

CARE/LIEE Public Workshop
Meeting Notes

Tuesday, December 4, 2007
Double Tree Hotel, Ontario CA

Attendees: Sheila Lee, Athena Wang, Mary O'Drain, Sarv Randhawa, Tina Nguyen, Linda Fontes, Gregg Lawless, Dave Cantrell, Bobbi Sterrett, Johanna Sevier, Frances Thompson, Rosie Casillas, John Newcomb, Jeannie Harrell, Martha Spikes, Mary Ellen Lowrey, Carmen Rudshagen, Richard Villasenor, Paul Vien, Kris Ankney, Sharise Rivera, Bill Belansky, Elsie Kleiber, Jimmy Wong, David Wong, Loretta Chin, Roberto Del Real, Mauricio Blanco, John Fasana, Jack Parkhill, Matt Hernandez, Paul Giles, Richard Shaw, Dan La Mall, Jim Lucas, Ron Garcia, Susan Brown, Jim Hodges, Alik Lee, Jason Wimbley, Marisa Maestas

Attendees By Phone: Susan Brown and Kelly Hymes.

SCE CARE Updates- Sheila Lee

- A. SCE CARE and FERA Internet/ Online enrollment was implemented on November 15, 2007. Also, SCE contractors can enroll CARE customers via the Online CARE Application utilizing their unique 8-digit source code.
 - Real time applications for enrollment, recertification, and de-enrollment.
 - Available in English, Spanish, Chinese, Korean, and Vietnamese.
 - SCE contractors can enroll CARE customers via the Online CARE Application utilizing their unique 8-digit source code.
- B. Discussion regarding categorical (WIC, Healthy Families, Medi-Cal, etc.) and fixed Income Customers.
 - Categorical and fixed income is slated to be implemented 2nd Quarter 2008. This change will be implemented with the online applications as well.
 - Outreach efforts include but not limited to: Capitation Agencies, leveraging other utility assistance programs, Cool Centers, utility website, etc.
 - Outreach Cost: \$0 - \$43 per enrollment. VRU customer interaction and data sharing tend to be the least expensive and one-on-one direct outreach tends to be the most expensive.

C. Discussion Regarding Recertification

- YTD 25% of SCE customers receive recertification request but fail to respond and are removed from CARE.
- Implemented ways of reducing attrition include but are not limited to:
 - Simplified recertification form
 - Multilingual forms
 - VRU Recertification in English and Spanish
 - 30 day reminder letter in six languages
 - Online recertification in five languages
 - Follow up Direct Mail Campaign

SDG&E CARE Updates- Irma DePratti

A. 2007 SDG&E Internet-Based enrollment has enrolled over 2,900 through October 2007. The expected increase from 2006 is approximately 80%!

B. Categorical Eligibility was implemented June 1, 2007 and nearly 8,000 customer enrolled through categorical eligibility through October 2007.

C. Outreach Cost

- Outreach cost range \$0 - \$ 153 per enrollment. The cost per enrollment for television and radio campaigns cannot be tracked. Grassroots efforts and newspaper campaigns tend to be the most expensive. Internet enrollments provide lowest outreach cost per enrollment.

D. SDG&E outreach efforts include but not limited to:

- Capitation Agencies
- Automated phone enrollment
- Utility Call Centers
- Community Partnerships
- Leveraging with other utility assistance programs
- Multi-lingual television, newspaper and radio advertising campaigns
 - Not able to track mass media enrollments.
 - Leverage with direct mail campaigns.

E. SDG&E has an 82% recertification success rate.

- SDG&E attempts to contact by phone those customers not responding to a recertification. If those customers contacted, 33% are renewed.
- SDG&E asked and received approval from the CPUC to implement a probability model for verification and recertification.
- SGD&E calls customers and allows them to reapply for CARE over the phone.

Question: Sarv Rindhawa

Why is there such a significant range from SCE's cost per enrollment of \$0-\$43 and SDG&E's cost per enrollment of \$0-\$153?

Answer: Irma DePratti

The trial of new methods has increased cost, especially in language and grassroots.

Answer: Linda Fontes

Outreaching to targeted groups, ie. disabled is significantly more costly.

Question: Sarv Rindhawa

The belief is that low income customers are not on the internet.

Answer: Irma DePratti

This is not true. SDG&E has experienced a significant increase due to internet enrollment.

Answer: Linda Fontes

PG&E has enrolled 10,000 customers so far with website application enrollment.

Answer: Carmen Rudshagen

With just a few days of implementation, So Cal Gas has seen significant customer response, especially late in the evening.

F. Low Income Customer's and the ability to apply On-Line.

- It has been determined that Low Income customers have access to the internet to sign up for CARE/FERA Programs across all utilities.

PG&E CARE Updates- Linda Fontes

A. Program Changes

- Categorical Enrollment: Implemented June 1, 2007.
- Four-year recertification for fixed-income participants: Implemented June 1, 2007
- On-Line enrollment to be implemented 1st Qtr 2008. This was originally slated to launch but company IT freeze on database caused a delay.

B. Outreach Efforts

Leveraging with other utilities has provided most success in relation to the number of applications being processed. Additional efforts include but not limited to:

- Direct mails
- Local office partnerships

- Radio and print campaigns
- Employee Involvement Month
- Leveraging with other low-income programs
- PG& E currently has a WIC Pilot. Working with other agencies to transition functions and automatically enroll income qualified customers.

C. Outreach Cost

- Enrollment \$0 - \$454
 - \$454 represents a direct mail campaign targeting the disabled.
 - \$144 represents one-on-one events
 - Exposure for the programs is priceless.
- Total Cost- 2.5 million
- Mailed out 23 million applications under various outreach direct mail initiatives.
 - Postage is expensive but effective.

D. Recertification

- 26% of PG& E customers receiving recertification request fail to respond. This has decreased from the 30% rate in 2006.
- PG&E has implemented processes and practices to reduce attrition. A reminder call after 45 days the original application was sent to the customer. (legacy)
- A reminder letter is sent to the customer after 60 days. (legacy)
- A second reminder phone call is made after 75 days. (recently initiated)
- VRU recertification and On-line recertification are two other processes being explored by PG&E.
 - Online Recertification is the biggest change to be implemented 1st Qtr 2008.

Question: Susan Brown

Have the utilities resolved the confidentiality issues with automatic enrollment?

Answer: Sheila Lee

The utilities do not have an issue with confidentiality where it concerns automatic enrollment.

Answer: Linda Fontes

This has not been an issue with the utility data exchange. Jeanine Elzey at the CPUC set up face-to-face interaction with the Redding WIC office for PG&E. A pilot has been proposed with PG&E and SDG&E to put applications in the WIC offices.

Answer: Greg Lawless

The Sempra utilities have been aggressively pursuing WIC offices as capitation agencies. Automatic enrollment with WIC offices is far off.

Question: Susan Brown

Do the utilities have automatic enrollment with DCSD?

Answer: Linda Fontes

The utilities have not received an automatic enrollment file from the State in two years.

Answer: Joanne Sevier

The CPUC is transitioning SB580 at this time and will follow up with the utilities as soon as possible.

Question: Susan Brown

Isn't this a priority?

Answer: Linda Fontes

The utilities have been initiating their own efforts with the WIC offices in lieu of a finalized implementation plan for SB580. PG&E has partnered with 7 WIC agencies.

Answer: Sheila Lee, Carmen Rudshagen, and Irma DePratti

The utilities have been automatically enrolling LIHEAP customers internally to assist in this effort.

Statement: Jason Wimbley, CSD

Feels that automatic enrollment may be a duplicative effort.

Statement: Jack Parkhill

This hasn't been a huge issue for the utilities since we have been automatically enrolling LIHEAP customers.

Statement: Irma DePratti

The utilities are missing those customers that may be existing CARE customers with the utilities who are missing the verification exemption because they are not a part of CSD automatic enrollment.

Statement: Linda Fontes

PG&E enrolled 25,000 customers with three tapes received in the past.

Question: Carmen Rudshagen

Are there customers receiving other services from CSD that the utilities may be missing?

Answer: Jason Wimbley

CSD is not able to identify this information at this time. CSD will evaluate this possibility going forward. Jason would like the utilities to consider this topic at the next joint utility meeting.

So Cal Gas CARE Updates- Athena Wang

A. Program Changes

- On-line enrollment was implemented on December 1, 2007.
 - So Cal Gas is seeing a good response and is closely monitoring online activity.
- Categorical and Fixed Income for new recertification applications will be completely implemented December 12, 2007. Huge effort for So Cal Gas.
- New CARE forms Filed and approved. The CARE enrollment system will be enhanced and will be available in five languages.
- IVR recertification was scheduled to launch December 12, 2007. However, it will now be completely implemented on January 23, 2008, and will be available in English and Spanish.
 - Delayed due to resource issues.
 - Available 24 hrs/day/7days a week.
 - Will have something to report at next meeting.

B. Outreach Efforts

- Outreach efforts include but not limited to:
- In-language Direct Marketing
 - Increased Direct Mail this year. Has sent over 900,000 applications with 52,000 customers enrolled.
- Outbound Call Enrollment
 - So Cal Gas has called 30,000 customers with 21,000 being enrolled.
 - Least expensive.
- Third Party Program
 - So Cal Gas will be extending 3rd party outreach. Currently working with three agencies and have enrolled 30,000 customers in conjunction with other CARE Capitation agencies.
- Capitation Program
- Call Center
 - 53% of new enrollments for So Cal Gas are from call center efforts.
- Event Based Outreach

C. Outreach Cost

- Outreach Cost range between \$0- \$30 per enrollment.

- Data sharing, outbound phone campaign, and direct mail are least expensive.
- Hasn't done Pennysaver because it was not effective with So Cal Gas.
- All mass media efforts are not measurable.
 - The most expensive proved to be newspaper campaigns and outreach events.

D. Recertification

- 26% of previously enrolled customers are non-responsive to re-certification applications and processes.
- Has implemented probability model just as SDG&E.
- Direct mailing or phone solicitation to customers a few months after they are removed from CARE.
 - If customer does not respond and is removed, they will receive direct mail or IVR phone call.

2009-2011 Applications

- Two- year recertification on anniversary date.
- Post Enrollment Verification/ Proof of Income for customers
- Promote energy efficiency among CARE enrollees.

Statement: Linda Fontes

Initiatives using internal processes are the most effective for PG&E.

Statement: Athena Wang

Datamining through So Cal Gas systems is also inexpensive.

Statement: Athena Wang

So Cal Gas did a direct mail to non-CARE sub-metered tenants (37k-41.5k). So Cal Gas received a lot of return mail.

Statement: Linda Fontes

PG&E's experience with the Pennysaver has been better than that of SoCalGas. PG&E enrolled 4,752 customers at a cost of approximately \$89 per enrollment.

Statement: Carmen Rudshagen

SoCalGas has had huge success with phone call campaigns in 2007 by targeting areas based on zip codes in areas that are most likely low income.

Question: Do the utilities ask heavy users for income verification?

Answer: PG& E does

Answer: SCE does for a small amount of customers.

Answer: In the upcoming SCE probability model, usage will be one of the determinants for income verification.

Question: Is there any way to cut cost in application mailing.

Answer: It seems that cutting cost on mailing is almost impossible because the cost of postage is going up. Postage is the most expensive part of mailing and receiving applications.

Low- Income Energy Efficiency (LIEE) Programs

Each utility provided a year to date update on their respective programs:

John Fasana for SCE
Jim Lucas for SoCalGas
Frances Thompson for PG&E
Greg Lawless for SDG&E

Richard Shaw-asked if there were any numbers to report on cooling measures. John Fasana responded that over 5,000 Evap Coolers and 700 room A/C replacements had been installed by SCE

Mauricio Blanco asked if the recent fires had an impact on outreach efforts for SDG&E.

SDG&E responded that it didn't impact outreach significantly. It cause about a week's delay. We do about 250 refrigerators a week.

A. Proposed Decision 11/19/07

- Discussion of the Low Income energy efficiency policy objectives and goals
- Strategic Planning
- Allowing renters to sign up for energy audits

B. Assembly Bill 2104

- Bill states that it will provide eligible customer the opportunity to participate in the LIEE programs and to offer those who wish to participate, all cost-effective energy efficiency measures in their residences by 2020.
- The goal is to achieve 25% of the programmatic initiative by 2011 and to integrate utility LIEE and EE programs by leveraging all resources across utility programs and other entities.

C. Strategic Planning

- Workshops

- Statewide Strategic Plans are due February 1, 2008 and the Applications are due May 15, 2008.
- Discussion regarding the ability to complete all the workshops by February 1, 2007

Question: How and when does the CPUC plan to complete these workshops?

Answer: Everyone state wide will be putting in the effort to complete these workshops before the first due date of February 1st.

Question: Can you note that we are asking for the dates of these workshops so that we can put in the request with our utilities to attend these workshops.

Answer: It is best to file the request/inquiry with the CPUC via the website or email.

Question: I was under the impression that these meetings were for the purpose of relaying updates and questions to the CPUC. Can we note now that this is our request?

Answer: Yes

D. 2009-11 Program Portfolio

- LIEE Program Applications May 15, 2008
- PD does not change restriction of furnaces/ water heater to home owners
- The 10-year go-back restriction has been removed.

Next Meeting to be hosted by Pacific Gas & Electric

-February 20, 2008 in San Francisco

R.07-01-042

Thursday, January 31, 2008

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