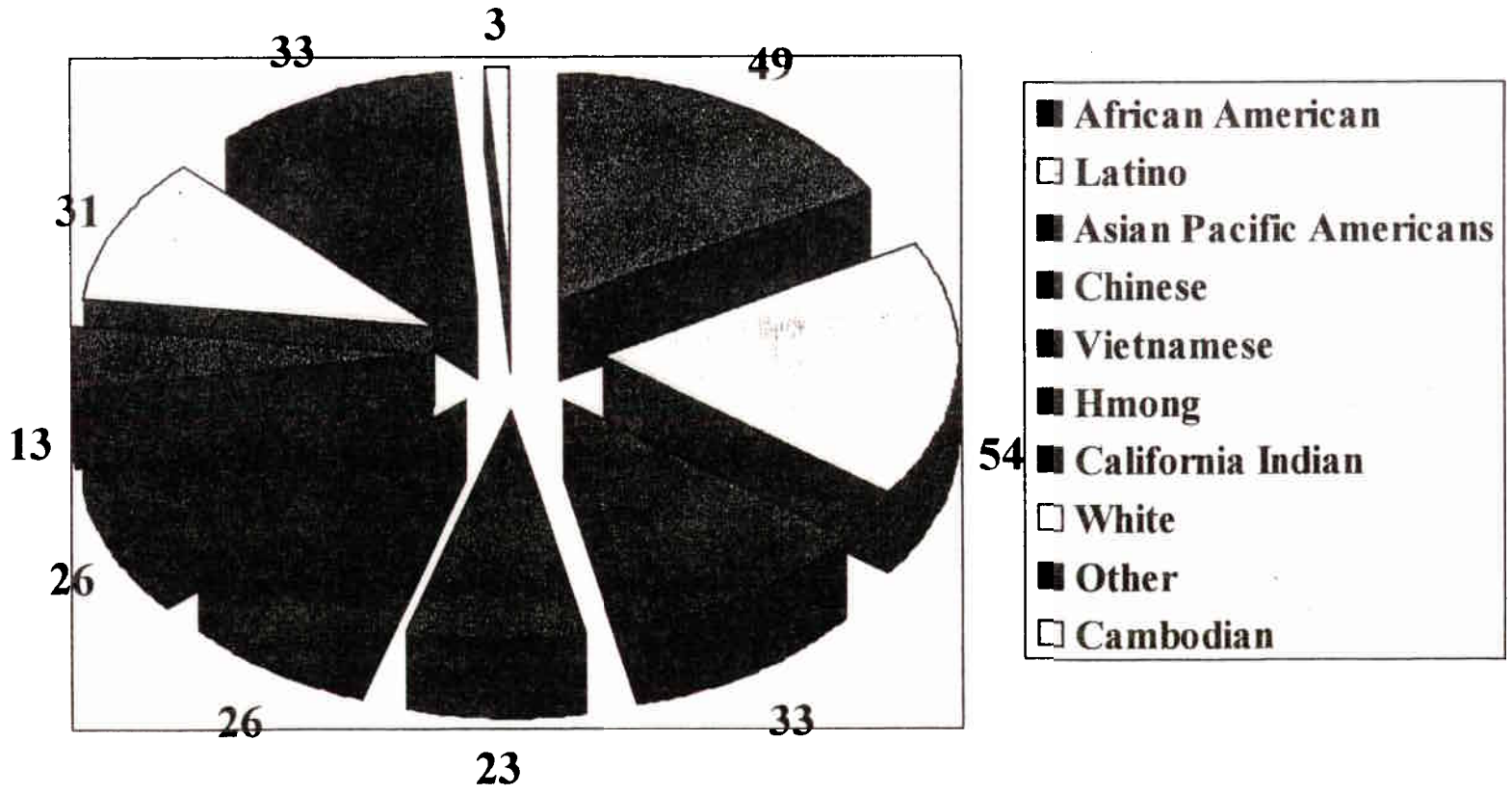
- 84 Community Based Organizations signed agreements for outreach and capitation
- 34 counties served within the PG&E territory

84 PG&E Capitation Contractors

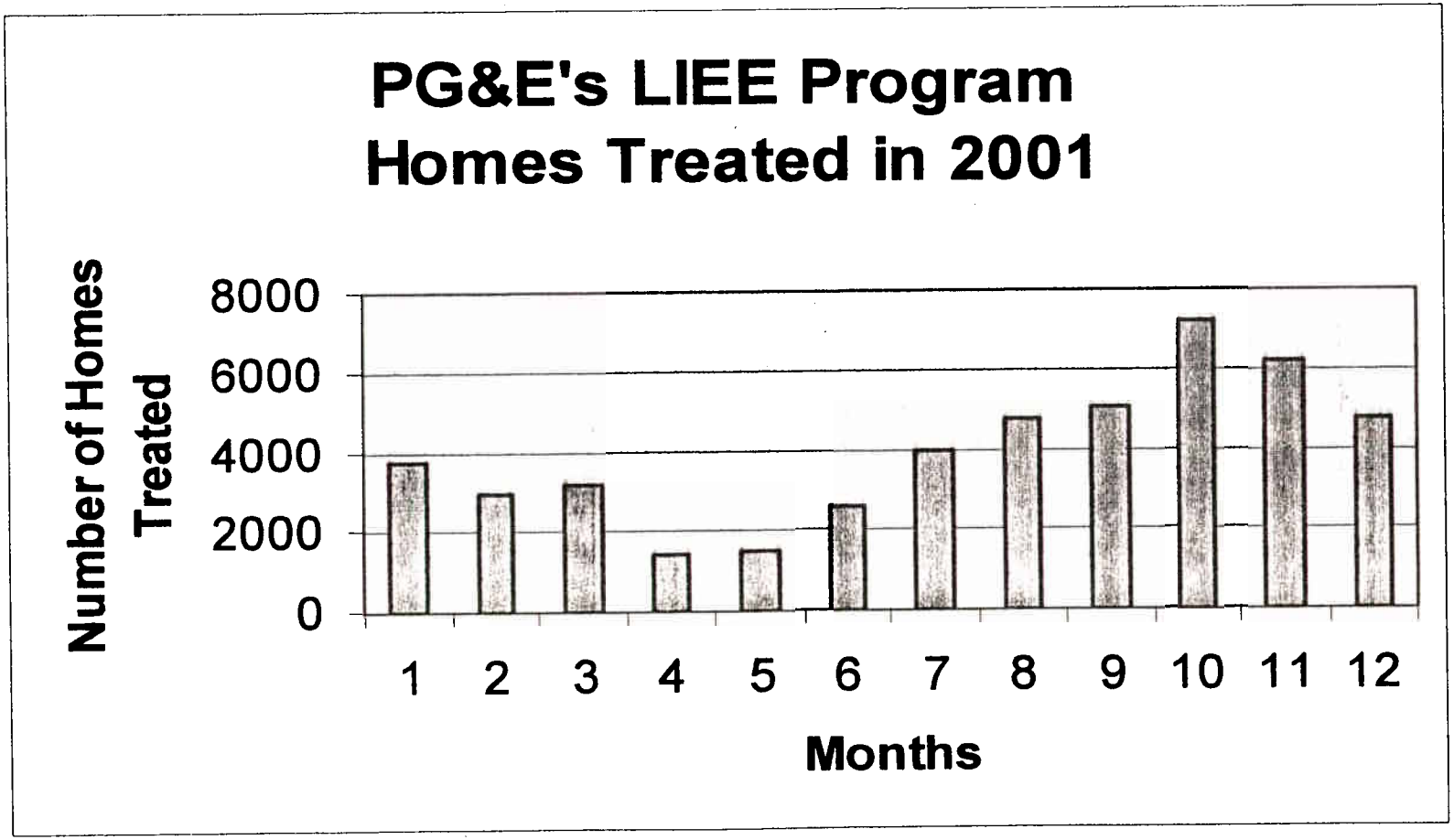
- 49 serve African Americans
- 54 serve Latinos
- 33 serve Asian-Pacific Americans
- 26 serve Vietnamese
- 26 serve Hmong
- 23 serve Chinese
- 13 serve California Indians

Some contractors serve multiple counties; therefore, total add up to more than 100%

PG&E Capitation Contractors



LIEE Homes Treated



PG&E 2001 Rapid Deployment Energy Savings

- Total 1,340 kW
- Total 1,237,550 kWh
- Total 530,175 therm

Based on measures installed and paid in 2001

PG&E LIEE Outreach Efforts

- Collaborate with ethnic media
- Attend community fairs and events
- Participate in community forums
- Provide education workshops and presentations to community groups

PG&E's LIEE Rapid Deployment Program on Target

- Contracts in place
- Contractors trained & ramped up
- Over 5,000 Refrigerators in pipeline
- Landlord Rebates in pipeline

PG&E's Proposed Goals for 2002

Homes Treated	66,000
Homes Weatherized	55,000
Refrigerators	15,000
Evaporative Coolers	5,000
Water Heaters	1,000
Expenditures	$60 Million

PG&E LIEE Leveraging Efforts

- Leverage with La Cooperativa & Kern County EOC for refrigerator referrals

- Employ 11 LIHEAP provider contractors to leverage other programs and services

ATTACHMENT 4

Southern California Edison

2001 Low Income Energy Efficiency Rapid Deployment

Progress Report

February 8, 2002

SCE Rapid Deployment Results Summary

Program Goal	Goal	28-Aug-01	08-Feb-02	% of
Relamping:				
Households	70,000	30,404	75,243	107%
CFL's	315,000	136,818	338,594	107%
Evaporative Cooler Installation:				
Installations	4,000	2,445	4,010	100%
Evaporative Cooler Maintenance:				
Maint. Service	14,500	-	5,625	39%

SCE Rapid Deployment Results Summary

Program	Goal	28-Aug-01	08-Feb-02	% of Goal
Weatherization:				
Households	3,200	612	1,594	50%

Status: Big Six Measures 2001-to-date (Attic Installation – 13 homes,Water Heater Blanket – 131 each; Low Flow Showerheads – 1,321 each; Weather-stripping 1,220 homes; Caulking – 904 homes; and Minor Home Repairs – 980 homes, 200 electric water heaters).

Refrigerator Replacement:				
Installations	14,900	5,283	12,528	84%

Note: 2,311 (18%) of refrigerators installed by LIHEAP contractors

STATUS CONFERENCE AND PREHEARING CONFERENCE ON LOW INCOME ASSISTANCE PROGRAMS (R.01-08-027)
Statement of Southern California Edison Company
February 8, 2002

On January 7, 2002, Administrative Law Judge Gottstein scheduled a third status conference in Rulemaking 01-08-027 for February 8, 2002 to further update the Commission and interested parties on the utilities' rapid deployment achievements and to respond to the following questions.

1. The summary presentations should provide information on the increase in CARE penetration, units weatherized, types and quantities of measures installed and other indicators of what the program has accomplished since the inception of rapid deployment last spring.

[Please see attached progress report.]

2. Utilities should compare their current CARE penetration rates with their proposals for establishing future penetration rates.

Response: Southern California Edison's (SCE) stated goal for CARE penetration consists of enrolling all eligible customers who are willing to participate in CARE. At the time of filing its proposal, SCE's CARE penetration rate was approximately 86%. Currently, an estimated 88% of the technically-eligible customers are enrolled in CARE. SCE believes that with the continuation of expanded outreach efforts and the Capitation Program, SCE will be able to maintain and possibly increase the current penetration level.

3. Utilities should also discuss how they plan to incorporate the CARE Outreach Pilot Program into their future outreach efforts.

Response: SCE has already started incorporating recommendations obtained from the CARE Outreach Pilot Program, including the fee-based Capitation Program and outreach efforts with faith-based organizations, county agencies, CBOs and others. SCE plans to continue and build upon these efforts in 2002. SCE's service territory is widespread and its customer base is extremely diverse. To fully support the goal of building CARE participation as much as possible, SCE has designed an integrated, layered, multi-channel outreach effort to be implemented throughout 2002. Highlights of this effort include:

Capitation Program
The Capitation Program is a key component of SCE's strategy to outreach CARE.

Mass Media Outreach
Radio and local print advertising, bill inserts, sce.com and public relations will be utilized to create increased awareness of the CARE program throughout SCE's

entire service territory. These efforts leverage low cost-per-contact vehicles to deliver the most efficient and effective communication to SCE's residential customer base. In addition, these efforts will be supported via brochures, fliers and fact sheets.

SCE Event/Grass Roots Outreach

Throughout the course of the year, SCE will host, participate, and fund a number of events (Community fairs, County information seminars, awareness events, etc.) through which CARE program information can be distributed in a cost effective manner. Based on the demographics of the events, both English and in-language materials may be available.

Targeted and Ethnic Media Outreach

In-language advertising (Spanish, Asian languages and others) and targeted local radio and print advertising will be used to reach customers that reside in specific geographic areas where CARE enrollment is low relative to potential. These media will also be called upon to reach rural and other designated hard-to-reach customers. Direct mailers will be targeted to customers that, based on demographic data available, may qualify for CARE, but have not yet enrolled in the program. These campaigns will also be supported via in-language brochures, fliers and fact sheets.

Strategic Alliance Outreach

To further increase program enrollment, SCE has formed strategic alliances with cities, counties, non-profit and faith-based organizations, and trade associations. Through these alliances, SCE will be able to cost effectively extend its ability to reach customers that may qualify for the CARE program (including both ethnic and hard to reach customers). In conjunction with these groups, CARE program information will be communicated via face-to-face contact, community and association events, meeting/event presentations, bill inserts, articles and/or advertising in organization publications.

4. In addition presentations should include the results to date of the utilities' CARE post-enrollment verification processes, e.g., what percentage of new CARE applications have been deemed after-the-fact to not qualify for the program

Response: For 2001, SCE met its target of verifying at least 1% of its estimated enrolled CARE customers. Due to the increased efforts required to process new applications, the majority of SCE's post-enrollment verifications were completed in the second half of the year. Reports of these efforts have been delayed somewhat. Below is a breakdown of verifications received in PY2001. System issues also delayed the mailing of recertifications for PY2001. Results of those received to-date are presented below. The start-up of a Capitation Program Tracking system was also somewhat delayed and to

date. approximately 32 verification requests have been sent to Capitation Program participants.

PY 2001 Verifications

- Total Participants Requested to Verify – 9,492
- Verifications that Exceed Program Income Guidelines - 630
- Verifications Returned to Customer for Additional Information – 1,048
- Verifications No Response – 817
- % Dropped Due to Verifications – 15%

PY 2001 Recertifications

- Received 96,366
- Process 47,934
- Rejected 5850

Results of January PY 2002 Verifications Received To Date

- Verifications Qualify - 492
- Verifications Exceed - 47
- Verifications Returned - 424
- Verifications No Response - 176

PY2002 Verification and Recertification Requests

- Request for Verifications Initiated in Jan 2002: 1,244
- Request for Recertifications Initiated in Jan 2002: 21,192

Attachment 5

Southern California Gas Company A Sempra Energy company

Rapid Deployment Status Conference
February 8, 2002

Handout of Requested Information
Pursuant to the Administrative Law Judge's Ruling of January 7, 2002

1. Increase in CARE penetration

The table below shows the increase/decrease in CARE penetration during PY 2001. Net increase in CARE penetration for the year was 19%.

SCG Increase in CARE Penetration

Month/Year	Current Month CARE Enrollment	YTD CARE Enrollment	Estimated CARE Eligible	Total CARE Participants	Estimated Penetration	Penetration Increase
Jan-01	1,468	1,468	848,602	550,626	64.9%	
Feb-01	10,115	11,583	848,734	560,741	66.1%	1.2%
Mar-01	17,724	29,307	835,160	578,465	69.3%	3.2%
* Apr-01	16,057	45,364	1,105,314	594,522	53.8%	-15.5%
May-01	19,722	65,086	1,104,346	614,244	55.6%	1.8%
Jun-01	11,344	76,430	1,100,334	625,588	56.9%	1.2%
Jul-01	918	77,348	1,100,334	626,506	56.9%	0.1%
Aug-01	6,571	83,919	1,098,690	633,077	57.6%	0.7%
Sep-01	7,178	91,097	1,107,767	640,255	57.8%	0.2%
Oct-01	1,955	93,052	1,089,115	642,210	59.0%	1.2%
Nov-01	7,286	100,338	1,088,705	649,496	59.7%	0.7%
Dec-01	5,950	106,288	1,090,360	655,446	60.1%	0.5%

* Interim CARE methodology approved by the Commission in March 2001 (D.01-03-028) was used to estimate CARE eligibility.

2. Compare CARE penetration rates against future proposals

The table below shows SCG CARE penetration goals over the next 4 years. Estimates were based on achieving 85% penetration over the next few years. The aggressive increase to be achieved in 2002 is a result of planning CARE outreach using the additional funds available for marketing and outreach of the CARE program under the SB5 legislation.

SCG Penetration Goals

Year	Customers Projected to be Eligible for CARE	Annual Percentage Change in CARE-Eligible Customers[1]	Projected Number of CARE Participants	CARE Penetration Rate	Annual Percentage Change in CARE Penetration[1]
2001	1,088,703	32.3%	649,496	60%	-8.0%
2002	1,097,747	1.2%	772,396	70%	12.3%
2003	1,108,571	1.0%	841,034	76%	5.8%
2004	1,125,097	1.5%	907,315	81%	4.4%
2005	1,139,649	1.3%	968,701	85%	4.9%

[1] The large percentage increase in CARE-eligible customers and decline in CARE annual penetration between 2000 and 2001 are due to the change in CARE eligible customer methodology and the income eligibility levels from 150% of the federal poverty level (FPL) to 175% FPL in June 2001.

3. How to incorporate results of the CARE Outreach pilot program into future efforts

Current outreach efforts are to:

- Continue to use bill inserts and SoCalGas newsletters to notify customers about CARE.
- Continue to distribute CARE and other income-qualified program information through utility low-income energy assistance program materials, bill assistance payment materials, bill messages, etc.
- Continue to provide CARE and bill assistance information with collections notices.
- Continue to offer CARE to all residential customers when they call to initiate service, request payment arrangements, or change the name on the account.
- Continue to offer CARE as part of the on-hold and interactive voice response messages on customer service lines.
- Continue to publish the quarterly CARE bill message in English and Spanish.
- Continue to publish the customer services brochures on low-income assistance programs, i.e. CARE, LIEE, in English, Spanish, Korean, Vietnamese, and Chinese. Brochures are hand delivered to customers at every turn-on, service order, high bill and/or leak investigation.
- Continue to provide spoken and written multi-lingual utility outreach information to customers in English, Spanish, Korean, Vietnamese, and Chinese.
- Continue community-based outreach, including continued use of capitation contracts, face-to-face outreach, and leveraging with state and federal assistance programs, such as LIHEAP.
- Continue media campaigns consistent with the availability of SB5 funding.
- Continue outreach through area employers, at benefit fairs, and similar events by having CARE applications and knowledgeable, bi-lingual utility representatives available who can explain the program and/or enroll customers on–site.
- Continue to use the SoCalGas website to provide information about CARE and an English/Spanish CARE application that can be downloaded.

3. How to incorporate results of the CARE Outreach pilot program into future efforts (continued)

Future potential outreach efforts:

- Provide CARE applications for pay envelopes and countertop displays as requested by Human Resource Departments, social service agency offices, etc.
- Partner with city, county, and federal assistance offices to provide training for employees and provide offices with countertop displays.
- Partner with military housing and military assistance agencies to train staff and provide displays.
- Partner with the local Employment Development Department offices to distribute an informational package including a CARE application and other assistance program information to new jobless benefits applicants.
- Research the possibility of using billboards in non-English communities, or placing placards on buses or other commercial vehicles.
- Research placing advertisements in select commercial laundromats and/or grocery stores.
- Research providing educational programs to be offered to middle schools for use in Economics or Science classes.

4. Results to date of CARE Post Enrollment Verification

The table below shows the results of SCG PEV process. The process randomly selects CARE customers per day to be mailed the verification form. SCG is currently in the process of conducting a telephone survey to better understand why so many of those dropped are non-respondents to the verification.

SCG CARE Post Enrollment Verification

Month/Year	Total CARE Population	# of Requested to Verify	% of Population Total	# of Participants Dropped (Due to no response)	# of Participants Dropped (Verified as Ineligible) or (Customer Requested termination)1	Total Dropped	% Dropped through Random Verification	% of Total Population Dropped
Jan-01	550,626	8264	1.5%	0	3	3	0%	0%
Feb-01	560,741	9648	1.7%	5	153	158	2%	0%
Mar-01	578,465	12928	2.2%	7	286	293	2%	0%
Apr-01	594,522	11320	1.9%	1408	278	1,686	15%	0%
May-01	614,244	11858	1.9%	2587	394	2,981	25%	0%
Jun-01	625,588	11259	1.8%	4178	271	4,449	40%	1%
Jul-01	626,506	10567	1.7%	4602	182	4,784	45%	1%
Aug-01	633,077	12378	2.0%	4902	273	5,175	42%	1%
Sep-01	640,255	10109	1.6%	4386	241	4,627	46%	1%
Oct-01	642,210	12234	1.9%	4738	236	4,974	41%	1%
Nov-01	649,946	10328	1.6%	4936	208	5,144	50%	1%
Dec-01	655,446	8755	1.3%	4934	138	5,072	58%	1%
Total 2001	655,446	129,648	20%	36,683	2,663	39,346	30%	6%

[1] SoCalGas random verification process allows customers 90 days to respond to the verification request. As a result, the number of customers dropped in any given month includes requests for verification that were issued several months prior.

5. Percentage of new CARE applications that don't qualify after PEV

See table above for this information including the footnote on the 90-day allowance for customers to respond.

6. Accomplishments since last Spring

A. CARE

- As of December 31, 2001, SoCalGas had 43 CARE Contractors participating in rapid deployment (43 signed contracts)
- SoCalGas continues to negotiate with other interested agencies and organizations to participate in CARE rapid deployment
- 63 parties responded to SoCalGas' initial solicitation to participate in CARE rapid deployment.
- Since then, several additional parties have expressed interest in participating
- All interested parties have been sent CARE training packages and exemplary service contracts.
- SoCalGas will continue to identify additional parties for contracting, for example, soliciting agencies at its Gas Assistance Fund (GAF) orientation meetings.
- SoCalGas has contacted a number of Native American communities (tribes, bands, groups, and organizations) regarding CARE rapid deployment.
- To date, the American Indian Health Project in Los Angeles is a CARE Contractor; they propose to enroll 1,200 new CARE customers.
- SoCalGas has been in discussions with 8 Native American communities. SoCalGas has explained the CARE program, solicited their participation as CARE contractors, and forwarded postage-paid self-mailer applications, when requested.
- See Attachment: Southern California Gas Company's CARE Outreach and Leveraging Initiatives since Spring 2001.
- See Attachment: Southern California Gas Company's CARE Media Initiatives Since Spring 2001.

6. Accomplishments since last Spring (continued)

B. DAP

- Collaboration with Department of Community Services Department and leveraging with LIHEAP providers by providing water heaters to LIHEAP providers for installation under the CSD program in order to maximize funds and services.

- California Conservation Corps distribution of DAP materials in conjunction with the summer CFL community outreach program.

- Development of new low-income services brochure, which covers assistance programs available such as CARE, DAP, Level Pay, Third Party Notification, Gas Assistance Fund, Medical Baseline, Payment Arrangements and LIHEAP.

- Utilization of existing DAP database to identify potential customers for outreach associated with water heater and furnace installations. Qualification verification utilizing CARE PEV and Revert customers to expedite delivery of services.

- Participation in community events such as Rebuilding Together, Esperanza Community Housing Family Festival, African Marketplace, Fiestas Patrias, LA City Partnership, Earth Day Celebration and the LA Marathon to provide program information at the neighborhood level.

- Collaborative efforts with Edison on Native American Outreach and proposal for co-funding of air conditioning/heating installations in low-income multi-family housing in order to leverage funds and provide services to additional customers for both utilities.

- Development of rural outreach project targeting the hard-to-reach customers in Imperial and Kings County, which will be implemented in PY2002. This project incorporates an enhanced energy education element, which focuses on educating customers about the measures and how changing behaviors can favorably impact their energy usage and bills.

- See Attachment, LIEE Outreach/Leveraging Initiatives, Southern California Gas Company.

Southern California Gas Company A Sempra Energy company

Rapid Deployment Conference
February 8, 2002

7. Homes Weatherized

Current Month January 2001 *	Year-to-Date January 2001 through January 2002 *
4,995	33,046

*Reflects PY2001 installed weatherization units, which were processed and paid in January 2002.

8. Types and Quantities of Measures Installed

LIEE Measure Installations
January 2002

Measures	Units	Current Month Completed and Paid				Year-To-Date Completed and Paid			
		Base	SBX 5 Appl.	SBX 5 LIEE	Total	Base Jan to Date	SBX 5 Appl.	SBX 5 LIEE	Total Jan to Date
- Repair - Gas	Each	25	8		33	340	76		416
- Replacement - Gas	Each	74	49		123	2,552	389		2,941
- Cover Plates/Gaskets	Home	3,524		0	3,524	24,882		3,715	28,597
- Evaporative Cooler/Air Cond. Covers	Home	264		0	264	1,034		163	1,197
- Attic Insulation	Home	150		0	150	1,631		225	1,856
- Water Heater Blanket	Home	372		0	372	3,734		562	4,296
- Low Flow Showerhead	Home	3,545		0	3,545	26,030		3,904	29,934
- Door Weatherstripping	Home	3,830		0	3,830	28,521		4,209	32,730
- Caulking	Home	247		0	247	3,261		152	3,413
- Minor Home Repairs	Home	3,258		0	3,258	25,530		3,761	29,291
- Attic Access Weatherstripping (2)	Home								
- Water Heater Pipe Wrap	Home	309		0	309	2,006		365	2,371
- Faucet Aerators	Home	3,670		0	3,670	27,476		4,068	31,544
Miscellaneous Measures	Each	4,995		0	4,995	28,801		4,245	33,046
- Duct Sealing and Repair	Home	0	0	0	0	0	0	0	0
- Water Heater Replacement - Gas	Each	0	150	0	150	0	1,549	0	1,549
- Outreach & Assessment	Home	4,995	0	0	4,995	28,801		4,245	33,046
- In-Home Education	Home	3,958	0	0	3,958	24,794		4,231	29,025
- Education Workshops (4)	Home	175	0	0	175	609		275	884
Total Number of Homes Treated	Home	5,094	207	0	5,301	31,693	2,014	4,245	37,952
Total Number of Homes Weatherized	Home	4,995	0	0	4,995	28,801	0	4,245	33,046

YTD = Jan 2001 through January 2002. SBX1 5 = May 2001 through January 2002.

Southern California Gas Company's
CARE Outreach and Leveraging Initiatives
Since Spring 2001

CARE Initiative	Summary	Timeline	Results/Cost
Proteus, Inc.	Sent 500 postage-paid self-mailer applications.	Jan. 9, 2002	Direct – No cost
Onesimo Martinez, American Mexican Foundation	Sent 1,000 postage-paid self-mailer applications.	Dec 26, 2001	Direct – No cost
Bill Insert Sent to Non-Profit Group Living Facilities	Sent bill insert to non-profit group living facilities describing the CARE program, including 800 numbers for assistance and/or applications in English, Spanish, Chinese, Korean, and Vietnamese 500 postage-paid self-mailer applications.	Dec 2001	Direct – $2,033.10
Cesar Lopez, Winegard Energy Inc., Duarte	Sent 4,000 postage-paid self-mailer applications.	Dec 19, 2001	Direct – No cost
Hotel Workers in Dana Point	Spent 4 hours explaining CARE program and distributed 100 applications.	Nov. 30, 2001	Direct - $74.68
Kris Ankney, PACE, LA	Sent 500 postage-paid self-mailer applications.	Nov. 27, 2001	Direct – No cost
Avie Guerra, El Concillio, Oxnard	Sent 200 postage-paid self-mailer applications.	No v. 27, 2001	Direct – No cost
Adrian Ricart, Human Services Association, Bell Gardens	Sent 300 postage-paid self-mailer applications.	Nov. 16, 2001	Direct – No cost
Danny Lopez, Riverside Department of Community Action, Riverside	Sent 1,000 postage-paid self mailer applications. Also inquired about his organization's interest in becoming a CARE Contractor.	Nov. 7, 2001	Direct – No cost
Miss Burt, Airport Marina Counseling Service, Westchester	Sent 40 postage-paid self-mailer applications.	Nov. 6, 2001	Direct – No cost
Tracy Stanhoff, Ad Pro (Native American representative)	Mailed 75 CARE applications and 75 Customer Assistance Program Brochures.	Oct 31, 2001	Direct – No cost
Cabazon Band of Mission Indians	Mailed 400 CARE applications. Band will notify 800 casino employees about program and availability of applications.	Oct 31, 2001	Direct – No cost
Agua Caliente Band of Cahuilla Indians	Faxed sample of CARE application. Band will notify 2000 resort and casino employees about program and availability of applications.	Oct 30, 2001	Direct – No Cost
Pechanga Casino, Temecula	Contacted band. They have 1400 casino employees. Will follow-up in November to determine the number of CARE applications to be sent.	Oct 30, 2001	Direct – No Cost
San Manual Band of Indians	Contacted. They have 300 employees. Will follow-up to determine the number of CARE applications to be sent.	Oct 30, 2001	Direct – No Cost
Soboba Band of Mission Indians	Mailed 200 CARE applications. Band will notify 800 employees about program and availability of applications.	Oct 29, 2001	Direct – No Cost
Tule River Indian Reservation	Contacted reservation. They have 300 employees. Will follow-up to determine the number of CARE applications to be sent.	Oct 29, 2001	Direct – No Cost
Red Ribbon Rally, Puente Hills Mall	CARE representative attended fair, which was sponsored by the City of Industry. Provided outreach services to 107 customers: enrolled 9, 12 did not qualify, 4 were already enrolled. Gave an apartment manager 25 postage-paid	Oct 26, 2001	Direct – No Cost

Southern California Gas Company's
CARE Outreach and Leveraging Initiatives
Since Spring 2001

CARE Initiative	Summary	Timeline	Results/Cost
	self-mailer applications to distribute to tenants. Another 81 postage-paid self-mailer applications were distributed.		
Eastmont Community Center, Los Angeles	Mailed 125 postage-paid self-mailer CARE applications.	Oct 25, 2001	Direct – No Cost
"Estamos Unidos" (Mexican Fiestas Patrias), Whittier Narrows	Two bilingual CARE representative attended fair, which was sponsored by KLVE Spanish radio network. 22 customers were enrolled in CARE and 52 postage-paid self-mailer applications were distributed.	Oct 21, 2001	Direct - $475.02
CARE linformation included with Collections Notices	Descriptions of CARE and the Level Pay Plan will be included with all collections notices sent to non-CARE residential customers.	Oct 31, 2001	Direct – No cost
Fountain Ave. Senior Center, Hollywood	Bilingual CARE representative gave a presentation on the CARE program. Attendance was minimal.	Oct 15, 2001	Direct – No Cost
Senior Citizens Club Center, Newhall	Mailed 15 postage-paid self-mailer CARE applications.	Oct 10, 2001	Direct – No cost
Community Services Desk, Inc., Los Angeles	Mailed 50 postage-paid self-mailer CARE applications.	Oct 10, 2001	Direct – No cost
Spirit Family Services, Whittier	Mailed 300 postage-paid self-mailer CARE applications.	Oct 9, 2001	Direct – No cost
Congress of California Region 6, Los Angeles	Mailed 500 postage-paid self-mailer CARE applications and 500 Customer Assistance Programs Brochures.	Oct 5, 2001	Direct – No cost
Special Bill Message about CARE Program on all non-CARE residential customer bills	English and Spanish versions of the following: ***Special Discount*** You may be eligible for the California Alternate Rates for Energy (CARE) Program. For more information or to request an application, please call 1-800-772-5050.	Oct 1 – 31, 2001	Direct – No Cost
Wise Senior Services - Santa Monica	Mailed 1,000 CARE applications. They will be distributed at an event for Low Income Housing. There are 62 units for rent and they are having a lottery for those that qualify for the units. They are expecting over 5,000 attendees.	Sept 29, 2001	Direct – No cost
Mis Fiestas Patrias – Lynwood	Bilingual CARE representatives attended this event, explained the CARE program and assisted customers in signing up for CARE discount.	Sept 29, 2001	Direct - $108.00 Distributed 55 applications
Saint Barbanabas Senior Center	Received a call from Sister Elli requesting applications. She was mailed 25 applications.	Sept 28, 2001	Direct – No Cost
St Mark's Methodist Church Block Party	CARE representative attended the community block party and distributed CARE applications.	Sept 15, 2001	Direct - $146.16 Distributed 15 CARE applications
Mexican Independence Celebration	Bilingual CARE representatives attended this event, explained the CARE program and assisted customers in signing up for CARE discount.	Sept 9, 2001	Direct - $438.48 40 customers enrolled, 16 application distributed for relatives
Crest Forest Family Services	Flyer in local newspapers "Mountain News"	Aug 29, 2001	Indirect – No cost

Southern California Gas Company's
CARE Outreach and Leveraging Initiatives
Since Spring 2001

CARE Initiative	Summary	Timeline	Results/Cost
	and "Crestline Courier" regarding CARE program		
Wise Senior Services - Santa Monica	Mailed 1,000 CARE applications. They will be distributed at an event for Low Income Housing. There are 62 units for rent and they are having a lottery for those that qualify for the units. They are expecting over 5,000 attendees.	Aug 28, 2001	Direct – No cost
Community Advisory Council	Presented update on CARE program and distributed Customer Assistance Programs brochure and CARE self- mailer to various community organizations. This was a forum for input and recommendations on outreach efforts to increase enrollment.	Aug 23, 2001	Direct – No cost
Chino Senior Center	Mailed 200 CARE applications to Pomona Public Affairs Manager for distribution to the Chino Senior Center.	Aug 17, 2001	Direct - No cost
California Conservation Corps – Los Angeles	"National Night Out" event in Los Angeles where energy efficient bulbs were distributed along with CARE applications.	Aug 11, 2001	Direct – No cost – Over 100 applications filled out.
Rebuilding Together	Renovation of a community center and 3 homes in Los Angeles. The community center is a multi-service social service agency providing services to seniors and youth of all ages. CARE applications in English and Spanish were provided for distribution during the event.	Aug 11 - 18, 2001	Direct - No cost (volunteer effort by SoCalGas employees)
32nd Congressional District – Town Hall Meeting	A District Manager from SoCalGas had the opportunity to discuss CARE and distribute applications to representatives from Concerned Citizens of South Central LA and Watts Health and Human Resources	Aug 11, 2001	Direct – no cost
Orange County Conservation Corps	Mailed an additional 300 CARE applications for distribution during CCC Power walk 2001.	Aug 8, 2001	Direct – No cost
Mexican American Opportunity Foundation	Mailed 300 English and 300 Spanish CARE applications. Applications to be distributed at shopping centers, senior centers, community fairs and senior housing.	Aug 1, 2001	Indirect - No cost
Esperanza Community Housing Corporation	CARE information in both English and Spanish printed on the back of a "MERCADO" coupon for $1.00 off groceries. Coupons will be distributed at Peruvian Family Festival and Farmer's Market.	August, 2001	Indirect - $500 for printing of coupons
California Conservation Corps: Orange, Los Angeles Community Services & Employment Training, Pomona, Camarillo, Los Padres, and Los Angeles	Provided each of these organizations 300 CARE applications for distribution at the same time as they are delivering energy efficient lamps during CCC Power Walk 2001.	July 31, 2001	Direct - No cost / CCC distributed information and applications to residents in their counties
Black Women's Forum and American Association of Blacks and Energy	Table set up with Gas. Co. literature and CARE applications. Approximately 200 people visited this event throughout the day.	July 28, 2001	Direct/ No-cost

Southern California Gas Company's
CARE Outreach and Leveraging Initiatives
Since Spring 2001

CARE Initiative	Summary	Timeline	Results/Cost
City of Huntington Park Energy Day	Gas Co. personnel attended the event and assisted customers in filling out CARE applications in both English and Spanish.	July 21, 2001	Direct/ $670
Independent City Association Conference	Gas Co personnel distributed Gas Co. brochures. CARE applications were made available for people to pick up during the conference. Approximately 200 representatives from independent cities attended the event.	July 14, 2001	Direct/No cost
Senior Centers: Myzel, Cathedral City, La Quinta, and Indio	The District Manager for Inland Empire distributed CARE applications to senior centers in his district. Seniors received a CARE application when they inquired about assistance with paying for energy bills.	July 5, 2001	Direct – No cost
Creative Neighbors	Mailed 10 English and 10 Spanish CARE applications	July 9, 2001	Indirect - No cost/ Creative Neighbors distributed to clients
July Bill Messages/Bill Inserts	Announced CARE program through bill messages and bill insert including new income guidelines	July 2001	Indirect
Association Cultural Guadalupana	Mailed CARE applications in both English and Spanish	July, 2001	Indirect – No cost
Preschool Administration Office – Rialto	Mailed 100 English and 100 Spanish CARE applications. Parents were given applications when picking children up at school. Announcements posted on bulletin board and in school newspaper.	June 25, 2001	Indirect - No cost
Mexican American Opportunity Foundation	Mailed 500 English and 500 Spanish CARE applications. Applications were distributed at shopping centers, senior centers, community fairs and senior housing.	June 25, 2001	Indirect - No cost
Huntington Beach Senior Outreach	Mailed 75 English and 75 Spanish CARE applications.	June 7, 2001	Indirect – No cost
Mexican American Opportunity Foundation	Mailed 100 English and 100 Spanish CARE applications. Applications were distributed at shopping centers, senior centers, community fairs and senior housing.	June 4, 2001	Indirect - No cost
Senior Community Center – Riverside	Mailed 15 English and 15 Spanish CARE applications. Applications displayed on a table at the Center and posted on the bulletin board.	May 16, 2001	Indirect - No cost
City of Baldwin Park/Julia McNeil Senior Center	Gas Co. CARE personnel visited Senior Center and gave a presentation about the CARE program. Enrolled applicants and distributed additional applications for distribution to relatives and neighbors.	May 11, 2001	Direct – Cost $10 Enrolled over 30 new CARE applicants.
1st Church of Nazarene Community Event	Mailed 100 English and 100 Spanish CARE applications	May 8, 2001	Indirect – No cost
City of Huntington Park Energy Week	CARE applications available for distribution.	April 28, 2001	Indirect – No Cost
Josyln Senior Center	Mailed 30 English and 30 Spanish CARE applications	April 12, 2001	Indirect – No cost
Azusa Senior Center	Mailed 10 English and 10 Spanish CARE	April 12, 2001	Indirect – No cost

Southern California Gas Company's
CARE Outreach and Leveraging Initiatives
Since Spring 2001

CARE Initiative	Summary	Timeline	Results/Cost
	applications		
Epiphany Parish	Mailed 30 English CARE applications and 70 Spanish CARE applications. CARE was announced at Sunday mass and applications were distributed by church personnel	April 7, 2001	Indirect – No cost

Southern California Gas Company's
CARE Media Initiatives
Since Spring 2001

Media Initiative	Summary	Timeline
Spanish-Language Newspaper Campaign	Spanish-language newspaper articles on the CARE program appeared in 31 newspapers.	Dec 1 - 31, 2001
Newspaper Article on Joint Utility Bill Relief Programs	Newspaper article appeared in the *Orange County Register* discussing the Mayor's press conference and the bill relief programs.	Dec 11, 2001
Radio Interview on Joint Utility Bill Relief Programs	Interview discussing the Mayor's press conference and the bill relief programs aired on KPCC/National Public Radio station	Dec 10, 2001
Newspaper Article on Joint Utility Bill Relief Programs	Newspaper article appeared in the *Goleta Valley Voice* discussing the Mayors press conference and the bill relief programs being offered.	Dec 10, 2001
Newspaper Article on Joint Utility Bill Relief Programs	Newspaper article appeared in the Palm Spring's *High Desert Star* discussing the Mayor's press conference and the bill relief programs being offered.	Dec 10, 2001
Radio Interview on Joint Utility Bill Relief Programs	Radio interview discussing the Mayor's press conference and the bill relief programs aired on KABC Radio station.	Dec 8, 2001
Radio Interview on Joint Utility Bill Relief Programs	Radio interview discussing the Mayor's press conference and the bill relief programs aired on KNX/Radio 1070 AM.	Dec 7, 2001
Radio Interview on Joint Utility Bill Relief Programs	Radio interview discussing the Mayor's press conference at the Hotel Worker's Union Hall and the bill relief programs aired on KPCC/National Public Radio/89.3 FM.	Dec 7, 2001
Press Conference with LA Mayor Hahn, SoCalGas Michael Delatorre, and DWP Commission President Ken Lombard	Joint press conference announcing City of Los Angeles and SoCalGas utility bill relief programs to aid workers displaced following the September 11th attacks. SoCalGas announced it was increasing shareholder contributions to GAF by $100,000 (to $350,000 in total). GAF, CARE, and DAP benefits and qualification criteria were discussed.	Dec 7, 2001
Spanish-Language Television Interview	Interview discussing the CARE program aired on the nationally-televised *Dispierta America* (Spanish-language version of *Good Morning America*) at 4:00 P.M. on KWHY/Telemundo Channel 22.	Dec 3, 2001
Spanish-Language Television Interview	Interview discussing the CARE program aired on the nationally-televised *Dispierta America* (Spanish-language version of *Good Morning America*) at 4:00 P.M. on KWHY/Telemundo Channel 22.	Dec 3, 2001
Spanish-Language Television Interview	Interview discussing cold-weather conservation tips and CARE and DAP programs aired at 11:00 P.M. on KMEX/Channel 34.	Nov 29, 2001
Radio Interview	Radio interview discussing cold-weather conservation tips and CARE and DAP programs aired in the evening on Radio Korea/1230 AM. Provided 800# for Korean-language assistance.	Nov 29, 2001
News Release Discussing Winter Conservation Tips and Income-Qualified Assistance Programs	News release providing consumers with conservation tips to keep their homes warm during the winter to save energy and money. Mentions that income-qualified customers can take advantage of the CARE and DAP programs.	Nov 29, 2001
Spanish-Language Television Interview	Interview discussing the CARE program aired at 4:00 P.M. on KWHY/Telemundo Channel 22.	Nov 28, 2001
News Release Announcing Launch of 2001/2002 Gas Assistance Fund Campaign	News release issued to announce that customers will be sent information and contribution envelopes about the GAF in their November bills. GAF is a customer-shareholder funded bill payment assistance program. GAF eligibility is the same as for the CARE program.	Nov 15, 2001

Southern California Gas Company's
CARE Media Initiatives
Since Spring 2001

Spanish-Language Television Interview	Report on KVEA television (Spanish-language station). Covered information in press release.	Oct 30, 2001
Major Network Affiliate Television Interview	Report on KNBC television. Interviewed Company spokesperson. Covered information in press release. For more information referred to SoCalGas.com, NBC4.TV and toll free number.	Oct 29, 2001
Radio Interview	Interview on KCSN radio. Covered information in press release.	Oct 26, 2001
Newspaper Article	Article appeared in *Los Angeles Daily News* as a result of the press release.	Oct 25, 2001
News Release on "No Cost" Furnace Repair/Replacement	Includes description of CARE program benefits, general qualification criteria, and toll-free number to call for more information. English-language version sent on PR Newswire and Spanish-language version sent to Latino media.	Oct 23, 2001
Bill Insert on CARE Program Qualifications	Approximately 4.5 million inserts mailed in non-CARE residential bills.	Sep 01, 2001
Customer Assistance Programs Brochure	Brochure revised. Includes information on CARE, DAP, and other types of assistance. Brochures to be distributed to senior centers, legislative offices, community based organizations and at company events.	Aug 17, 2001
CARE applications included in *La Opiñion*	148,000 postage paid self-mailer applications inserted on major circulation day in *La Opiñion*.	Aug 6, 2001
Vietnamese Radio Campaign	105 radio spots aired on 2 radio stations in Los Angeles and Orange Counties with coverage in Riverside and San Bernardino Counties.	Aug 6 – 20, 2001
Korean Radio Campaign	75 radio spots aired on 2 radio stations in Los Angeles and Orange Counties, with coverage in Riverside and San Bernardino Counties. Also provided Korean press release.	Aug 3 – 20, 2001
Chinese and Cantonese Radio Campaign	168 radio spots aired on four radio stations in Los Angeles, Orange, Riverside and San Bernardino Counties. Also provided in-person interviews to stations.	Aug 1 – 20, 2001
Spanish Newspaper Campaign	Ads in 13+ Spanish newspapers, with 3 inserts/newspaper to increase program exposure.	Jul 30 - Aug 19, 2001
Vietnamese Newspaper Campaign	Ads in 3 Vietnamese newspapers with 4 inserts/newspaper to increase program exposure.	Jul 30 – Aug 19, 2001
Korean Newspaper Campaign	Ads in 4 Korean newspapers, with 4 inserts/newspaper to increase program exposure.	Jul 30 – Aug 19, 2001
Chinese Newspaper Campaign	Ads in 5 Chinese newspapers, with 4 inserts/newspaper to increase program exposure.	Jul 30 – Aug 19, 2001
Senior Targeted Newspaper Campaign	Ads run in *Senior Life* for one month, covering Los Angeles, San Fernando, Ventura, South Bay, San Gabriel, Orange County and Inland Empire.	Jul 30 – Aug 19, 2001
Spanish Radio Campaign	357 radio spots aired on 19 radio stations throughout service territory.	Jul 30 – Aug 19, 2001
Radio Campaign	75 radio spots aired on 7 radio stations throughout service territory. 2 ads directed at seniors, 1 ad referenced our ad in Senior Life.	Jul 30 – Aug 19, 2001
Media Campaign: Overview "Spread the Word"	357 radio spots aired on 19 radio stations aired throughout our service territory.	Jul 30 – Aug 19, 2001

Southern California Gas Company
LIEE Outreach/Levering Initiatives
Since Spring 2001

LIEE Initiative	Summary	Timeline	Status
Fiesta Broadway	Tentative Planning for participation in the Fiesta Broadway Community Event where low-income assistance program materials will be distributed to the participants. Collaborative efforts are still being negotiated.	May 2002	Pending
Earth Day Celebration	Still in the planning stages, SoCal is participating in the collaborative efforts for participation in the Earth Day Celebration, which may include sponsorship of a booth, distribution of program materials and program give-aways.	April 2002	Pending
La Marathon	SoCalGas collaborative sponsorship for the LA Marathon. This efforts includes volunteers from the Company providing Marathon assistance and sponsoring a booth for distribution of program materials and program promotional items.	March 2002	Pending
Energy Assistance, Conservation and Safety Seminar	SoCalGas, in collaboration with the City of Los Angeles Community Development Department, LA City Fire Department and Department of Water and Power are planning an Energy Assistance, Conservation and Safety Seminar. This seminar will provide information on energy assistance, conservation and safety programs that can be of assistance to low-income families. A Resource Notebook is being developed to provide information and contacts for the various service programs available to assist customers	February 13, 2002	Pending
Media Event	Los Angeles Mayor, Jim Hahn, joined by The Gas Company, held a news conference to announce utility bill relief program for this winter. The Gas Company announced the addition of $100,000 (beginning in February), to enhance the existing Gas Assistance Fund program which helps customers pay their gas bills (targeted for workers displaced as a result of September 11 attacks). The media event also provided information on the DAP and CARE programs. Media turnout included CBS2, KNBC4, ABC7, KCAL9, FOX11, Ch. 35 LA CityView, KVEA52, KMEX34, the LA Times, La Opinion, Associated Press, City News Service, KFWB-AM 980, KFI-AM 640 radio and MetroNetworks.	December 7, 2001	Completed
Media Interview	Radio News segment interview with Media Relations, "The California Report", on KPCC-FM, Pasadena. This interview covered a variety of Gas Company topics as well as information regarding the DAP and CARE program.	December 6, 2001	Completed
Spanish Television News	Spanish language television news station KVEA, 52, aired a segment on the DAP program which taped weatherization installation work being done in the South Central area of Los Angeles. Customers were provided with the DAP toll-free hotline number to call for participation in the program.	December 4, 2001	Completed
Print Release	SoCalGas issued a Media Print Release covering Winter Heating Tips and included referrals to the DAP and CARE Programs.	November 29, 2001	Completed

Southern California Gas Company
LIEE Outreach/Levering Initiatives
Since Spring 2001

LIEE Initiative	Summary	Timeline	Status
Placentia Yorba Linda Unified School District	"Schools Reaching Families to Develop Resiliency" program and Community Fair. Distribution of DAP and Customer Assistance Program and Energy Efficiency Brochures, CARE applications, Children's Activity Booklets and promotional items.	October 27	Completed
Cal-Neva Conference	SoCalGas DAP and CARE staff provided CARE, DAP, Energy Efficiency and Customer Assistance Brochures (along with promotional items) to the conference attendees. Staff also followed up with providing Applications and Brochures in bulk to those attendees who requested additional copies for distribution to their client base.	October 25-26	Completed
LA City Partnership	LA City/Community Workshop provided CARE, DAP, Energy Efficiency and Customer Assistance Brochures (along with magnets and fans) for distribution to the workshop attendees.	October 25	Completed
Radio Interviews	Various radio interviews were conducted with the Corporate Communications staff regarding the DAP and CARE programs as well as customer preparation for the upcoming heating season. KNX-AM, KCSN-FM and KFWB-AM aired the interviews.	October 23-28	Completed
Home Depot	SoCalGas volunteers participated in distribution of CARE and DAP information at Home Depot's special promotion for energy efficiency measures at selected stores within the territory.	October 20	Completed
Company District and Field Operations Assistance Brochure Distribution	Distribution of Company Customer Assistance Program Brochure, conservation and energy efficiency program brochures starting with the 2001-2002 fall/winter heating season. These materials will be provided to customers by field personnel at every turn-on, service order, high bill investigation and leak investigation completed at a residence.	Begin October	On-Going
Fiestas Patrias	Fiestas Patrias event at Lincoln Park - Company booths with SoCalGas volunteers to discuss the program and distribute both LIEE and CARE information to participants. (originally scheduled for September 16th.)	October 21	Completed
LIHEAP Provider Leveraging	SoCalGas began distribution of bulk-purchased water heaters to LIHEAP providers not participating in the DAP Appliance program element. These LIHEAP providers will install and bill the water heaters under the LIHEAP program.	September	On-Going

Southern California Gas Company
LIEE Outreach/Levering Initiatives
Since Spring 2001

LIEE Initiative	Summary	Timeline	Status
LA City Partnership	LA City "Second Time Around" Kinship Care Workshop for grandparents and other non-traditional caregivers taking care of school age children. Company provided CARE, DAP, Energy Efficiency and Customer Assistance Brochures (along with magnets and fans) for distribution to the workshop attendees. Sponsored by Local Assemblyman and LA Human Services & Family Development.	September	Completed
Fiestas Patrias	Fiestas Patrias event at Belvedere Park in East Los Angeles - Company booths with SoCalGas volunteers to discuss the program and distribute both LIEE and CARE information to participants.	September 9	Completed
African Marketplace	African Marketplace - Los Angeles Cultural and Community Fair. Sponsorship and staffing from Company volunteers with distribution of DAP, CARE, conservation brochures and program giveaways.	August 25-26 and September 1-3	Completed
DAP Brochure	A specialized DAP brochure has been developed for distribution to customers via direct mail, at community events and other outreach events and activities.	August	On Going
Esperanza Community Housing Corporation	DAP, in conjunction with CARE, sponsored coupons (which customers redeemed for groceries) which were distributed at the Peruvian Family Festival and Farmer's Market. Information on enrollment for both programs was printed on the coupons.	August	Completed
Rebuilding Together	This event provided for renovation of a community center and three homes in Los Angeles. DAP provided weatherization and appliance services to the homes. SoCalGas personnel also volunteered their time to provide assistance with this community effort.	August	Completed
Low-Income Customer Assistance Programs Brochure	SoCalGas developed a low-income services brochure which outlines the variety of services and programs designed to assist the customer with managing their energy burden. This brochure includes information about CARE, DAP (LIEE), the Level Pay Plan, Gas Assistance Fund, Medical Baseline, Third Party Notification, Payment Arrangement options and LIHEAP.	August	Completed
Outreach / Program Referrals	Customers receiving LIEE are provided with information on other programs, including LIHEAP and CARE.	May - Current	On-Going

Southern California Gas Company
LIEE Outreach/Levering Initiatives
Since Spring 2001

LIEE Initiative	Summary	Timeline	Status
State of California	A statewide energy information brochure was developed in conjunction with the Department of Consumer Affairs, CSD and the joint utilities. This brochure provides information on a variety of limited income programs and services, (such as CARE, LIEE, bill assistance) offered through the state and joint utilities. It also provides customers with state and local telephone numbers to call for assistance and information as well as energy conservation tips. This brochure was completed and distributed in August.	August	Completed
California Conservation Corps.	The California Conservation Corps distributed information on the DAP (LIEE) program in conjunction with their CFL community outreach activities.	June - August	Completed
CAL LIHEAP Leveraging	SoCalGas participates in the Department of Community Services and Development LIHEAP program provider quarterly meetings.	Quarterly	On-Going
CAL LIHEAP Leveraging	In June, a letter was distributed to all LIHEAP providers by CSD, the joint utilities and the PUC Energy Division which encouraged them to establish or enhance coordination and partnerships between utility programs and the local CAL LIHEAP program.	June	Completed
CAL LIHEAP Leveraging	SoCalGas, other major IOUs and the PUC staff met with the Department of Community Services Department (CSD) to discuss coordination of efforts associated with Rapid Deployment. Coordination meetings, to discuss activities, leveraging and other program issues, continued on a monthly basis until August, when meetings were changed to quarterly.	May - Current	On-Going

Attachment 6

SDGE A Sempra Energy company

RAPID DEPLOYMENT STATUS CONFERENCE
FEBRUARY 8, 2002

Program Funding and Expenditures:

	Contract/Authorized Amount	2001 Expenditures	2002 Available Funds	% Funds Expended
CARE	$ 2,193,750	$ 526,085	$ 1,667,665	24.0%
LIEE				
RD--Appliances	$ 6,166,875	$ 3,097,761	$ 3,069,114	50.2%
RD LIEE	$ 5,052,441	$ 358,728	$ 4,693,713	7.1%
BASE	$ 8,795,795	$ 8,090,140	$ 705,655	92.0%
PY2002 Funds			5,305,552	
TOTAL LIEE	$ 20,015,111	$ 11,546,629	$13,774,034.02	57.7%

SDG&E plans to expend all of the 2002 Available Funds during PY2002.

Information on the following pages and the attachments responds to the January 7, 2002, ALJ Ruling requesting status information on San Diego Gas & Electric Company's Rapid Deployment efforts and accomplishments related to the utility's CARE and LIEE programs.

1. Increase in CARE penetration

Table I below shows the increase/decrease in CARE Penetration during PY 2001. Net increase in CARE participants for the year was 8.4% (net increase in penetration rate was 5.52%).

I. SDG&E's Increase in CARE Penetration

Month	Monthly CARE Enrollment	YTD Enrolled	Estimated CARE Eligible	Total CARE Participants	Estimated Penetration	Penetration Increase
January	1744	1744	244,035	139,373	57.11%	
February	2423	4167	244,436	139,490	57.07%	-0.07%
March	2434	6601	244,762	139,743	57.09%	0.04%
April	2322	8923	244,636	139,769	57.13%	0.07%
May	3012	11,935	245,313	141,264	57.59%	0.81%
June	4531	16,466	243,235	142,462	58.57%	1.70%
July	3953	20,419	242,899	145,693	59.98%	2.41%
August	8131	28,550	242,764	148,178	61.04%	1.77%
September	4324	32,874	242,356	148,728	61.37%	0.54%
October	4181	37,055	242,202	150,119	61.98%	0.99%
November	3033	40,088	241,677	149,323	61.79%	-0.31%
December	3945	44,033	241,282	151,121	62.63%	1.36%

2. Compare CARE penetration rates against future proposals

Table II and Table III show SDG&E's CARE penetration goals over the next 5 years by fuel use. Estimates were based on achieving 85% penetration at the end of the 5-year period. The aggressive increase to be achieved in 2002 is a result of planning CARE outreach using the additional funds available for marketing and outreach of the CARE program under the SB5 legislation and allocated SDG&E by the Commission. Smaller increases are projected for the balance of the 5-year period as SB5 funds are depleted and incremental enrollments become more difficult to accomplish.

Table II--SDG&E Electric Customers CARE Penetration Goals

Year	Projected Number of Customers Eligible for CARE	Annual %Change of CARE Eligible Customers	Projected Number of CARE Participants	% of CARE Penetration	Annual % Change in Penetration
2001	241283		151,121	63%	
2002	249,505	3.2%	187,129	75%	12.4%
2003	253,021	1.4%	197,850	78%	3.2%
2004	256,586	1.4%	209,186	82%	3.3%
2005	260,201	1.4%	221,171	85%	3.5%

Table III--SDG&E Gas Customers Penetration Goals

Year	Projected Number of Customers Eligible for CARE	Annual %Change of CARE Eligible Customers	Projected Number of CARE Participants	% of CARE Penetration	Annual % Change in Penetration
2001	173986		101,023	58%	
2002	177,175	2.0%	132,881	75%	16.9%
2003	179,761	1.4%	140,494	78%	3.2%
2004	181,778	1.2%	148,544	82%	3.5%
2005	184,770	1.7%	157,054	85%	3.3%

Note: SDG&E's figures have been updated for 2001 from the Company's filing of December 19, 2001, to reflect actual penetration as of the end of 2001.

3. How to incorporate results of CARE Outreach pilot program into future efforts

SDG&E has already begun to incorporate lessons learned from the 2000-2001 CARE Outreach Pilot and reported in the CARE Outreach Pilot on October 24, 2001. The pilot results indicated enrollment in CARE could be increased if we were to:

- Work with agencies that offer one-on-one services.
- Offer CARE in conjunction with limited type events, church events, community fairs, city sponsored events, etc.
- Work with local community agencies that understand the barriers in their communities, e.g. language, trust
- Offer CARE through door-to-door canvassing by local agency staff
- Offer CARE outreach contracts to local agencies on a "fee per customer enrollment basis"
- Offer CARE in conjunction with other local programs with similar program income guidelines, e.g. DAP, unemployment services

During PY2001, SDG&E began using all of the above methods to outreach its CARE program. Efforts are continuing through 2002.

- SDG&E has eight capitation contractors (enrollment) who are being paid on a "fee per enrollment basis" which offer one-on-one services.
- SDG&E has one outreach contractor who is canvassing door-to-door in lowest income neighborhoods to enroll customers in CARE.
- Our DAP contractor is required to enroll LIEE customers in CARE if they are qualified and are not already participating.
- During 2001 SDG&E provided CARE information and distributed applications at over 100 local community events.

4. Results to date of CARE Post Enrollment Verification

The 48% and 47% drop off rates shown in Table IV and IVB (Attachment 1) need to be viewed with the understanding that SDG&E screens its non-capitation CARE participants using a probability model. The model, developed by an independent third-party economic research firm, identifies those customers with a high probability of not being eligible for CARE prior to issuing a request for income verification. The model uses Microvision socio-economic indicators, consumption history, home ownership information, and estimates of CARE-eligible customers at the zip code level to select from a random sample of CARE customers those customers who are in the top 15 percentile as likely to be unqualified for CARE.

Using a probability model as part of the random sample process increases the efficiency of the verification process and minimizes the verification of customers who are, in all likelihood, qualified for CARE—qualified customers who perhaps would be non-responsive to the request to verify and be dropped from the CARE rate.

SDG&E would like to better understand why so many of those dropped through its verification are non-respondents. To this intent, SDG&E has begun to compile data on the reasons participants are not responding to the request for verification. We are surveying non-respondents to collect a minimum of 6 months worth of data, and we are planning a customer focus group comprised of non-respondents to help us identify if there are any actions SDG&E can take to decrease the number of non-respondents.

5. Accomplishments Since Last Spring

CARE:

- Number of CARE Capitation Contracts

  - SDG&E currently has signed enrollment contracts with 8 organizations. Additional proposals have been received from three organizations and are expected to be signed mid-February.
  - Contractors submitted a total of 1,575 application and enrolled 1,098 customers into the CARE program.

- Other New Practices Introduced

  - CARE launched it's first ever television campaign. The ads were featured in both Spanish and English and ran for a six-week period. The campaign generated over 400 customer calls requesting more information and/or CARE applications.
  - SDG&E contracted with an outside agency to provide door-to-door outreach to low income areas throughout San Diego. The effort has added over 1,000 customers since it was implemented in October and has the highest enrollment rate (number of customers enrolled/number of applications received) of any SDG&E or third- party effort at 85%.
  - An SDG&E "Outreach Team" was established to focus on reaching the limited-income and hard-to-reach customer. The team attended over 100 events including toy drives, health fairs and lighting events at which CARE materials were distributed.
  - SDG&E's Outreach Team contacted local employers, such as hotels, where employees were minimum wage earners and/or were facing possible layoffs in order to provide CARE information and applications to those employees. The team provided some employers with information and applications to be included in employee paychecks and attended several employee fairs.
  - SDG&E also met with the California Employment Development Department employees and state disability intake personnel to provide education about CARE and other customer assistance programs to enable them to provide CARE applications and/or make referrals to the programs.
  - In response to ABX1 3, SDG&E initiated a policy of providing CARE applications to all residential customers who receive collection notices at their residence for overdue bills. This effort has resulted in 738 applications being submitted in 2001. SDG&E has incorporated this practice as a standard collection policy.

5. Accomplishments Since Last Spring (cont'd)

CARE (cont'd):

- Customer Assistance Brochure

  - A customer assistance brochure was created as a leave-behind for SDG&E field representatives making collection calls. The brochure, printed in English, Spanish and Vietnamese, highlights the CARE program and other assistance programs, such as LIHEAP and DAP. The popular brochure became a useful tool and was used as a handout at all outreach events. This initial effort led to a multi-lingual assistance package that includes a CARE application, assistance brochure, mail-in audit information, information on conservation, and long-term savings steps.

- Other Media Events

  - CARE advertised in over 15 newspapers covering six different languages and a variety of age groups. This effort produced 1,228 applications and enrolled 779 customers into the CARE program.
  - CARE launched a radio campaign, featuring the voices of SDG&E Customer Service Representatives. The ads were in Spanish and English.
  - CARE posters were developed to be featured in employment offices, human resource centers and community agencies. The Posters are in Spanish and English.

5. Accomplishments Since Last Spring (cont'd)

LIEE

- Leveraging

Memorandums of Understanding (MOUs)

MOUs were signed and implemented with several San Diego based organizations with an emphasis on the use of RD funding authorized for LIEE and appliance replacements to leverage programs offered through the Department of Community Services and Development (DCSD). Listed below please find the organizations that signed with SDG&E in PY 2001 and will be participating through PY 2002. Also listed are specific requirements under the agreements that are enabling SDG&E and the participating organizations to effectively provide weatherization, energy education, lighting and appliance services to low-income customers and maximize penetration of the low-income community. The MOUs have afforded both SDG&E and DSCD providers to offer a seamless process to the participant that is unprecedented.

At minimum the MOUs establish the following:

- A referral process that allows the participating organization to refer clients to SDG&E's LIEE/RD programs.
- It also allows for SDG&E to refer LIEE/RD customers to LIHEAP weatherization services (if applicable) and the HEAP bill payment assistance program.
- Each participating organization agrees to provide a description of SDG&E's LIEE/RD programs to all potential participants including the income eligibility requirements and program services offered
- The exchange of customer information, including income, address, phone number, etc. to be kept confidential and only for use to deliver LIHEAP, LIEE or RD services.
- Response to referrals by each party to be within a reasonable time period, not to exceed 30 days.
- Meetings/conference calls to discuss outreach strategies and participation levels, etc.

Additionally, some MOUs include:

- Pricing advantages to DCSD funded programs by purchasing appliances in bulk for delivery and installation, as well as recycling when applicable.
- Employment opportunities for tribal members including hiring member(s) to perform the marketing/outreach/assessment and in-home energy education segment of the process to potential participants.
- Training of tribal member(s) to ensure adequate knowledge of program services and the assessment process.

5. Accomplishments Since Last Spring (cont'd)

LIEE Leveraging (cont'd)

The following organizations have entered into an MOU with SDG&E.

- Campesinos Unidos Inc. (CUI) - 7/16/01
  In PY 2001 CUI referred sixty-five customers to SDG&E's LIEE/RD programs to offer energy education, compact fluorescent lightbulbs, weatherization services and appliance replacements. CUI's funds were frozen at the time and they were able to leverage with SDG&E to ensure services needed were available to their clients.

  CUI reported $574, 391 in leveraged dollars, of which $288,544 were leveraged with SDG&E, for the period of 10/1/00 through 9/30/01 when seeking additional LIHEAP funds from the Federal Department of Health and Human Services.

- San Diego American Indian Health Center (SDAIHC) - 8/1/01
  In PY 2001 SDAIHC referred twenty-five clients to SDG&E's LIEE/RD programs and they were offered energy education, compact fluorescent lightbulbs, weatherization services and appliance replacements.

- Metropolitan Area Advisory Committee (MAAC) Project - 8/13/01
  In PY 2001 MAAC referred 150 clients to SDG&E's RD program which offered delivery and installation of new energy star rated refrigerators, as well as, the removal and recycling of the old units. MAAC also referred thirty-five customers for refrigerator and RD offered services due to a funding freeze they experienced.

  MAAC reported $627,698 in leveraged dollars with SDG&E for the period of 10/1/00 through 9/30/01 when seeking additional LIHEAP funds from the Federal Department of Health and Human Services.

- Orange County Community Development Council (OCCDC) - 8/24/01
  In PY 2001 SDG&E referred a 125 unit senior mobile home park in Southern Orange County to OCCDC for participation in the weatherization services they provide. SDG&E will be offering energy efficient electric appliances to those residents of the park who are deemed eligible by OCCDC.

- Rincon Band of Luiseno Mission Indians of the Rincon Reservation, California In PY 2001 a tribal member was hired to perform the outreach and installation of CFL's in participants' homes. To date thirty units on the reservation have received assessment, and are scheduled to receive program services.

- Pala Band of Indians (federally recognized)- 11/28/01
  Staffing and training needs are being finalized with Pala as tribal members will be employed to perform outreach and marketing.

5. Accomplishments Since Last Spring (cont'd)

LIEE

■ Master-Metered Properties

- SDG&E began offering program services to master-metered properties as required by the Commission in (D.) 01-05-033 (dated 5/3/01).
- In PY 2001 SDG&E marketed and assessed 484 master-metered units within SDG&E's service territory that were eligible for and received RD program services including appliance replacement and weatherization.
- Of those 484 master-metered units 86 units required an incentive payment by the landlord due to the fact the landlord paid the utility bill and owned the appliance.
- Of the 484 units participating, 347 units were occupied by seniors.

■ Rural Areas

- SDG&E also worked effectively to provide program services to geographic areas that may have appeared to be underserved in the past, particularly the rural areas of Alpine, Bonsall, Boulevard, Descanso, Dulzura, Jacumba, Jamul, Julian, Borrego Springs, Fallbrook, Pauma Valley, Potrero, Ramona, Valley Center and Warner Springs.

- In PY 2001 SDG&E provided services to 786 customers in those regions for a total of $216,300 of RD program dollars spent. Services including everything from weatherization to lighting to appliance replacement.

- A direct mail piece that describes income eligibility and program services is being developed and will be offered in both English and Spanish to over 2,000 residents of Borrego Springs in February, 2002.

■ Outreach

  - SDG&E used its database of prior LIEE customers to identify customers who qualified for additional RD measures.

  - Brochures in SDG&E's assistance programs were provided to County Department of Housing and Community Development to be made available at their offices handling Section 8 clients.

  - Agreement was made with Southern California Housing to provide appliance replacements and other measure installations to qualified tenants of Section 8 housing.

  - Published program information in the Golden State Manufactured Home Owners Association monthly newspaper.

6. LIEE Homes Treated and Weatherized

Table V below provides information on the number of homes treated and weatherized by program type.

Table V—SDG&E Homes Treated and Weatherized—PY2001

	December 2001		Year-to-Date		Total
	SBX5	PY2001 Base	SBX5	PY2001	Combined
Homes Treated	2,503	1,251	6,171	13,508	19,679
Homes Weatherized	1,987	863	1,987	9,524	11,511

Note: Number of homes weatherized with SB5 funds has been revised upwards since January 22, 2002 Rapid Deployment Report to reflect actual homes weatherized.

7. Types and Quantities of Measures Installed

Table VI (Attachment 2) provides the total number of measures installed during PY2001 under both Rapid Deployment and LIEE programs. Installations include:

Compact Fluorescents	2,062
Refrigerators	2,833
Waterheaters	423
Air Conditioners	379
Low flow showerheads	1,168
Weatherstripping/Caulking	861/854
Attic Insulation	30

SDG&E
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Table IV - CARE Standard Random Verification Results - December, 2001

	Total CARE Population	# of Requested to Verify	% of Population Total	# of Participants Dropped (Due to no response)	# of Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification	% of Total Population Dropped
January-01	139373	181	0.13%			85		
February-01	139490	125	0.09%			70		
March-01	139743	230	0.16%			67		
April-01	139769	184	0.13%			65		
May-01	141264	150	0.11%			80		
June-01	142462	35	0.02%			92		
July-01	145693	27	0.02%			85		
August-01	148178	97	0.07%			17		
September-01	148728	117	0.08%	9	10	19		
October-01	150119	100	0.07%	5	13	18		
November-01	149323	88	0.06%	42	11	53		
December-01	151121	125	0.08%	49	8	57		
Total For PY 2001	151121	1459	0.97%	105	42	708	48.53%	0.47%

Table IV - CARE Random Verification Results for SB5 Outreach - December, 2001

	Total SB5 Outreach Enrollment	# of Request to Verify	% of Outreach Total	# of Participants Dropped (Due to no response)	# of Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification	% of Total SB5 Population
January-01	0	0				0		
February-01	0	0				0		
March-01	0	0				0		
April-01	0	0				0		
May-01	0	0				0		
June-01	0	0				0		
July-01	0	0				0		
August-01	0	0				0		
September-01	267	11	4.12%	0	0	0		
October-01	288	19	6.60%	0	1	1		
November-01	752	0	0.00%	2	2	4		
December-01	130	27	20.77%	0	0	0		
Total For PY 2001	1437	57	3.97%	2	3	5	8.77%	0.35%

SDG&E
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Attachment 1

Table IV - Combined CARE Standard Random Verification Results - December, 2001

	Total SB5 Outreach and CARE Population	Total # Requested to Verify	% of Population Total	Total # of Participants Dropped (Due to no response)	Total # of Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification	% of Total Population Dropped
January-01	139373	181	0.13%			85		
February-01	139490	125	0.09%			70		
March-01	139743	230	0.16%			67		
April-01	139769	184	0.13%			65		
May-01	141264	150	0.11%			80		
June-01	142462	35	0.02%			92		
July-01	145693	27	0.02%			85		
August-01	148178	97	0.07%			17		
September-01	148995	128	0.09%	9	10	19		
October-01	150407	119	0.08%	5	14	19		
November-01	150075	88	0.06%	44	13	57		
December-01	151251	152	0.10%	49	8	57		
Total For PY 2001	151251	1516	1.00%	107	45	713	47.03%	0.47%

Note: The 47.03% drop off rate shown in Table IV (Attachment 1) needs to be viewed with the understanding that SDG&E screens its CARE participants using a probability model which determines which customers have a high probability of not being eligible for CARE prior to issuing a request for income verification. The model, developed by an independent third-party economic research firm, uses consumption history, home ownership information, and estimates of CARE-eligible customers at the zip code level to select for verification those customers who have a 15% or less likelihood of being qualified for CARE.

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Attachement 2

Table VI - SDG&E 2001 LIEE Measure Installations

Measures	Units	Base Jan to Date	SBX 5 Appl	SBX 5 LIEE	Total Jan to Date
Furnaces					
- Repair - Gas	Each	677	0	8	685
- Replacement - Gas	Each	338	0	72	410
- Repair - Electric	Each	0	0	0	0
- Replacement - Electric	Each	0	0	0	0
Infiltration & Space Conditioning					
- Cover Plates/Gaskets	Home	5637	0	1366	7003
- Evaporative Cooler/Air Cond. Covers	Home	426	0	13	439
- HVAC Air Filter Replacement	Home	0	0	0	0
Weatherization					
- Ceiling Insulation R-11 (Gas)	Home	61	0	7	68
- Ceiling Insulation R-11 (Electric)	Home	11	0	1	12
- Ceiling Insulation R-19 (Gas)	Home	148	0	19	167
- Ceiling Insulation R-19 (Electric)	Home	26	0	3	29
- Water Heater Blanket (Gas)	Each	775	0	35	810
- Water Heater Blanket (Electric)	Each	137	0	6	143
- Low Flow Showerhead (Gas)	Each	6426	0	984	7410
- Low Flow Showerhead (Electric)	Each	1134	0	174	1308
- Weatherstripping -MF (Gas)	Home	5012	0	861	5873
- Weatherstripping -MF (Electric)	Home	884	0	152	1036
- Weatherstripping -SF (Gas)	Home	1355	0	152	1507
- Weatherstripping -SF (Electric)	Home	239	0	27	266
- Caulking - MF	Home	7385	0	854	8239
- Caulking - SF	Home	1517	0	182	1699
- Minor Home Repairs	Home	3132	0	267	3399
- Attic Access Weatherstripping [1]	Home	0	0	0	0
Water Heater Savings					
- Water Heater Pipe Wrap	Home	881	0	27	908
- Faucet Aerators	Home	7807	0	1473	9280

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Table VI - SDG&E 2001 LIEE Measure Installations

Measures	Units	Base Jan to Date	SBX 5 Appl	SBX 5 LIEE	Total Jan to Date
Miscellaneous Measures					
- Attic Ventilation	Home	118	0	17	135
- Auto Sweep	Each	68	0	127	195
- Door Replacement	Each	1590	0	129	1719
- Door Threshold	Each	1616	0	167	1783
- Glass Replacement	Home	692	0	51	743
- Jamb Replacement	Each	124	0	5	129
- Duct Sealing and Repair	Home	3159	0	90	3249
Portable Evaporative Coolers	Each	0	0	0	0
Permanent Evaporative Coolers	Each	2	0	0	2
Compact Fluorescents (inc. porchlights)	Each	34174	2062	0	36236
Porchlights (fixture replacement or CFBs)	Each	16	4	0	20
Refrigerators	Each	2651	2833	0	5484
Landlord Rebate Pilots					
- Refrigerators	Each	0	0	0	0
- Air Conditioner Replacement - Room	Each	0	0	0	0
- Air Conditioner Replacement - Central	Each	0	0	0	0
Pilots - Rapid Deployment					
- Air Conditioner Replacement - Room	Each	0	184	0	184
- Air Conditioner Replacement - Central	Each	0	195	0	195
- Duct Sealing and Repair (Electric Heat)	Home	0	9	0	9
- Duct Sealing and Repair (Gas Heat)	Home	0	53	0	53
- Whole House Fans	Each	0	1	0	1
- Water Heater Replacement - Gas	Each	0	423	0	423
- Water Heater Replacement - Electric	Each	0	0	0	0
- Set-back Thermostats (Electric Heat)	Each	0	50	0	50
- Set-back Thermostats (Gas Heat)	Each	0	284	0	284
- Evaporative Cooler Maintenance	Each	0	0	0	0
- New Central Return	Home	0	155	0	155
Energy Education					
- Outreach & Assessment	Home	13508	4476	1326	19310
- In-Home Education	Home	0	0	0	0
- Education Workshops (EELI)	Home	36212	0	0	36212
Homes Served					
Total Number of Homes Treated	Home	13508	4476	1695	19679
Total Number of Homes Weatherized	Home	9524	0	1293	10817