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

Application of Southern California Edison  
Company (U 388E) 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 OF PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)  
ON THE RESULTS OF ITS ENERGY SAVINGS ASSISTANCE AND CALIFORNIA  
ALTERNATE RATES FOR ENERGY PROGRAMS**

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Dated: May 2, 2016

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In accordance with Decision 12-08-044, and the annual reporting directives contained therein, Pacific Gas and Electric Company files this Annual Report on the results of its Energy Savings Assistance and California Alternative Rates for Energy program efforts for the 2015 program year.

Respectfully submitted:

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Dated: May 2, 2016

# PACIFIC GAS AND ELECTRIC COMPANY



Together, Building  
a Better California

## **Energy Savings Assistance (ESA) Program and California Alternate Rates for Energy (CARE)**

**Program Annual Report for  
Program Year 2015**

**May 02, 2016**

## ESA AND CARE PROGRAMS ANNUAL REPORT TABLE OF CONTENTS

<b>1.</b>	<b>Energy Savings Assistance (ESA) Program .....</b>	<b>1</b>
1.1.	Alignment of ESA Program with Strategic Plan Goals and Strategy .....	2
1.2.	Energy Savings Assistance Program Overview .....	6
1.4.	ESA Program Customer Enrollment .....	15
1.5.	Disability Enrollment Efforts.....	17
1.6.	Leveraging Success, Including Low Income Home Energy Assistance Program (LIHEAP) .....	18
1.7.	Integration Success .....	19
1.8.	Workforce Education and Training.....	21
1.9.	Legislative Lighting Requirements Status .....	22
1.10.	Studies .....	24
1.11.	Pilots .....	26
1.12.	“Add Back” Measures .....	28
1.13.	Low Income Working Groups .....	29
1.14.	Annual Public ESA-CARE Meeting .....	30
<b>2.</b>	<b>California Alternate Rates for Energy (CARE) Program.....</b>	<b>30</b>
2.1.	Participant Information .....	31
2.2.	CARE Budget Summary .....	35
2.3.	CARE Program Costs .....	36
2.4.	Outreach .....	39
2.5.	Processing CARE Applications .....	58
2.6.	Program Management .....	59
2.7.	Pilots .....	61
<b>3.</b>	<b>CARE Expansion Program .....</b>	<b>62</b>
3.1.	Participant Information .....	62
3.2.	Usage Information.....	63
3.3.	Program Costs .....	63
3.4.	Outreach .....	63
3.5.	Program Management .....	65
<b>4.</b>	<b>Fund Shifting .....</b>	<b>65</b>
<b>5.</b>	<b>Long Term Projects and Obligations .....</b>	<b>66</b>
<b>6.</b>	<b>Appendix: ESA Program Tables and CARE Tables .....</b>	<b>67</b>

## Energy Savings Assistance Program and CARE Program 2015 Summary Highlights

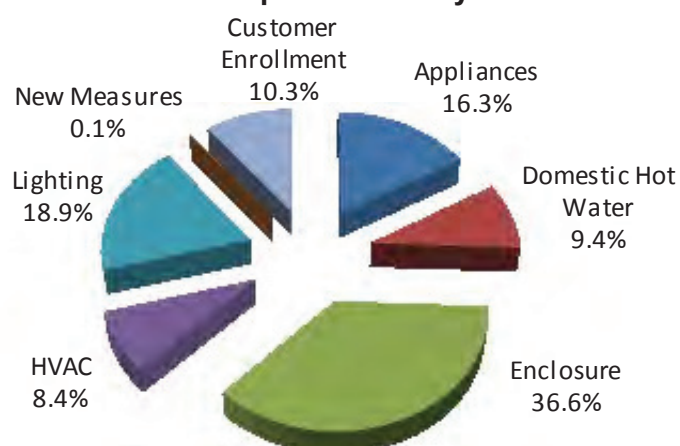
The tables below provide a summary of Program Year (PY) 2015 Energy Savings Assistance (ESA) and California Alternate Rates for Energy (CARE) Program expenditures and activities.

### ESA Program

2015 Energy Savings Assistance Program Summary			
2015	Authorized / Planning Assumptions	Actual	%
Budget	\$163,946,778 <sup>1</sup>	\$136,775,345	83%
Homes Treated	119,940	100,573	84%
kWh Saved		31,960,346	
kW Demand Reduced		5,921	
Therms Saved		2,212,556	

<sup>1</sup> The authorized budget and actuals include employee benefit costs approved in the GRC D.14-08-032.

### PY2015 ESA Expenditures By Measure Group



### CARE Program

2015 CARE Program Summary			
2015	Authorized Budget	Actual	%
Administrative Expenses	\$15,794,833	\$14,135,806	89%
Subsidies and Benefits	\$605,950,000	\$558,560,274	92%
<b>Total Program Costs and Discounts</b>	<b>\$621,744,833</b>	<b>\$572,696,080</b>	<b>92%</b>
<b>2015 CARE New Enrollments</b>	<b>Automatically Enrolled via Data Sharing, ESA Participation, etc.</b>	<b>Self Certified as Categorically Eligible</b>	<b>Self Certified as Income Eligible</b>
Method	23,546	95,566	159,868
<b>2015 CARE Penetration</b>	<b>Estimated Eligible Participants</b>	<b>Participants</b>	<b>Penetration Rate</b>
Total Enrolled	1,635,673	1,423,673	87%

## ENERGY SAVINGS ASSISTANCE PROGRAM

### 1. Energy Savings Assistance (ESA) Program

Pacific Gas and Electric Company (PG&E or the Company) has offered free energy efficiency programs to income-qualified customers in its 48 counties since 1983. The ESA Program's objective is to help income-qualified customers reduce their energy consumption and costs while increasing their comfort, health and safety. The ESA Program, formerly known statewide as the Low Income Energy Efficiency (LIEE) program and marketed to PG&E customers prior to 2011 as Energy Partners,<sup>1</sup> utilizes a prescriptive, direct install approach to provide free home weatherization, energy efficient appliances and energy education services to income-qualified PG&E customers throughout the Company's service area.

The ESA Program is ratepayer-funded and is available to PG&E customers living in all housing types (single family, multifamily, and mobile homes), regardless of whether they are homeowners or renters. To qualify for the ESA Program, the total customer household income must be equal to or less than 200 percent of the Federal Poverty Guidelines, with income adjustments for family size. The 2015 ESA Program treated 100,573 homes with a mix of measures and services, including energy education, energy efficient appliances, and home weatherization.

PG&E filed an ESA Program Application in November 2014 in which it proposed new ESA budgets, targets, strategies, studies and pilots for 2015-2017. Because the Program Application filing date was too late in the year to be adopted for 2015, the Commission authorized bridge funding and a status quo program based on authorized 2014 budgets and targets as described below. A Decision authorizing 2015-2017 ESA Program budgets and strategies has not yet been issued.

Authorization for the 2015 ESA Program is pursuant to California Public Utilities Commission (CPUC or Commission) Decision (D.) 14-08-030, issued on August 20, 2014, on the 2012-2014 ESA and CARE Programs. That Decision also authorized 12 months of bridge funding for the ESA and CARE Programs from January 1, 2015 to December 31, 2015. The budget authorized in D.14-08-030 for the 2015 ESA Program was \$161,862,111. D.14-08-030 also authorized the Investor Owned Utilities (IOUs)<sup>2</sup> to use the unspent funds from the 2012-2014 program cycle in the 2015 bridge year, subject to the fund shifting rules, to minimize disruptions to the ESA and CARE Programs, allow administrative flexibility to meet any unforeseen program needs during the bridge period, and treat 2015 as the fourth program year and continuation of the 2012-2014 program cycle for the purpose of shifting funds. D.14-08-030 adopted PG&E's 2014 target of 119,940 homes treated as its target for 2015.

Consistent with D.14-08-030's treatment of 2015 as a fourth program year of the 2012-2014 program cycle, PG&E continued to use the 2012-2014 reporting structure and goals for this 2015 Annual Report; however, some of the reporting sections developed to capture D.12-08-044 requirements and progress toward 2012-2014 targets are no longer relevant. For example, all 2012-2014 studies and pilots were completed in 2014.

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<sup>1</sup> D.08-11-031 and D.09-10-012 mandated that PG&E and the other investor-owned utilities develop a new statewide name and brand identity for the LIEE program. The investor-owned utilities (IOU) worked with Energy Division (ED) to develop a new statewide name during 2010, the Energy Savings Assistance Program. This name was implemented in 2011.

<sup>2</sup> The IOUs are Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), Southern California Gas Company (SCG), and San Diego Gas and Electric Company (SDG&E).

## 1.1. Alignment of ESA Program with Strategic Plan Goals and Strategy

The long-term California Strategic Plan vision for the ESA Program is to have 100 percent of all eligible and willing low-income customers receive all cost-effective ESA Program measures by 2020. The California Strategic Plan lays out two goals in achieving the ESA Program vision: (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.

### 1.1.1. Please identify the IOU strategies employed in meeting Goal 1: Improve Customer Outreach

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU Strategy Employed This Program Year
<b>1.1.1. a)</b> Strengthen ESA Program outreach using segmentation analysis and social marketing tools.	<p><b>Implement energy education designed to help customers understand and change behaviors in ways that support ESA savings.</b></p> <p>In 2013, PG&amp;E participated with SCE, SCG and SDG&amp;E in a Joint IOU Energy Education Study to identify ways to optimize and/or improve the educational component of the ESA Program concerning:</p> <ul style="list-style-type: none"> <li>(1) how energy education is provided, and</li> <li>(2) what materials and content are provided. These findings were used to enhance energy education currently offered in ESA as well as to design more effective energy education for the 2015-2017 ESA Program Application.</li> </ul>	<p>PG&amp;E filed an ESA Program Application in November 2014 in which it proposed new strategies and pilots to strengthen outreach and social marketing tools. A Decision authorizing program budgets and strategies has not yet been issued. Therefore, PG&amp;E continued to implement outreach strategies from 2014.</p> <p>In 2015, PG&amp;E launched multi-touch customer acquisition campaigns that included direct mail, email and automated voice messaging, targeting customers with a high propensity for eligibility.</p> <p>Additionally, PG&amp;E expanded its outreach in 2015 to include additional channels such as: digital and social media paid and earned media, community events and bill inserts. The channels targeted low income customers with an emphasis on those who speak Spanish and Chinese.</p>
<b>1.1.1. b)</b> Develop a recognizable and trustworthy Brand/Tagline for the ESA Program.	<p><b>Launch integrated EE/ESA/DSM brand.</b></p> <p>PG&amp;E worked closely with Energy Division and the other IOUs to finalize and launch a</p>	PG&E continued to use the ESA brand developed in 2011 in all PG&E program communications in 2015.

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU Strategy Employed This Program Year
	<p>statewide program name for the Low Income Energy Efficiency program, the “Energy Savings Assistance” (ESA) Program. This new name was launched in 2011 and is now used in all program communications.</p>	
1.1.1. c) Improve program delivery	<p><b>Use information from segmentation analysis to achieve efficiencies in program delivery.</b></p> <p>PG&amp;E’s Household Market Segmentation study was finalized in 2012. PG&amp;E also conducted additional segmentation analysis. The information gained from this study and additional PG&amp;E research greatly improved the ESA Program’s ability to develop a more fine-tuned strategy, centered on being local and relevant to specific customer segments.</p> <p><b>Leverage with local, state, and federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment.</b></p> <p>In 2012-2014, PG&amp;E participated with California Department of Community Services and Development (CSD) in several pilots, including: bulk purchasing, solar water heating, and geographic coordination.</p>	The ESA Program outreach team leveraged various community organizations’ programs and knowledge of their communities to promote and enroll customers in the ESA Program throughout 2015.
1.1.1. d) Promote the growth of a trained ESA Program workforce.	<p><b>Implement ESA workforce education and training. Coordinate resources for training related to ESA program needs to ensure delivery of ESA-trained resources to the program.</b></p>	In 2015, PG&E participated in the Statewide WE&T efforts to 1) explore potential First Source hiring priorities; 2) assess the feasibility of requiring EE and ESA contractors to use online data

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU Strategy Employed This Program Year
	<p>In 2014, PG&amp;E continued participation in the Low Income Workforce Education and Training (WE&amp;T) Working Group, established in D.12-08-044. The Working Group evaluated ESA workforce data gathered from its contractors and reported by the IOUs, and developed recommendations pertaining to collecting and tracking demographic data.</p> <p>PG&amp;E also participated in the Statewide WE&amp;T Team efforts pertaining to the ESA Program workforce, following completion of the Low Income WE&amp;T Working Group's assignments.</p>	reporting services to report on job quality, workforce diversity, career ladders, and training and qualifications of workers; and 3) identify job descriptions and classifications for ESA program field workers. These efforts are discussed in Section 1.8.

**1.1.2. Please identify the IOU strategies employed in meeting  
Goal 2: ESA Program Is an Energy Resource**

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU Strategy Employed This Program Year
<b>1.1.2. a)</b> Increase collaboration and leveraging of other low income programs and services	<p><b>Continue to expand partnerships with stakeholders and seek new opportunities for data sharing.</b></p> <p>In 2013, PG&amp;E expanded communications to enable ESA Program subcontractors to target CARE enrolled customers via multi-prong outreach including direct mail, phone/text, and door-to-door efforts.</p> <p>In 2013-2014, PG&amp;E participated with CSD to conduct leveraging and data sharing pilots.</p>	<p>As part of Residential Rate Reform education campaign efforts, the ESA and CARE Programs partnered with other community based organizations and other PG&amp;E programs in strategic community events across PG&amp;E's service area.</p> <p>PG&amp;E leveraged the United States Department of Housing and Urban Development (HUD) affordable housing lists to locate and streamline enrollment for eligible customers in multifamily buildings. PG&amp;E also explored partnership opportunities with water agencies to provide water conservation measures and messaging. These initiatives are described in Section 1.11.3.</p>

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU Strategy Employed This Program Year
<p><b>1.1.2. b)</b> Coordinate and communicate between ESA Program, energy efficiency and Demand-Side Management (DSM) programs to achieve service offerings that are seamless for the customer.</p>	<p><b>Continually reevaluate and update programs to take advantage of new technologies.</b></p> <p>PG&amp;E used an “Integration” team comprised of staff from its Energy Efficiency (EE), ESA, and Demand Response (DR), and Distributed Generation Programs—which include the California Solar Initiative (CSI) and Self-Generation Incentive Program—to provide marketing and deliver integrated service and delivery. The ESA Team used this process to consider the technologies and services included in its 2015-2017 ESA Program Application.</p> <p>PG&amp;E continued distributing an integrated customer assistance program brochure in multiple languages in 2013 and began work on a similar brochure dedicated to Integrated Demand-Side Management programs.</p> <p><b>Explore in-home displays; home area networks and/or “pay-as-you-go” technology to assist low income customers manage their use.</b></p> <p>PG&amp;E proposed a HAN pilot in its 2015-2017 ESA Program Application and is awaiting the Decision to authorize implementation. PG&amp;E’s proposed Enhanced Energy Education also incorporates technologies and messaging to assist customers to better understand and manage their energy use.</p>	<p>In 2015, ESA continued to work with an “Integrated” PG&amp;E Program Products Team. This team works to evaluate and consider new measures and technologies as they become available and feasible for inclusion in the ESA Program. The ESA Program design team is currently considering what new technologies may be ripe for inclusion in the 2018-2020 ESA Program.</p> <p>Marketing and outreach for the low income programs—including the ESA Program, CARE and the low income CSI Program—continued to be implemented by PG&amp;E’s Community Engagement and Solutions Marketing teams in 2015, allowing better integration of messaging and customer education.</p> <p>In 2015, PG&amp;E’s ESA team participated in working groups to propose AB793-compliant energy management technology for the Program; however, PG&amp;E awaits authorization in a Decision to proceed to implementation.</p>

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU Strategy Employed This Program Year
1.1.2. c) Provide low income customers with measures that result in the most savings in the ESA Program.	<p><b>Assess opportunities to incorporate new energy efficiency measures into the ESA Program, e.g., plug-load reduction, new HVAC technology.</b></p> <p>PG&amp;E's 2013 ESA Program implemented the most cost-effective measures as described in our 2012-2014 Application.</p> <p>In 2013, PG&amp;E assess new energy efficiency measures for inclusion in its 2015-2017 ESA Program Application, filed in November 2014.</p>	<p>PG&amp;E is awaiting an ESA Program Decision to authorize new program measures and pilots proposed in its 2015-2017 ESA Application.</p> <p>PG&amp;E's ESA team continues to meet with the other IOU ESA teams to discuss potential new measures for inclusion in the ESA Program.</p>
1.1.2. d) Increase delivery of efficiency programs by identifying segmented concentrations of customers.	<p><b>Evaluate approach to determine whether additional segments are needed.</b></p> <p>PG&amp;E incorporated the findings of the Household Market Segmentation study finalized in 2012 to enhance . PG&amp;E conducted additional segmentation analysis as it continued to evaluate the effectiveness of its 2013-2015 segmentation and targeting approaches.</p>	<p>In 2014-2015, PG&amp;E provided targeted referral lists to ESA subcontractors to help them locate and target high-poverty areas. Additionally, PG&amp;E managed automated outbound voice, text messaging and direct mail campaigns in areas where customers were likely to qualify for the program.</p>

## 1.2. Energy Savings Assistance Program Overview

### 1.2.1. Provide a summary of the Energy Savings Assistance Program elements as approved in D.12-08-044.

D.14-08-030 issued on August 20, 2014, authorized 12 months of bridge funding for the ESA and CARE Programs from January 1, 2015 to December 31, 2015. Budgets and targets authorized for PY2015 were the same as ESA budgets and homes treated targets authorized for PY2014 in D.12-08-044. D.14-08-030 adopted PG&E's PY2014 target of 119,940 homes treated as the ESA target for PY2015.

PG&E's authorized PY2015 targets were developed for PG&E's 2012-2014 ESA Application filed back in May 2011. Since 2011, PG&E has been very successful in providing ESA to its

eligible customers. As PG&E progresses towards the Strategic Initiative goal of providing ESA to 100% of eligible and willing low income customers by 2020, the remaining eligible customers are harder (and more expensive) to reach. Updated planning assumptions were proposed in PG&E's 2015-2017 ESA Program Application filed in November 2014. See Section 1.4.3 for a more detailed discussion regarding PG&E's ability to meet 2015 targets.

The PY2015 ESA Program Summary Table below compares PY2015 results to PY2015 authorized budgets and targets.

PY 2015 ESA Program Summary			
	PY2015 Authorized	PY2015 Actual	%
Budget [1]	\$163,946,778	\$136,775,345	83%
Homes Treated	119,940	100,573	84%
kWh Saved	NA	31,960,346	N/A
kW Demand Reduced	NA	5,921	N/A
Therms Saved	NA	2,212,556	N/A

[1] Program budgets have been updated to include employee benefits costs approved in the GRC Decision, D.14-08-032.

**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).**

PG&E and the other California IOUs used the joint utility methodology adopted by the CPUC in D.01-03-028 for developing eligibility estimates by geographic area in 2015. This method entails an annual estimation of eligibility for CARE, ESA, 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. The joint utility methodology is further described in CARE Section 2.1.2.

Using the 2015 geographic area list of ESA-eligible customers. PG&E broke out ZIP-7 areas eligible for “self-certification” enrollment (by having over 80 percent of households living at or below 200 percent of the Federal Poverty Guideline Level). These ZIP-7 geographic area lists were provided to ESA Program contractors, so they could be specifically targeted for enrollment. Most implementation contractors then scheduled their appointments geographically to minimize costs and typically worked through their assigned areas geographically for the same reason.

**2015 ESA Outreach Campaign Activity Highlights**

PG&E continued to conduct and build upon marketing education and outreach efforts authorized in D.12-08-044.<sup>3</sup>

<sup>3</sup> D.12-08-044 OP31 and OP32 ordered PG&E to continue to conduct approved ME&O efforts for the ESA and CARE Programs so as not to lose any momentum and progress being made in the ongoing ME&O efforts.

In 2015, PG&E's ESA Program built on its integrated marketing strategy by leveraging insights from previous years of ESA and CARE Program outreach. PG&E's 2015 marketing campaign employed a variety of outreach channels including direct mail, automated voice messaging, digital, media, and events. PG&E's direct mail projects targeted eligible households already enrolled in CARE and complemented these efforts with emails and automated phone calls. PG&E also encouraged ESA Program contractors to conduct their own door-to-door canvassing and outreach. Additionally, PG&E employed both ethnic and general media to build program awareness and used existing strategic partnerships to identify populations in need of assistance, specifically among Spanish- and Chinese-speaking customers.

In 2015, PG&E worked closely with Richard Heath and Associates (RHA), PG&E's ESA Program Administrator, to continue a "warm transfer" outreach method, enhancing targeting and outreach efforts to streamline the enrollment and treatment process for qualified customers. The following sections provide a description of the "warm transfer" outreach method and the various outreach channels PG&E utilized to reach eligible customers during its 2015 ESA Program outreach campaign.

### **"Warm Transfer" Outreach Method**

To minimize barriers and encourage local support for each project area, PG&E, RHA and its ESA implementation contractors employed a "warm transfer" outreach method to enroll qualified customers. This warm transfer approach was a plan for PG&E to coordinate and communicate its marketing strategies and shared leads with RHA and its contractors on a regular weekly basis so they could better target these customers. Outreach tactics included: direct mail, automated voice messaging, digital and media placement, and participation in community events. By working closely with RHA and its contractors on ESA's outreach plans, PG&E helped ESA implementers target and outreach more low income customers in need of assistance with their energy bills.

### **Direct Outreach**

In 2015, PG&E conducted several coordinated campaigns targeting CARE-enrolled customers. Since CARE and ESA share the same household income criteria, CARE customers should also be eligible for ESA treatment. PG&E prioritized customers who showed the highest likelihood for participation based on customer data modeling. Campaigns included direct mail, email and automated voice messaging. Each campaign was bi-lingual (English/Spanish) to reduce accessibility barriers. The purpose of this multi-touch, multi-channel outreach was to introduce current CARE participants to the ESA Program, as well as provide warm leads for RHA contractors.

PG&E needed to employ multiple forms of direct outreach to customers on multiple occasions before customers decided to enroll in ESA. Channel sequence testing undertaken for CARE in 2015 (and described in CARE Section 2.4.1) underscored that our customer base needs multiple touches across multiple channels to enroll in low income programs. We received the strongest response to our direct mail package, which included a personalized, pre-filled application designed to make the application process easier for the customer.

In May and August 2015, PG&E deployed an ESA postcard, pointing customers to the online application at [pge.com](http://pge.com).



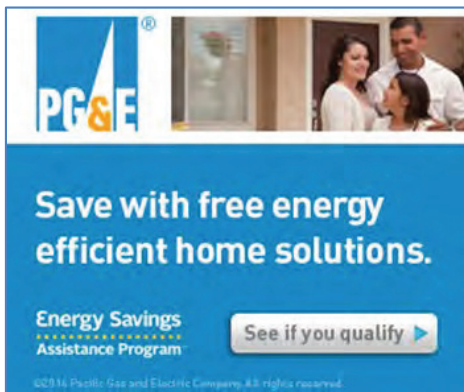


## Digital Media

PG&E continues to utilize its website at [www.pge.com/energysavings](http://www.pge.com/energysavings) to promote ESA and encourage inquiries via phone and online application. Program information is available online in English, Spanish, Chinese, Vietnamese, Korean, Hmong and Russian. This material is presented in a format that is easy to download and print. Detailed information about the ESA Program is provided along with links to other assistance programs of potential interest to customers.

In 2015, PG&E continued its digital advertising and online search campaign. The campaign's main focus remained on Spanish- and Chinese-speaking audiences, though advertising is also displayed on English sites. As with other marketing and outreach strategies, digital advertising is continuously optimized to ensure presence of top performing creative on the most effective sites. In total, PG&E generated more than 4,650 ESA Program applications through digital advertising alone.

Sample digital advertising creative:



## Paid and Earned Media

In 2015, PG&E continued to leverage radio as a way to reach ethnic audiences through targeted mass channels as this marketing strategy proved to be successful when tested the previous year. Radio has proven to be a strong tool in complementing digital advertising to increase ESA Program applications. In fact, PG&E experienced a consistent increase and rising trend in website visits and enrollments through digital advertising whenever radio was running.

As with other marketing channels, the PG&E outreach team continued to test various television and radio stations to raise awareness for the ESA Program and targeted Spanish- and Chinese-speaking audiences in Fresno, Modesto, Sacramento and the San Francisco Bay Area. More than 7,000 spots were aired throughout 2015.

Additionally, PG&E participated in over 36 television, radio and print interviews to promote the CARE and ESA Programs. Sample media outlets include:

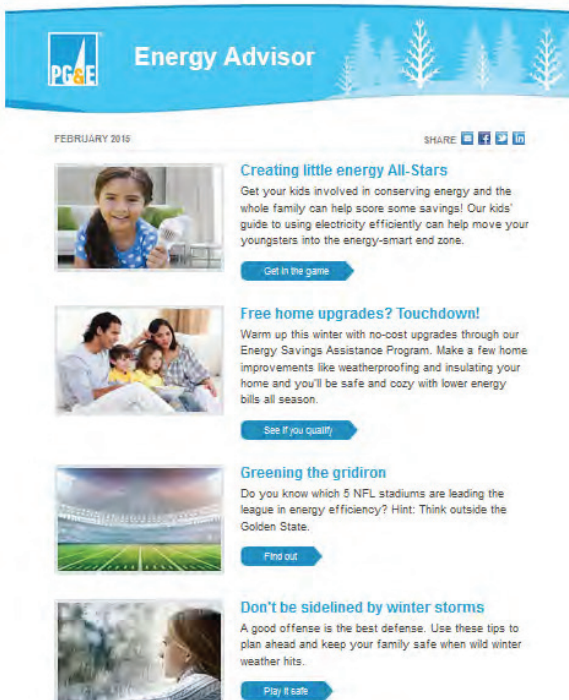
- KDTV-Univision *Al Despertar*, which is the Bay Area's only live, locally-produced Spanish morning show
- KUVS-Univision 19's *Despierta Sacramento*, which serves the Hispanic population within 16 counties in Central and Northern California
- KFTV-Univision 21 daily morning show called *Arriba Valle Central* or *Wake up Central Valley*, which serves the Hispanic population in and around the Central Valley
- KMSG-TV *Acento Comunitario*, which is a community affairs program that features ways to save money and serves the Hispanic population in Fresno

- KLOQ Radio Lobo's community show, which serves the Hispanic population in Merced and Stanislaus counties
- KPRC Radio, which serves the Hispanic population in Monterey, Salinas, Carmel, King City, Morgan Hill and San Jose
- KSFO-FM *Servicio a la Comunidad*, which serves the Hispanic population in Fresno, Univision Radio, which serves the Hispanic population in the Fresno, Madera, Merced, Visalia, Tulare and King counties
- KTFF Unimas 61, which serves the Hispanic population in the Fresno, Madera, Merced, Visalia, Tulare and King counties
- KTRB ESPN Deportes, which serves the Hispanic population of the Bay Area and other areas of Northern California
- KCNS TV, which serves the Bay Area's Chinese population
- KEST-News for Chinese Radio, which encompasses six Bay Area counties and many cities including San Francisco, San Jose, Oakland, Berkeley, San Mateo and Union City
- KVTO-Sing Tao Radio, which offers programs in both Mandarin and Cantonese serving the Chinese population in the Bay Area
- China Press, World Journal and Tsing Tao Daily, which serves the Chinese population throughout the Bay Area
- KJSX AM, which is the largest and longest running Vietnamese radio station in the Bay Area
- Hmong TV Network, which serves the Hmong population in Merced, Mariposa, Madera, Fresno, Kings and Tulare counties

### Digital Newsletter and Home Energy Reports

In 2015, ESA was featured four times (February, March, September and December) in PG&E's monthly digital newsletter, targeting customers with a high propensity for ESA eligibility. The program was also featured twice (February and April) in PG&E's Home Energy Reports. The purpose of both of these placements was to drive awareness of the program.

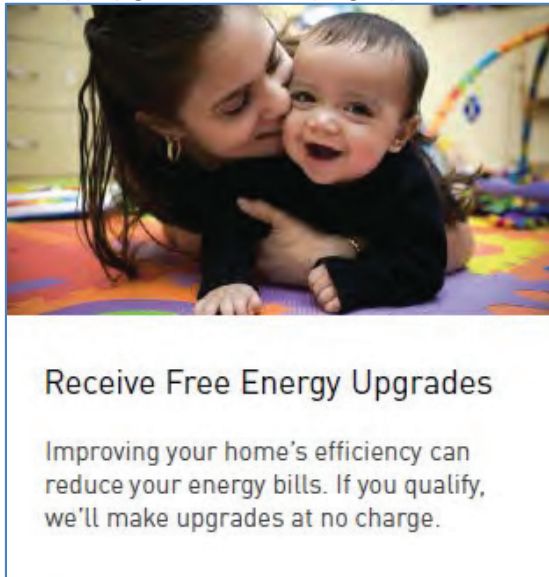
Sample digital newsletter creative:



## Website

The ESA Program was promoted on PG&E's homepage at pge.com in May and October, 2015, generating both awareness and an increase in online ESA Program applications.

Sample pge.com homepage pod creative:



## Community Events

Throughout 2015, PG&E participated in Hispanic and Chinese community events to engage with customers about the CARE and ESA Programs.

### *Chinese Lunar New Year*

In 2015, PG&E participated in two Bay Area events celebrating Chinese Lunar New Year. The Oakland Lunar New Year Bazaar, held on February 7-8, 2015, had over 35,000 attendees. The San Francisco Chinese Lunar New Year Festival Community Fair in Chinatown was held on March 7-8, 2015, and attracted over 600,000 people. The PG&E outreach team leveraged these two community events to engage with Chinese-speaking customers about the CARE and ESA Programs, as well as other PG&E programs and services that help customers save money and energy. Before the events, PG&E promoted both the CARE and ESA Programs on Chinese language radio stations, following up through one-on-one conversations at the events.

Sample event photos:



### Grocery Stores

In July, August, November and December 2015, PG&E launched a series of outreach events at Hispanic and Chinese grocery stores throughout Northern California with the objective of educating and enrolling customers in the CARE and ESA Programs. Similar to previous community events, PG&E promoted the CARE and ESA Programs through radio endorsements leading up to these grocery store events and one-on-one conversations at the events.

The PG&E outreach team held 12 two-day grocery store events, engaging with customers in Spanish and Chinese. The initial July and August grocery store outreach events proved very successful, and PG&E held 8 more events in November and December. PG&E generated more than 1,500 ESA applications at the grocery store outreach events.

Sample grocery store outreach photos:

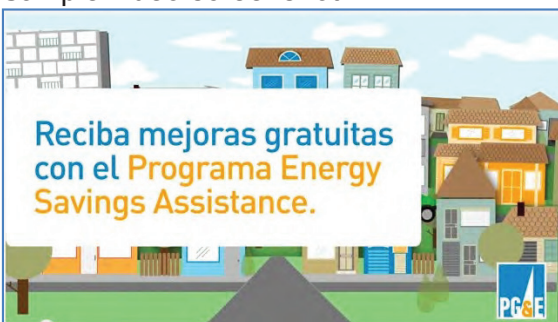


### Hispanic Consulate Outreach

In March 2015, PG&E launched an outreach campaign targeting Mexican and Salvadorian consulates in Fresno, Sacramento and San Francisco. Previous research indicated that these customers' fears that proof of citizenship is required to enroll in the ESA and CARE Programs presents a significant barrier to enrollment into these two programs for some customers. PG&E decided to test outreach at consulates, perceived as familiar, safe and trusted entities, to overcome this barrier.

The consulate campaign drove enrollments into the CARE and ESA Programs by displaying educational videos and distributing informational brochures about the programs to consulate visitors who often wait 2-4 hours for their appointments. This effort generated over 1,000 ESA applications from harder-to-reach customers in 2015.

Sample video screenshot:



- 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 program outreach.

ESA Program outreach employs multiple strategies to reach income qualified customers with high energy use, burden and insecurity, including integration with CARE high usage communications.

PG&E's ESA Program propensity model considers multiple customer data points, including energy usage, bill amount, payment patterns and CARE data model scores to ensure that PG&E is reaching customers who could most benefit from the ESA Program.

- 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 2015, PG&E leveraged learnings from the past several years of ESA Program marketing outreach as well as learnings from CARE Program outreach. The direct mail offering was enhanced to include a personalized pre-filled application, successfully generating a lift in response. The bill insert was enhanced to include a mail-in application, which has also been very successful at generating ESA Program awareness and applications.

In addition to enhancements of our traditional outreach channels, PG&E deployed targeted in-person, in-language outreach at grocery stores and Hispanic consulates. These events generated a significant number of ESA Program applications, and allowed PG&E to reach some of our hardest-to-reach customers who prefer to interact with PG&E in Spanish or Chinese.

#### **1.4. ESA Program Customer Enrollment**

- 1.4.1.** Distinguish between customers treated as “go backs” and brand new customers so that the Commission has a clear idea of how many new customers the IOUs are adding to the ESA Program.

In 2015, PG&E treated 12,807 “Go-Back” customers. Go-Back customers are customers that were last treated prior to 2002. Although these customers are eligible to be treated again, D.08-11-031 stressed that the IOUs should first seek out new households that have not yet been treated, and report previously treated customers in our Annual Reports.

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

In 2015, PG&E's ESA Program contractors streamlined customer enrollment strategies by continuing to incorporate categorical eligibility and self-certification into ESA Program processes, where applicable. Contractors worked with property agents to get signed Property Owner Waivers for entire multifamily complexes in order to perform work on all of the units at the same time.

PG&E customers may enroll through categorical eligibility programs that are included on the ESA Program enrollment forms. This allows eligible customers to skip showing proof of household income. The Commission-approved categorical eligibility programs were also added to the ESA Program database.

PG&E continued to encourage contractors to work in the 80 percent self-certification areas<sup>4</sup> by providing them with breakdowns of estimated eligible customers by ZIP-7 to use in their customer recruitment activities. PG&E discussed targeting strategies at contractor meetings and helped plan enrollment events with contractors and community organizations.

- 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.

PG&E treated 100,573 customer homes in PY2015, and reached 84 percent of the annual goal authorized in D.12-08-044.

PG&E anticipated difficulties maintaining ESA enrollments at the 2014 level in its 2015-2017 ESA Program Application. PG&E is very close to the end of the Commission's 2020 Strategic Initiative to provide the ESA Program to 100% of eligible and willing low income customers. PG&E is on target to meet this ambitious goal, and anticipated higher costs to successfully outreach and enroll the diminishing number of remaining willing customers as the most willing (and easiest to reach) customers have already participated in ESA. PG&E proposed decreasing targets for the 2015-2017 ESA Program in its PY2015-2017 ESA-CARE Application filed in November 2014, as well as a separate ESA II "Go-Back" program to continue to outreach, engage and treat customers who participated in the program after 2002. (These customers are currently ineligible to participate again in ESA.) PG&E's proposed ESA target for 2015 was 119,940, based on 2014 goals established in D.14-08-044. This status quo 2014 goal was proposed because PG&E understood that the November 2014 filing would not yield a timely decision for PY2015. However, because the untreated customers remaining to be treated are increasingly harder to reach the closer we are to achieving the 2020 goal, PG&E did not expect to reach that goal in 2015, and proposed to carry over the untreated 2015 goal into 2016-2017, anticipating to treat an average of 100,000 customers per year under both ESA 2020 and ESA II Programs, as shown below.

**PACIFIC GAS AND ELECTRIC COMPANY  
2015-2017 ESA 2020 AND ESA II GOALS  
PROPOSED IN PG&E'S 2015-2017 ESA PROGRAM APPLICATION**

Program Year	Home Goal	ESA 2020	ESA II
<b>2015</b>	119,940 *	119,940 *	0
<b>2016</b>	90,030	47,000	43,030
<b>2017</b>	90,030	43,000	47,030
<b>3 Year Total</b>	300,000	209,940	90,060

\* 2015 goals and budgets were set based on 2014 goals in D.14-08-044. The untreated customers remaining to be treated are increasingly harder to reach. PG&E would carry over the untreated 2015 goal into 2016-2017, and expects to treat an average of 100,000.

<sup>4</sup> Customers living in Zip codes having 80% or more households at or below the ESA-qualifying 200% of Federal Poverty Guideline Level are allowed to self-certify their eligibility, per D.08-11-031, OP6.

## 1.5. Disability Enrollment Efforts

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

Disabled customers made up 24 percent of the ESA Program enrollees in 2015, exceeding the 15 percent penetration goal.<sup>5</sup> Because contractors may not ask about disabled inhabitants, households with disabled occupants are counted and recorded by ESA contractors based on visual observations, or unsolicited comments by inhabitants. Thus, participation of households with a disabled inhabitant is likely to be higher than recorded.

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

In 2015, PG&E worked with Resources for Independence-Central Valley and Community Action Marin to provide energy assistance information and promote ESA and CARE at events targeting disabled customers in Fresno and Marin Counties. PG&E also participated in events in Fresno County targeting veterans, many of whom were disabled. ESA contractor Carroll Company and PG&E attended and participated in the Tri-County Independent Living Disability & Senior Resource Expo in Eureka in June 2015. Approximately 300 customers were in attendance.

In addition to outreach targeting disabled customers, PG&E's ESA Program regularly takes the needs of persons with disabilities into account. PG&E provides specialty measure enhancements to ESA customers with disabilities. For example, side-by-side and bottom mount refrigerators are available to customers with disabilities, and in 2015, ESA installed 776 of these special-order refrigerators. PG&E produces ESA program materials to help customers with impaired vision. A large-print ESA fact sheet is available on PG&E's website, and printed copies are provided to the ESA contractors.

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

2015 Disability Enrollments			
Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment
Various contractor recruiting and sign-ups			
<b>Total Enrollment Rate</b>	100,573	24,299	<b>24%</b>

At this time, PG&E has no data-sharing agreements with agencies serving disabled clients. PG&E will continue to explore new partnership opportunities and seek out new ways to better reach its disabled customers.

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

<sup>5</sup> PG&E does not have disability data to determine the eligible disabled population, and so uses enrollment data as a proxy to calculate a "penetration" rate.

As stated above, PG&E's 2015 ESA Program disabled community participation was 24 percent – above the Commission's 15 percent goal.

### **1.6. Leveraging Success, Including Low Income Home Energy Assistance Program (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 measure installations in low income households.” Progress 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, 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.

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

PG&E continues to proactively seek out and take advantage of all leveraging opportunities for ESA with other programs offered in California, as mandated by D.12-08-044, OP17. Leveraging partnerships with the California Department of Community Services and Development (CSD)'s Low Income Home Energy Assistance Program (LIHEAP) provide one of the most obvious examples of leveraging opportunity, and PG&E's 2015 work with CSD is described in Section 1.6.3.

**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 Measurable Benefits resulting from this particular partnership not captured under the 3 criteria described above.

See ESA Program Table 14 – Leveraging & Integration.

**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?

PG&E continued to implement its successful refrigerator leveraging program with LIHEAP providers. Through this leveraging program, LIHEAP agencies in PG&E's service area that are not ESA contractors can receive ESA Program refrigerators for their qualified PG&E electric customers, thus freeing up more LIHEAP funding to provide other services to low income households. PG&E counts these refrigerators and their savings, but not the CSD “treated” home. In 2015, 89 ESA refrigerators were provided through LIHEAP leveraging contracts.

Additionally, ESA Program implementation contractors referred 745 customers to LIHEAP in 2015<sup>6</sup>.

PG&E, SCE, SDG&E and SoCalGas met with CSD and Energy Division staff monthly starting on October 16, 2012 to discuss other leveraging opportunities, in compliance with D.12-08-044 directives. These regular meetings continued throughout 2014. In 2015, no regular meetings occurred, but ESA and CSD staff met several times regarding specific leveraging opportunities. For example in October 2015, PG&E and consultant staff met with CSD at their offices in Sacramento to discuss ways for PG&E to leverage its ESA Program workforce to assess homes for toilet replacement to assist with outreaching CSD's Toilet Replacement Programs.

### **Leveraging with Other IOUs**

PG&E continued to work with the other IOUs in 2015 to share successful leveraging models and duplicate leveraging effort successes per D.12-08-044, OP.21. The utilities met twice in person, once in northern California and once in Southern California to update and learn from each other on a wide-range of issues including:

- Program design
- Database functionality
- Staffing structures
- Measure portfolios,
- Water-related activities
- Energy education
- The joint Property Owner Authorization form,

Additionally, PG&E program staff made trips to southern California to meet with each IOU separately. PG&E continues to actively explore new opportunities and coordinate program delivery to promote long-term enduring energy savings and cost efficiency.

### **1.7. Integration Success**

As defined in D.08-11-031, "Integration constitutes an organization's internal efforts among its various departments and programs to identify, develop, and enact cooperative relationships that increase the effectiveness of customer demand side management programs and resources. Integration should result in more economic efficiency and energy savings than would have occurred in the absence of integration efforts." D.12-08-044 (OPs14 and 16) ordered the IOUs to continue their tracking and report to the Commission on the status of each of their ESA Program specific integration efforts, and to identify and explain if those efforts meet at least two of the four ESA Program integration goals (interdepartmental coordination, program coordination, data sharing, and marketing education and outreach coordination).

PG&E continued distribution of the redesigned customer-assistance-focused "Integrated Services Brochure" in multiple languages in 2015. This brochure offers enrollment information for the following programs, in addition to ESA:

- California Alternate Rates for Energy (CARE)
- Relief for Energy Assistance through Community Help (REACH)
- Balanced Payment program
- Payment arrangements
- Bill guaranty

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<sup>6</sup> Self-reported from implementation contractors

- Third Party Notification
- Pge.com/myenergy
- Cooling Centers
- Medical Baseline

**1.7.1.** Describe the new efforts in program year to integrate and coordinate the ESA Program with the CARE Program.

PG&E continued efforts to integrate ESA messaging into CARE outreach and offer ESA services to high-energy users on CARE. There were no new integration activities in 2015.

**1.7.2.** Describe the new efforts in program year to integrate and coordinate the ESA Program with the EE Residential Program.

PG&E continued its successful 2014 integration strategies into 2015. As part of the Residential Integrated Campaign, the Residential Newsletter is sent out monthly to over 1.6 million residential customers. The goal of this effort is to go beyond a transactional one-time interaction with our customers in exchange for a continued dialogue about energy efficiency and management. Emails were sent out monthly to general population and low-income customers.

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

The ESA Program continued to coordinate on best practices throughout the year in 2015. The Moderate Income Direct Installation (MIDI) program was able to treat 1,686 households in 2015 using contractors who also provided ESA services.

**1.7.4.** Describe the new efforts in program year to integrate and coordinate the ESA Program with any additional EE Programs.

In 2015 the ESA Program continued to coordinate with the Multifamily Energy Efficiency Rebate Program (MFEER) to better serve multifamily properties with low income residents. MFEER offers property owners and managers incentives for installing energy efficient measures related to the retrofit of existing multifamily properties of two or more units. ESA Program outreach is integrated into outreach for MFEER.

Additionally, in 2015, ESA worked with a consultant to contact Energy Upgrade California (EUC), MIDI and direct install lighting program managers to identify ways these programs may work with the ESA Program to better serve multifamily buildings. Potential opportunities with these groups are under review.

**1.7.5.** Describe the new efforts in program year to integrate and coordinate the ESA Program with the DR Programs.

ESA continued its integration efforts with the SmartAC Program in 2015. The SmartAC Program sought to increase customer participation by integrating ESA as a marketing and outreach channel.

ESA Energy Specialists reached out to participating ESA customers receiving air-conditioner tune-ups, to introduce the SmartAC technology, answer any questions and, if successful, enroll the customer in the SmartAC program. SmartAC technicians would then return to install the SmartAC device at the ESA customer's home.

In 2015, PG&E installed 900 SmartAC devices as part as the leveraging effort between the ESA Program and the DR team.

- 1.7.6. Describe the new efforts in program year to integrate and coordinate the ESA Program with the CSI Programs.

### **Single Family Affordable Solar Housing (SASH) Program**

PG&E's ESA Program works with Grid Alternatives to deliver ESA services to customers that have been approved to participate in the SASH Program. Grid Alternatives refers SASH-eligible homes to PG&E on a regular basis. If the customer has not yet participated in the ESA Program, the customer is enrolled in the ESA Program. The home is assessed and delivery of all eligible measures is expedited. PG&E then notifies Grid Alternatives of the measures that were installed in the home. Grid Alternatives uses this data in their calculations to accurately size the SASH solar unit to be installed. Year-to-date, the ESA Program has completed treatment of 45 homes that were selected for SASH Program participation. PG&E supplied ESA measure installation data for 257 SASH-selected homes that were treated through the ESA Program in prior years.

### **1.8. Workforce Education and Training**

- 1.8.1. Please summarize efforts to improve and expand ESA Program workforce education and training (WE&T). Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.

In 2015, PG&E had 35 ESA contractors, with approximately 1,635 staff implementing the program in the field. PG&E's ESA Program implementation subcontractors hire most in-home workers from the communities in which they will be working. These ESA Program field personnel bring their local, in-language knowledge to help recruit participants from the communities in which they live and work. PG&E's training in ESA home assessment, energy education, weatherization services and measure installation, provides workers with skills and work experience that are transferable to other green jobs.

PG&E continues to be involved in Statewide WE&T efforts. In compliance with D.12-08-044, OP 9, PG&E submitted a report on February 1, 2013, summarizing data collected from ESA contractors regarding workforce education and training. Following submission of its ESA contractor workforce education and training report, PG&E participated in the ESA Program Workforce Education and Training (WE&T) Working Group, established in D.12-08-033. The Working Group developed recommendations pertaining to further efforts to collect and track demographic data, and submitted them to the Commission on July 17, 2013. The Commission has not yet addressed this outstanding D.12-08-044 Phase II issue. PG&E ESA administrators will take steps to implement the plan—including collecting and reporting relevant data on the ESA workforce—when the plan is addressed and guidance provided by the Commission.

In 2014-2015, PG&E ESA Program staff continued to participate in the ongoing Statewide WE&T Team's efforts to respond to the recommendations in the Don Vial Center WE&T Guidance Plan (Guidance Plan). In 2015, ESA participated in WE&T efforts to explore First Source hiring priorities; assess the feasibility of requiring EE and ESA contractors to use online data reporting services to report on job quality, workforce diversity, career ladders, and training and qualifications of workers; and identify job requirements and classifications for ESA program field workers.

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

The Stockton Energy Training Center (ETC), has supported training for the ESA Program continuously for over 36 years. ETC provides training for the weatherization specialists (installation crews) and energy specialists (assessors/educators) that implement PG&E's ESA Program. The ETC trained over 449 contractor staff in 2015 to work as Energy Specialists, Weatherization Specialists, Duct Test and Seal technicians, and NGAT technicians<sup>7</sup> for the ESA Program. Each of the students attending sessions at the ETC were hired by a participating contractor prior to attending.

ESA contractor training conducted at the ETC in 2015 is shown in the following table:

**Table 1.8.2: 2015 ESA Program Training**

Type of ESA Training Conducted	Length of Training	2015 Employees trained	Student Days
Energy Specialists (ES) Certification Training	8 day	203	1624
Weatherization Specialist (WS) Training	3 day	103	327
Returning Crew Certification	1 day	2	2
NGAT Training <sup>8</sup>	6 day	66	327
Customer Quality Specialist (CQS) Training	4 day	8	32
Duct Testing & Sealing	1 day	67	67
ESA Management Boot Camp	2 day	13	26

ESA contractors were responsible for recruiting employees to implement the ESA Program. Contractors typically recruited and hired within their respective local communities, helping provide greater program awareness and acceptance within the communities served by the ESA contractor. These ESA Program field personnel bring their local, in-language knowledge and community ties to help locate and enroll ESA Program participants from the communities in which they live and work.

Some of the techniques used by ESA Program contractors to recruit potential employees include the following:

- Placing ads on Craig's List and other similar on-line sites
- Advertising in local newspapers
- Recruiting ESA program participants who express an interest in being an Energy or Weatherization Specialist
- Word of mouth within their respective communities

## **1.9. Legislative Lighting Requirements Status**

<sup>7</sup> NGAT training costs are recorded to PG&E's General Rate Case.

<sup>8</sup> Ibid.

- 1.9.1.** Provide a summary on current and future compact fluorescent lamp (CFL) supply issues, as experienced by the IOU. Any current/future problems as well as potential solutions should be discussed in this paragraph.

In 2015, PG&E provided low income customers participating in the ESA Program up to eight (8) free CFLs and the option for a quantity override with the ESA Program Manager's approval. There were no significant supply issues in 2015. In late 2015, several lighting manufacturers announced they would stop manufacturing CFLs by the end of 2016 and will advocate LEDs as the preferred energy efficient household product, which may lead to CFL supply issues in 2016. The ESA Program 2015-2017 application proposed transitioning to LED lamps as a means of addressing potential CFL supply issues.

- 1.9.2.** Provide a summary explaining how IOU promotes the recycling/collection rules for CFLs.

PG&E continued to provide a CFL Recycling fact sheet to all ESA Program participants in 2015. This was provided and discussed by the ESA Program Energy Specialist during the energy education/energy assessment home visit. The fact sheet explains what mercury is and why it is harmful to people and the environment, and describes safe CFL removal and storage practices, including safe disposal of used CFLs and what to do when a CFL breaks. Currently, ENERGY STAR® requires manufacturers to print a CFL recycling resource website on CFL packages. Safe CFL recycling practices are also covered during ESA Program contractor training modules.

In addition to providing the CFL Recycling fact sheet through the ESA Program in 2015, PG&E's energy efficiency programs continued to work through various local government partnerships to promote CFL recycling and collection rules.

PG&E continues to collaborate with local governments as part of its Green Communities Program in the Fluorescent Lamp Recycling Outreach and Marketing (FLR) Program for the proper disposal of fluorescent lamps for residential customers. This FLR Program provides a standard menu of marketing, education and outreach tools to local governments to educate their residents about the necessity and options for appropriately recycling fluorescent lamps to protect public health and the environment. Additionally, the FLR Program provides resources to assist local governments with actual implementation of fluorescent lamp collection infrastructure, such as recycling kits.

In addition to fluorescent lamp recycling, the Green Communities Program collaborated with Alameda County StopWaste.Org to develop engaging and consistent marketing and branding materials to message the importance of proper disposal of fluorescent lamps. The Green Communities Program developed designs for web badges, posters, newspaper ads, shelf-talkers and counter-cards, bill inserts, school handouts and a variety of elements that make up a toolkit for any local government interested in launching their own fluorescent lamp recycling program. These free marketing and outreach templates are available to all local governments on PG&E's website at [www.pge.com/sustainablecommunities](http://www.pge.com/sustainablecommunities), and are customizable for any city and county that wants to communicate about collection locations. Several counties use these materials in their outreach with the goal of establishing a recognizable and actionable message to residents disposing of fluorescent bulbs.

PG&E's Energy Efficiency Residential Upstream Lighting Programs began supporting LEDs in addition to CFLs in 2012. In 2015, the Statewide Primary Lighting Program (for the residential upstream market segment) offered incentives for high quality LEDs. Up to 25% of the Primary Lighting portfolio was used to incentivize CFLs for hard to reach market.

- 1.9.3.** Complete Table 15 (in Appendix). In addition, please briefly summarize the CFL procurement process for the IOU, including manufacturers, distributors, warehousing, and contractor delivery.

During PY2015, ESA Program contractors directly purchased CFLs and other lighting products used in the ESA Program through wholesale materials vendors and big box retail outlets.

## 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.

Very little activity has occurred on studies in 2015. All 2015 study activity was related to studies proposed in PG&E's 2015-2017 ESA Program Application, still pending before the Commission.

Four statewide studies were proposed by the IOUs for the 2015-2017 ESA Program cycle following the procedures in the Guidance Document issued in D.14-08-030. These were: (1) a low income needs assessment (LINA) study; (2) an impact evaluation of the 2015 ESA Program (Impact Evaluation); (3) a Phase II ESA energy education study; and (4) a non-energy benefits and equity criteria evaluation. These studies have not yet been authorized in the A.14-11-007 et al. proceeding. However, following direction of Energy Division, the IOU's proceeded to bid out two time-sensitive studies in 2015: the LINA Study and the Impact Evaluation. The LINA Study is mandated to be updated every three years per AB327 and PUC Sec. 382(d), and a new LINA Study must be completed by December 2016. Current ESA impacts are necessary for planning the next program cycle, an Application for which would be due in 2017 if past schedules are followed.

A Request for Proposals to perform the ESA Impact Evaluation was released in November 2015, and was awarded in February 2016.

Table 1.10.1 provides an overview of the proposed 2015-2017 ESA Studies.

**TABLE 1.10.1: 2015-2017 PROPOSED ESA PROGRAM STUDIES**

Proposed ESA Program Study	Lead Consultant	Managing Utility	Project Initiation	Public Meetings	Final Report Due
Low Income Needs Assessment Study	Evergreen Economics	SCE	11/23/2015	1/28/2016	12/2016
ESA PY2015 Impact Evaluation	KEMA	SCG	TBD	TBD	TBD
Phase II ESA Energy Education Study <sup>1</sup>		PG&E			
Non-Energy Benefits and Equity Criteria Evaluation <sup>1</sup>		SDG&E			

<sup>1</sup> These studies were proposed in PG&E's 2015-2017 ESA-CARE Application and have not yet been authorized. There was no work done in 2015.

## **Joint Utility<sup>9</sup> Low Income Needs Assessment (LINA) Study**

The LINA Study is mandated to occur every 3 years, pursuant to AB 327 requirements. The previous LINA Study was completed in December 2013. In compliance with the directives of the D.14-08-030 Guidance Document, PG&E proposed a new Joint IOU LINA Study in its 2015-2017 ESA Application.

The Low Income Needs Assessment is directed and overseen by members of the participating IOUs and Energy Division. Southern California Edison Company (SCE) serves as study team coordination lead and contract manager, with Energy Division serving as the overall lead and study director of the project.

A Public Workshop to gather input on the LINA Scope of Work was held on May 13, 2015. The workshop included discussion of general topic areas included in the D.14-08-030 Guidance Document, and was intended to assist in developing the scope of work for the 2016 LINA. A Request for Proposals (RFP) was developed following the workshop.

An RFP was released on July 22, 2015 through a competitive bidding process. The contract was awarded to Evergreen Economics in October. The contractor began work in November 2015. The activities conducted during November and December 2015 focused on developing the research plan. A public meeting to discuss the research plan was held on January 28, 2016. The final report will be completed in December 2016.

The overall 2016 LINA Study objective is to provide information on the needs of low-income customers eligible for the ESA and CARE Programs. The 2016 LINA Study is the third in a series of low income needs assessment studies required by the Commission. The key topic areas to be examined in the 2016 LINA Study are: energy burden and insecurity, beneficial energy efficiency (and other) measures, unique customer needs, and income documentation.

## **Joint Utility 2015 ESA Program Impact Evaluation**

The Impact Evaluation is a statewide study contracted by Southern California Gas Company (SCG) and overseen by Energy Division. The prime research contractor selected to perform the 2015 ESA Program Impact evaluation is KEMA.

A Request for Proposals to perform the ESA Impact Evaluation was released on November 16, 2015, and was awarded in February 2016. Work on the Impact Evaluation will begin following successful contract negotiation.

The primary objective of this evaluation is to estimate first-year electric and gas savings and coincident peak demand reduction attributable to the 2015 ESA Program. These results are used to quantify the 2015 ESA Program achievements, document the relative value of various measures in producing energy savings, produce savings forecasts, and meet filing and reporting requirements (including informing the development of the 2018-2020 ESA Program Application).

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<sup>9</sup> The Joint Utilities are PG&E, Southern California Edison Company (SCE), Southern California Gas Company (SCG), and San Diego Gas and Electric Company (SDG&E).

- 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.

No final reports were completed in 2015, and PG&E paid no invoices for studies in 2015. The four statewide study budgets proposed in the IOUs' 2015-2017 ESA Program Applications are included in Table 1.10.2.

**TABLE 1.10.2: 2015-2017 PROPOSED ESA PROGRAM STUDIES: BUDGETS**

ESA Program Study	Lead Consultant	Managing Utility	Budget Proposed <sup>1</sup>	PG&E Budget	2015 <sup>2</sup>
Low Income Needs Assessment Study	Evergreen Economics	SCE	\$500,000	\$150,000	0
ESA PY2011 Impact Evaluation	KEMA	SCG	\$550,000	\$165,000	0
Phase II ESA Energy Education Study <sup>3</sup>		PG&E	\$350,000	\$105,000	na
Non-Energy Benefits and Equity Criteria Evaluation <sup>3</sup>		SDG&E	\$150,000	\$45,000	na

<sup>1</sup> This amount represents the total proposed Joint Utility study budget, pending approval in a 2015-2017 Decision. Bridge funding is currently being used to pay for work completed on the LINA Study, pending the 2015-17 Decision. The authorized Joint Utility budget split for all studies is: PG&E--30%, SCE--30%, SCG--25%, and SDG&E--15%.

<sup>2</sup> No LINA work was cross-billed to PG&E in 2015. The Impact Evaluation was not begun in 2015.

<sup>3</sup> These studies were proposed in PG&E's 2015-2017 ESA-CARE Application and have not yet been authorized or begun. There was no work done in 2015.

## 1.11. Pilots

- 1.11.1.** For each Pilot, provide (1) a summary describing the activities undertaken in the study since its inception; (2) the study 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).

No ESA Program pilots were authorized for the 2015 bridge year.

- 1.11.2.** If applicable, submit Final Pilot Report describing: (1) overview of pilot; (2) description of 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.

No ESA Program pilots were authorized for the 2015 bridge year.

### 1.11.3. ESA Initiatives.

Although PG&E did not conduct any pilots in 2015, PG&E did undertake initiatives to increase service to low income multifamily (MF) customers and to coordinate and leverage water conservation services with water agencies in its service area.

## Multifamily Initiatives

In 2015, PG&E expanded upon the findings of the 2013-2014 MESA (Multifamily Energy Savings Assistance Program) initiative with the goal of generating greater willingness to

participate among MF building owners through the use of a Single Point of Contact (SPOC) and streamlined processes. To inform future program developments, PG&E met with building owners and program contractors to evaluate potential efficacy of the following implementation strategies.

This ESA Program initiative included no new or unauthorized measures, and was funded through the ESA Program energy efficiency budget.

#### MF Strategy 1: Leverage HUD lists to streamline enrollment

In an effort to identify underserved buildings, RHA reviewed units listed on the HUD directory of income-qualified buildings provided to the CPUC in September 2015. RHA quantified treated units in a sample of buildings in Fresno, Chico, Sacramento, and other surrounding areas with income-qualified tenants of 80% or greater.

Based on this review, PG&E determined that most HUD buildings have been substantially treated by the ESA Program, and there is little opportunity to employ the 80/20 rule to enable whole building weatherization. However, this information can be used to streamline the enrollment process by utilizing self-certification in buildings where HUD has identified that 80% of the tenants are income-qualified.

#### MF Strategy 2: Utilize Single Point Of Contact (SPOC) to deliver all available MF programs

To gain further insight regarding SPOC coordination of MF programs, PG&E approached building owners and ESA contractors to comment on proposed solutions. Findings were as follows:

- Contractors supported the SPOC based approach, but cited the lack of available common area direct install measures as a barrier to building owner participation.

Conversations with MF building owners and property managers demonstrated that a SPOC model can be effective in driving participation to utility programs by providing higher level service than can be offered by a single program.

### **Water Partnership Initiative**

In response to the Governor's Drought Emergency, PG&E began exploring leveraging opportunities to partner with water agencies.

In 2015, PG&E began research on ways to work collaboratively with water agencies and other water industry stakeholders. The goal of this research initiative was to collect information to inform future program design for the integration of expanded water conservation program offerings. Since no new measures or unauthorized measures were included, this research initiative was funded through the ESA General Administration budget.

In the first phase of the leveraging research initiative, 250 water agencies within PG&E's service area were identified, and a comprehensive matrix of water conservation program offerings was developed. Informed by the research results, PG&E conducted outreach with twelve water agencies and seven water industry associations to solicit feedback on a framework for building collaborative programs that would leverage existing conservation efforts in both the water and energy areas.

Based on the information gathered, a test program was designed to complement existing offerings and augment water conservation efforts. The program incorporated options for indoor and outdoor water usage assessments, leak detection, enhanced water conservation

education and incremental water conservation measures. This test program design was discussed with four water agencies and further refined to mitigate barriers to water agency participation. Barriers identified included: budget constraints, resource constraints, infrastructure differences, data sharing issues.

In the fourth quarter, an agreement was executed with California American Water to conduct test programs in three distinct metropolitan areas. The test program launched in the first market in late 2015.

## 1.12. “Add Back” Measures

For measures that fall below the cost effectiveness threshold under D.12-08-044, we require additional reporting to show the cost, energy savings impacts, and related metrics, per D.12-08-044, OP 38b.

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

PG&E's 2015 ESA Program continued installation of the 2012-2014 ESA authorized measures based on the cost effectiveness framework and impacts authorized for that cycle. This framework continued focus on measures that met the minimum 0.25 cost effectiveness threshold, in compliance with D.12-08-044, OP 36 directives that the IOUs shall ensure installation of those measures. D.12-08-044 also “added-back” into PG&E's ESA Program some measures with cost effectiveness scores below the adopted threshold, based on perceptions that these add-back measures provided comfort, health, or safety non-energy benefits that may not have been adequately quantified in the ESA Program's cost effectiveness tests.

PG&E's add-back measures for 2015 were determined by Appendix H.1 and Appendix H.2 in D.12-08-044. Add-back measures are measures having cost effectiveness scores below 0.25 in the Utility Cost Test and/or the Modified Participant Cost Test.<sup>10</sup> Add-backs include both measures requested by PG&E and included in its 2012-2014 ESA budget application, as well as measures ordered through D.12-08-044 that were not included in PG&E's budget application.

Note that the two new cost effectiveness tests developed by the Cost Effectiveness Working Group—the program level ESA Cost Effectiveness Test (ESACET) and the Resource Measure Total Resource Cost Test (Resource Measure TRC)—and more recent impacts from the 2011 ESA Impact Evaluation, will not be used for ESA Program reporting until the 2015-2017 ESA Program is authorized. These tests and impacts were used in PG&E's 2015-2017 ESA Applications, and will be used to report results of the ESA Program authorized in A.14-11-007 et al. The Cost Effectiveness Working Group activities are discussed in Section 1.13.

The add-back measure expenditures (\$18,672,720) comprised 16 percent of PG&E's total \$117,886,543 ESA measure expenditure in 2015 and are well within the program's approved

<sup>10</sup> Previously included ESA measures only had to pass the cost effectiveness threshold of 0.25 for one test; new measures proposed to be added into the 2012-2014 ESA Program were required to pass the cost effectiveness threshold for *both* of these two cost effectiveness tests authorized for the 2012-2014 ESA Program.

budget. See Table 16 – Add Back Measures for the cost, energy savings impacts, and related metrics.

### 1.13. Low Income Working Groups

D.12-08-044 authorized Energy Division to form three Working Groups during the 2012-2014 program cycle: (a) the Energy Savings Assistance Program Cost-effectiveness Working Group, (b) the Energy Savings Assistance Program Workforce, Education and Training Working Group, and (c) the Mid-Cycle Working Group to review those components of the Commission's Energy Savings Assistance Program and California Alternate Rates for Energy Programs to make recommendations for refinements to improve, wherever possible, the design, administration, delivery and ultimate success of these programs.

PG&E staff participated in each of the three Working Groups, which submitted final reports in 2013. PG&E used the Working Group recommendations in 2014 to prepare its 2015-2017 ESA and CARE Program Applications.

### 2015 ESA Program Cost Effectiveness Working Group Activity

**Background:** The ESA Program Cost Effectiveness Working Group (Working Group) submitted two white papers to the Commission with cost effectiveness recommendations in 2013 (February 14, 2013, and July 15, 2013). In these white papers, the Working Group recommended using a new program-level ESA Cost Effectiveness Test ("ESACET") as well as a Resource Measure TRC to assess cost effectiveness for the ESA Program and determine approval. However, they did not resolve what specific cost effectiveness thresholds to use for the ESA Program, or the appropriate adder value for non-energy benefits (NEBs). In 2014, the IOUs used the two new tests to assess cost effectiveness of the ESA Programs proposed in their 2015-2017 ESA Applications, but with no direction from the Commission, each utility applied different thresholds.

In D.14-08-030, the Commission directed Energy Division to reconvene the Working Group for the narrow purpose of developing a program-level cost-effectiveness threshold for the ESA Program as expeditiously as possible. The Working Group convened again in February 2015 to consider and propose cost effectiveness thresholds. Due to timing and coordination issues, the Working Group was not able to fully discuss or reach a consensus by March 1, and in conformance with directives of D.14-08-030, submitted a Cost Effectiveness Threshold Progress Report on February 26, 2015. A public workshop was held in San Francisco on March 8, 2015 to discuss potential ESA cost effectiveness thresholds and threshold criteria. The Working Group submitted its ESA Program Cost Effectiveness Recommendations on June 17, 2015.

The Working Group provided the following ESA Program cost effectiveness threshold recommendations to be implemented for the post-2017 program cycle:

1. The Working Group will continue to meet to develop a consistent set of criteria for categorizing measures into resource and non-resource categories for the purpose of including them in the appropriate test.
2. Results for the two newly adopted tests, the ESACET and the Resource Measure TRC, will continue to be reported without a threshold. These two tests will be used for information purposes only and will not be used for program approval pending a decision in A.14-11-007 et al.
3. The utilities will calculate an Adjusted ESACET that excludes at minimum the two non-resource measures currently identified as non-resource measures. The Adjusted ESACET test will include all benefits and costs to the program--including NEBs--minus

the benefits and costs that are directly attributable to the measures excluded from the Adjusted ESACET test. While the Working Group did not come to a consensus, the majority of members (seven of the nine) in the Working Group recommended that the Adjusted ESACET be subject to a 1.0 benefit cost ratio target threshold.

4. Each utility should include in their cost effectiveness tests and reporting any applicable savings for both gas and electric related to their installed measures, regardless of the commodity they serve.
5. While the program level target for the Adjusted ESACET benefit cost ratio is 1.0, the Working Group recommends that utilities be allowed to submit for consideration by the Commission a proposed program design that is less than the 1.0 target threshold if they provide with it a reasonable explanation of why the proposal is lower than the threshold and why meeting the threshold would compromise important program goals.

The Working Group also recommended that additional work be done on several topics that directly impact the cost effectiveness calculations during the 2015 to 2017 program cycle. The IOUs expect these ongoing cost effectiveness concerns to be addressed in the 2015-2017 ESA Program decision.

#### **1.14. Annual Public ESA-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 Energy Division, 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, PG&E and the other IOUs held a public forum in Downey, California on June 11, 2015. The IOUs presented an overview of their 2014 ESA and CARE results.

#### **Public Meetings for the 2015-2017 ESA-CARE Program Application**

PG&E participated in several public meetings in 2015 for the ESA and CARE Program A.14-11-007 et al proceeding, including an all party meeting on February 19, 2015 in San Francisco, a public workshop on June 19, 2015 in San Francisco, and an all party meeting on August 19 in Santa Ana. PG&E made presentations about its 2015-2017 ESA Program Application proposal at each meeting.

## **2. California Alternate Rates for Energy (CARE) Program**

The CARE program provides a monthly discount on energy bills for qualifying residential single-family households, tenants of sub-metered residential facilities, nonprofit group living facilities, agricultural employee housing facilities and migrant farm worker housing centers throughout PG&E's service area.

The CARE program was originally referred to as the Low Income Rate Assistance (LIRA) Program, as authorized in D.89-07-062 and D.89-09-044 by the CPUC on November 1, 1989, to provide a 15 percent discount on energy rates to residential households with income at or below 150 percent of the Federal Poverty Guidelines (FPG). The program name was later changed from LIRA to CARE as authorized in D.92-04-024.

In D.01-06-010 and D.02-01-040, the CPUC authorized an increase in CARE eligibility from 150 percent to 175 percent of FPG and the rate discount from 15 percent to 20 percent. The CARE eligibility level was later increased to 200 percent of the FPG in D.05-10-044.

D.12-08-044, issued on August 30, 2012, adopted the 2012-2014 CARE Program. General Rate Case D.14-08-032 issued on August 14, 2014 approved employee benefit costs for 2014-2016.

PG&E filed a CARE Program Application in November 2014 proposing new CARE budgets and program strategies for 2015-2017. In D.14-08-030, the Commission authorized 12-month bridge funding for 2015 at the authorized 2014 budget level.<sup>11</sup> D.14-08-030 also approved continued bridge funding for the Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) pilot program until the end of 2015.<sup>12</sup>

Assembly Bill (AB) 327 (Perea 2013) revised Public Utilities Code Section 739.1. (a) to require that the CARE income eligibility level for one-person households to be based on two-person household guideline levels effective January 1, 2014. AB 327 also established that the CARE electric discount be no less than 30 percent and no greater than 35 percent of revenue.

## **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 percent or more in the number of participants.

See CARE-Table 8 – Participants per Month.

During the 2015 program year, no monthly variances of 5 percent or more occurred.

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

PG&E and the other California IOUs used the joint utility methodology adopted by the CPUC in D.01-03-028 for developing monthly penetration estimates in 2015. This method entails annual estimation of eligibility for CARE, ESA, 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.

The requirements for 2015 eligibility, corresponding to the current estimation, again used the January Health and Human Services (HHS) Poverty Guidelines [Federal Register /Vol. 80, No. 14 /Thursday, January 22, 2015 /Notices; p.3237], “bundling” one- and two-person households at the HHS-defined 200% FPG limit as required by AB 327.

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<sup>11</sup> For the 2014 CARE program and activities, the authorized administrative budget was \$15,790,513, which included \$134,904 for PG&E's Cooling Centers Program and \$222,491 for the CHANGES Pilot Program per D.12-12-011.

<sup>12</sup> The CHANGES Pilot provides funding to Community Based Organizations (CBOs) to assist Limited English Proficient (LEP) customers with energy education and billing issues. D.14-08-030 authorized a CHANGES budget of \$61,200 a month until the end of 2015, a 2% increase from the authorized 2014 CHANGES funding level. CHANGES is discussed in Section 2.7.

Sources for the estimation include the current HHS guidelines, current year small area vendor marginal distributions on household characteristics, Census 2010 SF3 data, Census American Community Survey 2009-2013 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. An important change has been implemented since 2011, which involves adjusting small area (block group) income distributions to match the latest American Community Survey distributions at the Public Use Microdata Area.

Estimates from the block group level are aggregated to county/utility and whole utility level, among other aggregations. Annually, PG&E 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) obtaining an estimate of income/demographic eligibility in household count form.

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

A refinement in 2007 made use of Census Advance Query, PUMS, and SF3 tabulations to develop estimates specific to “payer types”: i.e., individually metered, sub-metered, and non-sub-metered master meters.

In 2009, the method was augmented to better incorporate the impact of labor force changes (unemployment and other forms of job separation, as well as positive changes that are expected to occur in California subsequent to the recession). The method adjusted block group marginal distributions on household income based on sub-state modeling that incorporated Current Population Survey, Integrated Public Use Microdata Survey data, American Community Survey Data, and California Employment Development Department 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.

In 2012, Athens developed an improved method for estimation of payer status-specific eligibility. This method took into consideration American Community Survey microdata relationships between guideline status (above/below 200 percent FPG), tenure, and fuel payment relationships. These cross-classifications are fitted to small area (block group) marginal to produce payer-type specific distributions, which can be aggregated to various other geographical levels.

- 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 2015.

- 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 PG&E’s response above to Section 2.1.2. 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: zip+2, zip, tract, county, territory, etc. Statewide estimates, regardless of utility boundaries, are also provided at small and large area levels.

**2.1.2.4.** Describe how current CARE customers were counted.

PG&E runs a monthly report of the billing system for all accounts currently enrolled in CARE. This monthly report incorporates all CARE customer information necessary for reporting, including energy source information (electric, gas, or both) and CARE enrollment and recertification dates.

In the case of sub-metered tenants receiving CARE discounts from their master-metered facilities, PG&E runs a separate monthly report to count the number of sub metered dwelling units that are flagged as being enrolled in CARE.

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

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

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

Electric-only:	34.2%
Gas-only:	34.0%
Combined electric/gas:	29.4%
Total:	31.2%

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

PG&E estimates that 54,252 electric and 41,418 gas sub metered tenants were eligible for CARE at year end.

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

As of year-end 2015, there were 28,885 electric and 24,932 gas sub-metered tenants enrolled in CARE.

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

As of year-end 2015, approximately 53 percent of the estimated CARE eligible sub metered electric tenants and 60 percent of the estimated CARE eligible sub metered gas tenants were enrolled in CARE.

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

To make the CARE program available to eligible tenants of sub-metered residential facilities, PG&E mails information packages containing program applications and posters to landlords/managers annually. However, some of these packages are either returned or undelivered due to the high turnover of landlords/managers. This results in lower new enrollments than expected.

Some landlords/managers were concerned that their CARE-enrolled tenants used more energy than the average tenant in the facility. This resulted in the master metered customer having to pass on more of a discount than they received from PG&E. In these cases, PG&E explained to the landlord/manager how the sub metered discount works. If the landlords/managers were not satisfied, PG&E advised the landlords/managers to contact the CPUC or their County's Department of Weights and Measures.

Another problematic issue was the insufficient discount information on the tenant bill from the facility billing agency. For example, the CARE discount might not be shown as a separate line item, making it difficult for the tenant to verify whether they were receiving the discount. When a tenant called PG&E with questions, PG&E confirmed that the tenant was certified for the program and reviewed the bill with the tenant to ensure they were receiving the discount. If it appeared the tenant was not receiving the CARE discount, the tenant was advised to contact their manager or billing agency for further clarification. California Civil Code Section 798.43.1(c) requires that: "The management shall notice the discount on the billing statement of any homeowner or resident who has qualified for the CARE rate schedule as either the itemized amount of the discount or a notation on the statement that the homeowner or resident is receiving the CARE discount on the electric bill, the gas bill, or both the electric and gas bills."

If the tenant did not obtain resolution with their billing agency and/or sub-metered facility manager, PG&E advised the tenant to contact their County's Department of Weights and Measures (DWM). DWM helps tenants with meter reading accuracy/testing, proper meter installation, billing accuracy, and verification of correct rate. If contacting the DWM did not resolve the tenant's billing question, the tenant was advised to file a complaint with the CPUC. PG&E provides a CARE certification report to landlords/managers at regular intervals. PG&E also requests landlords/managers to contact PG&E when updated information is needed. Nonetheless, some landlords/managers still fail to notify PG&E when a CARE certified tenant moves out of the facility.

PG&E observed a continued issue related to turnover within Mobile Home Park (MHP) ownership and management. When changes in ownership happened, PG&E worked with the new owners to transfer existing CARE certified tenant data to new accounts, and informed them about the CARE Program and the processes involved. When landlords change managers, they often fail to notify PG&E with new contact information which results in undelivered reports and delayed communications.

Many new tenants also did not know about the processing cycle for CARE applications for sub metered tenants, and called in to complain that their applications had not been processed. PG&E explained it was unable to process their CARE applications until their MHPs' processing cycle date, which was typically six weeks. To improve this process, PG&E built a new database called the CARE One system to replace the old Sub-Metered Access database. The new database improved the processing of tenant applications, shortened the processing cycle from six to four weeks, and allowed PG&E to go paperless as all related reports were saved electronically.

Some tenants move from one MHP to another MHP or from a residential house to a MHP and thought their CARE discount would automatically transfer. PG&E had to explain to them that their CARE discount was not transferable, and advised them to fill out a Sub-Meter application to re-apply for the CARE Program. Some new MHP owners or managers did not know how to calculate electricity and gas discounts for their tenants. PG&E's CARE staff provides high-level information regarding the tiered rate structure or refers them to the billing department for more detailed explanations.

Many MHPs have multiple account numbers or have different account numbers for either electric or gas which causes a great deal of confusion to MHP owners, tenants and CARE staff when enrolling and administering the discount. The owner or the tenant often provides the wrong account number or does not provide all of the applicable account numbers during the enrollment process, resulting in CARE staff mis-certifying or not being able to certify the tenant on all accounts.

## 2.2. CARE Budget Summary

### 2.2.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget[1]	Actual Expenses[1]	% of Budget Spent
Outreach	\$5,846,455	\$8,537,555	146%
Processing, Certification, Recertification	\$3,961,081	\$1,552,081	39%
Post Enrollment Verification	\$2,097,136	\$1,318,726	63%
IT Programming	\$735,794	\$1,013,920	138%
Cooling Centers	\$134,904	\$119,322	88%
CHANGES Pilot Program	\$226,811	\$240,079	106%
Measurement and Evaluation	\$48,000	\$127,741	266%
Regulatory Compliance	\$387,587	\$370,014	95%
General Administration	\$2,229,066	\$820,620	37%
CPUC Energy Division Staff	\$128,000	\$35,749	28%
<b>Total Expenses</b>	<b>\$15,794,833</b>	<b>\$14,135,806</b>	<b>89%</b>
Subsidies and Benefits	\$605,950,000	\$558,560,274	92%
<b>Total Program Costs and Discounts</b>	<b>\$621,744,833</b>	<b>\$572,696,080</b>	<b>92%</b>

[1] Program authorized budget per D.14-08-030 and actual expenses have been updated to include employee benefits costs approved in the GRC D.14-08-032

**2.2.2.** Please provide the CARE program penetration rate to date.**CARE Penetration**

<b>Participants Enrolled</b>	<b>Eligible Participants</b>	<b>Penetration Rate</b>	<b>Target Met?[1]</b>
1,423,989	1,635,673	87%	No

[1] PG&E interprets the target to be the 90% CARE penetration goal set in Decision 08-11-031 by the Commission. PG&E is currently on pace to meet this goal by the end of the 2015-2017 budget cycle.

**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.

<b>Month</b>	<b>Complaints Received</b>	<b>Nature of Complaint</b>	<b>Cases Resolved</b>
January	0	n/a	n/a
February	0	n/a	n/a
March	0	n/a	n/a
April	0	n/a	n/a
May	0	n/a	n/a
June	0	n/a	n/a
July	0	n/a	n/a
August	0	n/a	n/a
September	0	n/a	n/a
October	0	n/a	n/a
November	0	n/a	n/a
December	0	n/a	n/a

**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.

Electric:	\$32.73
Gas:	\$ 7.11

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

Electric:	\$466,563,826
Gas:	\$ 91,996,448
Total:	\$558,560,274

### 2.3.2. Administrative Cost

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

See CARE-Table 1 – Overall Program Expenses.

#### 2.3.2.2. Explain what is included in each administrative cost category.

**Outreach:** This cost category includes:

- Marketing and outreach campaigns, such as direct mail, e-mail, telemarketing, AVR, digital media and radio
- Retention outreach and pre-notifications of any CARE rate changes (AB 327)
- Printing of bill inserts, applications, advertising and promotional materials, annual notifications to Sub-metered facilities (SB 920), and other CARE Program materials.
- Postage and handling fees
- Purchase and storage of promotional items, other goods and supplies
- CARE toll-free line maintenance and operation
- Capitation fees to Community Outreach Contractors for new CARE enrollments and assistance with the Post Enrollment Verification process, community event costs, community outreach activities and partnerships
- Staff labor related to marketing and outreach
- Other expenses include travel, membership fees, sponsorships, conferences, catering and other outreach-related costs

**Processing, Certification and Recertification:** This cost category encompasses day-to-day administrative tasks associated with processing CARE applications, including:

- Opening, sorting, scanning, processing, and data entry of CARE applications
- Initiating and responding to customers' inquiries by mail, e-mail or phone regarding Program participation
- Resolving billing issues related to Program enrollment
- Tracking CARE enrollment and recertification statistics in support of operations, management and regulatory
- Training and other related costs

**Post Enrollment Verification (PEV):** This cost category encompasses day-to-day administrative tasks associated with completing PEV and High Usage verifications, including the following:

- Opening, sorting, scanning, data entry and processing of CARE PEV and High Usage correspondences
- Initiating and responding to customers' inquiries by mail, e-mail or phone regarding the PEV and High Usage process
- Resolving billing issues
- Tracking CARE PEV and High Usage statistics in support of operations, management and regulatory support
- Training and other related costs

**IT Programming:** This category includes:

- Ongoing software enhancements and licensing for PG&E's current technology supporting CARE Program activities
- Routine and non-routine system maintenance
- Automated CARE enrollment internal data exchanges among CARE, ESA, REACH and LIHEAP Programs
- External data exchanges with IOUs, municipalities and water utilities
- Data reporting and analysis
- CARE system enhancement and maintenance
- Online applications enhancement and maintenance
- Website and IVR enhancement and maintenance
- Other IT-related obligations

**Cooling Centers:** This cost category encompasses day-to-day administrative tasks associated with operating cooling centers, including:

- Direct funding to cooling centers/program administrators
- Printing of bill insert, brochures and other materials
- PG&E's Cooling Centers website and toll-free line maintenance and support
- Staff labor
- Travel expenses and other program management related costs

**Pilots:** This cost category includes any pilot projects for the program. For 2014, this includes the annual budget for the CHANGES Pilot Program and staff labor to support the pilot.

**Measurement & Evaluation:** This cost category includes all measurement and evaluation related to the CARE Program, including contract expenses for the annual study of CARE customer eligibility estimates and other studies where appropriate.

**Regulatory Compliance:** This category includes costs for staff labor and travel expenses associated with preparing regulatory filings, including:

- Program applications
- Advice letters
- Tariff revisions, comments and reply comments
- Hearings
- Preparation of regulatory compliance reports
- Preparation of data request responses
- Attendance at working group sessions, public input meetings and public workshops
- Travel expenses and other related costs

**General Administration:** This category includes:

- Program management labor
- Office supplies and equipment
- Envelopes and printing of CARE letters
- Customer research
- Propensity model costs
- Other expenses include training, travel, membership fees, sponsorships, conferences, catering and other administrative-related costs

**CPUC Energy Division Staff:** This cost category includes funding for Energy Division staff.

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

At year-end December 31, 2015, the CARE electric balancing account was under-collected and reflects a year-end debit balance of \$36,296,277 while the CARE gas balancing account was over-collected and reflects a year-end credit balance of \$25,593,815.

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

D.02-09-021 authorized the recording of all CARE administrative costs as well as the revenue shortfall associated with the CARE discount in the CARE balancing account.

**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 – CARE Surcharge & Revenue.

## **2.4. Outreach**

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

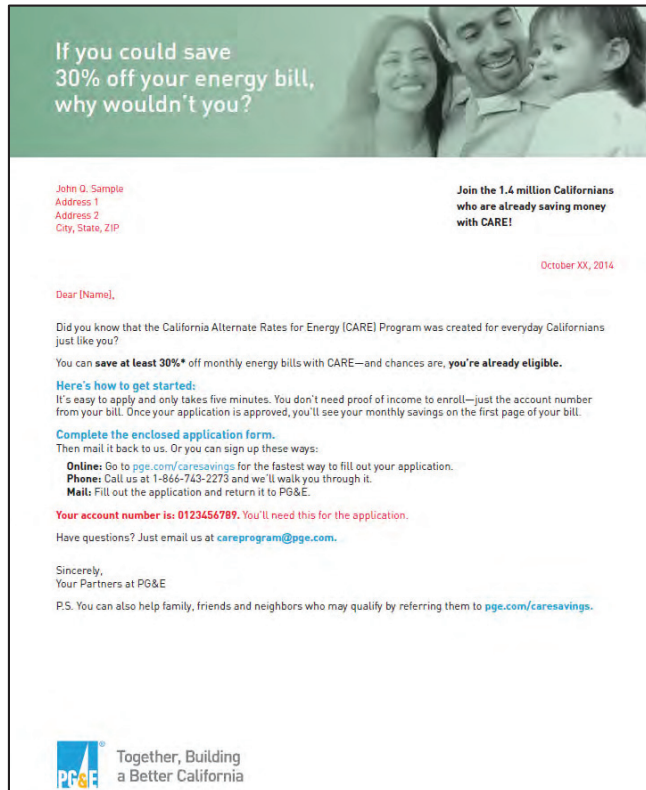
### **Direct Outreach**

During 2015, PG&E launched several multi-touch, multi-channel acquisition campaigns targeting customers with a high propensity for eligibility as well as those who participated in the program but did not recertify. These campaigns included direct mail, email, automated voice messaging, and telephone outreach – in both English and Spanish to reduce language barriers. Through research, PG&E has learned that the majority of customers speak English and approximately 20% of customers speak Spanish, which is why the PG&E outreach continues to conduct bilingual marketing outreach. Throughout these efforts, PG&E identified opportunities and implemented learnings in real time for improved results, efficiency and cost-effectiveness.

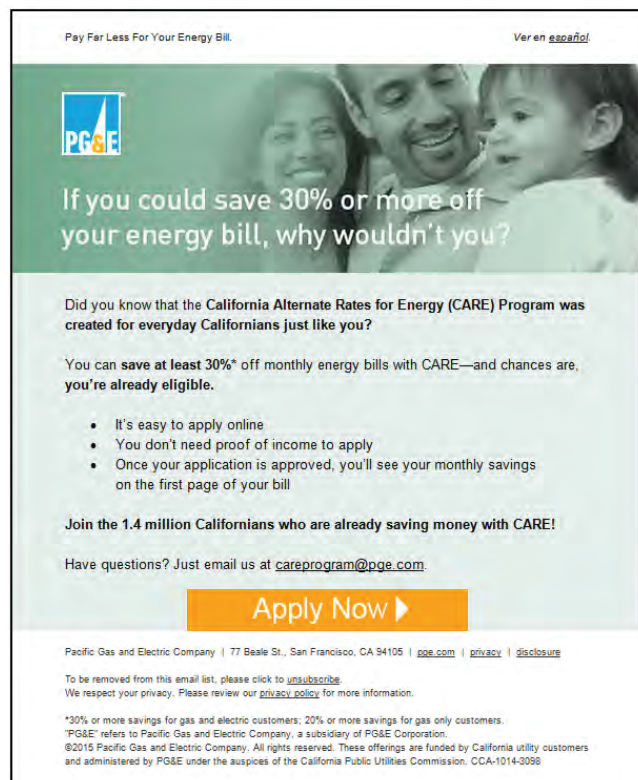
In February 2015, PG&E launched its first wave of its acquisition campaigns, which went through March. As part of the campaign, PG&E conducted a channel sequence and frequency test to determine whether customers responded to communications at a different rate depending on the order and frequency in which each touch is received. The overall objective was to increase the number of eligible customers who enroll in the CARE Program.

The results of this channel sequence and frequency test revealed that customers need multiple touches across multiple channels before enrolling in the CARE Program. PG&E learned that a three-touch strategy is the most effective and that direct mail is the most relevant communication channel. Additionally, by adding a direct mail touch to customers who have traditionally only received email communications, PG&E was able to almost double its enrollment rate.

## Sample direct mail creative:



## Sample email creative:



With these learnings, PG&E created a robust multi-touch, multi-channel customer contact strategy, which launched in April 2015 and continued throughout June. The new customer contact strategy significantly increased enrollment rates from 4% to 8% among customers with a high propensity for eligibility and 5% to 18% among those who participated in the program but did not recertify.

In 2015, PG&E continued to optimize the multi-touch, multi-channel customer contact strategy with the launch of a new wave of acquisition campaigns in July and October. To enroll more customers into the CARE Program, the PG&E outreach team added 2014 non-responders – those who received marketing outreach in 2014 but never responded – as part of the acquisition outreach. In total, PG&E enrolled over 53,400 customers onto the CARE Program through direct mail, email, automated voice messaging and telephone outreach.

### **Bill Inserts**

In 2015, PG&E inserted the CARE Program mail-in application in customers' monthly bill packages six times, in January, June, July, August, November and December. The bill inserts target customers who are not currently participating in the CARE Program. In total, PG&E enrolled over 25,500 customers on the CARE Program through bill inserts alone.

Sample July bill insert creative:

**Pay far less on your PG&E energy bill**

Apply to save **30%\*** or more with the CARE Program

Available for income-qualified households

**PG&E** Together, Building a Better California

**Pague mucho menos en su factura de PG&E**

Regístrese para ahorrar 30%\* o más con el Programa CARE

Disponible para hogares que reúnan los requisitos de ingresos

\*30% or more savings for gas and electric customers; 20% or more savings for gas-only customers. • Ahorros de 30% o más para clientes de gas y electricidad; ahorros de 20% o más para clientes solo de gas.

Sample December bill insert creative:

**Your energy bill could be at least 30%\* lower**

Apply now by mailing back this application to save with the CARE Program

Available for income-qualified households

**PG&E** Together, Building a Better California

**Su cuenta de energía podría reducirse en al menos 30%\***

Regístrese ahora enviando esta solicitud para ahorrar con el Programa CARE

Disponible para hogares que reúnan los requisitos de ingresos


\*30% or more savings for gas and electric customers; 20% or more savings for gas-only customers. • Ahorros de 30% o más para clientes de gas y electricidad; ahorros de 20% o más para clientes solo de gas.

## **Allconnect**


Additionally PG&E launched a partnership with Allconnect, a service available to those who would like help setting up cable, internet and satellite services when moving to a new home or apartment. Initially the PG&E outreach team tested this channel to determine if it would be an effective way to target recent movers. The partnership with Allconnect proved to be successful as PG&E reached its Allconnect enrollment goal in half the time. Thus, the PG&E outreach team extended the partnership to last throughout the year. In 2015, PG&E enrolled over 1,300 customers onto the CARE Program through its partnership with Allconnect.

Sample Allconnect creative:

Save 30%\* or more on your PG&E Bill. [View this message in a web browser.](#)



**APPLY NOW!**



**The CARE Program offers you significant discounts on gas and electricity.**

We know that it can be difficult to cover all your expenses each month. That's why we offer CARE, the California Alternate Rates for Energy Program. It gives qualified households deep discounts on their energy bills. We care and want to help.

**It's fast and easy to sign up.**

**APPLY NOW!**

**Three steps to savings:**

<p><b>1. ARE YOU ELIGIBLE?</b></p> <p>Click "Apply Now!" to find out if you meet the household income requirements.</p>	<p><b>2. APPLY ONLINE.</b></p> <p>It only takes a few minutes to fill out the online application. No proof of income is necessary upon enrollment and answers will remain confidential.</p>	<p><b>3. START SAVING!</b></p> <p>Once your application has been approved, you'll begin receiving your monthly discount within two billing cycles.</p>
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**allconnect.**  
POWERED

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\*Gas and electricity customer can save at least 30 percent while gas-only customer can save at least 20 percent.

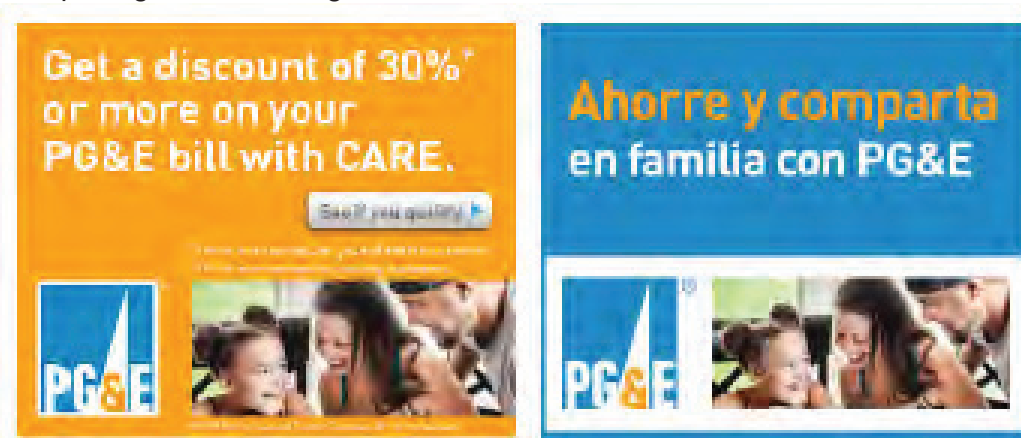
\*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2014 Pacific Gas and Electric Company. All rights reserved. These offers are funded by California utility customers and administered by Pacific Gas and Electric Company under the auspices of the California Public Utilities Commission.

## **Digital and Social Media**

In 2015, PG&E continued its digital advertising and online search campaign due to the success after testing these tactics in the previous year. The campaign's main focus remained on Spanish- and Chinese-speaking audiences, though advertising is also displayed on English-language sites. As with other marketing and outreach strategies, digital advertising is continuously optimized to ensure presence of top performing creative on the most effective sites. In total, PG&E enrolled over 27,400 customers onto the CARE Program through digital

advertising alone. This does not include the number of customers who enrolled in the CARE Program by going straight to the application rather than clicking through the digital banner ads.

Sample digital advertising creative:



Additionally PG&E tested advertising on Facebook for the first time to drive awareness about the CARE Program. From this test, the PG&E outreach team learned that advertising on Facebook is effective in complementing the existing digital advertising efforts to further engage customers.

Sample social media creative



### **Paid and Earned Media**

In 2015, PG&E continued to leverage radio as a way to reach ethnic audiences through targeted mass channels as this tactic proved to be successful when tested the previous year. Radio has proven to be a strong tool in complementing digital advertising to increase enrollments into the CARE Program. In fact, PG&E experienced a consistent increase and rising trend in website visits and enrollments through digital advertising whenever radio was running.

As with other channels, the PG&E outreach team continued to test various stations to raise awareness for the CARE Program and targeted Spanish- and Chinese-speaking audiences in Fresno, Modesto, Sacramento and San Francisco Bay Area. PG&E ran over 7,500 radio spots throughout 2015.

Additionally, PG&E participated in over 36 television, radio and print interviews to promote the CARE and ESA Programs. Sample media outlets include:

- KDTV-Univision *Al Despertar*, which is the Bay Area's only live, locally-produced Spanish morning show
- KUVS-Univision 19's *Despierta Sacramento*, which serves the Hispanic population within 16 counties in Central and Northern California
- KFTV-Univision 21 daily morning show called *Arriba Valle Central* or *Wake up Central Valley*, which serves the Hispanic population in and around the Central Valley
- KMSG-TV *Acento Comunitario*, which is a community affairs program that features ways to save money and serves the Hispanic population in Fresno
- KLOQ Radio Lobo's community show, which serves the Hispanic population in Merced and Stanislaus counties
- KPRC Radio, which serves the Hispanic population in Monterey, Salinas, Carmel, King City, Morgan Hill and San Jose
- KSFO-FM *Servicio a la Comunidad*, which serves the Hispanic population in Fresno, Univision Radio, which serves the Hispanic population in the Fresno, Madera, Merced, Visalia, Tulare and King counties
- KTFF Unimas 61, which serves the Hispanic population in the Fresno, Madera, Merced, Visalia, Tulare and King counties
- KTRB ESPN Deportes, which serves the Hispanic population of the Bay Area and other areas of Northern California
- KCNS-TV, which serves the Bay Area's Chinese population
- KEST-News for Chinese Radio, which encompasses six Bay Area counties and many cities including San Francisco, San Jose, Oakland, Berkeley, San Mateo and Union City
- KVTO-Sing Tao Radio, which offers programs in both Mandarin and Cantonese serving the Chinese population in the Bay Area
- China Press, World Journal and Tsing Tao Daily, which serves the Chinese population throughout the Bay Area
- KJSX-AM, which is the largest and longest running Vietnamese radio station in the Bay Area
- Hmong TV Network, which serves the Hmong population in Merced, Mariposa, Madera, Fresno, Kings and Tulare counties

### **Community Events**

Throughout 2015, PG&E participated in select Hispanic and Chinese community events to engage with customers about the CARE and ESA Programs.

#### *Chinese Lunar New Year*

In 2015, PG&E participated in two Bay Area events celebrating Chinese Lunar New Year. The Oakland Lunar New Year Bazaar, held on February 7-8, 2015, had over 35,000 attendees. The San Francisco Chinese Lunar New Year Festival Community Fair in Chinatown was held on March 7-8, 2015, and attracted over 600,000 people. The PG&E outreach team leveraged these two community events to engage with Chinese-speaking customers about the CARE Program and ESA Program, as well as other PG&E programs and services that help customers save money and energy. Before the events, PG&E promoted both the CARE and ESA Programs on Chinese language radio stations, following up through one-on-one conversations

at the events. In total, PG&E enrolled over 230 customers onto the CARE Program during these two community events.

Sample event photos:

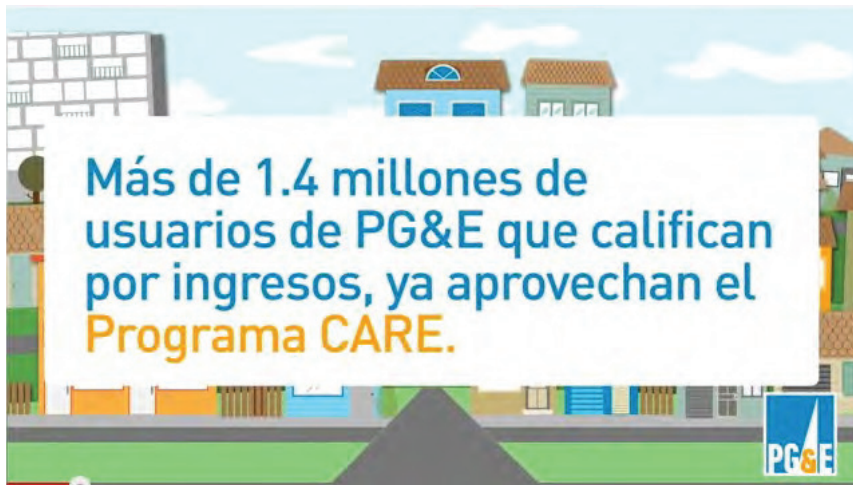


### *Hispanic Consulate Pilot*

In March 2015, PG&E launched an outreach campaign targeting Mexican and Salvadorian consulates in Fresno, Sacramento and San Francisco. Previous research indicated that these customers' fear that proof of citizenship is required to enroll in the ESA and CARE Programs presents a significant barrier to enrollment into these two programs for some customers. PG&E decided to test outreach at consulates, perceived as familiar, safe and trusted entities, to overcome this barrier.

The consulate campaign drove enrollments into the CARE and ESA Programs by displaying educational videos and distributing informational brochures about the programs to consulate visitors who often wait 2-4 hours for their appointments. PG&E enrolled over 120 customers, who are harder-to-reach, onto the CARE Program through the pilot campaign.

Sample video screenshot:



#### *Grocery Stores*

In July, August, November and December 2015, PG&E launched a series of outreach events at Hispanic and Chinese grocery stores throughout Northern California with the objective of educating and enrolling customers in the CARE Program and ESA Program. Similar to previous community events, PG&E promoted the CARE Program and ESA Program through radio endorsements leading up to these grocery store events and through one-on-one conversations at the events.

The PG&E outreach team held 12 two-day grocery store events, engaging with customers in Spanish and Chinese. The initial July and August grocery store outreach events proved very successful, and PG&E held 8 more events in November and December. PG&E reached over 11,400 customers during the course of this outreach campaign. PG&E enrolled over 260 customers onto the CARE Program in 2015 through the grocery store events, and expected to see more enrollments in early 2016.

Sample event photos:

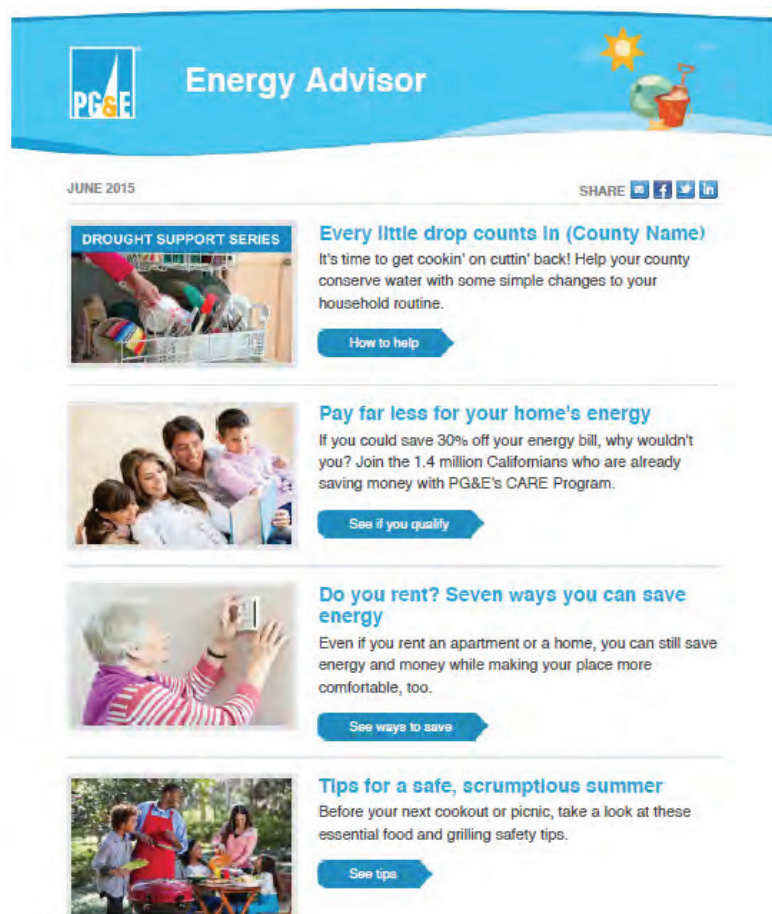




### **Digital Newsletter and Home Energy Report**

In 2015, CARE continued its monthly digital newsletter targeting customers with a high propensity for eligibility in the CARE and ESA Programs with the purpose of building awareness for both programs. The CARE Program was highlighted in June's digital newsletter, which generated an overall 23% open rate with a 3% unique click-thru rate. In the other months, the digital newsletter provide energy savings tools and tips to help customers better manage their energy usage.

Sample digital newsletter:



Additionally, PG&E launched the CARE Program module for the electronic version of the Home Energy Report (e-HER) in June through July and the print version of the Home Energy Report in October and November. The electronic version of June and July's Home Energy Report was sent to over 16,500 e-Her recipients, generating a 0.7% unique click-thru rate. The Home Energy Report was sent to customers deemed most eligible for the CARE Program according to the probability model and to customers currently receiving the Home Energy Report.

Sample Home Energy Report creative:

## Need help paying summer energy bills? Apply for a discount starting this summer with CARE.

PG&E's California Alternate Rates for Energy (CARE) Program offers a significant monthly discount on PG&E bills for qualifying households.

Nearly 1.4 million customers participate in the CARE Program. Applying\* is simple and secure.

**Get started today at [pge.com/CAREprogram](http://pge.com/CAREprogram)**

\*You're likely to qualify and no proof of income is necessary for enrollment.



### Website

In July 2015, the PG&E outreach team launched promotion of the CARE Program on PG&E's Spanish and Chinese homepage. The CARE Program pods were featured on the Spanish and Chinese homepages from July to December. The CARE Program pod on the Spanish homepage, which received close to 12,000 visits during this time, generated over 810 (7%) clicks to the CARE webpage and over 220 completed applications. The CARE Program pod on the Chinese homepage, which received over 6,200 visits during this time, generated over 610 (10%) clicks to the CARE webpage and over 80 completed applications.

Sample PG&E Spanish homepage:

emergencia | seguridad | acerca de   ESPAÑOL ▼

MY HOME ABOUT

Maneje su cuenta | Servicio al cliente | Ahorre energía y dinero | Medioambiente | Educación y seguridad

## Maneje Su Cuenta Rapido y Fácil

Es sencillo en línea.

**Alerta: Estafas**

**Pague mucho menos en su factura**

Sea de los 1.4 millones en California que ahorra por lo menos 30% en sus facturas de energía con CARE. Haga su solicitud – toma 5 minutos.

[Aprender Más »](#)

**SmartAC: Reciba \$50 por Participar**

SmartAC es una forma fácil de proteger la red eléctrica en su comunidad este verano y una forma fácil de recibir \$50, ¡aprenda como funciona!

[Aprender Más »](#)

**Llame antes de excavar**

Antes de cavar siempre llame al 811. Este es un servicio gratis para marcar los servicios públicos subterráneos para que pueda cavar con seguridad.

[Aprender Más »](#)

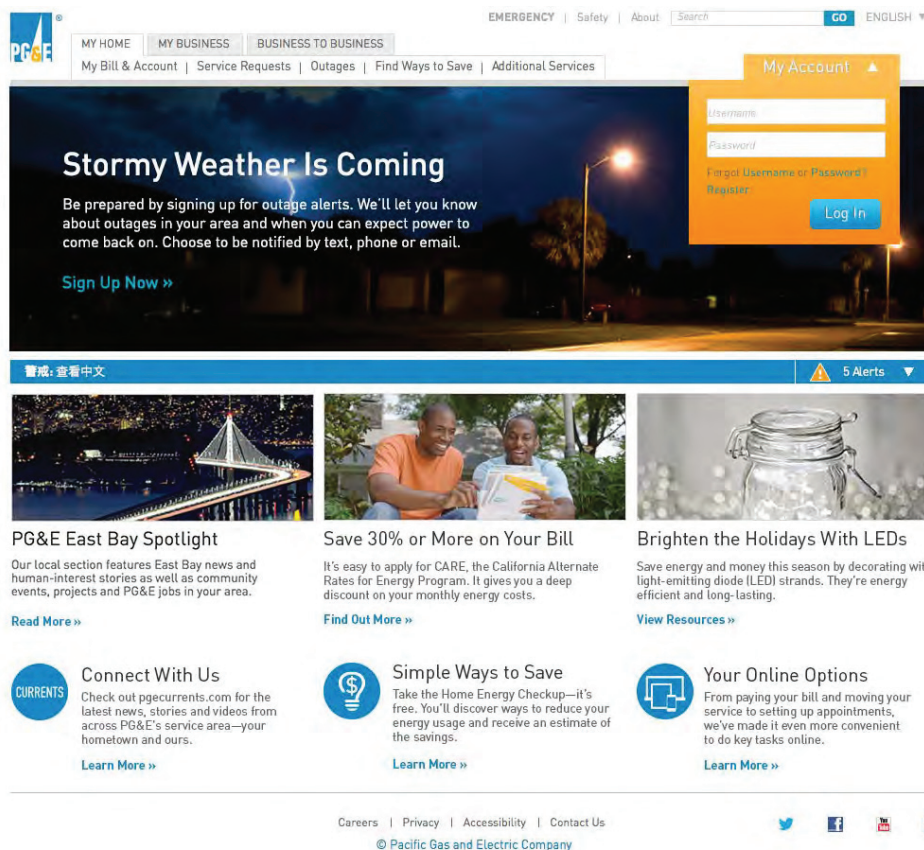
## Sample PG&E Chinese homepage:



The screenshot shows the PG&E Chinese homepage. At the top, there is a navigation bar with links for 'MY HOME', 'ABOUT', and '我的帳戶' (My Account). Below this is a large banner with the text '在網絡上管理你的帳戶 既簡單且快捷。' (Manage your account online, it's simple and fast). The banner features an image of a hand pointing at a tablet displaying a graph. Below the banner, there are three main sections: '能源帳單折扣多' (Energy bill discounts), '申請中文帳單' (Apply for Chinese bills), and '煤氣及電力安全' (Gas and electricity safety). Each section includes a brief description and a '了解更多' (Learn more) link.

Additionally in December 2015, the PG&E outreach team promoted the CARE Program on PG&E's homepage, generating over 4,600 clicks to the CARE webpage and over 160 completed applications.

## Sample PG&E homepage:



The screenshot shows the PG&E English homepage. At the top, there is a navigation bar with links for 'MY HOME', 'MY BUSINESS', 'BUSINESS TO BUSINESS', and 'My Account'. Below this is a large banner with the text 'Stormy Weather Is Coming' and 'Be prepared by signing up for outage alerts. We'll let you know about outages in your area and when you can expect power to come back on. Choose to be notified by text, phone or email.' The banner features an image of a street at night with a power outage. Below the banner, there are three main sections: 'PG&E East Bay Spotlight', 'Save 30% or More on Your Bill', and 'Brighten the Holidays With LEDs'. Each section includes a brief description and a 'Read More' or 'View Resources' link. At the bottom, there are three more sections: 'Connect With Us', 'Simple Ways to Save', and 'Your Online Options'. Each section includes a brief description and a 'Learn More' link. The footer contains links for 'Careers', 'Privacy', 'Accessibility', and 'Contact Us', along with social media icons and the PG&E logo.

## Retention

### Welcome Kit

In 2015, PG&E designed a Welcome Kit to welcome new customers into the CARE Program. The PG&E outreach team created a direct mail and email version of the Welcome Kit, which helps customers understand their energy bills, manage their energy usage and learn about other energy savings tips, tools and programs to help them save more energy and money.

As part of the Welcome Kit, PG&E encourages customers to sign up for the ESA Program to help manage their energy usage. To date, the email version of the CARE Welcome Kit generated an overall 33% unique open rate with a 12% unique click-thru rate.

Sample Welcome Kit creative:


**Save Even More in 3 Easy Steps.**

**Step 1: Understand Your Energy Bill.**

Take a closer look at your bill to see your usage, savings and program details, then save more at [pge.com/myenergy](http://pge.com/myenergy).

- 1. Your Account Summary**  
A snapshot of your bill and related payments, charges and balance.
- 2. Savings Alerts**  
Notes about your account and any special programs that may affect your total charges.
- 3. Your Enrolled Programs**  
Features programs like CARE and any other details that affect your bill.
- 4. Monthly Billing History**  
A chart of your energy usage and monthly charges over the past year.

Gain more control with My Energy!  
Get personalized tips and tools to help control your energy use. Register for My Energy at [pge.com/myenergy](http://pge.com/myenergy).




### Step 2: Manage Your Energy Use.

Even small changes can save energy and money every day.


**ENERGY TIP**

Set your thermostat to 79° F or higher in the summer, and 68° F or lower in the winter.




**ENERGY TIP**

Wash full loads of laundry with cold water. You'll save about 40% of the energy your washing machine would use to heat water.



**ENERGY TIP**

Set your refrigerator from 38° to 40° F and your freezer from 0° to 5° F. Make sure the coils are clean and have room for air circulation.



#### Save & Stay Safe

If you smell gas, leave the area immediately, then call 911 and PG&E at 1-800-743-5000.

#### More Energy Tips

Get more energy tips by signing up to receive email communications on [pge.com/myenergy](http://pge.com/myenergy) under Profile & Alerts.

#### Gain more control with My Energy

Get personalized tips and tools to help control your energy use. Register for My Energy at [pge.com/myenergy](http://pge.com/myenergy).

By entering your email address, you are authorizing PG&E to send you information from time to time regarding your PG&E utility service and PG&E programs and services that may be available to you.

### Step 3: Apply for Other Savings Programs.

You could save more energy and money with the Energy Savings Assistance Program, which provides home improvements at no cost.

#### Potential Home Improvements

1. Door Weatherstrip
2. Attic Insulation
3. CFL Bulbs
4. New Refrigerator
5. New Furnace
6. Low-flow Showerhead
7. New Water Heater
8. Water Heater Blanket
9. Faucet Aerator
10. AC Tune Up

Apply today at  
[pge.com/energysavingsnow](http://pge.com/energysavingsnow)



### Auto-Recertify

In 2015, PG&E continued its ongoing monthly automatic recertification efforts for customers who were approaching their two-year program expiration and had been identified as most likely eligible according to the CARE probability model. Analysis of customers randomly selected for PEV shows that, on average, less than five percent of customers in deciles 1-2 of the model are proven to be ineligible.

PG&E sends direct mail and email to notify these customers of their automatic recertification and provides the opportunity to opt-out if they no longer qualify. The auto-recertification initiative helps reduce outreach and operational costs since these customers no longer need to receive separate recertification notices and go through the process of recertification. To date, the email version of the auto-recertify emails have generated an overall 16% unique open rate with a 1% unique click-thru rate.

Sample auto-recertify creative:

**PG&E has extended the  
monthly discount on your bill!**



John Q. Sample  
Address 1  
Address 2  
City, State, ZIP

**Continue saving with  
the CARE Program.  
Learn more by visiting  
[pge.com/careguidelines](http://pge.com/careguidelines).**

Month XX, 2014

Dear [Name],

PG&E is committed to helping you save.

**Congratulations!** Your household has been automatically renewed in PG&E's California Alternate Rates for Energy (CARE) Program for the next two years. We are trying to make things easier for our customers: you won't need to go through the renewal process.

[Learn more about your CARE eligibility.](#)

The CARE Program offers a significant monthly discount on PG&E bills for qualifying households, based on the total income of everyone in the home. We've automatically renewed your discount based on your past participation in CARE, and because we estimate that you still qualify<sup>1</sup>. If you no longer qualify under the CARE Program guidelines<sup>2</sup> due to changes in your financial or other household circumstances, please email PG&E at [careprogram@pge.com](mailto:careprogram@pge.com) or call 1-866-743-2273.

Enjoy the CARE discount and log in to [pge.com/myenergy](http://pge.com/myenergy) for even more ways to save!

Sincerely,



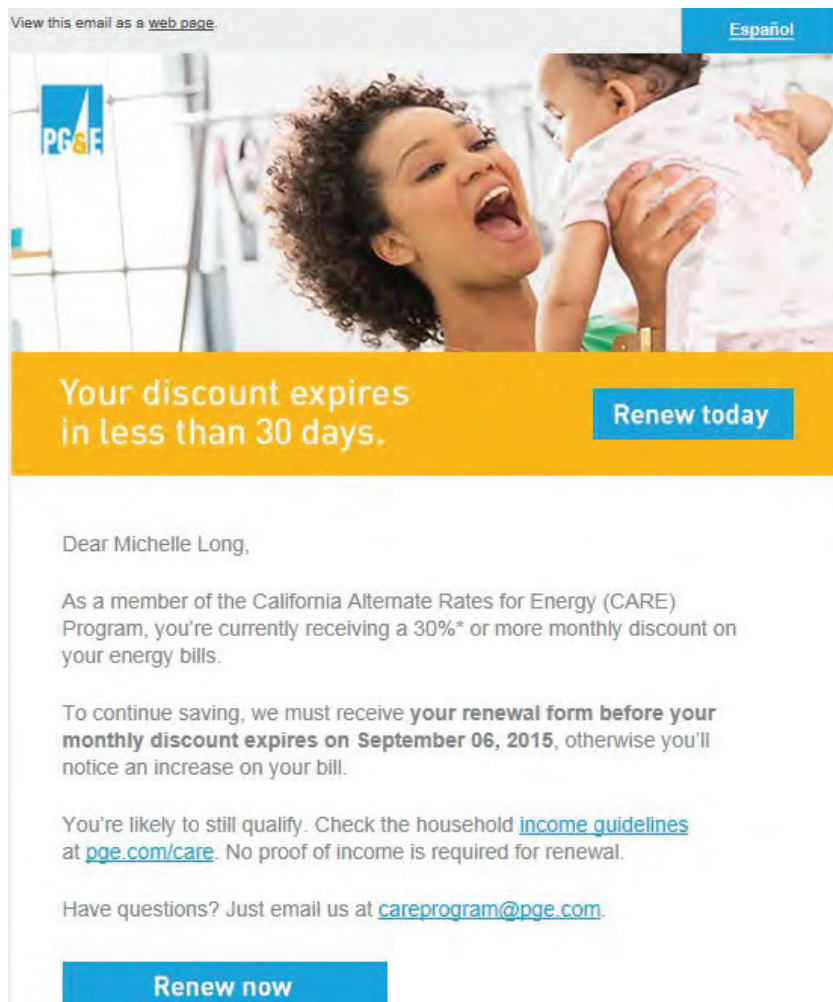
Allen Fernandez Smith  
Customer Energy Solutions  
Pacific Gas and Electric Company

## Recertification

For customers outside of deciles 1-2 and not automatically recertified through PG&E's auto-enroll initiative, PG&E sends notifications 120 days before customers' discount expires. This includes a direct mail package with a mail-in application and automated voice messages for those with landlines. To decrease the number of customers who fail to recertify, the PG&E outreach team added email communications to the existing recertification process. Based on previous learnings, the PG&E outreach team learned that customers enroll at a higher rate when they receive multi-touch and multi-channel marketing communications.

In 2015, the recertification emails generated an overall 37% unique open rate with a 20% unique click-thru rate. By adding email communications to the existing recertification process, the PG&E outreach team decreased the number of customers who failed to recertify to 16% from 19%.

Sample recertification creative:



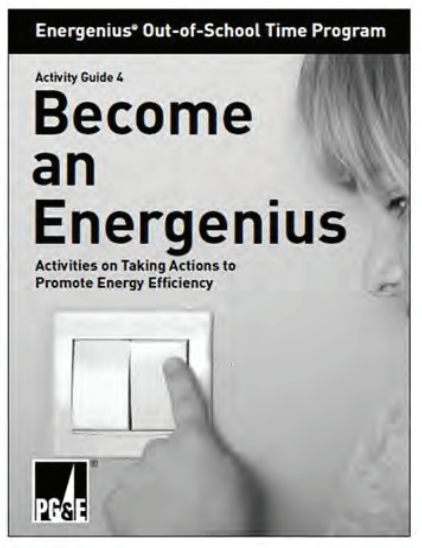
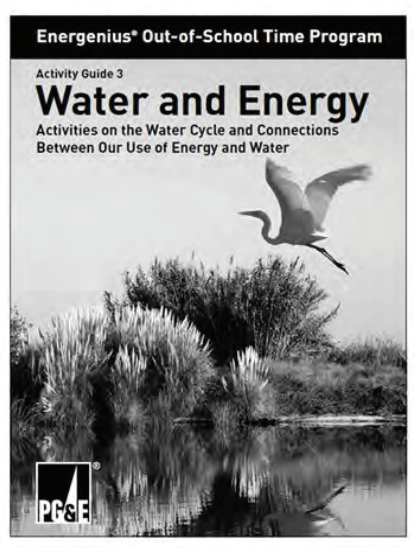
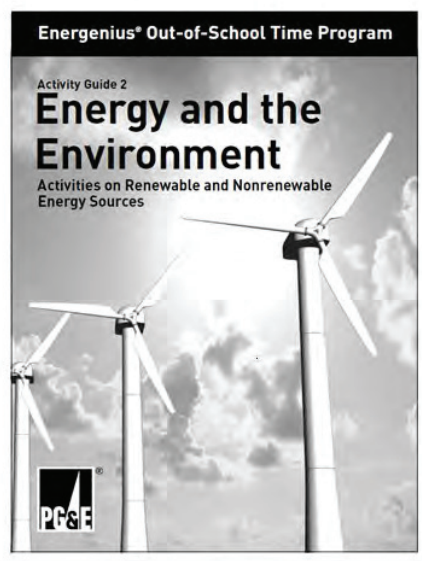
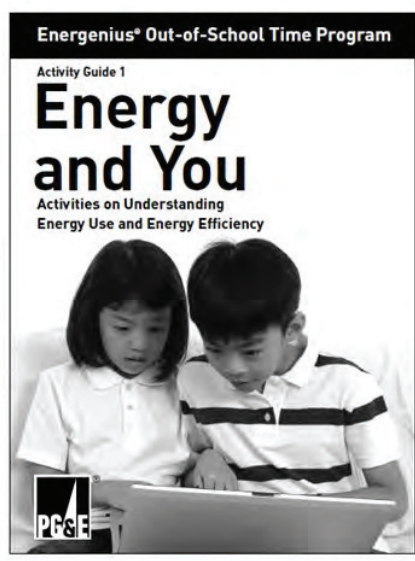
Throughout 2015, PG&E tested different channels, messaging and creative versions, identifying optimization opportunities and implementing learnings in real time for improved results. Enhanced tracking and measuring mechanisms applied to all channels helped to improve forecasting accuracy and information of the 2015 outreach plan.

## Community Engagement Outreach and Initiatives

### Out-of School Time (OST)

In 2015, the Community Engagement team continued its partnership with the California School Age Consortium (CalSAC) to bring PG&E's Energenius curriculum to the out-of-school (OST) field. Over the past year, PG&E and CalSAC worked together to create the Energenius OST program in an effort to raise awareness about environmental stewardship and to increase access to PG&E services (like CARE and ESA) for low-income families.

Together with CalSAC, PG&E developed 4 training modules and 4 activity guides for the following topics: Energy and You, Energy and the Environment, Water and Energy, and Become an Energenius. These guides feature activities for educators to engage children and families in energy saving practices at school, after school, and at home. They were written to engage families through "take home" activities/challenges to encourage knowledge transfer from youth to family.





#### Available for Out-of-School Time programs in PG&E Service Area

These free activity guides and trainings will help programs engage children and youth in environmental education activities to help them conserve energy and water.

In addition, the program provides resources for programs to engage families around saving energy and money through PG&E programs.

#### FEATURING

##### Four Training Modules and Corresponding Activity Guides:

- Energy and You!
- Energy and the Environment
- Water and Energy
- Become an Energenius\*

##### Activity Guide Features:

- Three Detailed Lesson Plans
- Vocabulary
- Take-home Activities
- Resources for Families

#### Want to learn more?

Sign up for our newsletter at [calsac.org/news/newsletter](http://calsac.org/news/newsletter) to be the first to hear about the launch of these free resources!



Together, Building  
a Better California



\*The Energenius Out-of-School Time (OST) activity guides were written by California School and Family Partnership (CSFP) for use with children and youth in OST programs. This offering is funded by California utility customers and administered by Pacific Gas and Electric Company under the auspices of the California Public Utilities Commission. Content and images in these materials have been reviewed and approved by PG&E. Energenius is a registered trademark of Pacific Gas and Electric Company. Energenius cannot be used in any form without prior approval from PG&E.

\*PG&E refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2015 Pacific Gas and Electric Company. All rights reserved. These offerings are funded by California utility customers and administered by PG&E under the auspices of the California Public Utilities Commission. PG&E prints its materials with recycled paper. (02/15/15-011)

PG&E also sponsored a Training of Trainers Institute held on March 19-21, 2015 in Oakland; where 65 OST staff were trained to deliver the Energenius OST curriculum. The goal was to spur interest in the new materials so that the curriculum could be applied to targeted CARE-eligible counties in PG&E's service area in 2015 and 2016.

### Health Outreach Workers Initiative

Vision y Compromiso, a nonprofit organization supporting the Latino community, partnered with PG&E to deliver a culturally and linguistically specific outreach community engagement model that provides community-based health outreach workers with relevant training and support to increase Latino families' awareness of and enrollment in PG&E's low income portfolio of offerings (primarily the CARE Program) while also enhancing families' energy education and energy savings. Ten health outreach workers helped PG&E reach out to strategic networks that promoted the penetration of low income programs through education. This outreach effort was focused in the Sacramento and San Luis Obispo counties in 2015. Outreach activities undertaken by this group included Spanish markets, churches, schools, WIC offices, farm fields, etc. Through this effort 21,834 customers were reached, 2,559 CARE applications were submitted, 1,350 ESA applications were received, and 1,192 customers enrolled to receive Spanish-language statements.

### **PG&E Customer Service Office Outreach Events**

In 2015, PG&E Community Engagement (CE) staff participated in and supported 218 community and local PG&E Customer Service Office (CSO) outreach events to create awareness and provide education about the CARE Program. These outreach events were staffed by Customer Service Representatives (CSRs) helping customers with questions and understanding their accounts and educating customers about CARE, ESA and Energy Efficiency programs. CSRs also provided information on Medical Baseline, Balanced Payment Plan, Large Print Bills, In-Language Bills, SmartRate, SmartAC and Rate Reform to give customers well-rounded information and promote “One PG&E.” This outreach effort resulted in 17,134 customers receiving educational “touches,” 4,818 CARE applications submitted and processed as new CARE customers, 1,587 Medical Baseline applications submitted, 171 customers changing their accounts to In-Language bills, 113 Rate Reform discussions, 115 solar questions, and 1,082 customers assisted via kiosks in local offices.

PG&E’s CE team also partnered with the ESA Program contractors to do outreach at PG&E community events. With contractors’ help, this partnership resulted in making 1,125 customers aware of the ESA program.

The CE Team also partnered with a Lifeline Phone Provider (TruConnect) to provide CARE information at community events that promote the low income LifeLine Program. The CE Team partners with RHA and TruConnect monthly to work on a schedule where contractors are matched with the community event. These events include PG&E Local Customer Service Office outreach events as well as other community events throughout PG&E’s entire service area.

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

Similar to 2014, online enrollment was the most effective outreach method in 2015. With 126,068 new online enrollments, this method produced the highest volume of CARE applications, while providing these applicants with an efficient and positive customer experience. With the application available in English, Spanish and Chinese on PG&E’s website, customers enrolled using one of two options: completion of a simple form which requires no registration or via “My Energy,” which requires user registration. Customers were able to enter the necessary household and income eligibility information, accept the declaration and submit the application electronically. This allowed customers to complete the process at their convenience and from their location of choice. All applications submitted electronically were received and processed quickly. Most 2015 outreach initiatives, including direct mail, email, and digital and print media, drove customers to the CARE website.

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

PG&E spent 2015 leveraging the research conducted and incorporating those key insights into our marketing outreach campaigns. With the ultimate goal of increasing participation of households with a high propensity for eligibility, PG&E dedicated time to gain a deeper understanding of the low-income customer segment and their end-to-end experience with PG&E offerings, through qualitative and quantitative research. Key insights show that customers are generally:

- Overwhelmed by financial troubles and left with little time and energy to apply for help
- Unaware of full program benefits, including the magnitude of the CARE discount, leading them to believe that it may not be worth their effort
- Unclear about program eligibility and recertification criteria

- Suspicious of PG&E's motives for discounting their bill
- Fearful that PG&E will share their information with government agencies, particularly with the Immigration and Naturalization Service
- Discouraged by the formal tone and confused by onerous outreach materials and forms

The insights gathered helped PG&E enhance outreach efforts, develop mitigation tactics to enrollment barriers and better serve low income customers through:

- A multi-channel, multi-touch outreach approach that included automated calls, direct mail and email, as well as digital advertising
- Simplified messaging and design; use of iconography and step-by-step, color-aided instructions
- More enticing headers and subject lines, as well as outer envelope messaging
- Clarified qualification criteria, documentation needed and timing; increased urgency to comply
- A more empathetic and friendlier tone
- Mention of simplicity and ease of application, savings potential and confidentiality of the information shared
- Mention of how quickly and where they will see savings on their bill
- Added function to share details with potentially eligible friends and family
- Optimized tracking and measuring mechanisms

Though language did not pose a significant barrier to CARE enrollment in 2015, PG&E recognizes the diversity of customers in its service area and continues to offer CARE materials and services in multiple languages, including English, Spanish, Chinese, Korean, Tagalog, Hmong, Russian and Vietnamese.

A barrier to the health outreach worker CARE initiative conducted by Vision y Compromiso (discussed in Section 2.4.1), was trust. Many people in the Latino community served by Vision y Compromiso have been misled by individuals and companies who use PG&E's name in an unauthorized manner committing fraud. These previous acts contributed to confusion and a lack of trust among customers when the health outreach workers were trying to work with customers to fill out and complete a CARE application. As a result, a longer process of engagement by the health outreach workers to re-educate families about PG&E and their low income portfolio of offerings (including CARE) was needed. Many customers were hesitant to share personal information to individuals who did not show them a PG&E credential. However, the Vision y Compromiso health outreach workers listened to these families, taking it as an opportunity to increase their understanding about customers' experiences in order to improve their assistance to future PG&E customers.

**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.

A small geographic location of PG&E's service area is shared with other investor owned or municipal utilities. Due to more stringent information security requirements, PG&E is in the process of updating automatic enrollment agreements with SCG, SCE, and Sacramento Municipal Utility District to exchange listings of enrolled CARE customers that are identified in the shared service areas.

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

A database of CARE customer contact information is uploaded for weekly distribution to PG&E's ESA Program providers to use for their outreach. Since November 1, 2005, when the ESA and CARE income guidelines were aligned at 200 percent of the Federal Poverty Guidelines, CARE automatically enrolls customers who have participated in the ESA Program.

Since the CARE discount is noted in the customer information system, Customer Service Representatives (CSR) are able to see the CARE status of any customer calling PG&E's contact centers for assistance. This provides important information for CSRs to use when discussing other benefits and services that may be of assistance to the income qualified customer.

CARE features other financial assistance information on its applications. Each CARE application provides a brief description of other assistance programs available as well as contact numbers.

PG&E's CARE program integrated with other PG&E assistance programs to generate enrollments. CARE applications are on display and available to visitors at Cooling Centers. PG&E provides the CHANGES program contractors with training and collateral to help limited English-proficient customers enroll in CARE and other assistance programs. PG&E conducts monthly data exchanges with the ESA Program to automatically enroll eligible customers in CARE. PG&E also runs monthly reports of customers receiving bill payments received through the Department of Community Services and Development's (CSD) Low Income Home Energy Assistance Program (LIHEAP) and PG&E's Relief for Energy Assistance through Community Help (REACH) programs and automatically enrolled eligible customers in CARE. These efforts resulted in 23,546 new enrollments.

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

Throughout 2015, PG&E targeted existing CARE customers for outreach related to the ESA Program. Because existing CARE customers were likely to qualify for the ESA Program based on their income level, this was a way to ensure that the customer qualified via income guidelines. Other filters were then applied to determine those customers who would be most eligible for the ESA Program.

Additionally, PG&E leveraged our Integrated Programs Brochure that integrates key low income programs, services and savings tips in a step-by-step, easy-to-understand and succinct manner, which is available in seven languages.

PG&E automatically enrolls customers who receive LIHEAP and REACH assistance onto the CARE Program. Furthermore, for the CARE Automated Phone Calls, PG&E integrates information about the Federal Emergency Relief Administration (FERA) and ESA Programs. 19,625 ESA Program participants were enrolled in the CARE Program in 2015.

Additionally, PG&E continues to coordinate CARE, ESA and other low income outreach efforts to provide likely eligible customers with the knowledge and tools to access PG&E's services. Recent examples include an updated brochure that integrates key low income programs, services and savings tips in a step-by-step, easy-to-understand and succinct manner that is available in seven languages. The goal with these and similar efforts moving forward is to help financially challenged customers manage their energy bills in a more holistic and sustainable way.

- 2.4.7.** Describe the process for cross-referral of low income customers between the utility and the California Department of Community Services and Development (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.)

PG&E has provided assistance by leveraging federal funding through CSD's LIHEAP on an annual basis since 1989. The primary information provided to CSD is a monthly breakdown of the total number of participants (residential and sub metered tenant counts) along with the total dollar amount of discount provided to that portion of the population during that period.

- 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.

To improve the cost-effectiveness of outreach and enrollment services, during 2015 PG&E focused on:

- Optimizing our targeting strategies with the goal of enrolling truly eligible customers
- Optimizing the multi-touch, multi-channel customer contact strategy with a three-touch strategy
- Using more cost-effective outreach channels, such as automated phone calls and email
- Driving customers to the online enrollment form for quicker processing and lower operational costs
- Testing different messaging and creative versions in market (as opposed to commissioning additional research), identifying quick enhancement opportunities and implementing learnings in real time for optimized results
- Automatically recertifying customers who are most likely qualified and fall within deciles 1-2 of the CARE Probability Model
- Developing more communications 30 days prior to customers falling off the program to improve customer experience and reduce operational and outreach costs

## **2.5. Processing CARE Applications**

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

D.08-11-031, OP 100 authorized PG&E to change the certification period for sub-metered tenants from one year to two years. PG&E mails the recertification package to sub-metered tenants 90 days prior to their CARE expiration date. A reminder letter is also mailed 30 days prior to their CARE expiration date. Tenants are removed from the CARE rate if they do not respond by their due date.

- 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.

PG&E contracted with two third-party vendors – Momentum and SoundBite Communication - to conduct automated calls, direct mail, email, and digital advertising to certify and recertify to eligible customers. Their functions and effectiveness are described in detail in Section 2.4.

PG&E also contracted with a third-party vendor--Kern USA--to: 1) pick up the CARE mail at PG&E facility, 2) open, sort, redact sensitive customer information and scan all applications and documents into the EDGEline workflow system (this occurs at Kern facility). Applications and documents uploaded in the EDGEline workload system were then assigned to CARE processors to be reviewed and approved.

## **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.

The enactment of Assembly Bill (AB) 327 in the Fall of 2013 established that the CARE electric discount be no less than 30 percent and no greater than 35 percent of revenue. Rate changes associated with AB327 began in August 2014 and will continue in phases through 2018. Rate increases are expected to impact CARE customers disproportionately, significantly affecting program management through increased questions and complaints about higher bills. PG&E is addressing this issue through its Residential Rate Reform outreach. The outreach strategies include helping customers to understand the changes that will impact their current rates and that PG&E has programs, tips, and tools available to help, including new Time of Use rate plans. PG&E is working in our communities to communicate changes and available programs through customer service office events, community based organizations, and community engagement. PG&E is encouraging customers to utilize the resources available to them online at [pge.com](http://pge.com) and MyEnergy.

PG&E continued to upgrade its customer database in 2015. PG&E implemented Phase IV of the CARE One System upgrade in November 2015, allowing collection of CARE Expansion program data. This also means the CARE One system is now capturing customer information for all facets of the CARE Program: residential, sub-meter, non-profit, agriculture, and migrant farmworkers. While the end result will be a state-of-the-art customer database, database change-overs caused some interim work challenges at the end of 2015. PG&E addressed this issue by training its application processors on best practices for data entry and database queries, as well as developing new reports to provide the necessary data for program management.

The Mobile Home Park (MHP) Utility Upgrade Program affected program management of sub-metered accounts in a positive way. Started in 2015 and running through 2017, the MHP program is a voluntary 3- year pilot program that is aimed at replacing existing MHP gas and electric facilities with new direct utility service. Qualified and selected applicants will have their privately owned master meter/sub-metered utility system replaced with new PG&E owned systems that will deliver energy directly to park residents. The program goal is to upgrade 10% of the 381,000 eligible MHP spaces over the next 3 years. This program will provide residents with safer and more reliable services; relieve owners from maintaining an aging system; and provide solutions to the some of the problems the CARE program encountered during 2015

while administering the program for sub-metered tenants and master-meter customers, as reported in Section 2.1.7 above.

PG&E filed its ESA and CARE Programs and Budget Application for 2015-2017 program years on November 18, 2014. Application filing activities accounted for a significant portion of CARE staff time in 2015. The same CARE staff responsible for day-to-day CARE program management and oversight in 2015, were also responsible for many Application filing activities, including fulfilling data requests, preparing workshop presentations, and preparing for hearings.

Both the High Usage and Standard CARE Post Enrollment Verification (PEV) Processes continued to affect CARE program management significantly in 2015. These processes and their impacts on program management are discussed below.

### **High Usage Post Enrollment Verification (PEV) Process**

PG&E continued the High Usage PEV process in 2015. CARE customers with usage above 400% of baseline in the previously monthly billing cycle were selected to complete the PEV documentation requirements.

#### **Stage 1 – Income Verification and ESA Agreement**

- Provide an IRS Tax Return Transcript or Verification of Non-Filing
- Agree to participate in the Energy Savings Assistance Program

#### **Stage 2 – ESA Participation**

- Complete participation in the Energy Savings Assistance Program – allow contractor and inspector access to all portions of metered property
- Notice to reduce and/or maintain the usage below 600% of baseline within 90 days

#### **Stage 3 – Usage Monitoring / Appeal Process**

- Maintain usage below 600% of baseline, or be removed from CARE
- Customers removed from CARE are blocked from re-enrolling for two years
  - Removed customers can file an expedited appeal with PG&E to prove usage is “necessary, basic, and legitimate”

PG&E’s High Usage PEV results for 2015 are reported in CARE Table 13.

### **Standard PEV Process**

PG&E implemented its Long Term Model for PEV selection in March 2014 (OP 89). PG&E’s 2015 annual PEV rate was six percent (2.6 percent high usage + 2.4 percent model + 1 percent random selection), and applied to all enrolled CARE customers (OP 91).

The table below shows a breakdown of the 2015 Standard PEV results by enrollment type (OP 94d-e).

<b>2015 PEV Results by Enrollment Type</b>		
<b>Status<sup>1</sup></b>	<b>Income</b>	<b>Categorical</b>
Approved	43.2%	39.0%
Over Income	7.2%	5.5%
Request Drop	4.6%	3.1%
No Response	45.0%	52.4%
<sup>1</sup> Status as of March 31, 2016.		

PG&E's overall 2015 PEV results are reported in CARE Tables 3A (Model) and 3B (High Usage) (OP 94a-c).

Significant PEV improvements have been gained with the implementation of the CARE Probability Model and high usage requirements. Customers selected for PEV by the model (scores in deciles 9 and 10) are 119 percent more likely than those randomly selected to be verified as ineligible (deemed over income or requested removal from the program) (OP 94f).

The Long Term Model framework, including optimal PEV rate, was proposed in AL 3410-G/4279-E filed on September 3, 2013 (OP 95), and approved by Energy Division effective October 3, 2013. The Long Term Model was implemented in Q1 2014 and remained in effect throughout 2015. The Long Term Model is designed to overlook potential non-responders who look eligible through their PG&E transactions, but are also likely to not respond to the PEV request. This is achieved by an algorithm that looks at the degree to which third-party data overlays are missing, indicating a customer has short tenure and may be more transient and less established. The end result is that the model targets customers for PEV who are likely ineligible and would be denied, regardless of likelihood to respond. The Standard PEV non-response rate of customers selected by the model has decreased as a result of this enhancement.

The CARE subsidy decreased by 8 percent to \$559 million in 2015. This is a 28 percent decrease from the highest annual CARE subsidy of \$776 million in 2011. The high usage requirements and Long Term Model will continue to be instrumental in identifying customers who are likely not qualified, thus reducing the subsidy, while maintaining ease of enrollment for the vast majority of customers who are truly in need of the discount.

## **2.7. Pilots**

### **2.7.1. Community Help and Awareness with Natural Gas and Electricity Services (CHANGES)**

The Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) Pilot Program provides funding to Community Based Organizations (CBOs) to assist Limited English Proficient (LEP) customers with energy education and billing issues.

D.12-12-011 approved continued funding of the CHANGES Pilot Program through the CARE Outreach budget at the current statewide funding level of \$60,000 a month until the end of 2014. PG&E is responsible for 30%, or \$18,000 a month, of the Joint Utility pilot program cost. D.14-08-030 authorized a CHANGES budget of \$61,200 a month until the end of 2015, a 2% increase from the authorized 2014 CHANGES funding level. As a result, PG&E maintained its monthly contribution of \$18,360 for the continuation of the CHANGES Pilot Program.

The CHANGES Pilot Program maintained reporting procedures for PG&E and other investor-owned utilities to report expenditures, and evaluate individual cases and group workshops/presentations conducted by community based organizations. The reporting requirements were included in CARE Tables 9, 10 and 11 in the monthly filed ESA/CARE reports.

In 2015, the CHANGES pilot program continued to provide outreach, education, needs, and dispute resolution to LEP customers. The IOUs continued to work with CHANGES implementers to maintain reporting procedures to evaluate individual cases and group workshops/presentations conducted by CBOs in compliance with D.12-12-011 and D.12-08-044. CHANGES data pertaining to program expenditures, one-on-one and group customer assistance sessions is collected from the CBOs and reported in the monthly CARE/ESA report in CARE Tables 9, 10 and 11. In December 2015, D.15-12-047 established CHANGES as an ongoing statewide program, ideally to be funded directly from the Commission's reimbursable budget. Until a long-term CPUC funding source can be established through budgetary and/or legislative channels, the ongoing CHANGES program will be funded as a reimbursement from the CARE Program, through the end of the current 2015-2017 program cycle.

In 2015, CHANGES CBOs continued to assist LEP customers on a variety of issues, including: helping customers enroll in the CARE and ESA Programs, providing energy efficiency education and bill education, setting up a PG&E account/payment plan, obtaining LI HEAP assistance, and help with avoiding service disconnection. While PG&E Customer Service Representatives (CSRs) provide in-language support through its Contact Centers' third party affiliates, the CHANGES Program provided LEP customers with another alternative to getting help with their PG&E billing issues through local, trusted CBOs.

CSID and PG&E worked together to improve the coordination between CHANGES CBOs and PG&E customer service. To comply with consumer privacy rules and support CHANGES CBOs and their clients, PG&E updated its Customer Operations policies to allow verbal authorization from a customer to discuss their account information with a CHANGES CBO representative. This verbal authorization is only allowed if the customer is asking a CBO representative to communicate on their behalf with a PG&E representative. The verbal authorization is only good for that phone call. In coordination with CSID, PG&E also modified its customer authorization form (79-1095) to enable a CHANGES CBO representative to speak directly to PG&E CSRs to review a customer's energy bills and set payment arrangement on a customer's behalf. PG&E staff continued to work in concert with CHANGES implementers to address escalated customer issues. PG&E implemented process efficiencies to quicken turnaround times on resolutions and ensure better coordination among stakeholders in 2015.

### **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 – CARE Expansion Program.

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

There were approximately 58,705 tenants residing within CARE Expansion Program qualified facilities receiving the CARE discount by December 31, 2015. This information is not available by energy source. The resulting numbers were representative of the total number of residents housed in all facilities, both residential and commercial, and for both energy commodities.

### **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 – CARE Expansion Program.

### **3.3. Program Costs**

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

The CARE Expansion program's administrative cost was reported as part of the overall program administrative expenses. See CARE-Table 1 – Overall Program Expenses.

##### **3.3.1.1. Discount Information**

Following is the total annual discount, by energy source, for the CARE Expansion Program:

Electric:	\$5,703,747
Gas:	\$1,005,386
Total:	\$6,709,133

##### **3.3.1.2. State the average annual CARE discount received per residential facility by energy source.**

Electric:	\$455.76
Gas:	\$122.28

##### **3.3.1.3. State the average annual CARE discount received per commercial facility by energy source.**

Electric:	\$3,652.58
Gas:	\$925.90

### **3.4. Outreach**

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

In 2015, PG&E continued to use the CARE Program website as a useful source of information for nonprofit, agricultural, and migrant farm workers. As new program information and income guidelines became available, applications were updated online in formats that allowed for easy download and printing. PG&E did not work with third parties to perform outreach for the CARE Expansion Program.

**3.4.2. Discuss each of the following:**

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

Downloading and printing of the nonprofit group living facility online application has become the most effective outreach method for nonprofit organizations seeking financial assistance. In addition, PG&E is available via telephone or e-mail to address any questions pertaining to their eligibility and account information.

- 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.

PG&E does not currently exchange CARE facility data or expansion program information with other utilities in the shared service areas.

- 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.

The certification period for nonprofit group living facilities is two years. At the end of the 2-year period, PG&E mails a recertification packet to the listed primary contact. Due to an organization's frequent personnel changes, current staff is not always aware of the CARE Program or the recertification process. As a result, approximately half of the organizations do not recertify though they still qualify for the discount. To address this barrier, PG&E proactively calls customers to remind them to recertify, answer any questions they might have and guide them through the enrollment process.

For the agricultural employee housing facilities, the barriers are the lack of understanding the CARE Program criteria and the perception of inconvenient paperwork. Some of the barriers included facility owners and managers who are unsure about the type of permit requirements; some believe their facility would not qualify because the company was a business, or the tenants do not pay for utilities and/or tenants do not live in the housing facility year round. PG&E overcame these barriers by working one-on-one with the facility owners and managers to ensure they were successfully enrolled.

Some managers were confused by the change of eligibility criteria: the total gross income for all residents or clients occupying the facility at any given time must meet the current CARE income eligibility guidelines. Previously, each household income occupying the facility at any given time had to meet the current CARE income eligibility guidelines.

PG&E continued to receive phone calls asking for clarification about the definition of a Satellite Facility as well as the requirement that non-profit facilities such as homeless shelters, hospices, and women's shelters must be open for operation with at least six beds. Based on customers' on-going feedbacks, PG&E revised its Non-Profit application in 2015 to provide more clarification.

- 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.

PG&E continued to reach out to agricultural facilities and implemented a targeted approach to those facilities not currently enrolled in the CARE Program. Additionally, the CARE application is available online for interested organizations to apply which reduced printing and mailing costs.

### **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.**

PG&E encountered some technical difficulties when the company upgraded from Windows XP to Windows 7 in 2015. Because the databases for the expansion program were not supported on Windows 7, the CARE team had to continue processing the expansion program applications using old computers. To solve this problem, PG&E enhanced the CARE One system to incorporate the expanded programs data. The completion of this enhancement in November 2015 enables the CARE One system to capture all customer information for all facets of the CARE Program: residential, sub-meter, non-profit, agriculture, and migrant farmworkers.

## **4. Fund Shifting**

#### **4.1.1. Report ESA Program fund shifting activity that falls within rules laid out in Section 6.2 of D.12-08-044.**

The ESA total program expenses in 2015 did not exceed the total authorized budget. In compliance with D.12-08-044 (wherein the “Utilities are permitted to shift funds from one year to another within the 2012-2014 cycle without prior approval”) and D.14-08-030 (specifying utilities “to treat 2015 as the fourth program year and continuation of the 2012-2014 program cycle for purposes of shifting funds”), PG&E fund shifted among energy efficiency subcategories to cover the overspend in the Domestic Hot Water-gas, and HVAC-electric and gas subcategories. ESA-Table 12 shows the fund-shift from Appliances-electric to HVAC-electric, from Appliances-gas to Domestic Hot Water-gas and HVAC-gas, and from Enclosure-gas to HVAC-gas to cover the overspend of \$5,360,115-electric and \$4,351,052-gas, for a total of \$9,711,167.

#### **4.1.2. Report CARE fund shifting activity that falls within rules laid out in Section 6.2 of D.12-08-044.**

The CARE total administrative expenses in 2015 did not exceed the overall authorized budget. However, PG&E was overspent in Outreach, IT Programming, CHANGES Pilot Program, and Measurement & Evaluation categories. In compliance with OP 135(c) of D.12-08-044, authorizing CARE fund shifting between categories in the same manner as the 2009-2011 budget cycle, PG&E shifted the following budget to cover the overspend categories: \$1,282,654 from the Processing, Certification, Recertification category and \$1,408,446 from the General Administration category to the Outreach category; \$278,126 from Processing, Certification, Recertification category to IT Programming category; \$13,268 from Processing, Certification, Recertification category to CHANGES Pilot Program category; \$79,741 from Processing, Certification, Recertification category to Measurement & Evaluation category.

**4.1.3. Was there any ESA Program or CARE fund shifting activity that occurred that falls OUTSIDE the rules laid out in Section 6.2 of D.12-08-044?**

There was no ESA or CARE Program fund shifting activity that occurred in 2015 that fell outside of the fund shifting guidelines in D.12-08-044.

**5. Long Term Projects and Obligations**

**5.1.1. The utilities shall separately track and report all long-term projects and obligations, including all information regarding funds encumbered and estimated date of project completion until such project is completed (D.12-08-044, OP135(a)).**

PG&E has no ESA or CARE long-term projects that will carry across the current 2012-2015 cycle. The four authorized ESA Studies for the 2012-2015 program cycle have been completed.

**6. Appendix: ESA Program Tables and CARE Tables**

ESA – Table 1 – Overall Program Expenses

ESA – Table 2 – Expenses and Energy Savings by Measures Installed

ESA – Table 3 – Cost Effectiveness

ESA – Table 4 – Detail by Housing Type and Source (4A, 4B and 4C)

ESA – Table 4A – Energy Savings

ESA – Table 4B – Penetration History

ESA – Table 4C – Eligible Household Shared Service Territory

ESA – Table 5 – Direct Purchases & Installation Contractors

ESA – Table 6 – Cost of Program Installation Contractors

ESA – Table 7 – Expenditures Recorded by Cost Element

ESA – Table 8 – Homes Unwilling / Unable to Participate

ESA – Table 9 – Life Cycle Bill Savings by Measure

ESA – Table 10 – Energy Rate Used for Bill Savings Calculations

ESA – Table 11 – Bill Savings Calculations by Program Year

ESA – Table 12 – Fund Shifting

ESA – Table 13 – Categorical Enrollment

ESA – Table 14 – Leveraging & Integration

ESA – Table 15 – Lighting

ESA – Table 16 – “Add Back” Measures

CARE – Table 1 – Overall Program Expenses

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

CARE – Table 3A – Post-Enrollment Verification Results (Model)

CARE – Table 3B – Post-Enrollment Verification Results (High Usage)

CARE – Table 4 – Self-Certification and Self-Recertification Applications

CARE – Table 5 – Enrollment by County

CARE – Table 6 – Recertification Results

CARE – Table 7 – Capitation Contractors

CARE – Table 8 – Participants per Month

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 14 – Categorical Enrollment

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report ESA Table 1

### Overall Program Expenses

ESA Program:	2015 Authorized Budget			2015 Annual Expenses			% of Budget Spent		
	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total
<b>Energy Efficiency</b>									
Appliances [5] [6]	\$ 29,070,271	\$ 1,754,277	\$ 30,824,548	\$ 16,540,131	\$ 668,178	\$ 17,208,309	57%	38%	56%
Domestic Hot Water [4][5][6]	\$ 924,532	\$ 10,992,745	\$ 11,917,277	\$ 739,928	\$ 10,992,745	\$ 11,732,673	80%	100%	98%
Enclosure [5][6]	\$ 7,457,463	\$ 38,792,068	\$ 46,249,531	\$ 6,845,659	\$ 38,792,068	\$ 45,637,727	92%	100%	99%
HVAC [5][6]	\$ 8,045,416	\$ 5,777,762	\$ 13,823,178	\$ 8,045,416	\$ 5,777,762	\$ 13,823,179	100%	100%	100%
Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
Lighting[5]	\$ 28,575,478	\$ -	\$ 28,575,478	\$ 23,596,687	\$ -	\$ 23,596,687	83%	0%	83%
Miscellaneous [2]	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
Customer Enrollment[5]	\$ 1,155,071	\$ 621,961	\$ 1,777,032	\$ 771,458	\$ 415,400	\$ 1,186,858	67%	67%	67%
In Home Education[5]	\$ 9,917,891	\$ 5,340,403	\$ 15,258,294	\$ 7,669,138	\$ 4,129,536	\$ 11,798,674	77%	77%	77%
Pilot	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
<b>Energy Efficiency TOTAL</b>	<b>\$ 85,146,122</b>	<b>\$ 63,279,216</b>	<b>\$ 148,425,338</b>	<b>\$ 64,208,417</b>	<b>\$ 60,775,689</b>	<b>\$ 124,984,106</b>	<b>75%</b>	<b>96%</b>	<b>84%</b>
Training Center [3]	\$ 676,925	\$ 372,394	\$ 1,049,319	\$ 373,254	\$ 200,983	\$ 574,236	55%	54%	55%
Inspections [3][4]	\$ 4,613,647	\$ 2,616,909	\$ 7,230,556	\$ 3,038,820	\$ 1,636,288	\$ 4,675,108	66%	63%	65%
Marketing and Outreach [3]	\$ 1,260,017	\$ 683,134	\$ 1,943,151	\$ 1,151,723	\$ 620,158	\$ 1,771,881	91%	91%	91%
Statewide Marketing Education and Outreach [1]	\$ 82,550	\$ 44,450	\$ 127,000	\$ -	\$ -	\$ -	0%	0%	0%
Measurement and Evaluation Studies	\$ 133,250	\$ 71,750	\$ 205,000	\$ -	\$ -	\$ -	0%	0%	0%
Regulatory Compliance [3]	\$ 275,649	\$ 154,832	\$ 430,480	\$ 213,559	\$ 114,993	\$ 328,552	77%	74%	76%
General Administration [3]	\$ 2,865,222	\$ 1,615,712	\$ 4,480,934	\$ 2,860,996	\$ 1,540,536	\$ 4,401,533	100%	95%	98%
CPUC Energy Division	\$ 35,750	\$ 19,250	\$ 55,000	\$ 25,954	\$ 13,975	\$ 39,929	73%	73%	73%
<b>TOTAL PROGRAM COSTS</b>	<b>\$ 95,089,131</b>	<b>\$ 68,857,647</b>	<b>\$ 163,946,778</b>	<b>\$ 71,872,722</b>	<b>\$ 64,902,623</b>	<b>\$ 136,775,345</b>	<b>76%</b>	<b>94%</b>	<b>83%</b>
<b>Funded Outside of ESA Program Budget</b>									
Indirect Costs				\$ -	\$ -	\$ -			
NGAT Costs					\$ 2,500,895	\$ 2,500,895			

[1] PG&E have requested in the ESA Testimony, filed on November 18, 2014 to fund shift \$127,000 authorized budget from Statewide Marketing, Education and Outreach to Marketing and Outreach to augment drought efforts and ESA services to CARE high energy users.

[2] The 2014 and 2015 authorized budget in the Miscellaneous category of \$10,854,095 was redistributed to the HVAC category (\$922,598 for AC Fan Delay - Electric and the Enclosure category (\$1,559,579 for Attic Insulation - Electric and \$8,371,918 for Attic Insulation - Gas).

[3] Program budgets have been updated to include employee benefits costs approved in the GRC (D.14-08-032) - Decision Authorizing Pacific Gas and Electric Company's General Rate Case Revenue Requirement for 2014-2016, issue date of August 20, 2014.

[4] Inspections Authorized Budget adjusted to reflect amended application filed in June 2015 (includes adjusted authorized of \$4,270,162 plus benefit costs of \$1,231,634).

[5] This measure category includes the primary contractor's administrative fee and subcontractor direct costs.

[6] The authorized budget in these measure categories were fund-shifted in accordance with the fund-shifting rule authorized in D.12-08-044. Please refer to ESA Table 12 - Fund Shifting for more information.

**Note:** Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 2

#### Expenses and Energy Savings by Measures Installed

Measures	Units	PY Completed & Expensed Installations					
		Quantity Installed	kWh <sup>4</sup> (Annual)	kW <sup>4</sup> (Annual)	Therms <sup>4</sup> (Annual)	Expenses <sup>5</sup> (\$)	% of Expenditure
Appliances							
High Efficiency Clothes Washer	Each						
Refrigerators	Each	13,512	8,854,638	1,203	-	\$ 12,621,493	10.71%
Evaporative Coolers (Replacement)	Each	5,236	1,440,523	467	-	\$ 3,400,902	2.88%
Smart Power Strips	Each	24,670	599,481	81	-	\$ 1,390,013	1.18%
Microwaves <sup>6</sup>	Each	20,168	2,667,166	-	162,987	\$ 1,825,479	1.55%
Domestic Hot Water-[each IOU to do]							
Water Heater Blanket	Each	21,825	111,232	24	121,100	\$ 1,344,917	1.14%
Low Flow Shower Head	Each	110,106	1,105,865	140	590,733	\$ 4,695,091	3.98%
Water Heater Pipe Insulation	Home	1,675	5,961	1	11,376	\$ 34,236	0.03%
Faucet Aerator	Home	74,653	138,904	30	209,441	\$ 1,391,308	1.18%
Water Heater Repair/Repl	Each	1,508	-	-	-	\$ 1,559,364	1.32%
Thermostatic Shower Valve <sup>7</sup>	Each	87,495	23,921	-	147,296	\$ 2,022,133	1.72%
Enclosure							
Air Sealing / Envelope <sup>1</sup>	Home	70,646	373,189	72	583,058	\$ 32,322,353	27.42%
Caulking	Home						
Attic Insulation	Home	6,459	825,908	1,045	273,771	\$ 10,788,634	9.15%
HVAC							
FAU Standing Pilot Light Conversion	Each						
Furnace Repair/Replacement	Each	1,963	-	-	6,703	\$ 3,464,758	2.94%
Room A/C Replacement	Each	1,890	372,900	68	-	\$ 1,740,475	1.48%
Central A/C Replacement	Each	17	1,016	0	-	\$ 67,741	0.06%
Central A/C Tune up	Each	8,719	2,225,658	409	-	\$ 2,352,537	2.00%
Duct Testing and Sealing	Home	3,948	229,755	38	106,092	\$ 2,308,689	1.96%
Maintenance							
Furnace Clean and Tune	Home						
Lighting							
Compact Fluorescent Lights (CFLs)	Each	393,953	6,303,248	804	-	\$ 3,294,713	2.79%
Interior Hard wired CFL fixtures	Each	168,351	2,693,616	343	-	\$ 14,511,551	12.31%
Exterior Hard wired CFL fixtures	Each	30,519	1,474,831	188	-	\$ 3,003,982	2.55%
Torchiere	Each	10,492	1,166,923	149	-	\$ 854,968	0.73%
Occupancy Sensor	Each	9,809	1,030,718	131	-	\$ 605,018	0.51%
LED Night Lights	Each						
Miscellaneous							
Pool Pumps	Each						
New Measure							
AC Time Delay <sup>8</sup>	Each	1,790	314,893	727	-	\$ 116,972	0.10%
Customer Enrollment							
Outreach & Assessment	Home	100,573				\$ 1,112,253	0.94%
In-Home Education	Home	100,573				\$ 11,056,961	9.38%
Total Savings/Expenditures			31,960,346	5,921	2,212,556	\$ 117,886,543	100%
Households Weatherized <sup>2</sup>	Home	88,686					

Homes Treated		
- Single Family Homes Treated	Home	72,084
- Multi-family Homes Treated	Home	22,525
- Mobile Homes Treated	Home	5,964
<b>Total Number of Homes Treated</b>	<b>Home</b>	<b>100,573</b>
# Eligible Households to be Treated for PY <sup>3</sup>	Home	119,940
% OF Homes Treated	%	83.85%
- Total Master-Metered Homes Treated	Home	8,125

<sup>1</sup> Envelope and Air Sealing Measures may include outlet cover plate gaskets, attic access weatherization, weatherstripping - door, caulking and minor home repairs. Minor home repairs predominantly are door jamb repair / replacement, door repair, and window putty.

<sup>2</sup> Weatherization may consist of attic insulation, attic access weatherization, weatherstripping - door, caulking, & minor home repairs

<sup>3</sup> Appendix A --- A.11-05-017 Adopted Number of Homes to be Treated

<sup>4</sup> All savings are calculated based on the following sources: (except note 6,7, and 8)

Evergreen Economics "PY2011 Energy Savings Assistance Program Impact Evaluation, Final Report." August 30, 2013

<sup>5</sup> Costs exclude support costs that are included in Table 1.

<sup>6</sup> Microwave savings are from ECONorthWest Studies received in December of 2011

<sup>7</sup> Savings Values for just the valve are derived from PGECODHW113, Revision 4

<sup>8</sup> Savings value from Work Paper PGE0077 Revision #1 --- California HVAC Upgrade: Efficient Fan Controller(EFC) for Residential

# Pacific Gas and Electric Company

**PY 2015 Energy Savings Assistance Program Annual Report**  
**ESA Table 3**  
**Cost-Effectiveness**

PY - Recorded						
	Ratio of Benefits Over Costs			Net Benefits; \$ Millions		
Program Year	Utility Cost Test	Total Resource Cost Test	Modified Participant Test	Utility Cost Test	Total Resource Cost Test	Modified Participant Test
2015	0.62	0.47	0.70	(50.245)	(69.402)	(40.469)
2014	0.63	0.39	0.64	(45.570)	(74.202)	(51.832)
2013	0.56	0.39	0.62	(55.806)	(78.533)	(50.014)
2012	0.44	0.34	0.58	(70.230)	(83.229)	(54.475)
2011	0.58	0.46	0.64	(58.896)	(75.618)	(52.146)
2010	0.59	0.47	0.66	(56.165)	(73.190)	(48.719)
2009	0.59	0.45	0.61	(36.590)	(48.748)	(35.826)
2008	0.48	0.37	0.62	(33.801)	(40.880)	(28.635)
2007	0.46	0.36	0.63	(39.902)	(47.085)	(27.536)
2006	0.48	0.48	0.68	(45.470)	(45.470)	(27.922)
2005	N/A	N/A	N/A	N/A	N/A	N/A
2004	N/A	N/A	N/A	N/A	N/A	N/A
2003	N/A	N/A	N/A	N/A	N/A	N/A
2002	N/A	N/A	N/A	N/A	N/A	N/A

**PY 2015 Energy Savings Assistance Program Annual Report**  
**ESA Table 3b**  
**Cost-Effectiveness as used in PY15-17 Application <sup>[1]</sup>**

Ratio of Program Benefits over Program Costs			
Program Year	ESA CET (w Admin)		Total Resource Cost Test (w/o Admin)
2015	0.92		1.12
2014	0.99		0.93
2013	0.89		N/A
2012 <sup>[2]</sup>	0.73		0.75

[1] The Cost-Effectiveness Tests used in PY15-17 Application are included here in Table 3b is for information purposes only

[2] For 2012 only, the Measure Total Resource Cost Test value of 0.75 is taken from Table 4 of Addendum to ESAP Cost Effectiveness Working Group White Paper. All other values are calculated.

# Pacific Gas and Electric Company

PY 2015 Energy Savings Assistance Program Annual Report  
ESA Table 4  
Detail by Housing Type and Source

ESA Table 4A 2015 Energy Savings						
Customer	Housing Type	# Homes Treated	GWH	MW	M THERM	2015 Expenses <sup>1</sup>
<b>Gas and Electric Customers</b>						
<b>Owners - Total</b>		30,560	11	2	1	40,175,427
	Single Family	26,951	9.70	2.04	0.80	\$ 36,374,068
	Multi Family	595	0.17	0.02	0.01	\$ 594,024
	Mobile Homes	3,014	0.89	0.14	0.07	\$ 3,207,335
<b>Renters - Total</b>		39,846	13	2	1	41,183,360
	Single Family	24,076	9.19	1.66	0.66	\$ 28,517,062
	Multi Family	15,318	3.48	0.37	0.21	\$ 12,249,450
	Mobile Homes	452	0.13	0.02	0.01	\$ 416,848
<b>Electric Customers (only)</b>						
<b>Owners - Total</b>		7,920	3.79	0.69	0.01	6,520,731
	Single Family	6,460	3.18	0.60	0.01	\$ 5,445,627
	Multi Family	244	0.13	0.01	-	\$ 213,517
	Mobile Homes	1,216	0.48	0.08	0.00	\$ 861,587
<b>Renters - Total</b>		9,056	4.33	0.64	0.01	7,702,553
	Single Family	4,944	2.61	0.47	0.01	\$ 4,717,411
	Multi Family	3,295	1.34	0.11	0.00	\$ 2,266,999
	Mobile Homes	817	0.38	0.06	0.00	\$ 718,143
<b>Gas Customers (only)</b>						
<b>Owners - Total</b>		5,741	0.16	0.19	0.22	\$ 5,548,467
	Single Family	5,282	0.16	0.19	0.21	\$ 5,244,809
	Multi Family	52	-	-	0.00	\$ 27,758
	Mobile Homes	407	0.00	0.00	0.01	\$ 275,900
<b>Renters - Total</b>		7,450	0.12	0.14	0.22	\$ 4,586,791
	Single Family	4,371	0.11	0.14	0.16	\$ 3,325,959
	Multi Family	3,021	0.00	0.00	0.06	\$ 1,240,588
	Mobile Homes	58	0.00	0.00	0.00	\$ 20,244
<b>Totals:</b>		<b>100,573</b>	<b>31.96</b>	<b>5.92</b>	<b>2.21</b>	<b>\$ 105,717,329</b>

ESA Table 4B Penetration History				
Year	Homes Treated <sup>2</sup>	Ineligible & Unwilling <sup>3</sup>	Estimated Eligible in Current Year <sup>4</sup>	Current Year Penetration Rate for Homes Treated
2002	70,683	NA		
2003	47,271	NA		
2004	48,456	NA		
2005	57,700	NA		
2006	66,043	NA		
2007	63,319	NA		
2008	61,034	NA		
2009	81,308	2,946		
2010	133,329	8,272		
2011	128,071	11,535		
2012	115,229	10,549		
2013	123,566	40,364		
2014	123,539	64,940	119,940	103.00%
2015	100,573	83,553	119,940	83.85%
2016				
2017				
2018				
2019				
2020				
Total Homes Treated since 2002	<b>1,220,121</b>	<b>222,159</b>		

<sup>1</sup> Costs exclude support costs that are included in Table 1.

<sup>2</sup> Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative.

<sup>3</sup> PG&E did not track ineligible and unwilling customers prior to 2009. "Ineligible" customers are those that were not successfully enrolled due to income verification failure or to a technical infeasibility. "Unwilling" customers are those that specifically state that they are not interested or that request to be added to our "do not call" list. The number reported in this column does not include non-responses to mailings, canvassing or other

<sup>4</sup> Based on Attachment F of D.12-08-044.

ESA Table 4C			
Year	Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory
2015	SCG	104,734	2,193
2015	SCE	5,181	0
2015	SDG&E	0	0

# Pacific Gas and Electric Company

PY 2015 Energy Savings Assistance Program  
Annual Report  
ESA Table 5

Contractor	County	Contractor Type				2015 Annual Expenditures
		Private	CBO	WMDVBE	LIHEAP	
HVAC Contractors						
Acosta Heating Air Conditioning	San Francisco, Marin	X				\$ 55,738.48
Action Air	Fresno, Madera, Kings	X				\$ 226,773.99
Agbayani Construction	Alameda, Contra Costa, Fresno, Kern, Kings, Marin, Mendocino, Monterey, Napa, San Benito, Santa Clara, Shasta, Solano, Sonoma, Yolo, Santa Clara	X		X		\$ 199,522.82
Air Tech Heating & Air Conditioning	San Joaquin, Sacramento	X				\$ 207,660.09
Airco Heating & Cooling	Kern	X				\$ 76,152.05
Airtec Services	Monterey, Santa Cruz, San Benito	X				\$ 36,445.81
All Bay Heating	Alameda, Contra Costa, San Joaquin, Santa Clara	X				\$ 586,161.43
Allied Aire Services	Alameda, Santa Clara	X				\$ 18,886.17
American Insulation Inc. (R&R)	San Joaquin, Stanislaus	X		X		\$ 36,052.40
Barker Mechanical Services	Alameda, Contra Costa	X				\$ 422,203.08
Bellows Plumbing Heating & Sewer	Santa Clara, Santa Cruz, Monterey, San Benito	X				\$ 470,768.77
Bickley's Air Conditioning & Heating	Tehama, Shasta, Humboldt	X				\$ 313,466.89
Empire Insulation Inc. (R&R)	Amador, Colusa, El Dorado, Sacramento, Solano, Sutter, Yolo, Yuba.	X				\$ 23,185.25
FTE General Contractors	Sacramento, San Joaquin, Solano, Yolo	X				\$ 265,411.81
Lovotti Air / Lovotti, Inc.	Yolo, Solano, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Madera, Mariposa, Merced, Nevada, Placer, Plumas, Sacramento, San Joaquin, Stanislaus, Sutter, Tehama, Tulare, Tuolumne, Yuba, San Joaquin, Stanislaus	X				\$ 556,324.11
Masco Contractor Services (R&R) aka TruTeam of California	Fresno, Madera, Merced, Placer Sacramento, San Joaquin, Stanislaus, Yolo	X				\$ 23,175.91
Pelle Heat & Air Conditioning	Santa Clara	X				\$ 431,140.10
Plumblne Plumbing, Inc.	Fresno, Madera, Kings	X				\$ 84,491.08
Proteus Inc. (R&R)	Fresno, Kern, Kings, Madera, Merced Tulare		X			\$ 121,132.49
Queirolo's Heating and Air Conditioning	San Joaquin	X		X		\$ 39,337.50
Reliable Energy	Kern	X		X		\$ 278,472.03
Residential Weatherization, Inc.	Butte, Yuba, Sutter	X		X		\$ 3,118.38
Roman's Heating & Air	San Joaquin, Sacramento	X		X		\$ 100,562.55
Santa Cruz Mechanical	Monterey, Santa Cruz, San Benito	X				\$ 250,398.12
Self Help Home Improvement (R&R)	Butte, Glenn, Shasta, Tehama	X		X		\$ 17,526.15
Sundowner Insulation Air Conditioning	Fresno, Madera, Stanislaus, Merced, San Joaquin	X				\$ 118,734.32
Statewide Construction Services	Napa, Sonoma, Solano, Marin, Alameda, Contra Costa, San Joaquin	X				\$ 152,715.20
Thomas Frank Heating & Air	Fresno, Madera, Kings	X				\$ 67,960.69
AC Tune-Up Contractors						
ACT - AE3V	Alameda, Contra Costa, Fresno, Kern, Kings, Madera, Marin, Merced, Monterey, Napa, Sacramento, San Benito, San Joaquin, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Tulare, Yolo	X				\$ 648,736.00

# Pacific Gas and Electric Company

PY 2015 Energy Savings Assistance Program  
Annual Report  
ESA Table 5

Contractor	County	Contractor Type				2015 Annual Expenditures
		Private	CBO	WMDVBE	LIHEAP	
ACT- Agbayani Construction Corporation	Merced, Napa, Sacramento, San Benito, San Joaquin, San Mateo Santa Clara, Solano, Sonoma, Stanislaus, Sutter, Tulare, Tuolumne, Yolo	X				\$ 487,328.00
ACT- Lovotti	Alameda, Alpine, Amador, Butte, Calaveras, Colusa, Contra Costa, El Dorado, Fresno, Glenn, Humboldt Kern, Kings, Lake, Lassen, Madera Marin, Mariposa, Mendocino Merced, Monterey, Napa, Nevada, Placer, Plumas, Sacramento San Benito, San Bernardino, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara Santa Clara, Santa Cruz, Shasta, Sierra, Siskiyou, Solano, Sonoma, Stanislaus, Sutter, Tehama, Trinity Tulare, Tuolumne, Yolo, Yuba	X				\$ 1,399,224.00
<b>Weatherization Contractors</b>						
Altitude Global Energy, Inc.		X		X		\$ 24,537.09
American Eco Services	San Luis Obispo, Santa Barbara	X		X		\$ 804,107.04
American Insulation, Inc.	Merced, Stanislaus, San Joaquin	X		X		\$ 2,316,110.80
Atlas Systems, Inc.	Humboldt, Marin, Napa, Sonoma	X				\$ 2,222,239.49
Bo Enterprises	Alameda, Santa Clara, Santa Cruz	X				\$ 3,283,151.60
Bright Ideas Inc.	Merced	X				\$ 3,013,990.46
Community Action Agency of Butte County	Butte		X		X	\$ 1,277,557.27
Community Housing Opportunities Corp	Sacramento, San Joaquin, Solano, Yolo		X			\$ 4,092,854.30
California Human Development	Napa, Sonoma		X			\$ 1,003,323.93
California Platinum Properties		X				\$ 407,104.02
Carroll Co.	Humboldt, Sacramento, Trinity	X				\$ 4,836,985.19
Community Development Commission of Mendocino	Lake, Mendocino		X			\$ 150,168.54
Community Action Partnership of San Luis Obispo County, Inc.	Monterey, San Luis Obispo, Santa Barbara		X		X	\$ 1,100,110.00
Community Energy Services Corporation	Alameda, Contra Costa, Marin		X			\$ 274,787.53
CWES, Inc.	Fresno	X		X		\$ 2,861,994.44
Eagle Systems dba Synergy Companies	Kern, San Bernardino	X				\$ 220,082.60
El Concilio of San Mateo County	San Mateo		X			\$ 1,405,244.56
Empire Insulation, Inc.	Sacramento	X				\$ 2,236,836.15
Energy Efficiency Inc. dba Synergy Energy Efficiency	Alameda, San Francisco, Santa Clara	X		X		\$ 9,175,687.10
Fresno County Economic Opportunity Commission	Fresno		X	X	X	\$ 4,232,609.22
Highlands Energy Services, Inc.	San Joaquin, Stanislaus	X		X		\$ 10,979,317.60
Masco Contractor Service of CA aka TruTeam of California	Merced, Sacramento, San Benito, San Joaquin, Solano, Yolo, Stanislaus	X				\$ 4,514,800.17
Naildown Construction	Madera, Mariposa, Merced, Sacramento	X		X		\$ 2,383,522.97
Pacific Coast Energy Conservation Services	Kern, San Bernardino	X				\$ 2,401,125.95
Project Go, Inc.			X			\$ 270,266.19
Proteus, Inc.	Kings, Tulare, Fresno		X			\$ 877,256.27

# Pacific Gas and Electric Company

PY 2015 Energy Savings Assistance Program  
Annual Report  
ESA Table 5

Contractor	County	Contractor Type				2015 Annual Expenditures
		Private	CBO	WMDVBE	LIHEAP	
Quality Conservation Services	Alameda, Contra Costa, San Francisco, Santa Clara	X				\$ 7,406,412.01
Residential Weatherization, Inc.	Colusa, Glenn, Lake, Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yuba, Yolo	X		X		\$ 5,513,406.15
Salco Better Energy Inc.	Mendocino, Napa, Sonoma, Tehema	X				\$ 154,928.27
Self-Help Home Improvement Project, Inc.	Shasta, Tehama		X		X	\$ 900,194.65
Silicon Valley Foundation	Santa Clara	X				\$ 1,507,500.68
Soleeva Energy Inc	Santa Clara, Alameda	X				\$ 3,605,144.17
Staples & Associates, Inc.	Alpine, Amador, El Dorado, Alpine, Amador, Calaveras, El Dorado, Kern, Monterey, Nevada, San Benito, Santa Cruz, Kern, Monterey, Nevada, San Benito, Santa Cruz	X				\$ 7,075,999.19
Sundowner Insulation Co.	Calaveras, San Bernardino, Tuolumne	X				\$ 673,157.78
Winegard Energy, Inc.	Fresno, Kern, Kings, Madera, Mariposa, Merced	X		X		\$ 5,496,471.87

# Pacific Gas and Electric Company

PY 2015 Energy Savings Assistance Program  
Annual Report  
ESA Table 5

Contractor	County	Contractor Type				2015 Annual Expenditures
		Private	CBO	WMDVBE	LIHEAP	
Refrigerator Contractors						
Standards of Excellence	Alameda, Alpine, Amador, Butte, Calaveras, Colusa, Contra Costa, El Dorado, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Napa, Nevada, Placer, Plumas, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Shasta, Sierra, Siskiyou, Solano, Sonoma, Stanislaus, Sutter Tehama, Trinity, Tuolumne, Yuba, Yolo	X				\$ 6,662,447.47
Ventura TV & Appliance Center	Fresno, Kern, Kings, Madera, Mariposa, Merced, Monterey, San Benito, San Bernardino, San Luis Obispo, Santa Barbara, Santa Cruz, Tulare	X				\$ 4,935,105.79
Refrigeration Leveraging Contractors (LIHEAP)						
Amador-Tuolumne Community Action	Amador, Tuolumne, Calaveras		X		X	\$ 6,400
Central Coast Energy Services	Monterey, San Benito, Santa Clara, Santa Cruz		X		X	\$ 20,800
Project GO, Inc.	Placer		X		X	\$ 11,200
Redwood Community Action Agency	Humboldt		X		X	\$ 32,800
San Joaquin County Human Services	San Joaquin		X		X	\$ -

# Pacific Gas and Electric Company

PY 2015 Energy Savings Assistance Program Annual Report

ESA Table 6

Cost of Program Installation Contractors

	Unit of Measure	CBO/WMDVBE						Non-CBO/WMDVBE						2015 Program Total				
		Installations		Dwellings		Costs		Installations		Dwellings		Costs		Units Installed	Households	Costs <sup>1,2</sup>	Cost/ Unit	Cost/ Household
		Units	%	Units	%	\$	%	Units	%	Units	%	\$	%					
<b>Appliances</b>																		
High Efficiency Clothes Washer	Each																	
Refrigerators	Each	0	0.0%	0	0.0%	0	0.0%	13,512	100.0%	13,503	100.0%	12,621,493	100.0%	13,512	13,503	12,621,493	\$ 934.10	\$ 934.72
Evaporative Coolers (Replacement)	Each	3,602	68.8%	3,602	68.8%	2,339,582	68.8%	1,634	31.2%	1,634	31.2%	1,061,320	31.2%	5,236	5,236	3,400,902	\$ 649.52	\$ 649.52
Microwaves	Each	10,464	51.9%	10,464	51.9%	947,135	51.9%	9,704	48.1%	9,704	48.1%	878,344	48.1%	20,168	20,168	1,825,479	\$ 90.51	\$ 90.51
<b>Domestic Hot Water</b>																		
Water Heater Blanket	Each	11,859	54.3%	11,779	54.3%	730,784	54.3%	9,966	45.7%	9,915	45.7%	614,133	45.7%	21,825	21,694	1,344,917	\$ 61.62	\$ 61.99
Low Flow Shower Head	Each	58,220	52.9%	39,838	52.6%	2,482,591	52.9%	51,886	47.1%	35,920	47.4%	2,212,500	47.1%	110,106	75,758	4,695,091	\$ 42.64	\$ 61.97
Water Heater Pipe Insulation	Home	1,014	60.5%	1,014	60.5%	20,726	60.5%	661	39.5%	661	39.5%	13,511	39.5%	1,675	1,675	34,236	\$ 20.44	\$ 20.44
Faucet Aerator	Home	40,729	54.6%	40,729	54.6%	759,066	54.6%	33,924	45.4%	33,924	45.4%	632,242	45.4%	74,653	74,653	1,391,308	\$ 18.64	\$ 18.64
Water Heater Repair/Replacement	Each	84	5.6%	84	5.8%	86,861	5.6%	1,424	94.4%	1,364	94.2%	1,472,503	94.4%	1,508	1,448	1,559,364	\$ 1,034.06	\$ 1,076.91
Thermostatic Shower Valve	Each	46,736	53.4%	32,070	53.0%	1,080,135	53.4%	40,759	46.6%	28,452	47.0%	941,998	46.6%	87,495	60,522	2,022,133	\$ 23.11	\$ 33.41
<b>Enclosure</b>																		
Air Sealing / Envelope	Home	39,137	55.4%	39,137	55.4%	17,906,179	55.4%	31,509	44.6%	31,509	44.6%	14,416,174	44.6%	70,646	70,646	32,322,353	\$ 457.53	\$ 457.53
Caulking	Home																	
Weatherstripping	Home																	
Utility Gaskets	Home																	
Attic Access Weatherstripping	Home																	
Evaporative Cooler Cover	Home																	
AC Vent Cover	Each																	
Attic Insulation	Home	4,105	63.6%	4,105	63.6%	6,856,687	63.6%	2,354	36.4%	2,354	36.4%	3,931,947	36.4%	6,459	6,459	10,788,634	\$ 1,670.33	\$ 1,670.33
<b>HVAC</b>																		
FAU Standing Pilot Light Conversion	Each																	
Furnace Repair/Replacement	Each	161	8.2%	155	8.1%	284,170	8.2%	1,802	91.8%	1,763	91.9%	3,180,588	91.8%	1,963	1,918	3,464,758	\$ 1,765.03	\$ 1,806.44
Room A/C Replacement	Each	1,616	85.5%	1,616	85.5%	1,488,152	85.5%	274	14.5%	274	14.5%	252,323	14.5%	1,890	1,890	1,740,475	\$ 920.89	\$ 920.89
Central A/C Replacement	Each	0	0.0%	0	0.0%	0	0.0%	17	100.0%	17	100.0%	67,741	100.0%	17	17	67,741	\$ 3,984.76	\$ 3,984.76
Central A/C Tune-up	Each	522	6.0%	518	6.1%	140,845	6.0%	8,197	94.0%	7,972	93.9%	2,211,693	94.0%	8,719	8,490	2,352,537	\$ 269.82	\$ 277.10
Duct Testing and Sealing <sup>3</sup>	Home	2,547	64.5%	2,547	64.5%	1,489,420	64.5%	1,401	35.5%	1,401	35.5%	819,269	35.5%	3,948	3,948	2,308,689	\$ 584.77	\$ 584.77
<b>Maintenance</b>																		
Furnace Clean and Tune	Home																	
<b>Lighting</b>																		
Compact Fluorescent Lights (CFLs)	Each	214,142	54.4%	42,950	53.8%	1,790,915	54.4%	179,811	45.6%	36,927	46.2%	1,503,798	45.6%	393,953	79,887	3,294,713	\$ 8.36	\$ 41.24
Interior Hard wired CFL fixtures	Each	91,377	54.3%	35,196	54.8%	7,876,532	54.3%	76,974	45.7%	28,986	45.2%	6,635,019	45.7%	168,351	64,182	14,511,551	\$ 86.20	\$ 226.10
Exterior Hard wired CFL fixtures	Each	15,770	51.7%	15,699	51.8%	1,552,240	51.7%	14,749	48.3%	14,602	48.2%	1,451,743	48.3%	30,519	30,301	3,003,982	\$ 98.43	\$ 99.14
Torchiere	Each	4,749	45.3%	4,749	45.3%	386,985	45.3%	5,743	54.7%	5,743	54.7%	467,983	54.7%	10,492	10,492	854,968	\$ 81.49	\$ 81.49
Occupancy Sensor	Each	5,313	54.2%	4,003	55.7%	327,705	54.2%	4,496	45.8%	3,183	44.3%	277,313	45.8%	9,809	7,186	605,018	\$ 61.68	\$ 84.19
LED Night Lights	Each																	
<b>Miscellaneous</b>																		
Pool Pumps	Each																	
Smart Power Strips	Each	12,494	50.6%	12,494	50.6%	703,965.33	50.6%	12,176	49.4%	12,174	49.4%	686,047.86	49.4%	24,670	24,668	1,390,013	\$ 56.34	\$ 56.35
<b>New Measure</b>																		
AC FAN DELAY	Each	1	0.1%	1	0.1%	65	0.1%	1,789	99.9%	1,754	99.9%	116,907	99.9%	1,790	1,755	116,972	\$ 65.35	\$ 66.65
<b>Customer Enrollment</b>																		
Outreach & Assessment	Home													100,573	100,573	1,112,253	\$ 11.06	\$ 11.06
In-Home Education	Home													100,573	100,573	11,056,961	\$ 109.94	\$ 109.94

<sup>1</sup> These costs exclude PG&E support costs that are included in Table 1.

<sup>2</sup> Table 6 costs do not include: support allocations, penalties/credits, and training no show costs. These costs are included in Table 5.

<sup>3</sup> Costs of duct testing which do not result in duct seals are included, although duct tests only are not counted as a measure.

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report ESA Table 7 Expenditures Recorded by Cost Element

ESA Program:	Labor [1]	Non-Labor [2]	Contractor [3]	Total
<b>Energy Efficiency</b>				
Appliances	\$ -	\$ -	\$ 17,208,309	\$ 17,208,309
Domestic Hot Water	\$ -	\$ -	\$ 11,732,673	\$ 11,732,673
Enclosure	\$ -	\$ -	\$ 45,637,727	\$ 45,637,727
HVAC	\$ -	\$ -	\$ 13,823,179	\$ 13,823,179
Maintenance	\$ -	\$ -	\$ -	\$ -
Lighting	\$ -	\$ -	\$ 23,596,687	\$ 23,596,687
Miscellaneous	\$ -	\$ -	\$ -	\$ -
Customer Enrollment	\$ -	\$ -	\$ 1,186,858	\$ 1,186,858
In Home Education	\$ -	\$ -	\$ 11,798,674	\$ 11,798,674
Pilot	\$ -	\$ -	\$ -	\$ -
<b>Energy Efficiency TOTAL</b>	\$ -	\$ -	<b>\$ 124,984,106</b>	<b>\$ 124,984,106</b>
Training Center	\$ 352,943	\$ 15,191	\$ 206,103	\$ 574,236
Inspections [4]	\$ 5,179,279	\$ (531,112)	\$ 26,940	\$ 4,675,108
Marketing and Outreach	\$ 319,226	\$ 331,877	\$ 1,120,778	\$ 1,771,881
Statewide Marketing Education and Outreach	\$ -	\$ -	\$ -	\$ -
Measurement and Evaluation Studies	\$ -	\$ -	\$ -	\$ -
Regulatory Compliance	\$ 316,329	\$ 3,530	\$ 8,692	\$ 328,552
General Administration	\$ 2,933,240	\$ 148,706	\$ 1,319,587	\$ 4,401,533
CPUC Energy Division	\$ -	\$ 39,929	\$ -	\$ 39,929
<b>TOTAL PROGRAM COSTS</b>	<b>\$ 9,101,018</b>	<b>\$ 8,121</b>	<b>\$ 127,666,206</b>	<b>\$ 136,775,345</b>

[1] Labor costs include any internal direct (administrative and/or implementation) costs (indirect costs are a separate line item), burdened by overhead, that represents person hours.

[2] Non-Labor costs include all direct internal (administrative and/or implementation) costs (indirect costs are given as a separate line item) not covered under labor.

[3] Contract costs include all outsourced costs (administrative and/or implementation). Contract costs do not need to be further broken out by labor/non-labor. This category includes agency employees.

[4] Non-Labor costs for Inspections are negative due to a credit adjustment made for erroneous NGAT costs in 2015.

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 8

#### Homes Unwilling<sup>1</sup> / Unable to Participate

Reason Provided								
County	Customer/ Landlord Declined Program Measure or is Non- Responsive	Customer Unavailable - Scheduling Conflicts	Hazardous Environment (unsafe/unclean)	Insufficient feasible Measures	Ineligible Dwelling - Prior Program Participation or Dwelling Age	Household Income Exceeds Allowable Limits	Unable to Provide Required Documentation	Other
Alameda	5931	1672	0	35	74	4329	1	
Alpine	0	0	0	0	0	0	0	
Amador	300	66	0	11	1	21	0	
Butte	904	143	9	32	66	348	1	
Calaveras	253	109	0	15	3	28	0	
Colusa	90	12	0	3	33	64	0	
Contra Costa	5937	2066	0	187	103	2035	3	
El Dorado	720	154	0	30	7	39	1	
Fresno	2258	2110	4	45	143	893	0	
Glenn	137	12	2	9	23	103	1	
Humboldt	84	150	2	5	9	28	0	
Kern	2806	1815	2	109	180	248	1	
Kings	161	131	0	0	21	93	0	
Lake	77	6	3	16	4	90	0	
Lassen	2	0	0	0	0	0	0	
Madera	96	178	0	0	6	15	0	
Marin	186	11	0	1	1	35	0	
Mariposa	7	9	0	0	0	2	0	
Mendocino	105	10	3	3	5	49	0	
Merced	687	432	0	22	9	322	1	
Monterey	989	862	0	9	15	371	0	
Napa	583	33	0	21	13	132	5	
Nevada	523	92	1	33	15	42	0	
Placer	1216	223	1	53	44	234	0	
Plumas	4	1	0	0	0	4	0	
Sacramento	9908	1431	2	275	125	2568	0	
San Benito	34	45	0	0	0	9	0	
San Bernardino	1	1	0	0	0	0	0	
San Francisco	492	514	1	8	9	112	0	
San Joaquin	2589	881	3	120	75	1129	3	
San Luis Obispo	833	63	0	6	17	124	0	
San Mateo	169	126	0	1	2	12	0	
Santa Barbara	1034	36	1	5	14	129	0	
Santa Clara	3602	989	1	14	57	5960	1	
Santa Cruz	851	377	1	12	17	147	0	
Shasta	443	111	8	20	31	705	0	
Sierra	0	0	1	0	0	0	0	
Siskiyou	0	0	0	0	0	0	0	
Solano	5904	742	2	371	171	2318	0	
Sonoma	1510	276	1	28	37	740	1	
Stanislaus	1779	504	0	65	38	704	1	
Sutter	217	34	0	11	19	139	0	
Tehama	287	52	1	6	21	249	0	
Trinity	2	0	0	0	0	1	0	
Tulare	184	152	0	1	46	70	0	
Tuolumne	41	80	0	1	0	4	0	
Yolo	1104	135	0	112	17	507	0	
Yuba	166	12	2	9	14	95	0	
<b>Total</b>	<b>55,206</b>	<b>16,858</b>	<b>51</b>	<b>1,704</b>	<b>1,485</b>	<b>25,247</b>	<b>20</b>	

<sup>1</sup> Per D.12-08-031 OP.16, PG&E continues to use the current CPUC-authorized 5% unwillingness factor for the 2012-2014 ESA Program

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 9

#### Life Cycle Bill Savings by Measure

Measure Description		2015 Number Installed	Per Measure Electric Impact (kWh)	Per Measure Gas Impact (Therms)	Effective Useful Life (EUL)	2015 Total Measure Life Cycle Bill Savings
<b>Appliances</b>						
High Efficiency Clothes Washer	Each					
Refrigerators	Each	13,512	8,854,638.49	-	15	\$ 13,695,958.37
Evaporative Cooler (Replacement)	Each	5,236	1,440,522.61	-	15	\$ 2,228,135.88
Microwaves	Each	20,168	2,667,166.25	162,986.55	15	\$ 5,975,820.31
<b>Domestic Hot Water</b>						
Water Heater Blanket	Each	21,825	111,232.16	121,099.67	5	\$ 632,941.24
Low Flow Shower Head	Each	110,106	1,105,865.00	590,732.80	10	\$ 6,204,467.45
Water Heater Pipe Insulation	Home	1,675	5,961.46	11,376.09	15	\$ 138,372.32
Faucet Aerator	Home	74,653	138,904.08	209,440.70	5	\$ 1,060,824.51
Water Heater Repair/Replacement	Each	1,508	-	-	13	\$ -
Thermostatic Shower Valve <sup>(1)</sup>	Each	87,495	23,921.00	147,296.40	8	\$ 1,050,470.21
<b>Enclosure</b>						
Air Sealing / Envelope <sup>(2)</sup>	Home	70,646	373,189.36	583,058.31	7	\$ 3,951,810.02
Caulking	Home					
Weatherstripping	Home					
Utility Gaskets	Home					
Attic Access Weatherstripping	Home					
Evaporative Cooler Cover	Home					
AC Vent Cover	Each					
Attic Insulation	Home	6,459	825,907.79	273,770.79	20	\$ 5,309,572
<b>HVAC</b>						
FAU Standing Pilot Light Conversion	Each					
Furnace Repair/Replacement	Each	1,963	-	6,703.01	16	\$ 79,595
Room A/C Replacement	Each	1,890	372,900.20	-	15	\$ 576,785
Central A/C Replacement	Each	17	1,016.01	-	18	\$ 1,779
Central A/C Tune-up	Each	8,719	2,225,657.69	-	15	\$ 3,442,548
Duct Testing and Sealing	Home	3,948	229,754.52	106,091.81	25	\$ 3,479,656
<b>Maintenance</b>						
Furnace Clean and Tune	Home					
<b>Lighting</b>						
Compact Fluorescent Lights (CFLs)	Each	393,953	6,303,248.00	-	8	\$ 5,991,935
Interior Hard wired CFL fixtures	Each	168,351	2,693,616.00	-	16	\$ 4,357,800
Exterior Hard wired CFL fixtures	Each	30,519	1,474,830.68	-	20	\$ 2,761,835
Torchiere	Each	10,492	1,166,923.20	-	9	\$ 1,222,334
Occupancy Sensor	Each	9,809	1,030,717.53	-	8	\$ 979,811
LED Night Lights	Each					
<b>Miscellaneous</b>						
Pool Pumps	Each					
Smart Power Strips	Each	24,670	599,481.00	-	5	\$ 379,406
<b>New Measure</b>						
AC Time Delay <sup>(3)</sup>	Each	1,790	314,893.00	-	10	\$ 434,616
<b>Total Homes Served By the Program</b>	<b>100,573</b>					
<b>Life Cycle Bill Savings Per Home</b>						<b>\$ 635.92</b>

<sup>1</sup> Savings Values for the valve are derived from PGECODHW113, Revision 4

<sup>2</sup> Envelope and Air Sealing Measures may include outlet cover plate gaskets, attic access weatherization, weatherstripping - door, caulking and

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 10

#### Energy Rate Used for Bill Savings Calculations

Year	\$/kWh <sup>1</sup>	\$/Therm <sup>1</sup>
2015	0.1380	1.0130
2016	0.1422	1.0434
2017	0.1464	1.0747
2018	0.1508	1.1070
2019	0.1553	1.1402
2020	0.1600	1.1744
2021	0.1648	1.2096
2022	0.1697	1.2459
2023	0.1748	1.2833
2024	0.1801	1.3218
2025	0.1855	1.3614
2026	0.1911	1.4023
2027	0.1968	1.4444
2028	0.2027	1.4877
2029	0.2088	1.5323
2030	0.2150	1.5783
2031	0.2215	1.6256
2032	0.2281	1.6744
2033	0.2350	1.7246
2034	0.2420	1.7764
2035	0.2493	1.8297
2036	0.2568	1.8846
2037	0.2645	1.9411
2038	0.2724	1.9993
2039	0.2806	2.0593

<sup>1</sup> For 2015 the average cost per kWh and Therms paid by participants.  
Cost is escalated 3% annually in 24 subsequent years.

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 11

#### Bill Savings Calculations by Program Year

Program Year	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings
2011	\$ 145,900,978	\$ 58,889,388	0.40	\$ 460
2012	\$ 131,145,519	\$ 44,191,560	0.34	\$ 384
2013	\$ 142,181,389	\$ 54,007,801	0.38	\$ 437
2014	\$ 145,940,449	\$ 53,008,314	0.36	\$ 429
2015	\$ 136,775,345	\$ 63,956,471	0.47	\$ 636

Pacific Gas and Electric Company

PY2015 Energy Savings Assistance Program Annual Report  
ESA Table 12  
Fund Shifting

		Budget			Expenditures			(Shift) or Carried Forward			FUND SHIFT AMOUNT														
Date	Program Year 2015	Electric	Gas	Total Authorized	Electric	Gas	Total Expenditures	Variance			(1) Shift of Current Year Authorized			(2) Shift of Carry Forward			(3) Shift of Carry Back			Total Shifted Gas/ Electric <sup>1</sup>	% of Authorized Total	Fund Shifting Source 1. Current Year Authorized 2. Carried Forward 3. Carried Back	To/From Year	Fund Shift Description	Authorization
								Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total						
ESA Program:																									
Energy Efficiency																									
March-2016	Appliance	\$ 34,430,386	\$ 3,104,134	\$ 37,534,520	\$ 16,540,131	\$ 668,178	\$ 17,208,309	\$ 17,890,255	\$ 2,435,956	\$ 20,326,210	\$ (5,360,115)	\$ (1,349,857)	\$ (6,709,972)							\$ 6,709,972	4%	1. Current Year Authorized 2. 1.	1. From 2015 2. 1.	1. Fund shift from Appliances Electric to HVAC Electric 2. Fund shift from Appliances Gas to Domestic Hot Water Gas and HVAC Gas 3. 1.	1. 12-08-044 2. 1.
March-2016	Domestic Hot Water	\$ 924,532	\$ 9,757,809	\$ 10,682,341	\$ 739,928	\$ 10,992,745	\$ 11,732,673	\$ 184,604	\$ (1,234,936)	\$ (1,050,332)		\$ 1,234,936	\$ 1,234,936										1. To 2015 2. 1.	1. Fund shift from Appliances gas to Domestic Hot Water gas 2. 1.	1. 12-08-044 2. 1.
March-2016	Enclosure	\$ 7,457,463	\$ 41,793,263	\$ 49,250,726	\$ 6,945,659	\$ 38,792,068	\$ 45,637,727	\$ 611,804	\$ 3,001,195	\$ 3,612,999		\$ (3,001,195)	\$ (3,001,195)							\$ 3,001,195	2%	1. Current Year Authorized 2. 1.	1. From 2015 2. 1.	1. Fund shift from Enclosure gas to HVAC gas 2. 1.	1. 12-08-044 2. 1.
March-2016	HVAC	\$ 2,685,301	\$ 2,661,646	\$ 5,346,947	\$ 8,045,416	\$ 5,777,762	\$ 13,823,179	\$ (5,360,115)	\$ (3,116,116)	\$ (8,476,231)	\$ 5,360,115	\$ 3,116,116	\$ 8,476,231										1. To 2015 2. 1.	1. Fund shift from Appliance electric to HVAC electric 2. Fund shift from Appliances gas and Enclosure gas to HVAC gas 3. 1.	1. 12-08-044 2. 1.
	Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -													1. To 2015 2. 1.	1. 1.	1. 1.
	Lighting	\$ 28,575,478	\$ -	\$ 28,575,478	\$ 23,596,687	\$ -	\$ 23,596,687	\$ 4,978,791	\$ -	\$ 4,978,791													1. To 2015 2. 1.	1. 1.	1. 1.
	Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -													1. To 2015 2. 1.	1. 1.	1. 1.
	Customer Enrollment	\$ 1,155,071	\$ 621,961	\$ 1,777,032	\$ 771,458	\$ 415,400	\$ 1,186,858	\$ 383,613	\$ 206,561	\$ 590,174													1. To 2015 2. 1.	1. 1.	1. 1.
	In Home Education <sup>1</sup>	\$ 9,917,891	\$ 5,340,403	\$ 15,258,294	\$ 7,669,138	\$ 4,129,536	\$ 11,798,674	\$ 2,248,753	\$ 1,210,867	\$ 3,459,620													1. To 2015 2. 1.	1. 1.	1. 1.
	Pilot <sup>2</sup>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -													1. To 2015 2. 1.	1. 1.	1. 1.
	Energy Efficiency TOTAL	\$ 85,146,122	\$ 63,279,216	\$ 148,425,338	\$ 64,208,417	\$ 60,775,689	\$ 124,984,106	\$ 20,937,705	\$ 2,503,527	\$ 23,441,232	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				\$ 9,711,167	6%	1. 1.	1. 1.	1. 1.	1. 1.
	Training Center <sup>3</sup>	\$ 676,925	\$ 372,394	\$ 1,049,319	\$ 373,254	\$ 200,983	\$ 574,236	\$ 303,671	\$ 171,411	\$ 475,082													1. To 2015 2. 1.	1. 1.	1. 1.
	Inspections <sup>2</sup>	\$ 4,613,647	\$ 2,616,969	\$ 7,230,616	\$ 3,038,820	\$ 1,636,288	\$ 4,675,108	\$ 1,574,826	\$ 980,621	\$ 2,555,448													1. To 2015 2. 1.	1. 1.	1. 1.
	Marketing and Outreach <sup>4</sup>	\$ 1,260,017	\$ 683,134	\$ 1,943,151	\$ 1,151,723	\$ 620,158	\$ 1,771,881	\$ 108,294	\$ 62,976	\$ 171,270													1. To 2015 2. 1.	1. 1.	1. 1.
	Statewide M&O <sup>5</sup>	\$ 82,550	\$ 44,450	\$ 127,000	\$ -	\$ -	\$ -	\$ 82,550	\$ 44,450	\$ 127,000													1. To 2015 2. 1.	1. 1.	1. 1.
	M&E Studies <sup>1</sup>	\$ 133,250	\$ 71,750	\$ 205,000	\$ -	\$ -	\$ -	\$ 133,250	\$ 71,750	\$ 205,000													1. To 2015 2. 1.	1. 1.	1. 1.
	Regulatory Compliance <sup>1</sup>	\$ 275,649	\$ 154,832	\$ 430,480	\$ 213,559	\$ 114,993	\$ 328,552	\$ 62,090	\$ 39,839	\$ 101,928													1. To 2015 2. 1.	1. 1.	1. 1.
	General Administration <sup>1</sup>	\$ 2,865,222	\$ 1,615,712	\$ 4,480,934	\$ 2,860,996	\$ 1,540,536	\$ 4,401,533	\$ 4,226	\$ 75,176	\$ 79,402													1. To 2015 2. 1.	1. 1.	1. 1.
	CPUC Energy Division <sup>1</sup>	\$ 35,750	\$ 19,250	\$ 55,000	\$ 25,954	\$ 13,975	\$ 39,929	\$ 9,796	\$ 5,275	\$ 15,071													1. To 2015 2. 1.	1. 1.	1. 1.
TOTAL PROGRAM COSTS		\$ 95,089,131	\$ 68,857,647	\$ 163,946,778	\$ 71,872,722	\$ 64,902,623	\$ 136,775,345	\$ 23,216,409	\$ 3,955,024	\$ 27,171,433	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -				\$ 9,711,167	6%				
	Carry Forward from PY	\$ -	\$ -	\$ -																					
	Carry Back from PY	\$ -	\$ -	\$ -																					
TOTAL PROGRAM INCLUDING CARRY FORWARD and FUND SHIFTING		\$ 95,089,131	\$ 68,857,647	\$ 163,946,778	\$ 71,872,722	\$ 64,902,623	\$ 136,775,345	\$ 23,216,409	\$ 3,955,024	\$ 27,171,433															

<sup>1</sup> Numbers reported in standard accounting format, with negative amounts displayed in parentheses (Dex).

<sup>2</sup> Prior written authorization from the Commission is required before the utilities can shift into or out of these categories.

Pacific Gas and Electric Company

Note: This Table does not include prior cycle's unspent funds.

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 13

#### Categorical Enrollment

Type of Enrollment	Number of customers treated <sup>1</sup>
80/20	164
Allensworth/Alpaugh	2
CARE Income Qualified	8,407
Food Stamps	5,013
Head Start - Tribal	3
Healthy Families	153
Indian Affairs General Assistance	20
Issuance History	10
LIHEAP	38
Medi-Cal	4,037
NSL - Free Lunch	901
Qualified Public Housing	935
SSI	7,520
TANF	1,043
WIC	13,209
Zip - 7	2,581

<sup>1</sup> Number of customers treated reflects categorical programs selected by customer. Please note in some case customer select more than one eligible program for a single account.

# Pacific Gas Electric Company

PY 2015 Energy Savings Assistance Program Annual Report  
ESA Table 14  
Leveraging & Integration

Coordination Type <sup>1</sup>	Partner	Enrollments Resulting from Leveraging Effort <sup>4</sup>	Methodology <sup>5</sup>	Meets all Criteria	If not, Explain
Program Coordination	American Eco Services	116 into SoCal Gas		N	Unknown amount of energy or dollar savings
Program Coordination	American Insulation	82 into MID, TID and SoCal Gas, collectively		N	Unknown amount of energy or dollar savings
Program Coordination	Atlas	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Bright Ideas Inc	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Community Action Partnership - San Luis Obispo	8 customers enrolled in SoCal Gas's ESA Program		N	Unknown amount of energy or dollar savings
Program Coordination	Community Energy Services Corporation	5 customers enrolled in Contra Costa Home Repair, one in LIHEAP Marin		N	Unknown amount of energy or dollar savings
Program Coordination	California Human Development	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Community Housing Opportunities Corporation	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	El Concilio	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Empire	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Fresno County EOC	1 into LIHEAP		N	Unknown amount of energy or dollar savings
Program Coordination	Pacific Coast Energy	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Residential Weatherization Services	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Self Help Home Improvement	27 customers enrolled into LIHEAP		N	Unknown amount of energy or dollar savings
Program Coordination	Sundowner Insulation	Unknown		N	Unknown amount of energy or dollar savings
Program Coordination	Synergy	263 customers enrolled in SCE's ESA Program		N	Unknown amount of energy or dollar savings
Program Coordination	Winegard Energy	32 customers enrolled in Southern California Gas Company's ESA Program		N	Unknown amount of energy or dollar savings
Program Coordination	Amadore-Tuolumne Community Action Agency	Installed 8 refrigerators at \$800/refrigerator = \$6,400		N	Unknown amount of energy or dollar savings
Program Coordination	Central Coast Energy Services	Installed 26 refrigerators at \$800/refrigerator = \$20,800		N	Unknown amount of energy or dollar savings
Program Coordination	Project GO	Installed 14 refrigerators at \$800/refrigerator = \$11,200		N	Unknown amount of energy or dollar savings
Program Coordination	Redwood Community Action Agency	Installed 41 refrigerators at \$800/refrigerator = \$32,800		N	Unknown amount of energy or dollar savings
Interdepartmental Integration	IDSMESA Program Coordination	0		N	Unknown amount of energy or dollar savings
Interdepartmental Integration	Residential Newsletter	0		N	Unknown amount of energy or dollar savings
Interdepartmental Integration	ESA/LGP MIDI Program	1,686 homes enrolled in MIDI		N	Unknown amount of energy or dollar savings
Interdepartmental Integration	SmartAC and ESA	In 2015, ESA contractors had 900 referrals install for SmartAC		N	Unknown amount of energy or dollar savings
Interdepartmental Integration	ESA Water Project	0		N	Unknown amount of energy or dollar savings

<sup>1</sup> Leveraging, Interdepartmental integration, Program Coordination, Data Sharing, ME&O, etc.

<sup>2</sup> Leveraging and Integration efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/donated resources, shared marketing materials,

<sup>3</sup> Energy savings/benefits. Leveraging efforts are measurable and quantifiable in terms of home energy benefits/ savings to the eligible households.

<sup>4</sup> Enrollment increases. Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

<sup>5</sup> In footnotes, provide information on methodology used to calculate cost and/or resource savings.

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 15

#### Lighting

Table 15A

ESA Program CFL Tracking Table					
CFL bulbs used within PG&E ESA program					
Bulb Name / Identification	Bulb Description (wattage, lumens)	Bulb Cost (material)	Admin Cost (overhead, contractor fee, marketing, etc.)	Total Bulb Cost (material + admin)	AB 1109 Compliant? <sup>1</sup>
Autocell	11W/720L	\$2.16	\$5.18	\$7.34	Yes
Autocell	13W/825L	\$2.16	\$5.18	\$7.34	Yes
Autocell	19W/1250L	\$2.39	\$5.18	\$7.57	Yes
Autocell	19W/1300L	\$2.39	\$5.18	\$7.57	Yes
Autocell	23W/1600L	\$2.60	\$5.18	\$7.78	Yes
Autocell	27W/1750L	\$2.60	\$5.18	\$7.78	Yes
Energetic Lighting	11W/720L	\$2.16	\$5.18	\$7.34	Unknown
Energetic Lighting	13W/825L	\$2.16	\$5.18	\$7.34	Unknown
Energetic Lighting	15W/820L	\$2.16	\$5.18	\$7.34	Unknown
Energetic Lighting	19W/1250L	\$2.39	\$5.18	\$7.57	Unknown
Energetic Lighting	23W/1250L	\$2.60	\$5.18	\$7.78	Unknown
Maxlite	13W/900L	\$2.16	\$5.18	\$7.34	Yes
Maxlite	18W/2850L	\$2.39	\$5.18	\$7.57	Yes
Maxlite	26W/2850L	\$2.60	\$5.18	\$7.78	Yes
Maxlite	26W/2900L	\$2.60	\$5.18	\$7.78	Yes
Maxlite	36W/2400L	\$2.60	\$5.18	\$7.78	Unknown
Maxlite	45W/2850L	\$2.60	\$5.18	\$7.78	Unknown
Maxlite	75W/1200L	\$2.60	\$5.18	\$7.78	Unknown
TCP	13W/900L	\$2.16	\$5.18	\$7.34	Yes
TCP	14W/900L	\$2.16	\$5.18	\$7.34	Yes
TCP	16W/750L	\$2.39	\$5.18	\$7.57	Yes
TCP	18W/1200L	\$2.39	\$5.18	\$7.57	Yes
TCP	19W/950L	\$2.39	\$5.18	\$7.57	Yes
TCP	23W/1200L	\$2.60	\$5.18	\$7.78	Yes
TCP	23W/1600L	\$2.60	\$5.18	\$7.78	Yes
TCP	75W/1200L	\$2.60	\$5.18	\$7.78	Unknown

Table 15B

Year	Number of Homes Treated in ESA Program	Number of Homes Provided CFLs	Avg. # of CFL bulbs given per home	Est. total energy savings from installed CFLs <sup>2,3</sup>
2009	81,308	69,970	4.57	5.12
2010	133,329	109,663	4.69	8.23
2011	128,071	105,849	4.69	7.95
2012	115,229	91,906	4.67	5.88
2013	123,566	92,655	4.56	5.84
2014	123,539	96,508	4.60	6.12
2015	100,573	79,887	4.93	6.30

<sup>1</sup> Compliant in regards to: 1) Do bulbs meet or exceed CEC energy efficiency standards for general purpose lighting?

Do all models comply with Europe's RoHS standards on toxicity?

<sup>2</sup> Impacts are from Evergreen Economics "PY2011 Energy Savings Assistance Program Impact Evaluation, Final Report." August 30, 2013

<sup>3</sup> Energy savings in GWH

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 16

#### "Add Back" Measures

Measure	Climate Zone	Ratio of Benefits Over Costs			Quantity Installed	Budget Impact of "Add Back"	LC_Energy Savings Impact
		Utility Cost Test	Modified Participant Test	Total Resource Cost Test			
A/C Replacement-Room w/CZ13 w/MF	13	0.18	0.16	0.15	29	\$ 26,706	\$ 4,233
A/C Replacement-Room w/CZ13 w/MH	13	0.48	0.47	0.40	214	\$ 197,070	\$ 94,675
A/C Replacement-Room w/CZ13 w/SF	13	0.54	0.55	0.46	1,643	\$ 1,513,016	\$ 848,703
AC TIME DELAY SF/CZ3	3A	0.48	0.37	0.39	23	\$ 1,503	\$ 702
AC TIME DELAY SF/CZ3	3B	0.48	0.37	0.39	61	\$ 3,986	\$ 1,867
Air Slg/Envelope : ESH w/CZ1 w/MF	1	0.36	1.91	0.27	16	\$ 7,320	\$ 2,195
Air Slg/Envelope : ESH w/CZ1 w/MF AC	1	0.36	1.90	0.27	11	\$ 5,033	\$ 1,511
Air Slg/Envelope : ESH w/CZ1 w/MH	1	0.37	1.93	0.27	3	\$ 1,373	\$ 420
Air Slg/Envelope : ESH w/CZ1 w/SF	1	0.36	1.89	0.27	33	\$ 15,098	\$ 4,502
Air Slg/Envelope : ESH w/CZ1 w/SF AC	1	0.36	1.89	0.27	10	\$ 4,575	\$ 1,368
Air Slg/Envelope : ESH w/CZ11 w/MF	11	0.19	0.93	0.15	4	\$ 1,830	\$ 275
Air Slg/Envelope : ESH w/CZ11 w/MH	11	0.12	0.57	0.09	24	\$ 10,981	\$ 1,004
Air Slg/Envelope : ESH w/CZ11 w/SF	11	0.16	0.76	0.12	77	\$ 35,229	\$ 4,330
Air Slg/Envelope : ESH w/CZ12 w/MF	12	0.03	0.12	0.02	87	\$ 39,805	\$ 761
Air Slg/Envelope : ESH w/CZ12 w/MH	12	-	-	-	1	\$ 458	\$ -
Air Slg/Envelope : ESH w/CZ12 w/SF	12	-	-	-	87	\$ 39,805	\$ -
Air Slg/Envelope : ESH w/CZ13 w/MF	13	0.07	0.31	0.05	50	\$ 22,876	\$ 1,101
Air Slg/Envelope : ESH w/CZ13 w/MH	13	0.05	0.24	0.04	3	\$ 1,373	\$ 52
Air Slg/Envelope : ESH w/CZ13 w/SF	13	0.06	0.26	0.04	74	\$ 33,857	\$ 1,386
Air Slg/Envelope : ESH w/CZ16 w/MH	16	0.18	0.91	0.14	2	\$ 915	\$ 131
Air Slg/Envelope : ESH w/CZ16 w/SF	16	0.24	1.19	0.18	26	\$ 11,896	\$ 2,192
Air Slg/Envelope : ESH w/CZ2 w/MF	2	0.17	0.84	0.13	121	\$ 55,361	\$ 7,408
Air Slg/Envelope : ESH w/CZ2 w/MF AC	2	0.17	0.84	0.13	93	\$ 42,550	\$ 5,693
Air Slg/Envelope : ESH w/CZ2 w/MH	2	0.28	1.40	0.21	10	\$ 4,575	\$ 1,031
Air Slg/Envelope : ESH w/CZ2 w/MH AC	2	0.28	1.40	0.21	30	\$ 13,726	\$ 3,088
Air Slg/Envelope : ESH w/CZ2 w/SF	2	0.19	0.91	0.14	77	\$ 35,229	\$ 5,119
Air Slg/Envelope : ESH w/CZ2 w/SF AC	2	0.19	0.91	0.14	122	\$ 55,818	\$ 8,115
Air Slg/Envelope : ESH w/CZ3 w/MF	3A	0.17	0.84	0.13	1,884	\$ 861,978	\$ 110,306
Air Slg/Envelope : ESH w/CZ3 w/MF	3B	0.17	0.84	0.13	657	\$ 300,594	\$ 38,562
Air Slg/Envelope : ESH w/CZ3 w/MF AC	3A	0.17	0.84	0.13	372	\$ 170,200	\$ 21,780
Air Slg/Envelope : ESH w/CZ3 w/MF AC	3B	0.17	0.84	0.13	122	\$ 55,818	\$ 7,162
Air Slg/Envelope : ESH w/CZ3 w/MH	3A	0.03	0.14	0.02	5	\$ 2,288	\$ 49
Air Slg/Envelope : ESH w/CZ3 w/MH	3B	0.03	0.14	0.02	5	\$ 2,288	\$ 49
Air Slg/Envelope : ESH w/CZ3 w/MH AC	3B	0.03	0.14	0.02	1	\$ 458	\$ 10
Air Slg/Envelope : ESH w/CZ3 w/SF	3A	-	-	-	196	\$ 89,675	\$ -
Air Slg/Envelope : ESH w/CZ3 w/SF	3B	-	-	-	158	\$ 72,289	\$ -
Air Slg/Envelope : ESH w/CZ3 w/SF AC	3A	-	-	-	8	\$ 3,660	\$ -
Air Slg/Envelope : ESH w/CZ3 w/SF AC	3B	-	-	-	13	\$ 5,948	\$ -
Air Slg/Envelope : ESH w/CZ4 w/MF	4	-	-	-	440	\$ 201,311	\$ -
Air Slg/Envelope : ESH w/CZ4 w/MF AC	4	-	-	-	319	\$ 145,951	\$ -
Air Slg/Envelope : ESH w/CZ4 w/MH	4	-	-	-	4	\$ 1,830	\$ -
Air Slg/Envelope : ESH w/CZ4 w/MH AC	4	-	-	-	2	\$ 915	\$ -
Air Slg/Envelope : ESH w/CZ4 w/SF	4	-	-	-	258	\$ 118,042	\$ -
Air Slg/Envelope : ESH w/CZ4 w/SF AC	4	-	-	-	51	\$ 23,334	\$ -
Air Slg/Envelope : ESH w/CZ5 w/MF	5	-	-	-	117	\$ 53,530	\$ -
Air Slg/Envelope : ESH w/CZ5 w/SF	5	-	-	-	29	\$ 13,268	\$ -
Air Slg/Envelope : ESH w/CZ5 w/SF AC	5	-	-	-	1	\$ 458	\$ -
Air Slg/Envelope : GSH w/CZ11 w/MF	11	0.04	0.15	0.03	19	\$ 8,693	\$ 235
Air Slg/Envelope : GSH w/CZ12 w/MF	12	0.09	0.38	0.07	620	\$ 283,666	\$ 19,430
Air Slg/Envelope : GSH w/CZ13 w/MF	13	0.10	0.41	0.07	120	\$ 54,903	\$ 4,035
Air Slg/Envelope : GSH w/CZ2 w/MF	2	0.04	0.16	0.03	197	\$ 90,133	\$ 2,620
Air Slg/Envelope : GSH w/CZ2 w/MF AC	2	0.04	0.16	0.03	304	\$ 139,088	\$ 4,043
Air Slg/Envelope : GSH w/CZ3 w/MF	3A	0.04	0.16	0.03	3,610	\$ 1,651,667	\$ 48,007
Air Slg/Envelope : GSH w/CZ3 w/MF	3B	0.04	0.16	0.03	1,172	\$ 536,220	\$ 15,585

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 16

#### "Add Back" Measures

Measure	Climate Zone	Ratio of Benefits Over Costs			Quantity Installed	Budget Impact of "Add Back"	LC_Energy Savings Impact
		Utility Cost Test	Modified Participant Test	Total Resource Cost Test			
Air Slg/Envelope : GSH w/CZ3 w/MF AC	3A	0.04	0.16	0.03	118	\$ 53,988	\$ 1,569
Air Slg/Envelope : GSH w/CZ3 w/MF AC	3B	0.04	0.16	0.03	97	\$ 44,380	\$ 1,290
Air Slg/Envelope : GSH w/CZ4 w/MF	4	0.05	0.21	0.04	883	\$ 403,995	\$ 14,862
Air Slg/Envelope : GSH w/CZ4 w/MF AC	4	0.05	0.21	0.04	148	\$ 67,714	\$ 2,491
Air Slg/Envelope : OGS w/CZ2 w/MF	2	0.04	0.16	0.03	1	\$ 458	\$ 13
Attic Insulation : GSH w/AC w/CZ2 w/MF	2	0.57	0.70	0.45	1	\$ 1,670	\$ 907
Attic Insulation : GSH w/AC w/CZ3 w/SF	3A	0.48	0.62	0.38	46	\$ 76,835	\$ 34,009
Attic Insulation : GSH w/AC w/CZ3 w/SF	3B	0.48	0.62	0.38	60	\$ 100,220	\$ 44,346
Attic Insulation : GSH w/AC w/CZ4 w/MF	4	0.50	0.66	0.40	3	\$ 5,011	\$ 2,391
Attic Insulation : GSH w/o AC w/CZ11 w/SF	11	0.44	0.57	0.34	84	\$ 140,307	\$ 55,271
Attic Insulation : GSH w/o AC w/CZ12 w/SF	12	0.46	0.61	0.36	210	\$ 350,768	\$ 147,589
Attic Insulation : GSH w/o AC w/CZ13 w/MF	13	0.47	0.63	0.37	2	\$ 3,341	\$ 1,479
Attic Insulation : GSH w/o AC w/CZ13 w/SF	13	0.49	0.64	0.38	161	\$ 268,922	\$ 119,627
Attic Insulation : GSH w/o AC w/CZ16 w/SF	16	0.44	0.57	0.35	9	\$ 15,033	\$ 5,964
Attic Insulation : GSH w/o AC w/CZ2 w/MF	2	0.41	0.52	0.32	1	\$ 1,670	\$ 593
Attic Insulation : GSH w/o AC w/CZ2 w/SF	2	0.41	0.52	0.32	52	\$ 86,857	\$ 31,341
Attic Insulation : GSH w/o AC w/CZ3 w/MF	3A	0.44	0.57	0.34	13	\$ 21,714	\$ 8,563
Attic Insulation : GSH w/o AC w/CZ3 w/MF	3B	0.44	0.57	0.34	35	\$ 58,461	\$ 23,084
Attic Insulation : GSH w/o AC w/CZ3 w/SF	3A	0.44	0.57	0.34	373	\$ 623,031	\$ 246,619
Attic Insulation : GSH w/o AC w/CZ3 w/SF	3B	0.44	0.57	0.34	231	\$ 385,845	\$ 152,745
Attic Insulation : GSH w/o AC w/CZ4 w/MF	4	0.45	0.59	0.35	15	\$ 25,055	\$ 10,266
Attic Insulation : GSH w/o AC w/CZ4 w/SF	4	0.46	0.60	0.36	300	\$ 501,098	\$ 208,436
Attic Insulation : OGS w/o AC w/CZ11 w/SF	11	0.44	0.57	0.34	3	\$ 5,011	\$ 1,982
Attic Insulation : OGS w/o AC w/CZ12 w/SF	12	0.46	0.61	0.36	2	\$ 3,341	\$ 1,423
Attic Insulation : OGS w/o AC w/CZ13 w/SF	13	0.49	0.64	0.38	5	\$ 8,352	\$ 3,706
Attic Insulation : OGS w/o AC w/CZ14 w/SF	14	-	-	-	36	\$ 60,132	\$ -
Attic Insulation : OGS w/o AC w/CZ16 w/SF	16	0.45	0.57	0.35	1	\$ 1,670	\$ 655
Attic Insulation : OGS w/o AC w/CZ3 w/SF	3A	0.44	0.57	0.34	2	\$ 3,341	\$ 1,339
Attic Insulation : OGS w/o AC w/CZ3 w/SF	3B	0.45	0.57	0.35	1	\$ 1,670	\$ 653
Attic Insulation : OGS w/o AC w/CZ4 w/SF	4	0.47	0.60	0.36	1	\$ 1,670	\$ 686
Duct Sealing - ESH & AC w/CZ11 w/SF	11	-	-	-	2	\$ 1,170	\$ -
Duct Sealing - ESH & AC w/CZ12 w/SF	12	-	-	-	11	\$ 6,433	\$ -
Duct Sealing - ESH & AC w/CZ13 w/SF	13	-	-	-	1	\$ 585	\$ -
Duct Sealing - ESH & AC w/CZ4 w/SF	4	-	-	-	2	\$ 1,170	\$ -
Duct Sealing - ESH w/o AC w/CZ12 w/SF	12	-	-	-	3	\$ 1,754	\$ -
Duct Sealing - ESH w/o AC w/CZ2 w/MH	2	-	-	-	1	\$ 585	\$ -
Duct Sealing - ESH w/o AC w/CZ4 w/SF	4	-	-	-	2	\$ 1,170	\$ -
Duct Sealing - GSH & AC w/CZ11 w/MH	11	0.74	0.76	0.59	4	\$ 2,339	\$ 1,848
Duct Sealing - GSH & AC w/CZ11 w/SF	11	0.96	1.08	0.77	27	\$ 15,789	\$ 18,789
Duct Sealing - GSH & AC w/CZ12 w/MH	12	0.93	1.01	0.75	17	\$ 9,941	\$ 11,278
Duct Sealing - GSH & AC w/CZ12 w/SF	12	1.11	1.30	0.90	2,300	\$ 1,344,981	\$ 2,106,890
Duct Sealing - GSH & AC w/CZ13 w/MH	13	0.70	0.77	0.54	2	\$ 1,170	\$ 846
Duct Sealing - GSH & AC w/CZ13 w/SF	13	0.82	0.96	0.63	643	\$ 376,010	\$ 330,258
Duct Sealing - GSH & AC w/CZ2 w/MH	2	1.22	1.53	1.00	11	\$ 6,433	\$ 12,261
Duct Sealing - GSH & AC w/CZ2 w/SF	2	1.22	1.55	1.00	3	\$ 1,754	\$ 3,335
Duct Sealing - GSH & AC w/CZ3 w/MH	3B	1.09	1.22	0.90	3	\$ 1,754	\$ 2,731
Duct Sealing - GSH & AC w/CZ3 w/SF	3A	1.20	1.50	0.98	68	\$ 39,765	\$ 72,267
Duct Sealing - GSH & AC w/CZ3 w/SF	3B	1.20	1.50	0.98	51	\$ 29,823	\$ 54,310
Duct Sealing - GSH & AC w/CZ4 w/MH	4	0.99	0.96	0.83	3	\$ 1,754	\$ 2,379
Duct Sealing - GSH & AC w/CZ4 w/SF	4	1.11	1.26	0.92	31	\$ 18,128	\$ 29,254
Duct Sealing - GSH w/o AC w/CZ12 w/MH	12	-	-	-	2	\$ 1,170	\$ -
Duct Sealing - GSH w/o AC w/CZ12 w/SF	12	-	-	-	235	\$ 137,422	\$ -
Duct Sealing - GSH w/o AC w/CZ13 w/SF	13	-	-	-	2	\$ 1,170	\$ -
Duct Sealing - GSH w/o AC w/CZ2 w/MH	2	-	-	-	26	\$ 15,204	\$ -

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 16

#### "Add Back" Measures

Measure	Climate Zone	Ratio of Benefits Over Costs			Quantity Installed	Budget Impact of "Add Back"	LC_Energy Savings Impact
		Utility Cost Test	Modified Participant Test	Total Resource Cost Test			
Duct Sealing - GSH w/o AC w/CZ2 w/SF	2	-	-	-	15	\$ 8,772	\$ -
Duct Sealing - GSH w/o AC w/CZ3 w/MH	3B	-	-	-	25	\$ 14,619	\$ -
Duct Sealing - GSH w/o AC w/CZ3 w/SF	3A	-	-	-	194	\$ 113,446	\$ -
Duct Sealing - GSH w/o AC w/CZ3 w/SF	3B	-	-	-	143	\$ 83,623	\$ -
Duct Sealing - GSH w/o AC w/CZ4 w/MH	4	-	-	-	5	\$ 2,924	\$ -
Duct Sealing - GSH w/o AC w/CZ4 w/SF	4	-	-	-	116	\$ 67,834	\$ -
Faucet Aerator MF/CZ-All/Elec	1	-	-	-	25	\$ 466	\$ -
Faucet Aerator MF/CZ-All/Elec	2	-	-	-	137	\$ 2,553	\$ -
Faucet Aerator MF/CZ-All/Elec	3A	-	-	-	916	\$ 17,071	\$ -
Faucet Aerator MF/CZ-All/Elec	3B	-	-	-	420	\$ 7,828	\$ -
Faucet Aerator MF/CZ-All/Elec	4	-	-	-	209	\$ 3,895	\$ -
Faucet Aerator MF/CZ-All/Elec	5	-	-	-	89	\$ 1,659	\$ -
Faucet Aerator MF/CZ-All/Elec	11	-	-	-	54	\$ 1,006	\$ -
Faucet Aerator MF/CZ-All/Elec	12	-	-	-	502	\$ 9,356	\$ -
Faucet Aerator MF/CZ-All/Elec	13	-	-	-	340	\$ 6,337	\$ -
HTG Sys Repair/Replace : GSH w/CZ1 w/SF	1	0.13	0.26	0.04	8	\$ 14,120	\$ 611
HTG Sys Repair/Replace : GSH w/CZ11 w/MF	11	0.08	0.03	-	1	\$ 1,765	\$ -
HTG Sys Repair/Replace : GSH w/CZ11 w/MH	11	0.12	0.23	0.04	20	\$ 35,301	\$ 1,362
HTG Sys Repair/Replace : GSH w/CZ11 w/SF	11	0.11	0.17	0.03	102	\$ 180,033	\$ 4,926
HTG Sys Repair/Replace : GSH w/CZ12 w/MF	12	0.07	0.03	-	7	\$ 12,355	\$ -
HTG Sys Repair/Replace : GSH w/CZ12 w/MH	12	0.12	0.23	0.04	87	\$ 153,558	\$ 5,925
HTG Sys Repair/Replace : GSH w/CZ12 w/SF	12	0.11	0.15	0.02	673	\$ 1,187,867	\$ 27,816
HTG Sys Repair/Replace : GSH w/CZ13 w/MF	13	0.07	0.03	-	3	\$ 5,295	\$ -
HTG Sys Repair/Replace : GSH w/CZ13 w/MF	14	0.07	0.03	-	4	\$ 7,060	\$ -
HTG Sys Repair/Replace : GSH w/CZ13 w/MH	13	0.12	0.23	0.04	19	\$ 33,536	\$ 1,295
HTG Sys Repair/Replace : GSH w/CZ13 w/SF	13	0.10	0.14	0.02	280	\$ 494,209	\$ 10,287
HTG Sys Repair/Replace : GSH w/CZ13 w/SF	14	0.10	0.14	0.02	6	\$ 10,590	\$ 221
HTG Sys Repair/Replace : GSH w/CZ16 w/MH	16	0.08	0.03	-	1	\$ 1,765	\$ -
HTG Sys Repair/Replace : GSH w/CZ16 w/SF	16	0.11	0.16	0.03	3	\$ 5,295	\$ 134
HTG Sys Repair/Replace : GSH w/CZ2 w/MH	2	0.07	0.03	-	14	\$ 24,710	\$ -
HTG Sys Repair/Replace : GSH w/CZ2 w/SF	2	0.11	0.19	0.03	55	\$ 97,077	\$ 3,003
HTG Sys Repair/Replace : GSH w/CZ3 w/MF	3A	0.07	0.03	-	2	\$ 3,530	\$ -
HTG Sys Repair/Replace : GSH w/CZ3 w/MF	3B	0.07	0.03	-	6	\$ 10,590	\$ -
HTG Sys Repair/Replace : GSH w/CZ3 w/MH	3B	0.15	0.33	0.06	25	\$ 44,126	\$ 2,492
HTG Sys Repair/Replace : GSH w/CZ3 w/SF	3A	0.11	0.17	0.03	214	\$ 377,717	\$ 10,054
HTG Sys Repair/Replace : GSH w/CZ3 w/SF	3B	0.11	0.17	0.03	202	\$ 356,536	\$ 9,490
HTG Sys Repair/Replace : GSH w/CZ4 w/MF	4	0.08	0.03	-	5	\$ 8,825	\$ -
HTG Sys Repair/Replace : GSH w/CZ4 w/MH	4	0.12	0.23	0.04	42	\$ 74,131	\$ 2,862
HTG Sys Repair/Replace : GSH w/CZ4 w/SF	4	0.10	0.15	0.02	181	\$ 319,471	\$ 7,362
HTG Sys Repair/Replace : OGS w/CZ12 w/SF	12	0.10	0.15	0.02	2	\$ 3,530	\$ 84
HTG Sys Repair/Replace : OGS w/CZ13 w/SF	13	0.10	0.14	0.02	1	\$ 1,765	\$ 36
Low Flow Shower Head MF/CZ-All/Elec	1	1.89	8.90	1.36	19	\$ 810	\$ 3,283
Low Flow Shower Head MF/CZ-All/Elec	2	1.90	8.90	1.37	128	\$ 5,458	\$ 22,269
Low Flow Shower Head MF/CZ-All/Elec	3A	1.89	8.90	1.35	908	\$ 38,719	\$ 150,494
Low Flow Shower Head MF/CZ-All/Elec	3B	1.89	8.90	1.35	454	\$ 19,359	\$ 75,435
Low Flow Shower Head MF/CZ-All/Elec	4	1.89	8.90	1.36	305	\$ 13,006	\$ 51,690
Low Flow Shower Head MF/CZ-All/Elec	5	1.90	8.90	1.40	106	\$ 4,520	\$ 19,889
Low Flow Shower Head MF/CZ-All/Elec	11	1.90	8.90	1.37	43	\$ 1,834	\$ 7,517
Low Flow Shower Head MF/CZ-All/Elec	12	1.89	8.90	1.36	580	\$ 24,732	\$ 99,961
Low Flow Shower Head MF/CZ-All/Elec	13	1.89	8.90	1.36	385	\$ 16,417	\$ 65,447
Low Flow Shower Head MF/CZ-All/Gas	1	1.25	3.16	0.93	140	\$ 5,970	\$ 9,886
Low Flow Shower Head MF/CZ-All/Gas	2	1.25	3.16	0.93	588	\$ 25,073	\$ 41,523
Low Flow Shower Head MF/CZ-All/Gas	3A	1.25	3.16	0.93	4,246	\$ 181,056	\$ 299,842
Low Flow Shower Head MF/CZ-All/Gas	3B	1.25	3.16	0.93	2,378	\$ 101,402	\$ 167,929

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 16

#### "Add Back" Measures

Measure	Ratio of Benefits Over Costs				Quantity Installed	Budget Impact of "Add Back"	LC_Energy Savings Impact
	Climate Zone	Utility Cost Test	Modified Participant Test	Total Resource Cost Test			
Low Flow Shower Head MF/CZ-All/Gas	4	1.25	3.16	0.93	2,051	\$ 87,458	\$ 144,837
Low Flow Shower Head MF/CZ-All/Gas	11	1.25	3.16	0.93	1,041	\$ 44,390	\$ 73,512
Low Flow Shower Head MF/CZ-All/Gas	12	1.25	3.16	0.93	5,501	\$ 234,571	\$ 388,465
Low Flow Shower Head MF/CZ-All/Gas	13	1.25	3.16	0.93	1,817	\$ 77,480	\$ 128,311
Low Flow Shower Head MF/CZ-All/Gas	14	1.25	3.16	0.93	18	\$ 768	\$ 1,273
Low Flow Shower Head MF/CZ-All/Gas	16	1.25	3.16	0.93	5	\$ 213	\$ 352
Water Heater Blanket MF/CZ-All/Elec	1	-	-	-	4	\$ 246	\$ -
Water Heater Blanket MF/CZ-All/Elec	2	-	-	-	30	\$ 1,849	\$ -
Water Heater Blanket MF/CZ-All/Elec	3A	-	-	-	6	\$ 370	\$ -
Water Heater Blanket MF/CZ-All/Elec	3B	-	-	-	6	\$ 370	\$ -
Water Heater Blanket MF/CZ-All/Elec	4	-	-	-	12	\$ 739	\$ -
Water Heater Blanket MF/CZ-All/Elec	5	-	-	-	24	\$ 1,479	\$ -
Water Heater Blanket MF/CZ-All/Elec	11	-	-	-	10	\$ 616	\$ -
Water Heater Blanket MF/CZ-All/Elec	12	-	-	-	74	\$ 4,560	\$ -
Water Heater Blanket MF/CZ-All/Elec	13	-	-	-	30	\$ 1,849	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	1	-	-	-	7	\$ 143	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	2	-	-	-	17	\$ 347	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	3A	-	-	-	2	\$ 41	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	3B	-	-	-	5	\$ 102	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	4	-	-	-	6	\$ 123	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	5	-	-	-	6	\$ 123	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	11	-	-	-	14	\$ 286	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	12	-	-	-	44	\$ 899	\$ -
Water Heater Pipe Insulation MF/CZ-All/Elec	13	-	-	-	31	\$ 634	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MF	3B	0.13	0.05	-	1	\$ 1,034	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MF	4	0.13	0.05	-	1	\$ 1,034	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MF	12	0.13	0.05	-	4	\$ 4,136	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MF	13	0.12	0.05	-	2	\$ 2,068	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MH	2	0.13	0.05	-	12	\$ 12,409	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MH	3B	0.13	0.05	-	18	\$ 18,613	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MH	4	0.13	0.05	-	15	\$ 15,511	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MH	11	0.13	0.05	-	9	\$ 9,307	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MH	12	0.13	0.05	-	46	\$ 47,567	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MH	13	0.13	0.05	-	8	\$ 8,272	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/MH	14	0.13	0.05	-	1	\$ 1,034	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	1	0.13	0.05	-	6	\$ 6,204	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	2	0.13	0.05	-	30	\$ 31,022	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	3A	0.13	0.05	-	124	\$ 128,224	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	3B	0.13	0.05	-	132	\$ 136,496	\$ -

# Pacific Gas and Electric Company

## PY 2015 Energy Savings Assistance Program Annual Report

### ESA Table 16

#### "Add Back" Measures

Measure	Ratio of Benefits Over Costs						
	Climate Zone	Utility Cost Test	Modified Participant Test	Total Resource Cost Test	Quantity Installed	Budget Impact of "Add Back"	LC_Energy Savings Impact
Water Heater Repair & Replacement - GWH w/CZ w/SF	4	0.13	0.05	-	140	\$ 144,769	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	11	0.13	0.05	-	39	\$ 40,328	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	12	0.13	0.05	-	502	\$ 519,099	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	13	0.13	0.05	-	413	\$ 427,067	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	14	0.13	0.05	-	3	\$ 3,102	\$ -
Water Heater Repair & Replacement - GWH w/CZ w/SF	16	0.13	0.05	-	1	\$ 1,034	\$ -
Water Heater Repair & Replacement - OGWH w/CZ w/MH	11	0.13	0.05	-	1	\$ 1,034	\$ -

<sup>1</sup> Based on Appendix H.1 and H.2 in D.12-08-044. Add-back measures are measures having cost effectiveness below the 0.25 cost effectiveness threshold adopted in D.12-08-044. Add-backs include both measures requested by PG&E and included in its 2012-2014 ESA budget application, as well as measures ordered through D.12-08-044 that were not included in PG&E's budget application.

## Pacific Gas and Electric Company

PY 2015 CARE Annual Report  
CARE Table 1  
Overall Program Expenses

Category	Overall [1]		Total [1]	Authorized Budget [1]	% of Budget Spent	Total Shifted[2]	Shifted to/from?
	Electric	Gas					
Outreach	\$ 6,915,420	\$ 1,622,136	\$ 8,537,555	\$ 5,846,455	146%	\$ 2,691,100	Shifted from Processing, Certification, Recertification category and General Administration category
Processing, Certification, Recertification	\$ 1,257,186	\$ 294,895	\$ 1,552,081	\$ 3,961,081	39%	\$ (1,653,789)	Shifted \$1,282,654 to Outreach category, \$278,126 to IT Programming category, \$13,268 to CHANGES Pilot Program category, and \$79,741 to Measurement & Evaluation category
Post Enrollment Verification	\$ 1,068,168	\$ 250,558	\$ 1,318,726	\$ 2,097,136	63%		
IT Programming	\$ 821,275	\$ 192,645	\$ 1,013,920	\$ 735,794	138%	\$ 278,126	Shifted from Processing, Certification, Recertification category
Cool Centers	\$ 119,322	\$	\$ 119,322	\$ 134,904	88%		
CHANGES Pilot Program	\$ 194,464	\$ 45,615	\$ 240,079	\$ 226,811	106%	\$ 13,268	Shifted from Processing, Certification, Recertification category
Measurement & Evaluation	\$ 103,470	\$ 24,271	\$ 127,741	\$ 48,000	266%	\$ 79,741	Shifted from Processing, Certification, Recertification category
Regulatory Compliance	\$ 299,711	\$ 70,303	\$ 370,014	\$ 387,587	95%		
General Administration	\$ 664,702	\$ 155,918	\$ 820,620	\$ 2,229,066	37%	\$ (1,408,446)	Shifted \$1,408,446 to Outreach category
CPUC Energy Division	\$ 28,956	\$ 6,792	\$ 35,749	\$ 128,000	28%		
<b>TOTAL Program Costs</b>	<b>\$ 11,472,674</b>	<b>\$ 2,663,132</b>	<b>\$ 14,135,806</b>	<b>\$ 15,794,833</b>	<b>89%</b>		
CARE Rate Discount	\$ 466,563,826	\$ 91,996,448	\$ 558,560,274	\$ 605,950,000	92%		
Service Establishment Charge Discount							
<b>TOTAL PROGRAM COSTS &amp; CUSTOMER DISCOUNTS</b>	<b>\$ 478,036,500</b>	<b>\$ 94,659,580</b>	<b>\$ 572,696,080</b>	<b>\$ 621,744,833</b>	<b>92%</b>		

[1] Program authorized budget per D.14-08-030 has been updated to include \$848,000 employee benefits costs approved in the GRC (D.14-08-032) - Decision Authorizing Pacific Gas and Electric Company's General Rate Case Revenue Requirement for 2014-2016, approved on August 14, 2014. Actual employee benefit burden costs have been included in the program expenses.

[2] Total program administrative expenses did not exceed the overall authorized budget. The CARE discount exceeded the authorized amount by \$1,256,765. Per D.02-09-021, PG&E is authorized to recover the full value of the discount through the CARE two-way balancing account on an automatic pass-through basis. The information in the "Total Shifted" and "Shifted to/from?" column is for illustrative purposes only, to disclose how funds from the overall authorized budget can be shifted between categories per Section 20.3.3 in D.08-11-031.

# Pacific Gas Electric Company

PY 2015 CARE Annual Report  
CARE Table 2  
Enrollment, Recertification, Attrition, & Penetration

2015	Automatic Enrollment			New Enrollment				Recertification				Attrition				Enrollment		Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (W/N)				
	Inter-Utility <sup>1</sup>	Intra-Utility <sup>2</sup>	Leveraging <sup>3</sup>	Combined (B+C+D)	Online	Paper	Phone	Combined (F+G+H)	Capitation	Total New Enrollment (E+H+I)	Scheduled	Non-Scheduled (Duplicates)	Automatic	Total Re-certification (L+M+N)	No Response <sup>4</sup>	Failed PEV	Failed Re-certification				Other <sup>5</sup>	Total Attrition (P+Q+R+S)	Gross (K+O)	Net Adjusted (K-T)
January	0	1,786	0	1,786	10,855	8,779	848	20,482	60	22,328	26,683	5,810	9,648	42,141	n/a	7,311	5,318	9,062	21,691	64,469	637	1,413,971	1,635,673	86%
February	0	2,458	0	2,458	11,017	11,965	0	22,982	85	25,525	31,133	7,325	14,796	53,254	n/a	5,797	5,505	9,063	20,365	78,779	5,166	1,419,131	1,635,673	87%
March	0	2,042	0	2,042	12,683	10,019	2,001	24,703	132	26,877	35,812	9,908	11,056	56,776	n/a	7,517	5,514	8,343	21,374	83,653	5,503	1,424,634	1,635,673	87%
April	0	2,103	0	2,103	8,423	9,160	838	18,411	166	20,686	28,359	8,777	10,889	48,025	n/a	10,734	5,798	11,643	28,187	68,705	-7,487	1,417,147	1,635,673	87%
May	0	2,050	0	2,050	7,092	5,943	804	13,839	110	15,999	31,574	6,463	10,680	48,717	n/a	4,643	6,909	11,701	23,253	64,716	-7,254	1,409,893	1,635,673	86%
June	0	1,721	0	1,721	9,052	7,486	774	17,312	59	19,092	25,513	6,183	10,712	42,408	n/a	4,018	6,668	12,686	23,372	61,500	-4,289	1,405,613	1,635,673	86%
July	0	1,942	0	1,942	13,754	8,560	4,737	27,051	63	29,056	30,079	9,864	10,541	50,484	n/a	4,155	5,625	14,352	24,132	79,540	4,924	1,410,537	1,635,673	86%
August	0	1,971	0	1,971	12,358	13,282	3,130	28,770	89	30,790	28,166	8,689	8,741	45,596	n/a	4,665	4,278	10,817	19,761	76,386	11,023	1,421,566	1,635,673	87%
September	0	1,737	0	1,737	10,443	7,180	1,864	19,487	73	21,297	28,096	11,572	8,208	48,476	n/a	6,572	5,764	10,330	22,666	69,773	-1,369	1,420,197	1,635,673	87%
October	0	1,934	0	1,934	10,762	6,709	2,747	20,218	65	22,217	23,815	8,042	8,868	40,725	n/a	7,064	5,431	13,368	25,863	62,942	-3,648	1,416,551	1,635,673	87%
November	0	2,117	0	2,117	8,984	7,086	2,268	18,338	57	20,512	23,557	7,465	9,643	40,665	n/a	5,693	5,578	4,639	15,910	61,177	4,602	1,421,153	1,635,673	87%
December	0	1,685	0	1,685	10,745	10,210	1,841	22,846	76	24,603	25,265	12,475	8,171	46,111	n/a	6,583	5,528	9,660	21,774	70,718	2,838	1,423,989	1,635,673	87%
YTD Total	0	23,546	0	23,546	126,068	106,429	21,902	254,399	1,035	278,980	338,652	102,573	122,153	563,378	n/a	74,752	67,909	125,664	268,325	842,358	10,655	1,423,989	1,635,673	87%

<sup>1</sup> Enrollments via data sharing between the IOUs.

<sup>2</sup> Enrollments via data sharing between departments and/or programs within the utility

<sup>3</sup> Enrollments via data sharing with programs outside the IOU that serve low-income customers

<sup>4</sup> PG&E counts attrition due to no response in the Failed PEV and Failed Recertification columns, respectively

<sup>5</sup> Includes customers who closed their accounts, requested to be removed, or were otherwise ineligible for the program

# Pacific Gas and Electric Company

**CARE Table 3A**  
**Post-Enrollment Verification Results (Model)**

2015	Total CARE Households Enrolled	Households Requested to Verify	% of CARE Enrolled Requested to Verify	CARE Households De-Enrolled (Due to no response)	CARE Households De-Enrolled (Verified as Ineligible) <sup>1</sup>	Total Households De-Enrolled <sup>2</sup>	% De-enrolled through Post Enrollment Verification	% of Total CARE Households De-Enrolled
January	1,413,971	4,671	0.33%	2,868	461	3,329	71.27%	0.24%
February	1,419,131	4,744	0.33%	2,499	632	3,131	66.00%	0.22%
March	1,424,634	4,961	0.35%	2,681	522	3,203	64.56%	0.22%
April	1,417,147	4,887	0.34%	2,580	495	3,075	62.92%	0.22%
May	1,409,893	4,952	0.35%	2,842	494	3,336	67.37%	0.24%
June	1,405,613	4,835	0.34%	2,856	442	3,298	68.21%	0.23%
July	1,410,537	4,679	0.33%	2,838	403	3,241	69.27%	0.23%
August	1,421,566	2,784	0.20%	1,833	162	1,995	71.66%	0.14%
September	1,420,197	2,184	0.15%	1,510	125	1,635	74.86%	0.12%
October	1,416,551	2,304	0.16%	1,609	120	1,729	75.04%	0.12%
November	1,421,153	2,508	0.18%	1,850	162	2,012	80.22%	0.14%
December	1,423,989	5,055	0.35%	3,341	419	3,760	74.38%	0.26%
<b>YTD Total</b>	<b>1,423,989</b>	<b>48,564</b>	<b>3.41%</b>	<b>29,307</b>	<b>4,437</b>	<b>33,744</b>	<b>69.48%</b>	<b>2.37%</b>

<sup>1</sup> Includes customers verified as over income or who requested to be de-enrolled.

<sup>2</sup> Verification results are tied to the month initiated.

**CARE Table 3B**  
**Post-Enrollment Verification Results (High Usage)**

2015	Total CARE Households Enrolled	Households Requested to Verify	% of CARE Enrolled Requested to Verify	CARE Households De-Enrolled (Due to no response)	CARE Households De-Enrolled (Verified as Ineligible) <sup>1</sup>	Total Households De-Enrolled <sup>2</sup>	% De-enrolled through Post Enrollment Verification	% of Total CARE Households De-Enrolled
January	1,413,971	4,163	0.29%	3,920	141	4,061	97.55%	25.00%
February	1,419,131	8,123	0.57%	7,611	279	7,890	97.13%	0.56%
March	1,424,634	1,272	0.09%	1,190	42	1,232	96.86%	0.09%
April	1,417,147	799	0.06%	752	24	776	97.12%	0.05%
May	1,409,893	771	0.05%	721	31	752	97.54%	0.05%
June	1,405,613	920	0.07%	815	50	865	94.02%	0.06%
July	1,410,537	4,082	0.29%	3,582	195	3,777	92.53%	0.27%
August	1,421,566	5,542	0.39%	4,908	276	5,184	93.54%	0.36%
September	1,420,197	4,371	0.31%	4,004	164	4,168	95.36%	0.29%
October	1,416,551	5,100	0.36%	4,635	204	4,839	94.88%	0.34%
November	1,421,153	1,079	0.08%	992	44	1,036	96.01%	0.07%
December	1,423,989	957	0.07%	885	34	919	96.03%	0.06%
<b>YTD Total</b>	<b>1,423,989</b>	<b>37,179</b>	<b>2.61%</b>	<b>34,015</b>	<b>1,484</b>	<b>35,499</b>	<b>95.48%</b>	<b>2.49%</b>

<sup>1</sup> Includes customers verified as over income, who declined to participate in ESA, or who requested to be de-enrolled.

<sup>2</sup> Verification results are tied to the month initiated.

# Pacific Gas and Electric Company

## PY 2015 CARE Annual Report

### CARE Table 4

#### Self-Certification and Self-Recertification Applications

	Provided <sup>1</sup>	Received	Approved	Denied	Pending/ Never Completed	Duplicates
<b>Total</b>	21,169,942	579,961	513,684	34,998	31,279	102,573
<b>Percentage <sup>2</sup></b>		100.00%	88.57%	6.03%	5.39%	17.69%

<sup>1</sup> Includes number of applications provided via direct mail campaigns, call centers, bill inserts and other outreach methods. Because there are other means by which customers obtain applications which are not counted, this number is only an

<sup>2</sup> Percentage of Received. Duplicates are also counted as Approved, so the total will not add up to 100%.

# Pacific Gas and Electric Company

## PY 2015 CARE Annual Report

### CARE Table 5

#### Enrollment by County

County	Estimated Eligible Households			Total Households Enrolled			Penetration Rate		
	Urban	Rural <sup>1</sup>	Total	Urban	Rural <sup>1</sup>	Total	Urban	Rural <sup>1</sup>	Total
ALAMEDA	143,840	3	143,843	124,199	5	124,204	86%	n/a	86%
ALPINE	0	143	143	0	13	13	n/a	9%	9%
AMADOR	1	4,768	4,768	0	4,328	4,328	n/a	91%	91%
BUTTE	26,006	12,525	38,531	24,297	12,409	36,706	93%	99%	95%
CALAVERAS	65	7,919	7,983	54	5,396	5,450	84%	68%	68%
COLUSA	9	2,756	2,765	10	3,350	3,360	112%	122%	122%
CONTRA COSTA	95,687	9	95,696	84,561	0	84,561	88%	0%	88%
EL DORADO	8,539	7,424	15,963	5,529	5,785	11,314	65%	78%	71%
FRESNO	137,399	234	137,634	149,461	156	149,617	109%	67%	109%
GLENN	0	4,177	4,177	1	4,773	4,774	n/a	114%	114%
HUMBOLDT	0	22,252	22,252	0	18,364	18,364	n/a	83%	83%
KERN	36,848	55,919	92,767	40,985	60,559	101,544	111%	108%	109%
KINGS	230	9,293	9,523	140	8,865	9,005	61%	95%	95%
LAKE	1	16,285	16,286	1	12,127	12,128	n/a	74%	74%
LASSEN	0	172	172	0	190	190	n/a	111%	111%
MADERA	16,183	7,391	23,575	16,086	5,435	21,521	99%	74%	91%
MARIN	18,745	0	18,745	12,172	0	12,172	65%	n/a	65%
MARIPOSA	28	3,513	3,542	19	2,324	2,343	67%	66%	66%
MENDOCINO	18	16,004	16,022	6	10,209	10,215	33%	64%	64%
MERCED	19,241	20,608	39,849	19,705	20,584	40,289	102%	100%	101%
MONTEREY	39,996	4,920	44,916	36,150	5,894	42,044	90%	120%	94%
NAPA	12,911	1	12,912	10,445	0	10,445	81%	n/a	81%
NEVADA	9	11,421	11,430	1	9,088	9,089	11%	80%	80%
PLACER	19,431	10,648	30,080	12,570	7,977	20,547	65%	75%	68%
PLUMAS	122	3,623	3,745	12	1,780	1,792	10%	49%	48%
SACRAMENTO	148,314	0	148,314	105,979	0	105,979	71%	n/a	71%
SAN BENITO	128	6,302	6,430	57	4,767	4,824	45%	76%	75%
SAN BERNARDINO	34	363	397	44	260	304	130%	72%	77%
SAN FRANCISCO	78,175	0	78,175	62,105	0	62,105	79%	n/a	79%
SAN JOAQUIN	77,384	9,988	87,372	80,815	8,862	89,677	104%	89%	103%
SAN LUIS OBISPO	13,426	20,641	34,067	5,465	13,613	19,078	41%	66%	56%
SAN MATEO	48,507	0	48,507	34,479	0	34,479	71%	n/a	71%
SANTA BARBARA	18,694	1,372	20,066	16,782	707	17,489	90%	52%	87%
SANTA CLARA	120,875	3,855	124,730	102,323	2,850	105,173	85%	74%	84%
SANTA CRUZ	26,827	7	26,835	20,044	1	20,045	75%	13%	75%
SHASTA	13,396	13,285	26,682	10,499	9,275	19,774	78%	70%	74%
SIERRA	7	306	312	2	141	143	30%	46%	46%
SISKIYOU	0	21	21	0	7	7	n/a	33%	33%
SOLANO	41,925	0	41,925	41,938	0	41,938	100%	n/a	100%
SONOMA	50,019	2,956	52,975	38,410	2,520	40,930	77%	85%	77%
STANISLAUS	34,154	28,574	62,728	26,941	24,655	51,596	79%	86%	82%
SUTTER	13,051	1	13,051	13,669	0	13,669	105%	n/a	105%
TEHAMA	11	10,788	10,798	7	11,635	11,642	65%	108%	108%
TRINITY	0	427	427	0	290	290	n/a	68%	68%
TULARE	736	8,455	9,190	356	9,116	9,472	48%	108%	103%
TUOLUMNE	0	9,780	9,780	0	7,215	7,215	n/a	74%	74%
YOLO	24,911	2	24,913	20,575	1	20,576	83%	n/a	83%
YUBA	10,573	84	10,657	11,453	116	11,569	108%	139%	109%
<b>Total</b>	<b>1,296,459</b>	<b>339,214</b>	<b>1,635,673</b>	<b>1,128,347</b>	<b>295,642</b>	<b>1,423,989</b>	<b>87%</b>	<b>87%</b>	<b>87%</b>

<sup>1</sup> "Rural" includes ZIP Codes classified as such by the Goldsmith modification that was developed to identify small towns and rural areas within large metropolitan counties. ZIP Codes not defined as rural are classified as urban.

# Pacific Gas and Electric Company

## PY 2015 CARE Annual Report

### CARE Table 6

#### Recertification Results

2015	Total CARE Population	Participants Requested to Recertify <sup>1</sup>	% of Population Total	Participants Recertified <sup>2</sup>	Participants Dropped	Recertification Rate % (E/C)	% of Total Population Dropped (F/B)
January	1,413,971	30,258	2.14%	24,468	5,790	80.86%	0.41%
February	1,419,131	37,239	2.62%	30,367	6,872	81.55%	0.48%
March	1,424,634	34,448	2.42%	27,780	6,668	80.64%	0.47%
April	1,417,147	34,691	2.45%	29,066	5,625	83.79%	0.40%
May	1,409,893	27,188	1.93%	22,909	4,279	84.26%	0.30%
June	1,405,613	37,278	2.65%	31,514	5,764	84.54%	0.41%
July	1,410,537	31,940	2.26%	26,509	5,431	83.00%	0.39%
August	1,421,566	35,219	2.48%	29,641	5,578	84.16%	0.39%
September	1,420,197	34,411	2.42%	28,883	5,528	83.94%	0.39%
October	1,416,551	31,699	2.24%	26,394	5,305	83.26%	0.37%
November	1,421,153	28,752	2.02%	23,264	5,488	80.91%	0.39%
December	1,423,989	25,736	1.81%	21,055	4,681	81.81%	0.33%
<b>YTD Total</b>	<b>1,423,989</b>	<b>388,859</b>	<b>27.31%</b>	<b>321,850</b>	<b>67,009</b>	<b>82.77%</b>	<b>4.71%</b>

<sup>1</sup> Does not include participants who closed their accounts during the 90-day response period.

<sup>2</sup> Results are tied to the month initiated.

# Pacific Gas and Electric Company

PY 2015 CARE Annual Report  
CARE Table 7  
Capitation Contractors

Contractor Name	Contractor Type (Check one or more if applicable)				Enrollments		
	Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
ACC Senior Services (formerly Asian Community Center)		X			0	8	8
Amador-Tuolumne Community Action Agency		X			3	0	3
Anderson Cottonwood Christian Assistance		X			4	11	15
APA Family Support Services					0	2	2
Arc of San Francisco		X			0	0	0
Area 12 Agency on Aging		X			3	0	3
Area Agency on Aging Serving Napa and Solano		X			0	0	0
Arriba Juntos					0	0	0
Asian Community Mental Health Services		X			0	0	0
Asian Pacific American Community Center		X			0	0	0
Berkeley Housing Authority					0	5	5
Breathe California of the Bay Area					0	2	2
California Association of Area Agencies on Aging		X			19	248	267
California Human Development Corporation					0	15	15
Catholic Charities Diocese of Fresno		X			1	25	26
Center of Vision Enhancement					0	0	0
Central California Legal Services, Inc.					0	3	3
Central Coast Energy Services, Inc.					22	70	92
Child Abuse Prevention Council of San Joaquin County		X			0	1	1
Chinese Christian Herald Crusades					0	4	4
Chinese Newcomers Service Center					0	19	19
Community Action Marin		X			1	43	44
Community Health for Asian Americans					0	11	11
Community Pantry of San Benito County		X			0	0	0
Community Resource Project, Inc.					0	84	84
Community Resources for Independent Living		X			0	0	0
Delta Community Services, Inc.		X			0	0	0
Disability Resource Agency for Independent Living		X			0	0	0
Ebony Counseling Center					0	0	0
Filipino American Development Foundation		X			3	8	11
Fresno Center for New Americans		X			0	18	18
Golden Umbrella					1	2	3
Goodwill Industries of San Francisco, San Mateo, and Marin Counties					0	0	0
Heritage Institute for Family Advocacy					0	86	86
Hip Housing Human Investment Project, Inc.					0	1	1
Housing Authority of the City of Fresno					0	5	5
Housing Authority of the County of Kern					10	10	20
Independent Living Center of Kern County, Inc.					9	4	13
KidsFirst					0	0	0
Kings Community Action Organization, Inc.		X			2	0	2
La Luz Bilingual Center					0	4	4
Lao Khmu Assoc., Inc					0	14	14
Marin Center for Independent Living					0	0	0
Merced County Community Action Agency		X			5	26	31
Merced Lao Family Community Inc.		X			2	3	5
Moncada Outreach					28	72	100
Monument Crisis Center		X			0	0	0
Mutual Assistance Network of Del Paso Heights					0	1	1
National Alliance on Mental Illness-Santa Clara County					0	1	1
National Asian American Coalition					0	1	1
Oakland Citizens Committee for Urban Renewal		X			0	6	6
Opportunity Junction					0	0	0
Project Access, Inc					0	0	0
Project GO, Inc					6	31	37
REDI (Renewable Energy Development Institute)					1	0	1
Resources for Independence Central Valley					0	3	3
Rising Sun Energy Center					0	7	7
Sacred Heart Community Service					1	20	21
Second Harvest Food Bank of Santa Cruz and San Benito Counties					0	0	0
Self-Help for the Elderly					0	25	25
Silicon Valley Independent Living Center					0	0	0
Suscol Intertribal Council					0	0	0
Transitions Mental Health Association					0	0	0
United Way of Fresno County					0	0	0
UpValley Family Centers					0	4	4
Valley Oak Children's Services, Inc.					1	3	4
West Valley Community Services		X			0	1	1
Yolo County Housing Authority					0	4	4
Yolo Family Resource Center					0	2	2
Total Enrollments							1,035

# Pacific Gas and Electric Company

PY 2015 CARE Annual Report

CARE Table 8

Participants per Month

2015	Gas and Electric	Gas Only	Electric Only	Total	Eligible Households	Penetration Rate	% Change
January	844,740	231,131	338,100	1,413,971	1,635,673	86%	0.0%
February	847,487	232,531	339,113	1,419,131	1,635,673	87%	0.4%
March	851,516	233,354	339,764	1,424,634	1,635,673	87%	0.4%
April	846,038	233,247	337,862	1,417,147	1,635,673	87%	-0.5%
May	841,641	231,519	336,733	1,409,893	1,635,673	86%	-0.5%
June	840,253	228,470	336,890	1,405,613	1,635,673	86%	-0.3%
July	844,766	227,128	338,643	1,410,537	1,635,673	86%	0.4%
August	851,995	227,783	341,788	1,421,566	1,635,673	87%	0.8%
September	851,909	226,947	341,341	1,420,197	1,635,673	87%	-0.1%
October	850,814	225,472	340,265	1,416,551	1,635,673	87%	-0.3%
November	852,792	226,667	341,694	1,421,153	1,635,673	87%	0.3%
December	853,577	228,027	342,385	1,423,989	1,635,673	87%	0.2%

# Pacific Gas and Electric Company

PY 2015 CARE Annual Report  
CARE Table 9  
Average Monthly Usage & Bill

Average Monthly Gas / Electric Usage			
Residential Non-CARE vs. CARE Customers			
Customer	Gas Therms	Gas Therms	Total
	Tier 1	Tier 2	
Non-CARE	23.0	8.6	31.5
CARE	22.2	6.1	28.3
Customer	Electric kWh	Electric kWh	Total
	Tier 1	Tier 2	
Non-CARE	287	219	505
CARE	336	187	523

Average Monthly Gas / Electric Bill		
Residential Non-CARE vs. CARE Customers <sup>1</sup>		
(Dollars per Customer)		
Customer	Gas	Electric
Non-CARE	\$43.33	\$102.02
CARE	\$32.06	\$63.27

<sup>1</sup> Excludes master-meter usage.

# Pacific Gas and Electric Company

PY 2015 CARE Annual Report

CARE Table 10

Surcharge & Revenue

Electric					
CARE Surcharge and Revenue Collected by Customer Class					
Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
	CARE Surcharge	Monthly Bill			
Residential <sup>1</sup>	\$ 4.64	\$ 102.84	4.5%	\$ 194,069,802	27.8%
Commercial	\$ 45.27	\$ 817.13	5.5%	\$ 291,436,145	41.7%
Agricultural	\$ 66.20	\$ 1,175.42	5.6%	\$ 69,319,064	9.9%
Large/Indust	\$ 9,316.37	\$ 99,762.72	9.3%	\$ 144,008,966	20.6%

Gas					
CARE Surcharge and Revenue Collected by Customer Class					
Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
	CARE Surcharge	Monthly Bill			
Residential <sup>1</sup>	\$ 0.74	\$ 43.33	1.7%	\$ 30,807,516	33.0%
Commercial	\$ 6.83	\$ 200.88	3.4%	\$ 17,921,510	19.2%
NG Vehicle	\$ 30.05	\$ 640.79	4.7%	\$ 795,541	0.9%
Industrial <sup>2</sup>	\$ 5,838.37	\$ 33,858.60	17.2%	\$ 43,863,498	47.0%

<sup>1</sup> Excludes CARE customers.

<sup>2</sup> Industrial includes both G-NT(D), G-NT(T), G-NT(BB), and GNGV4 and is net of volumes qualifying for G-COG.

# Pacific Gas and Electric Company

PY 2015 CARE Annual Report

CARE Table 11

Capitation Applications

Entity	Total Received	Approved	Denied	Pending/ Never Completed	Duplicates
ACC Senior Services (formerly Asian Community Center)	13	8	0	0	5
Amador-Tuolumne Community Action Agency	12	3	4	0	5
Anderson Cottonwood Christian Assistance	34	15	8	0	11
APA Family Support Services	2	2	0	0	0
Arc of San Francisco	1	0	1	0	0
Area 12 Agency on Aging	8	3	2	0	3
Area Agency on Aging Serving Napa and Solano	2	0	1	0	1
Arriba Juntos	2	0	2	0	0
Asian Community Mental Health Services	1	0	0	0	1
Berkeley Housing Authority	11	5	1	0	5
Breathe California of the Bay Area	2	2	0	0	0
California Association of Area Agencies on Aging	3,824	267	1,078	0	2,479
California Human Development Corporation	32	15	8	0	9
Catholic Charities Diocese of Fresno	65	26	13	0	26
Center of Vision Enhancement	1	0	0	0	1
Central California Legal Services, Inc.	5	3	1	0	1
Central Coast Energy Services, Inc.	259	92	74	0	93
Child Abuse Prevention Council of San Joaquin County	1	1	0	0	0
Chinese Christian Herald Crusades	8	4	2	0	2
Chinese Newcomers Service Center	43	19	5	0	19
Community Action Marin	93	44	24	0	25
Community Health for Asian Americans	37	11	7	0	19
Community Pantry of San Benito County	3	0	2	0	1
Community Resource Project, Inc.	140	84	20	0	36
Community Resources for Independent Living	2	0	0	0	2
Ebony Counseling Center	1	0	1	0	0
Filipino American Development Foundation	28	11	10	0	7
Fresno Center for New Americans	66	18	11	0	37
Golden Umbrella	7	3	1	0	3
Goodwill Industries of San Francisco, San Mateo, and Marin Counties	2	0	1	0	1
Heritage Institute for Family Advocacy	187	86	22	0	79
Hip Housing Human Investment Project, Inc.	2	1	1	0	0
Housing Authority of the City of Fresno	32	5	2	0	25
Housing Authority of the County of Kern	27	20	1	0	6
Independent Living Center of Kern County, Inc.	21	13	5	0	3
KidsFirst	3	0	0	0	3
Kings Community Action Organization, Inc.	11	2	4	0	5
La Luz Bilingual Center	4	4	0	0	0
Lao Khmu Assoc., Inc	33	14	9	0	10
Merced County Community Action Agency	37	31	3	0	3
Merced Lao Family Community Inc.	6	5	1	0	0
Moncada Outreach	255	100	48	0	107
Mutual Assistance Network of Del Paso Heights	6	1	0	0	5
National Alliance on Mental Illness-Santa Clara County	3	1	0	0	2
National Asian American Coalition	1	1	0	0	0
Oakland Citizens Committee for Urban Renewal	8	6	0	0	2
Project GO, Inc	84	37	21	0	26
REDI (Renewable Energy Development Institute)	2	1	0	0	1
Resources for Independence Central Valley	9	3	1	0	5
Rising Sun Energy Center	32	7	4	0	21
Sacred Heart Community Service	69	21	18	0	30
Second Harvest Food Bank of Santa Cruz and San Benito Counties	2	0	2	0	0
Self-Help for the Elderly	92	25	16	0	51
Transitions Mental Health Association	3	0	2	0	1
UpValley Family Centers	8	4	1	0	3
Valley Oak Children's Services, Inc.	6	4	1	0	1
West Valley Community Services	2	1	0	0	1
Yolo County Housing Authority	7	4	0	0	3
Yolo Family Resource Center	3	2	0	0	1
<b>Totals</b>	<b>5,660</b>	<b>1,035</b>	<b>1,439</b>	<b>0</b>	<b>3,186</b>

# Pacific Gas and Electric Company

PY 2015 CARE Annual Report  
CARE Table 12  
Expansion Program

Participating Facilities by Month						
2015	Gas			Electric		
	CARE Residential Facilities	CARE Commercial Facilities	Total Gas	CARE Residential Facilities	CARE Commercial Facilities	Total Electric
January	4,007	607	4,614	4,831	1,074	5,905
February	4,013	605	4,618	4,832	1,071	5,903
March	3,993	607	4,600	4,807	1,072	5,879
April	3,997	608	4,605	4,791	1,071	5,862
May	4,026	610	4,636	4,823	1,076	5,899
June	3,994	610	4,604	4,801	1,079	5,880
July	4,004	614	4,618	4,812	1,085	5,897
August	4,034	619	4,653	4,829	1,085	5,914
September	4,055	624	4,679	4,841	1,089	5,930
October	4,040	627	4,667	4,829	1,087	5,916
November	2,706	494	3,200	3,593	669	4,262
December	2,707	495	3,202	3,594	670	4,264

Average Monthly Gas / Electric Usage <sup>1</sup>		
Customer	Gas	Electric
	Therms	KWh
Residential Facilities	37	591
Commercial Facilities	539	7,051

CARE Expansion Self-Certification and Self-Recertification Applications					
	Received	Approved	Denied	Pending/Never Completed	Duplicates
Total	351	291	7	51	2
Percentage	100.0%	82.9%	2.0%	14.5%	0.6%

<sup>1</sup> Excludes master meter usage.

## Pacific Gas Electric Company

PY 2015 CARE Annual Report

CARE Table 13

High Usage Verification Results

Stage 1 - IRS Documentation and ESA Agreement				Stage 2 - ESA Participation			Stage 3 - Usage Monitoring		
Households Requested to Verify	Removed (No Response)	Removed (Verified Ineligible) <sup>1</sup>	Income Verified and Referred to ESA	Failed and Removed <sup>2</sup>	Ineligible <sup>3</sup>	Completed <sup>4</sup>	Removed <sup>5</sup>	Appeals Denied	Appeals Approved
80,526	59,476	5,454	15,596	1,711	7,150	5,794	891	20	407

<sup>1</sup> Includes customers who were verified as over income, requested to be removed, or did not agree to participate in ESA.

<sup>2</sup> Includes customers who declined to participate in ESA, failed to respond to appointment requests, or missed multiple appointments.

<sup>3</sup> Includes customers who previously participated, did not meet the three-measure minimum, landlord refused, etc. These customers move directly to Stage 3.

<sup>4</sup> Does not include 941 customers still pending ESA Participation.

<sup>5</sup> Customers removed for exceeding 600% of baseline in any monthly billing cycle after the 90-day grace period following ESA Participation.

**Note:** Results as of March 31, 2016 (reflecting verification requests mailed in 2014 or 2015).

# Pacific Gas and Electric Company

## PY 2015 CARE Annual Report

### CARE Table 14

#### Categorical Enrollment

Type of Enrollment	Number of Customers Enrolled <sup>1</sup>
Food Stamps	70,053
Head Start - Tribal	2,384
Healthy Families	66,522
Indian Affairs General Assistance	528
LIHEAP	30,589
Medi-Cal (Over 65)	23,348
Medi-Cal (Under 65)	80,788
NSL - Free Lunch	40,260
SSI	36,727
TANF	19,064
WIC	37,827

<sup>1</sup> Number of customers enrolled reflects categorical programs selected by customer. Please note that in some cases customers select more than one eligible program for a single account.