



**SAN DIEGO GAS & ELECTRIC COMPANY (U-902-M)  
FIFTEENTH ANNUAL PROGRESS REPORT ON THE  
CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAM  
JANUARY 2003 – DECEMBER 2003**

**May 3, 2004**

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# **CARE PROGRESS REPORT RESIDENTIAL AND EXPANDED PROGRAMS**

**January 1, 2003 through December 31, 2003**

## **CARE RESIDENTIAL PROGRAM**

**Individual and Submetered Participants (Tenants of Qualifying Master-Metered Customers)**

### **I. Participant Information**

**A. Provide the total number of residential CARE customers, including submetered tenants, by month, by energy source, for the reporting period.**

See Tables 1.1 and 1.2.

<b>Table 1.1 Residential CARE Program Gas Customers by Month</b>		
<b>PY2003</b>	<b>Total CARE Participants</b>	<b>Percentage Change</b>
January	113,955	-
February	114,116	0.1%
March	116,250	1.9%
April	116,385	0.1%
May	116,197	-0.2%
June	116,364	0.1%
July	117,584	1.0%
August	117,720	0.1%
September	118,222	0.4%
October	119,918	1.4%
November	119,897	0.0%
December	120,870	0.8%

<b>TABLE 1.2</b> <b>Residential CARE Program</b> <b>Electric Customers by Month</b>		
<b>PY2003</b>	<b>Total CARE Participants</b>	<b>Percentage Change</b>
January	171,623	-
February	171,838	0.1%
March	174,908	1.8%
April	174,711	-0.1%
May	174,401	-0.2%
June	174,634	0.1%
July	176,584	1.1%
August	176,728	0.1%
September	177,235	0.3%
October	179,636	1.4%
November	179,113	-0.3%
December	181,028	1.1%

Net increases over PY2002 participation at year-end for gas and electric CARE programs were 7,698 or 7%, and 10,213 or 6%, respectively.

**1. Explain any monthly variance of 5% or more in the number of participants.**

No monthly variance of 5% or more was found in PY2003.

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

**1. Describe how the estimates of PY2003 demographic CARE-eligibility rates were derived.**

CARE eligibility was developed using an implicitly adjusted 1999 distribution of household income obtained from Census 2000 SF3 income data and PY2002 estimates of household size obtained from Applied Graphics System's (AGS). Eligibility was developed separately for San Diego County and Orange County by zip code. Calculation of the eligibility rate expressed as a percentage was done for each fuel source. The methodology used was consistent with the Assigned

Commissioner's Ruling (ACR) dated 12/27/02 and the methodology recommended by the Reporting Requirements Manual (RRM) Working Group in its October 2, 2000 Report for Low Income Assistance Programs and approved by the Commission in D. 01-03-028.

**2. Describe how the estimates of current CARE-eligible meters were derived. Explain how total residential meters were adjusted to reflect CARE-eligible meters (including submetered tenants) and CARE-ineligible meters (i.e., master meters that are not submetered or other residential meter configurations that do not provide residential service.)**

A count of all active residential meters and residential submetered units, minus residential accounts with billing tariffs that do not qualify for CARE, was made to derive the number of residential eligible meters (i.e., households) by fuel source using SDG&E's customer information system. By using tariff rates as the criteria for counting, all non-eligible master metered accounts were not included in the count.

**3. Discuss how the estimates of current CARE-eligible households were developed.**

Estimated CARE eligible rates by fuel source, developed as described in B.1 above, were applied to the count of current CARE-eligible meters, developed as described in B.2 above, to estimate the number of CARE-eligible households in SDG&E's service territory.

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

Current CARE customers were counted by tallying the number of customers billed each month on the CARE rate plus the number of submetered tenants receiving service through residential master-metered accounts participating in CARE.

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

The formula for calculating CARE-participation rates is:

$$\frac{\text{Number of CARE Customers}}{\text{Number of Estimated CARE-Eligible Households}}$$

The formula was used to determine the CARE-participation rates by energy source and was not changed during PY2003.

**C. Provide the total number of CARE residential customers, CARE-eligible households, and CARE participation rates, by energy source, by quarter.**

See Tables 2.1 and 2.2.

<b>TABLE 2.1</b>			
<b>CARE Residential Penetration Rate Gas</b>			
<b>2003 Quarter Ending</b>	<b>CARE Residential Households</b>	<b>CARE- Eligible Households</b>	<b>CARE Penetration Rate</b>
March 31	116,250	177,754	65.4%
June 30	116,364	180,784	64.4%
September 30	118,222	181,464	65.1%
December 31	120,870	182,031	66.4%

<b>TABLE 2.2</b>			
<b>CARE Residential Penetration Rate Electric</b>			
<b>2003 Quarter Ending</b>	<b>CARE Residential Households</b>	<b>CARE- Eligible Households</b>	<b>CARE Penetration Rate</b>
March 31	174,908	239,751	73.0%
June 30	174,634	238,180	73.3%%
September 30	177,235	240,816	73.6%
December 31	181,028	239,806	75.5%

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

System Wide Gas Rate: .226531  
System Wide Electric Rate: .226411

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

Applying the CARE eligible rates provided above and the total number of sub-metered tenants, SDG&E estimates CARE eligible tenants as shown below:

Total Gas Tenants:	34,614	Total Eligible Gas:	7,841
Total Electric Tenants:	41,104	Total Eligible Electric:	9,306

**F. Provide the current CARE submetered tenant counts by energy source at year-end.**

Gas:	7,970
Electric:	9,105

**G. Provide the current CARE submetered tenant penetration rates by energy source at year-end.**

Gas:	102%
Electric:	98%

SDG&E attributes the higher than estimated eligible participation to the probability that sub-metered tenants are more likely than the general population, (from which the rate of eligibility is derived) to be income qualified for CARE.

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

In PY2003, SDG&E implemented a new process for recertifying CARE participants of sub-metered facilities (detailed in Section V. 4). Some participant confusion was caused by the new process and calls to the CARE processing group increased during this period. Once participants had a clear understanding of the new process they were content with the procedure and overall response to recertification requests were 30% higher than in PY2003.

## II. Usage and Bill Information

**A. Provide a comparison of CARE and non-CARE residential usage by Baseline and Non-Baseline, excluding usage of residential master-meter customers, by energy source.**

See Table 3.

<b>TABLE 3<sup>1</sup></b>			
<b>Average Monthly Gas/Electric Usage Residential Non-CARE vs. CARE Customers</b>			
<b>Residential Customer</b>	<b>Gas Therms Baseline</b>	<b>Gas Therms Non-Baseline</b>	<b>Total</b>
Non-CARE	21	7	28
CARE	19	5	24
<b>Residential Type</b>	<b>Electric kWh Baseline</b>	<b>Electric kWh Non-Baseline</b>	<b>Total</b>
Non-CARE	273	184	457
CARE	276	79	356

**B. Provide a comparison of the average monthly bill for CARE and non-CARE residential customers, excluding bills of master-meter residential customers, by energy source.**

See Table 4.

<b>TABLE 4</b>		
<b>Average Monthly Gas/Electric Bill Residential Non-CARE vs. CARE Customers (Dollars per Customer)</b>		
<b>Customer</b>	<b>Gas</b>	<b>Electric</b>
Non-CARE	\$28.42	\$72.15
CARE	\$24.92	\$55.38

<sup>1</sup> Information contained in Tables 3 and 4 from query of SDG&E's billing data.



### III. Program Costs

#### A. Discount Cost

**1. State the average monthly CARE discounts received, in dollars per CARE customer, by energy source.**

Average Gas Discount: \$6.33  
Average Electric Discount: \$14.01

**2. State the annual subsidy (discount for PY2003) for all CARE customers by energy source.**

Annual Gas Subsidy: \$11,245,318  
Annual Electric Subsidy: \$18,347,625

#### B. Administrative Cost

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

See Tables 5.1 and 5.2 for a breakdown of base program and Rapid Deployment (RD) program costs. Combined administrative cost for base and RD programs was \$2.3 million. Total Program Costs for Base, RD, and Expanded CARE Programs was \$32 million.

<b>TABLE 5.1</b>	
<b>CARE Residential Program</b>	
<b>CARE Costs and Reporting Classifications</b>	
<b>Category</b>	<b>Cost</b>
Outreach	\$1,011,745
Processing, Certification and Verification	\$168,622
Billing System/Programming	\$18,604
Measurement and Evaluation	\$30,814
Regulatory Compliance	\$109,165
General Administration	\$243,837
Indirect Costs	\$483,503
CPUC Energy Division Staff Support	\$45,622
LIAB	0
Automatic Enrollment	\$1,335
<b>Total Program Costs</b>	<b>\$2,113,248</b>
Subsidies and Benefits	\$29,592,943
<b>Merger Credit</b>	<b>\$76,000</b>
<b>TOTAL PROGRAM COSTS AND CUSTOMER DISCOUNTS</b>	<b>\$31,782,191</b>

<b>TABLE 5.2</b>	
<b>CARE SBX1 5</b>	
<b>CARE Costs and Reporting Classifications</b>	
<b>Category</b>	<b>Cost</b>
Capitation Outreach	\$13,494
Outreach	\$83,567
Mass Media	\$73,329
Processing, Certification & Verification	\$2,381
Billing System/Programming	\$0
Measurement & Evaluation	\$6,568
Regulatory Compliance	\$1,810
General Administration	\$127
Indirect Costs	\$2,910
Energy Division Support Staff	\$0
<b>Total Administrative Costs</b>	<b>\$184,186</b>
<b>TOTAL PROGRAM COSTS</b>	<b>\$184,186</b>

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

**Outreach:** Costs included in outreach include bill inserts; advertising; the printing and mailing of applications; posters; brochures; flyers; postage; distribution of collateral material; sub-meter outreach; Call Center labor; staff labor; out-bound dialing; and toll-free customer call number; and any other outreach and enrollment efforts other than capitation outreach.

**Capitation Outreach:** Third party, community based organizations' outreach conducted under contract to utility.

**Mass Media:** Targeted advertising to customers through radio, television, and newspaper.

**Processing, Certification and Verification:** Costs included in this category include staff labor; processing of applications, recertifications and verifications; and submeter certifications.

**Billing System/Programming:** Costs include manual rebilling and programming and billing labor.

**Measurement and Evaluation:** Costs for measurement and evaluation include expenses for Evaluation of CARE Outreach and Administrative Practices, CARE customer surveys, focus groups, and updates of CARE eligibility data.

**Regulatory Compliance:** These costs include staff labor for the preparation and filing of Program Applications, Advice Filings, Comments and Reply Comments, and Tariff Revisions; also includes labor costs for preparing reports and studies; attending working group meetings, public input meetings and other CPUC hearings or meetings.

**General Administration:** General costs include office supplies; market research; program management labor; and information technology (technical support and software licensing).

**CPUC Energy Division Staff Funding:** This category of expenses covers the program management and staff support provided by the Energy Division for low-income program oversight and implementation.

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

Gas:	\$2,601,914 Undercollection
Electric:	\$ 867,598 Undercollection

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

The general cost categories recorded to the CARE balancing accounts are discount and program specific administrative direct and indirect expenses as described above. Costs for corporate services (e.g., Legal Department Services and Regulatory Department services) are not recorded to the CARE balancing account. Expenses recorded as SBX1 5 expenses are not included in the CARE balancing account but were paid for by legislated funding contracted for with the CPUC.

CARE program costs are recovered via the public purpose programs (PPP) rate component for electric costs and the tax surcharge PPP rate for gas costs.

**E. 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 Table 6.1 for gas surcharge paid and Table 6.2 for electric surcharge paid.<sup>2</sup>

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<sup>2</sup> Information contained in Tables 6.1 and 6.2 from SDG&E's CARE balancing account data.

TABLE 6.1					
GAS					
CARE Surcharge and Revenue Billed by Customer Class					
<b>Customer Class (1)</b>	<b>Bill (2)</b>	<b>CARE Surcharge</b>			
		Avg. Monthly	% of Bill	Billed (3)	% of Billed
CORE Residential	\$32	\$1	1.8%	\$5,277,997	75%
CORE Commercial / Industrial	\$351	\$4	1.2%	\$1,422,782	20%
CORE Natural Gas Vehicles	\$1,787	\$27	1.5%	\$67,952	1%
NONCORE Commercial/Industrial	\$20,372	\$178	0.9%	\$257,332	4%
<b>Total</b>				<b>\$7,026,063</b>	<b>100%</b>

(1) Per SDG&E gas rate Schedule G-PPPS.

(2) Includes PPP Surcharge funds.

(3) Funds billed per the tax surcharge PPP rate (Schedule G-PPPS) for payment to California Board of Equalization

TABLE 6.2					
ELECTRIC					
CARE Surcharge and Revenue Billed by Customer Class					
<u>Customer Class</u>	<u>Bill (1)</u>	<u>CARE Surcharge</u>			
	Avg. Monthly	Avg. Monthly	% of Bill	Billed (2), (3)	% of Billed
Residential					
-Individual	\$72	\$1.22	1.7%	\$14,334,807	34%
-Master Metered	\$441	\$9.41	2.1%	\$572,830	1%
Commercial	\$551	\$15.55	2.8%	\$25,712,522	60%
Industrial	\$34,729	\$204.26	0.6%	\$1,565,211	4%
Agricultural	\$544	\$12.93	2.4%	\$607,447	1%
<b>Total</b>				<b>\$42,792,817</b>	<b>100%</b>

- (1) Includes funds billed for payment to the Department of Water Resources (DWR).  
(2) Funds billed per the public purpose programs (PPP) rate component.  
(3) Commission approved Advice letter 1491-E (4/24/03) to amortize \$23 million undercollection in balancing account in addition to \$21 million for 2003 program costs.

#### IV. Outreach

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

For month-by-month details on SDG&E's media efforts and community outreach, please see Attachments A and B, "PY2003 SDG&E CARE Media Outreach" and "SDG&E CARE Outreach and Leveraging Through December 2003."

## **1. Utility Outreach Activity**

**2003 Annual Notification** – SDG&E's annual notification period for 2003 occurred between June and July. During this same time period when applications were mailed with customer bills, Energy Notes, a newsletter bill insert, featured an article in English and Spanish informing customers about the program and the new income guidelines. SDG&E also supported the bill insert with a media campaign that included television, radio and print in multiple languages. Of the nearly one million applications distributed, 9,666 customer applications were returned. SDG&E also included a CARE application insert in February. An additional 4,496 customer applications were returned from this effort.

**Quarterly Bill Message** – A printed quarterly CARE bill message in English and Spanish was included on bills for February, May, August and November.

**Customer Contact Employees** – SDG&E continues to offer CARE through our customer call center, bill payment offices and field services activities. Customer Service Representatives (CSRs) advise all turn-on customers and customers inquiring about a past-due account or high bill about the program. In PY2003, CSRs requested 100,017 applications be mailed to potentially CARE-eligible customers. Customers returned 36,092 of these applications.

**Interactive Voice Response (IVR) Information on Hold** – The messages to customers waiting for help on telephone inquiries provides information about the CARE program in both English and Spanish.

**Collection Call** – SDG&E provides an additional outbound telephone call with a follow-up letter to low-income customers faced with collection activity on their account. Information about the availability of payment arrangements and customer assistance programs is given, and the customer is urged to call SDG&E for more information. The call is directed to both CARE customers and customers identified as having a high probability of being low-income customers who are not on CARE.

**Recertification Follow-up Calls** – In October, SDG&E began calling customers who were due to drop from CARE because SDG&E had not received a response to the written recertification request. Processors called customers who recently received the second recertification letter reminding them that they needed to respond or they would lose the discount. Processors were able to contact nearly 65% of the customers called. Of those contacted, nearly 36% stated they no longer qualify for the program, while 33% stated they had already mailed the application, and another 30% stated that they intended to mail the application.

**Bilingual Employees** – SDG&E's Customer Call Center and most company business offices are staffed with bilingual CSRs (English/Spanish) to ensure that

most customers have access to information about utility services. Requests from Spanish speaking customers make up nearly 16% of the applications requested through the telephone center and company offices. In addition to Spanish-speaking CSRs, the telephone center is also staffed with CSRs who speak Vietnamese, Chinese and Korean. The CARE processing group is also bilingual in English and Spanish. Additionally, SDG&E contracts with AT&T language services to provide in-language support to customers whose language is not spoken by SDG&E CSRs. The service offers interpreter service for different languages and dialects that includes, but is not limited to, French, German, Italian, Japanese, Russian and Tagalog. SDG&E representatives stay on the telephone line with the customer to connect the customer to the interpreter for translation.

**Media** – SDG&E launched CARE television, newspaper and radio campaigns in support of the CARE application bill inserts in January and mid-June. The television and radio campaign were in both Spanish and English, while the print campaign included Korean, Chinese and Vietnamese in addition to English and Spanish. Enrollments from the media campaigns are difficult to track, however a spike in request for CARE applications was noted during the media campaigns.

**Direct Mail** – In June, SDG&E began utilizing census data information to target potentially eligible customers in low-income areas for direct mail efforts. The first “test” mailing sent to 2,000 customers received a 4.5% response rate. SDG&E followed with larger targeted mailings beginning in September. Two different mail pieces were used--a letter and application or a self-mailer card format. Below is a table detailing these efforts and their corresponding response rates.

Month	Activity	Number of Appls Sent	Number of Appls Recv'd 2003	Number of Eligible Applications	Number of Duplicates or Recertifications	Number of Incomplete or Ineligibles
SEPT	DIRECT MAIL LTRS/APPLS	22,000	3,529	2,847	133	549
			16%	80.7%	4.7%	15.6%
NOV	DIRECT MAIL CARD FORMAT	38,000	2,031	1,590	113	317
			5%	79%	5.6%	15.7%
DEC	DIRECT MAIL LTRS/APPLS	40,000	3,007	2,524	107	136
			8%	91%	4%	5%

**Submetered Apartments and Mobile Home Parks** – In accordance with SB920, in December, SDG&E mailed SB920 reminder notices to all managers/owners of submetered facilities. The notices stated that managers/owners must inform their tenants about the CARE program by February 1, 2004 in order to be in compliance with the legislation. Packets included bulletin board posters and information on how to order additional CARE applications for their tenants.

**Community Events** – Starting in early January, SDG&E participated in over 200 local community events throughout San Diego County to provide information on CARE and other assistance programs. Types of events included presentations to community groups, health and safety fairs, and community resource fairs, along with several events geared toward active duty military customers. Many of the events were leveraged with the Residential Downstream Lighting Program targeted to seniors and other hard to reach residential customers.

**Other Community Partnerships** – In 2003, SDG&E formed a partnership with Aging and Independence Services (AIS) and Consumer Credit Counseling Services (CCCS) to develop and offer a series of workshops for senior customers. The workshops, called “Winning in Tough Financial Times,” were designed to bring CARE and other customer assistance information to seniors in a setting that would help them overcome some of the participation barriers they may have. Twenty-seven workshops were held throughout the county in senior-friendly settings such as senior centers, churches, and senior nutrition sites. Workshops, offered in both English and Spanish, provided seniors with budgeting help, utility programs and services information, and other community resource information. The concept of the workshop is to position utility assistance programs as part of the array of services that seniors can use to help with their monthly expenses and promote their well-being. More than 800 seniors attended the seminars, and a sample surveyed after the workshops indicated that 96% had learned about additional resources they planned to use in the future.

**Customer Brochures** – SDG&E customers can receive information about CARE in several different brochures offered to residential customers. In 2003, customers requested the following brochures, which include a description of the CARE program:



Brochure	<u>Requests</u>
“New Customer Brochure” (English)	68,909
“New Customer Brochure” (Spanish)	3,262
“New Customer Brochure” (Vietnamese)	69
“Customer Assistance Packet” (English)	1,892
“Customer Assistance Packet” (Spanish)	882
“Medical Baseline”	59
“Medical Baseline” (English)	7,953
” Medical Baseline” (Spanish)	176
“Senior Brochure” (English)	447

In addition, SDG&E distributes thousands of “Assistance for Residential Customers” brochures in English, Spanish and Vietnamese at community events, during field service calls, and at branch offices.

**Multi-Family Rebate Program** – SDG&E’s Multi –Family Rebate Program provided cash rebates to property owners and managers. Interested owners/managers were mailed applications forms which noted that tenants of their facilities may qualify for CARE. Over 200 multi-family complexes received rebates from this program.

**Energy Education for Low Income Program (EELI)** –This program, implemented by Richard Heath and Associates, Inc., as part of SDG&E’s low income energy efficiency program, educates low-income customers about energy conservation and other utility programs and services, including CARE. Classroom education is provided through a network of local community-based organizations. CARE applications are made available at all classes. During the reporting period, the EELI Program reached 23,866 low income customers, working with 14 San Diego based social service agencies. Agencies participating in EELI in PY2003 were as shown below:

**Agency**

Alliance for African Assistance (AAA)  
 Africa Corp.  
 Alpha of San Diego  
 Consumer Credit Counselors of San Diego  
 Campesinos Unidos  
 Casa Familiar  
 Catholic Charities  
 Home Start  
 Metropolitan Area Advisory Committee (MAAC) Project  
 Mid City Christian Services  
 Refugee Assistance Center  
 South Bay Community Service  
 United Way  
 Vista Community Clinic

The EELI Program provided energy education and CARE information to low income customers who spoke the following languages:

Language	Year-to-Date Customers	Percent of Total
African	338	1.41%
Arabic	115	0.48%
Eastern European	0	0.00%
English	20,398	84.99%
Laotian	4	0.02%
Middle Eastern	30	0.13%
Russian	4	0.02%
Spanish	2,954	12.31%
Vietnamese	157	0.65%
Totals	24,000	100%

**Direct Assistance Program (DAP)** – SDG&E’s low-income weatherization program provides recipients of weatherization measures with in-home energy education, including CARE information and an opportunity to enroll in CARE. In 2003, 15,022 customers received in-home energy education. DAP representatives assisted 2,331 in completing CARE applications and returned them to SDG&E.

## **2. Third Party Outreach Activity**

**Outreach and Enrollment "Capitation" Contractors** – In D. 01-05-033, the Commission authorized utilities to use a portion of their SBX1 5 funds to implement a capitation fee, or fee per qualified application, of up to \$12 per application payable to contracted agencies that enroll eligible customers in the CARE program. During 2003, SDG&E had 14 capitation contractors who enrolled 811 new customers in CARE. SDG&E had a variety of contractors it partnered with which represented a spectrum of services to the low-income community, including job placement services, faith-based services, credit counseling services, charitable services and other community services. Contractors served an ethnically diverse clientele in English, Spanish and Middle Eastern languages.

### **B. Discuss each of the following:**

#### **1. Most effective outreach method, including a discussion of how success is measured.**

In 2003, SDG&E found targeted direct mail efforts using a letter and application format to be the most effective outreach method for new customer enrollments. This effort reached customers who were not being reached by other methods, and out of the customers responding, 91% of them were enrolled in CARE.

Comparing the cost of the targeted mailing to other utility outreach efforts, using a cost per response received, the targeted mail effort was the lowest-cost. Cost for the letter/application direct mail piece was approximately \$4.50 per response, as compared to the CARE self-mailer distributed by SDG&E, at \$12.35 per response and the bill insert mailing at approximately \$5.75 per response. SDG&E also identified that the direct mail campaign provided cost savings through efficiencies incorporated into the campaign, including:

- Pre-populating customer information into the CARE application reduced processing time
- Mailing CARE applications to targeted low-income areas increased the response rate
- Targeting non-CARE customers reduced the number of duplicate applications received

Enrollment information from the mailings can be found under the Outreach section IV. A. of this report.

**2. How CARE customer data and other relevant program information is shared by the utility with other utilities sharing its service territory.**

**DATA Exchange** – SDG&E and SCG successfully exchange customer information in the shared service territory of Orange County. SDG&E received a list of 539 of customers who were on the CARE rate at SCG, but not on SDG&E's CARE rate. From that list, SDG&E was able to enroll 179 customers onto the rate. Accounts that were not enrolled were those with names that could not be matched, had been dropped by SDG&E through the verification process, or accounts that were closed after the match had been made. Accounts without a name match were mailed a courtesy CARE application.

**Joint Utility Meetings** – In 2003, SDG&E along with SCG, SCE, and PG&E implemented quarterly joint utility meeting to discuss current issues and outreach methods. The meetings serve as a forum for discussing outreach methods—successes and non-successes—as well as other program management experiences.

**3. How CARE customer data and other relevant program information is shared within the utility, for example, between its LIEE and other appropriate low-income programs.**

**CARE Information** – CARE information was provided through various programs within the utility. CARE applications and program information were distributed through the DAP, LIEE, Medical Baseline and various energy efficiency programs, such as the Lighting Turn-In and Energy Audits programs. Additional inter-utility leveraging information can be found in Section IV A of this report.

**Resources for SDG&E's DAP** – In 2003, the CARE Program provided DAP with 8,466 CARE customers potentially eligible for weatherization services. Of the leads provided, 2,115 were treated by the DAP.

**4. Attach a copy of the utility's agreement with the Department of Community Services and Development (DCSD). Describe the process for cross-referral of low-income customers between the utility and CSD. Describe how the utility's CARE customer discount information is provided to DCSD for inclusion in its federal funds leveraging application.**

As part of SDG&E's leveraging agreement with the DCSD (see Attachment C), SDG&E continues to add a statement on its CARE application describing the DCSD LIHEAP bill payment assistance programs and weatherization services and providing DCSD's telephone number for customers to call to obtain more information.

On October 22, 2003, SDG&E provided DCSD with a report that detailed, by month, the number of CARE participants and the total discount provided (see Attachment D).

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

The CARE program continued to face challenges in enrolling customers due to lack of trust, language barriers and pride. These barriers were challenging but were overcome by continued face-to-face outreach efforts by the utility. The larger challenge for the utility was CARE customer retention or attrition.

In late 2003, SDG&E began analyzing CARE customer information in order to try and identify the reasons customers drop from the program. After some preliminary analysis, the data indicated that approximately 40-50% of attrition was caused by customers who have closed accounts and can no longer be identified as SDG&E customers. SDG&E will be conducting further analysis in 2004 to determine if there are methods by which the utility can help reduce CARE attrition.

**C. 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.**

**System Enhancement Project** –The CARE enhancement project, which began in 2002, made significant progress in 2003. Steps to enroll and delete customers from CARE were significantly reduced for processing staff for a cost savings of approximately \$12,000 annually. Additionally, CARE Recertification and Verification letters were redesigned to draw attention to the specific request and increase customer response. The letters were simplified for customers and include bold headings and the average savings.

Additional changes in the CARE recertification application and forms include pre-populating the documents with customer information (name, address, account number), and printing and mailing the program applications. The process will not only simplify CARE enrollment and recertification for the customer, but will save processing time, increase customer participation and reduce postage and fulfillment costs. Redesigns and programming of the application and recertification documents were completed in 2003 and full implementation was scheduled for early- to mid-2004.

## **V. Processing CARE Applications**

### **A. Processing Self-Certification and Self-Recertification Applications (Individual and Submetered Customers)**

**1. Provide the total number of third-party CARE applications received, approved, denied, pending/never completed, or duplicates in the reporting period.**

See Table 7.

<b>TABLE 7</b>					
<b>CARE Capitation Program</b>					
<b>January 1, 2003 through December 31, 2003</b>					
<b>CARE Applications Submitted</b>					
	<b>Received</b>	<b>Approved</b>	<b>Denied (Ineligible)</b>	<b>Pending/Never Completed</b>	<b>Duplicates</b>
<b>Total</b>	3525	2062	137	58	1268
<b>Percentage</b>	100%	58%	4%	2%	36%

**2. Provide the number of utility CARE self-certification and self-recertification applications provided, received, approved, denied, pending/never completed, or duplicates for the reporting period.**

See Table 8.

<b>TABLE 8</b>						
<b>CARE Self-Certification and Self-Recertification Applications</b>						
	<b>Provided</b>	<b>Received<sup>3</sup></b>	<b>Approved</b>	<b>Denied</b>	<b>Pending/ Never Completed<sup>4</sup></b>	<b>Duplicates</b>
<b>Total</b>	2,234,420	116,197	92,976	3,111	3,336	4,768
<b>Percentage</b>	100%	6%	80%	3%	3%	4%

<sup>3</sup> The number of applications Received may exceed the number of applications processed (Approved, Denied, Pending, and Duplicates) because Incompletes sent back to the customer and returned to SDG&E are again counted as Received.

<sup>4</sup> Pending/Never Completed includes a count of any applications sent back to the customer more than once (i.e., some applications may be counted more than once, if returned to the customer more than once).

**3. Provide the number of customers dropped from CARE by month due to the recertification process.**

See Table 9.

<b>TABLE 9</b>			
<b>Residential CARE Program</b>			
<b>Customers Removed by Month through</b>			
<b>Recertification and Post-Enrollment Verification</b>			
		<b>Post-Enrollment</b>	
<b>2003</b>	<b>Recertification</b>	<b>Verification</b>	<b>Total</b>
January	961	590	1,551
February	830	588	1,418
March	630	500	1,130
April	639	541	1,180
May	787	609	1,396
June	629	602	1,231
July	757	588	1,345
August	786	600	1,386
September	897	597	1,494
October	991	626	1,617
November	1,086	621	1,707
December	946	641	1,587
<b>Total</b>	<b>9,939</b>	<b>7,103</b>	<b>17,042</b>

**4. Describe the utility's process for recertifying submetered tenants of master-meter customers.**

Pursuant to Decision (D.) 89-07-62, SDG&E recertifies submetered tenants of master-meter customers on an annual basis.

The process in 2003 was different than in previous years as recertification applications were mailed directly to the tenants to complete and return to the utility. Previously, applications were mailed to the management and they were asked to return them to SDG&E.

This year, shortly before this process began, SDG&E issued a “preliminary” notice to the complex managers on the upcoming process. The notification packet contained the following:

1. A letter advising the manager that the recertification process has begun
2. Posters in English and Spanish for the manager to post to notify the tenants
3. Application forms
4. Information form for management to update complex information and order additional posters or applications

If no response was received from the tenant after the first notice, SDG&E mailed a second notice and application to the tenant.

#### **B. Processing Random Post-Enrollment Verification Applications**

- 1. Provide the total number of applications mailed, received, approved, denied, pending/never completed, or duplicates, for the reporting period.**

See Table 10.

<b>TABLE 10</b>						
<b>CARE Random Post-Enrollment Verification Applications</b>						
					<b>Pending/Never Completed<sup>6</sup></b>	
	<b>Mailed</b>	<b>Received<sup>5</sup></b>	<b>Approved</b>	<b>Denied</b>		<b>Duplicates</b>
<b>Total</b>	12,829	9,833	6,127	808	6,282	N/A
<b>Percentage</b>	100%	77%	62%	8%	49%	N/A

- 2. Provide a table showing the number of customers removed from CARE by month due to the verification process. (Note: Customers may be removed due to a variety of reasons including non-response to a request to verify income, failure to complete the verification process, ineligibility, or by customer request due to changed eligibility status.)**

See Table 9 above.

<sup>5</sup> The number of applications Received may exceed the number of applications processed (Approved, Denied, Pending, and Duplicates) because Incompletes sent back to the customer and returned to SDG&E are again counted as Received.

<sup>6</sup> Pending/Never Completed includes a count of any applications sent back to the customer more than once (i.e., some applications may be counted more than once, if returned to the customer more than once). Also includes the 1,242 customers dropped from the program because verifications were never returned.



**C. 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.**

SDG&E had contracts with 14 agencies/organizations in PY2003 enrolling customers in CARE as discussed above. These "Capitation Contractors" assisted customers in completing over 3,500 CARE applications and enrolling 817 customers at an average fee of \$12 per eligible application.

In PY2003 SDG&E invited participating agencies to a "CARE Capitation" open house. Agencies were encouraged to share issues with their participation as well as provide ideas to enhance the program. Several agencies had found that a large number of their clients were already CARE participants and many of the applications they submitted were returned as duplicates for which they were not reimbursed. Additionally, many agencies also faced constant employee turn-around and training on CARE enrollment for new employees is often overlooked. SDG&E worked closely with the agencies to provide additional training as needed and will continue to explore opportunities to further enhance the Capitation program.

**VI. Program Management**

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

In PY2003, a CARE program evaluation was conducted for the four investor-owned utilities. The evaluation was to identify best outreach and administrative practices between the utilities and provide recommendations. The recommendations were not to be utility specific, but practices that all utilities could implement and benefit from. The report was completed in September of 2003 and SDG&E immediately began reviewing the recommendations in order to begin implementation of recommendations that the report provided.

SDG&E found that many of the recommendations made on best practices provided in the report were enhancements that the utility had been reviewing and had begun implementing in PY2003, such as changes to the recertification and verification letters, as well as developing methods for tracking enrollments by source. Recommendations that SDG&E implemented as a result of the report included:

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- Counting of duplicate application as recertification applications.
- Making follow-up calls to customers who had not responded to the initial recertification notice and were in jeopardy of being removed from the program.
- Establishing methods for tracking outreach efforts, including a 1-800 outreach number to track results of advertising
- Tracking customer language
- Developing an inter-utility customer data exchange

## CARE EXPANSION PROGRAM

This section covers the non-profit homeless shelters and group living facilities, migrant and farm worker housing centers, qualified privately-owned employee housing, and qualified non-profit housing for agricultural employees.

### I. Participant Information

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

See Table 11.

<b>TABLE 11</b>						
<b>CARE Expansion Program</b>						
<b>Participating Facilities by Month</b>						
<b>2003</b>	<b>Residential Facilities – Gas</b>	<b>Commercial Facilities – Gas</b>	<b>Total Gas Facilities</b>	<b>Residential Facilities – Electric</b>	<b>Commercial Facilities – Electric</b>	<b>Total Electric Facilities</b>
January	392	102	494	476	186	662
February	389	101	490	474	185	659
March	386	100	486	473	186	659
April	415	101	516	516	186	702
May	434	101	535	536	186	722
June	440	101	541	543	188	731
July	454	103	557	555	199	754
August	462	97	559	561	190	751
September	474	100	574	570	193	763
October	478	100	578	646	194	840
November	483	101	584	651	195	846
December	489	102	591	657	197	854

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

Residential Gas: 8,536	Residential Electric: 6,037
Commercial Gas: 8,327	Commercial Electric: 3,095

## II. Usage Information

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

See Table 12.

<b>TABLE 12</b>		
<b>CARE Expansion Program</b>		
<b>Average Monthly Gas/Electric Usage</b>		
<b>Type of Facility</b>	<b>Gas Therms</b>	<b>Electric kWhr</b>
Residential Facilities	174	1,427
Commercial Facilities	792	16,028

## III. Program Costs

### A. Administrative Cost

#### 1. Show the CARE Expansion Program's administrative cost by category.

Outreach

Processing, Certification and Verification \$16,969

Billing System/Programming

Measurement and Evaluation

Regulatory Compliance \$1,509

General Administration \$4,252

LIAB Funding

CPUC Energy Division Staff Funding

**Total \$22,730**

### B. Discount Information

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

Residential Facility Gas Discount: \$420.74

Residential Facility Electric Discount: \$581.90

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

Commercial Facility Gas Discount:	\$1,691.28
Commercial Facility Electric Discount:	\$5,352.65

**IV. Outreach**

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

**Utility Outreach**-- On October 9, 2003, SDG&E's Mass Markets program for small businesses owners conducted a seminar for non-profit organizations to inform them of the programs and services available to them through SDG&E. The seminar highlighted rebate information for energy efficient appliances, equipment maintenance, safety, the Direct Assistance Program and Expanded CARE. A brochure was also made available for non-profit organizations highlighting these same topics.

**Bill Inserts** - SDG&E inserted information regarding the Expanded CARE program in all commercial and residential customer bills in November 2003.

**Third Party Outreach**—Third parties did not conduct outreach specific to the CARE expansion program on behalf of SDG&E during 2003.

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

**1. Most effective outreach method, including a discussion of how success is measured.**

SDG&E did not see a significant impact for either of the utility outreach efforts discussed above.

**2. How the CARE facility data and relevant program information is shared by the utility with other utilities sharing its service territory.**

SDG&E did not share Expanded CARE information with other utilities in PY2003.

**3. Barriers to participation encountered in the prior year and steps taken to mitigate these, if feasible, or not, if infeasible.**

SDG&E did not encounter any significant barriers to participation in its Expanded CARE program.

**C. 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.**

The Expanded CARE program continues to be managed cost efficiently and effectively. Much of the outreach for the program is provided at little or no incremental cost to the CARE program. SDG&E uses existing resources such as agency meetings and the e-newsletter Outreach Around the Region to discuss the program. The annual notification to participating facilities, serves as a reminder for them to add any new locations they may have opened during the previous year.

## **V. Processing CARE Applications**

### **A. Processing Self-Certification and Self-Recertification Applications**

**1. Provide the total number of third-party CARE Expansion program applications received, approved, denied, pending/never completed, or duplicates.**

No third-party outreach for the CARE Expansion program was completed.

**2. Provide the total number of utility CARE Expansion program applications received, approved, denied, pending/never completed, or duplicates for the reporting period.**

See Table 13.

<b>TABLE 13</b>					
<b>CARE Expansion Program Self Certification and Self Recertification</b>					
<b>Entity</b>	<b>Received<sup>7</sup></b>	<b>Approved</b>	<b>Denied</b>	<b>Pending/Never Completed<sup>8</sup></b>	<b>Duplicates</b>
<b>SDG&amp;E</b>	1001	977	6	33	1
<b>Percentage</b>	100%	97.6%	1%	3.3%	0%

<sup>7</sup> The number of applications Received may exceed the number of applications processed (Approved, Denied, Pending, and Duplicates) because Incompletes sent back to the customer and returned to SDG&E are again counted as received.

<sup>8</sup> Pending/Never Completed includes a count of any applications sent back to the customer more than once (i.e., some applications may be counted more than once, if returned to the customer more than once).

**B. 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.**

Third-parties did not conduct recertification and/or verification on SDG&E's behalf for Expanded CARE in PY2003. Utility results are in Table 13.

**VI. Program Management**

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

There were no events that significantly affected Expanded CARE during PY2003.

## **ATTACHMENTS**



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<b>LIEE Leveraging/Outreach<sup>9</sup></b>	<b>Summary</b>	<b>Timeline</b>	<b>Status</b>
Outreach- Community	SDG&E Customer Assistance outreach event at the East County Family YMCA (Senior Wellness Fair) in La Mesa 91941. Print ads were placed in ‘San Diego Family Magazine’ and ‘San Diego Parent Magazine’. <b>KUSI</b> televised the event live. Event organizers approximated over 500 seniors and YMCA members attended.	January 3, 2003	Complete
Outreach- Media (Television/General Audience)	The San Diego News Channel <b>KGTV</b> produced and aired a segment promoting SDG&E’s LIEE DAP/Energy Team Program. Cameras followed two weatherization crews and interviewed Energy Team customers who provided positive feedback and on-air testimonials. The story aired during primetime and continued to be rebroadcast hourly over two days. This free publicity was coordinated through SDG&E’s Communications Department.	January 3, 2003	Complete
Outreach- Community	SDG&E Customer Assistance outreach event at The “Supper” Bowl Community Fair in City Heights (San Diego). This event is organized annually by <i>Operation Blessing</i> and The National Football League to provide humanitarian and disaster relief. Over 200 organizations were invited to participate in food and assistance information distribution. Event organizers approximated 8,000 - 10,000 low- to moderate-income customers attended.	January 19, 2003	Complete

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<sup>9</sup> LIEE presentations and discussions on partnering provide information on all SDG&E’s residential assistance programs (e.g., CARE, payment arrangements, Neighbor-to-Neighbor, medical baseline) as well as LIHEAP cash assistance. All presentations on CARE and other programs include information on LIEE.

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Outreach – Community	The 5 <sup>th</sup> Annual Downtown San Diego Multicultural Festival. This is a family oriented celebration of the multiculturalism that prevails in San Diego. Huge crowds topping 20,000+ attended as The Martin Luther King, Jr. Day Parade took place at 10:00 a.m., with other community information booths and family fun with children's activities organized throughout the day under the direction of the Children's Museum of San Diego/Museo de los Ninos.	January 19, 2003	Complete
Outreach – Media (Radio/Spanish)	SDG&E's LIEE DAP/Energy Team Program developed an in-language Spanish radio ad to target one of San Diego's largest markets. Concept and design completed in January, media purchased on KNLV-FM and KLQV-FM, and spots aired in March.	January – March 2003	Complete
Outreach – Media (Radio/Vietnamese)	SDG&E's LIEE DAP/Energy Team Program will continue sponsoring a monthly 1/2 hour SDG&E radio show on Vietnamese radio. Discussion topics range from Customer Assistance programs and services, to energy-efficiency tips for the various seasons and safety. SDG&E employees will work off of approved scripts and spend time answering listener's questions.	January – December 2003	Complete
Outreach – Media (Print/Senior)	SDG&E's LIEE DAP/Energy Team Program developed a senior print ad for launch in March. Concept and design completed in January. Advertising space purchased in 'Senior Living' and Chula Vista's 'Star' Newspaper, and ads were published in March.	January – March 2003	Complete

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Outreach – Media (Print/Chinese)	SDG&E’s LIEE DAP/Energy Team Program translated existing program brochures in Chinese for distribution at the 2003 Chinese New Year Fair in February, and through DAP agencies and partners. Translation and print in January. Distribution in February and on-going.	January – December 2003	Complete
Outreach – Media (Print/Tagalog)	SDG&E’s LIEE DAP/Energy Team Program translated existing program brochures in Filipino (Tagalog) for distribution at the 2003 Chinese New Year Fair in February, and through DAP agencies and partners. Translation and print in January. Distribution in February and on-going.	January – December 2003	Complete
Outreach – Media (Print/Vietnamese)	SDG&E’s LIEE DAP/Energy Team Program translated existing program brochures in Vietnamese for distribution at the 2003 Chinese New Year Fair in February, and through DAP agencies and partners. Translation and print in January. Distribution in February and on-going.	January – December 2003	Complete
Outreach – Media (Print/Spanish)	SDG&E’s LIEE DAP/Energy Team Program reprinted 2,000 copies of the Energy Team in-language Spanish brochure for distribution in lobbies of local Spanish radio stations. Distribution in February and on-going.	January – December 2003	Complete
Outreach – Community	SDG&E Customer Assistance outreach event at Paradise Valley Hospital (Employee Benefits Fair) in hard-to-reach zip code 91950. Event organizers approximated 1,500 employees attended.	February 11, 2003	Complete
Outreach – Leveraging	Leveraging opportunity. SDG&E’s Outreach & Strategy and LIEE DAP/Energy Team met with the San Diego-Imperial Counties Labor Council. The SD-ICLC works with Neighborhood Watch, Safe Neighborhoods, and provides vocational training opportunities.	February 20, 2003	Complete

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Outreach – Leveraging	Leveraging opportunity. SDG&E’s Outreach & Strategy and LIEE DAP/Energy Team met with City of Chula Vista’s Health & Human Services in order to plan customer assistance events in front of City Hall every Tuesday in March.	February 25, 2003	Complete
Outreach - Community	SDG&E Customer Assistance outreach event to North County Residents (Subject: Tribute to Black History Month Career Fair). Over 50 organizations participated, and over 350 attended.	February 28, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance presentation at Oddfellows Hall in San Diego 92104. Over 20 seniors attended.	March 3, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team community events during the month of March in front of Chula Vista’s City Hall. These weekly events were coordinated in partnership with County of San Diego’s Health and Human Services and with The City of Chula Vista. Spanish television station ‘Univision’ and Chula Vista’s ‘Star News’ covered the events and provided additional promotion and outreach.	March 4, 2003 March 11, 2003 March 18, 2003 March 25, 2003	Complete Complete Complete Complete
Outreach – Leveraging	SDG&E Strategy & Outreach and LIEE DAP/Energy Team met with the San Diego – Imperial County Labor Council regarding outreach opportunities for SDG&E’s Customer Assistance programs.	March 5, 2003	Complete
Outreach – Employees	SDG&E Customer Assistance presentation to customer service field supervisors and energy technicians at SDG&E’s Escondido field operations center.	March 6, 2003	Complete

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Outreach – Community	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team community event at the Women, Infant and Children (WIC) Support Center in Chula Vista. Event organizers planned for over 300 families to attend. Advertisement in Chula Vista’s ‘Star News’ and flyers were distributed throughout the community and at the Center. San Diego’s News Channel’s “10 Mobile” and Spanish television station ‘Univision’ provided media coverage. In addition, a City of Chula Vista Council Member spoke at the event.	March 8, 2003	Complete
Outreach – Community	SDG&E Customer Assistance presentation to The Labor’s Community Services Agency in San Diego 92123.	March 10, 2003	Complete
Outreach – Community	SDG&E CARE and LIEE DAP/Energy Team information booth at the San Marcos Health & Safety Fair sponsored by San Marcos Project CARE (Community Action Program to Reach the Elderly).	March 11, 2003	Complete
Outreach – Community (Youth/New Work Force)	SDG&E Customer Assistance training class at Sweetwater High School. This class was coordinated through The City of Chula Vista’s ‘Independent City for High School Students’ and high school students currently enrolled in special education classes at Sweetwater H.S. Topics included SDG&E’s Customer Assistance programs and “How to Sign-Up and Pay for Utility Services.” Event organizers approximate over 200 attended the training.	March 12, 2003	Complete

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Outreach – Community	SDG&E Customer Assistance information booth at San Ysidro High School’s First Annual Community Health Fair. This event provided families with the opportunity to receive information about healthcare and other community services, as well as gave parents the opportunity to enroll their children in Healthy Families/Medi-Cal for children.	March 15, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team event for Golden Hill residents at the Golden Hill Community Center. Advertisements in the community newspaper were distributed to 7,500 households and local business.	March 15, 2003	Complete
Outreach – Community (Military)	SDG&E Customer Assistance information booth at “Support Our Marines in the Gulf” event at the San Marcos Civic Center. Distribution of SDG&E’s new <i>Military Brochure</i> . Senator Bill Morrow and Assemblyman Mark Wyland sponsored the event. Event organizers approximated over 200 families attended.	March 15, 2003	Complete
Outreach – Community (Military)	SDG&E Customer Assistance information booth at Camp Pendleton’s “Neighbors Unite to Support Our Marines” event at the San Marcos Civic Center. Distribution of SDG&E’s new <i>Military Brochure</i> . Rally attendees were also invited to sign a giant letter to be sent to the troops and were encouraged to bring canned goods for Operation Homefront to be distributed to military families in need. Invited guests included representatives from Camp Pendleton, San Marcos Mayor Corky Smith, members of the Faith Community, Assemblyman Mark Wyland, Senator Bill Morrow, and Congressman Randy “Duke” Cunningham.	March 15, 2003	Complete

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Outreach – Employees	SDG&E Customer Assistance presentation to customer service field supervisors and energy technicians at SDG&E's Carlsbad field operations center.	March 19, 2003	Complete
Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to City of Vista's Project CARE (Community Action Program to Reach the Elderly).	March 19, 2003	Complete
Outreach – Leveraging (Financial Services)	SDG&E Customer Assistance presentation to Maximus Case Management personnel in The City of Chula Vista.	March 19, 2003	Complete
Outreach – Community (Spanish and Seniors)	SDG&E in-language Spanish Customer Assistance presentation to Casa de Servicios at Via Merced Apartments in San Diego 92154. Over 40 Spanish-speaking seniors attended.	March 19, 2003	Complete
Outreach – Community (Health Services)	SDG&E Customer Assistance presentation to north county politicians, community-based organizations, and San Marcos Project CARE (Community Action Program to Reach the Elderly) at the newly remodeled San Marcos Health Center. Over 50 attended.	March 21, 2003	Complete
Outreach – Leveraging (Employment Services)	SDG&E Customer Assistance presentation to The Center for Employment Training.	March 21, 2003	Complete
Outreach – Community	SDG&E Customer Assistance information booth at Fallbrook's Health & Safety Fair. Event organizers approximate over 600 families attended.	March 22, 2003	Complete
Outreach – Community (Military)	SDG&E Customer Assistance presentation to support groups for military families at 'Club Connie' in San Diego 92124. Event organizers approximate over 100 families attended.	March 24, 2003	Complete

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Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to Adult Protective Services, Inc. (AIS) in San Diego 92116. Ten AIS staff members attended this overview of utility assistance programs.	March 25, 2003	Complete
Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to The North County Task Force on Aging in Vista 92084. Thirty-five senior agency representatives and volunteers attended this overview of utility assistance programs.	March 25, 2003	Complete
Outreach – Leveraging (Military)	SDG&E Customer Assistance meeting with Joe Curly (Military Housing), 2 <sup>nd</sup> Lieutenant Sahra Kansteiner (Public Affairs Officer and oversees the ‘Scout’ newspaper), and representatives from the Military’s Resource Efficiency Management. This meeting was to offer future utility assistance programs at Camp Pendleton.	March 27, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team event for Neighborhood House Head Start in San Diego 92117. Event organizers approximate over 200 families (70% Hispanic) attended.	March 29, 2003	Complete
Outreach – Employees	SDG&E Customer Assistance presentation to 35 customer service field supervisors and energy technicians at SDG&E’s Eastern Base.	April 3, 2003	Complete
Outreach – Leveraging	Partnership formed. Memorandum of Understanding (MOU) between SDG&E LIEE DAP/Energy Team and San Diego – Imperial Counties Labor Council to outreach jointly to lower income and senior communities through the Labor Council’s “Safe Neighborhoods” program. This program installs security lighting and security doors for lower income and senior customers at no cost.	MOU completed in June.  67 Energy Team leads Total.	Complete



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Outreach – Community	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team event for North County residents at Mira Costa College in Oceanside. This event was a free resource fair for North County residents to obtain community services and resources for their homes and families. Event sponsors: County of San Diego’s Health & Human Services, North Coastal & Inland Regions, and Mira Costa College. The sponsors distributed flyers promoting the resource fair.	April 5, 2003	Complete
Outreach – Community (Seniors)	SDG&E in-language Spanish Customer Assistance presentation to Casa de Servicios at Via Alta Apartments in San Diego 92115. Over 40 seniors with primary language not English (i.e., Russian, Farsi) attended.	April 7, 2003	Complete
Outreach – Community (Special Medical Need)	SDG&E Customer Assistance presentation to the San Diego Center for the Blind. Over 20 customers received the presentation plus one-on-one assistance signing-up for SDG&E programs.	April 7, 2003	Complete
Outreach – Leveraging	SDG&E Customer Assistance presentation to The City of San Marcos Community Services Department (North County Health Services) in San Marcos 92069. The Chief Executive Officer, Chairman of the Board, and the Board of Directors attended this overview of utility assistance programs.	April 10, 2003	Complete

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Outreach – Community (African American and Hispanic Families)	SDG&E Customer Assistance outreach event with San Diego Black Health Associates at The 7 <sup>th</sup> Annual Children’s Health Festival and YMCA Healthy Kids Day. This event was held at the Jackie Robinson YMCA in San Diego 92102. The purpose of this event was to educate the community about low immunization rates among low-income African Americans and Hispanic families. The festival included health screenings, information booths, San Diego Lifeguard service, and a talent show.	April 12, 2003	Complete
Outreach - Leveraging	SDG&E Customer Assistance sponsored a community outreach event with the Vista Townsite Community Partnership in Vista 92084. SDG&E’s name was included in all media information, the event banner, and t-shirts. Event organizers approximate over 300 customers attended.	April 12, 2003	Complete
Outreach – Community (Military)	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team event for military families at the 3 <sup>rd</sup> Annual Military Families Resource Fair. The event was held at the Navy Base Commissary in National City 91950. The Navy promoted the event through the Military Base-wide website, News Advisories, the Navy’s ‘Compass’ newspaper. KUSI-TV covered the event live. Event organizers approximate over 300 military personnel and their families attended.	April 15, 2003	Complete
Outreach – Leveraging	SDG&E Customer Assistance meeting with ‘Sign-On San Diego’, a community events calendar and web site, and representatives from the 2004 Eldercare Directory.	April 16, 2003	Complete

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Outreach – Community	SDG&E Customer Assistance presentation for North County residents at Mira Costa College in Oceanside 92056. This event was a free resource fair for North County residents to obtain community services and resources for their homes and families. Event sponsors: County of San Diego’s Health & Human Services, North Coastal & Inland Regions, and Mira Costa College. Flyers promoting the resource fair distributed by the sponsors.	April 18, 2003	Complete
Outreach – Leveraging (Seniors)	SDG&E Customer Assistance presentation to 40 Social Security workers in Chula Vista 91910.	April 22, 2003	Complete
Outreach – Leveraging (Seniors)	SDG&E Customer Assistance presentation to 35 senior agency representatives and volunteers with The North County Task Force on Aging. The presentation was held in Vista 92084.	April 22, 2003	Complete
Outreach – Community (Single Parents)	SDG&E Customer Assistance outreach event at Cuyamaca College (El Cajon 92019) for single parents residing in East County. This was a resource fair offering parenting workshops and community services.	April 25, 2003	Complete
Outreach – Community (African American)	SDG&E Customer Assistance outreach event with Black Infant Health (BIH) in National City 91950. BIH is part of San Diego County’s Health & Human Services.	April 26, 2003	Complete
Outreach – Community (Military)	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team event for military families at the San Onofre Housing Base at Camp Pendleton. The Navy promoted the event through the Military Base-wide website, News Advisories, ‘The North County Times’ newspaper, the Navy’s ‘Compass’ newspaper, and the Navy’s ‘Scout’ newspaper. The Navy estimated over 300 military personnel and their families attended the events that spanned 6 days.	April 23, 2003 April 24, 2003 April 25, 2003 April 26, 2003 April 27, 2003 April 28, 2003	Complete Complete Complete Complete Complete Complete

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Outreach – Community (Military)	SDG&E Customer Assistance outreach event with the Marine Corps at the MCAS Miramar (Youth Sports Complex). The event was promoted using base wide e-mail, MCAS Miramar website page, and 5 public address announcements during the event.	May 1, 2003	Complete
Outreach – Community	SDG&E Customer Assistance outreach event for Palomar Head Start in Chula Vista 91910. Event organizers approximate over 200 families (70% Hispanic) attended.	May 2, 2003	Complete
Outreach – Community (Mobile Home Park)	SDG&E Lighting Turn-In, CARE and LIEE DAP/Energy Team event in El Cajon 92019 (El Cajon Valley Mobile Home Park). Event organizers approximate over 300 customers attended.	May 3, 2003	Complete
Outreach - Community	SDG&E Customer Assistance outreach event at the “3 <sup>rd</sup> Annual Step Out for Seniors” in El Cajon 92019. Event organizers promoted the event through KUSI-TV, and the San Diego Union-Tribute. Approximately 60 seniors attended.	May 12, 2003	Complete
Outreach – Community (Spanish)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team outreach event to 50 - 100 low-income Hispanic families in San Ysidro 91973.	May 13, 2003	Complete
Outreach – Community (Spanish)	SDG&E Customer Assistance presentation to 25 – 50 Hispanic Seniors in Imperial Beach 91932.	May 15, 2003	Complete
Outreach – Community (Spanish)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team outreach event to 40 Head Start Families in San Diego 92109.	May 15, 2003	Complete

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Outreach – Community (Seniors)	SDG&E Customer Assistance outreach event at the “3 <sup>rd</sup> Annual Step Out for Seniors” in Vista 92084. Event organizers promoted the event through KUSI-TV, and the San Diego Union-Tribute. Approximately 100 seniors attended.	May 16, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance outreach event at the “3 <sup>rd</sup> Annual Step Out for Seniors” at the Jocelyn Senior Center in San Marcos 92069. Event organizers promoted the event through KUSI-TV, and the San Diego Union-Tribute. Approximately 2000 seniors attended.	May 16, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance outreach event at the “3 <sup>rd</sup> Annual Step Out for Seniors” in La Mesa 91942. Event organizers promoted the event through KUSI-TV, and the San Diego Union-Tribute. Approximately 200 seniors attended.	May 16, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance outreach event at the Salvation Army Senior Health Fair in San Diego 92101. Approximately 300 – 400 seniors attended.	May 17, 2003	Complete
Outreach – Community (Military)	SDG&E Customer Assistance presentation to 15 – 20 Navy and Marine Corp Counselors in National City 91950.	May 20, 2003	Complete
Outreach – Community (Medical Assistance)	SDG&E Customer Assistance presentation to 20 parents involved in the ‘South Bay Home Support Project’, part of Children’s Hospital Chula Vista 91911.	May 20, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance presentation to 15 members of Vista’s Project CARE (Community Action Program to Reach the Elderly) in Vista 92084.	May 21, 2003	Complete

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Outreach – Community (Seniors)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event promoting Sharp Cabrillo Hospital's "Old American Month". Sharp employees, senior papers, and church bulletins distributed flyers promoting the event. Approximately 150 seniors attended.	May 21, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	The kick-off event and first of 20 SDG&E "Winning in Tough Financial Times" Senior Financial Workshops. This workshop was held at the College Avenue Senior Center in San Diego, and approximately 50 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E's Customer Assistance programs and services in each workshop.	May 21, 2003	Complete
Outreach – Community (Military)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for Marine Corps Air Station (MCAS) Miramar's "2003 Operation Enduring Health Fair." Approximately 1,000 military personnel attended.	May 22, 2003	Complete
Outreach - Leveraging	Monthly SDG&E Customer Assistance meeting with The North County Task Force on Aging in Vista 92084.	May 27, 2003	Complete
Outreach – Leveraging	Monthly SDG&E Customer Assistance meeting with San Marcos Project CARE (Community Action Program to Reach the Elderly) in San Marcos 92069.	May 28, 2003	Complete
Outreach - Community	SDG&E Customer Assistance presentation to 10 – 12 CalWorks Adult Participants (not seniors) in Escondido.	May 28, 2003	Complete
Outreach – Community (Seniors)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for 30 – 40 customers at the Downtown Senior Center in San Diego 92101.	May 29, 2003	Complete

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Outreach – Media (Print/English)	SDG&E’s LIEE DAP/Energy Team updated existing program posters for community outreach events and DAP agencies and partners this summer. Concept approval and design in May. Distribution in June and on-going.	May – December 2003	Complete
Outreach – Media (Print/Spanish)	SDG&E’s LIEE DAP/Energy Team created in-language Spanish program posters for community outreach events and DAP agencies and partners this summer. Translation and print in May. Distribution in June and on-going.	May – December 2003	Complete
Outreach – Media (Print/Chinese)	SDG&E’s LIEE DAP/Energy Team Program updated existing program brochures in Chinese for distribution through DAP agencies and partners this summer. Translation and print in May. Distribution in June and on-going.	May – December 2003	Complete
Outreach – Media (Print/Chinese)	SDG&E’s LIEE DAP/Energy Team Program updated existing program brochures in Filipino (Tagalog) for distribution through DAP agencies and partners this summer. Translation and print in May. Distribution in June and on-going.	May – December 2003	Complete
Outreach – Media (Print/Vietnamese)	SDG&E’s LIEE DAP/Energy Team Program updated existing program brochures in Vietnamese for distribution through DAP agencies and partners this summer. Translation and print in May. Distribution in June and on-going.	May – December 2003	Complete
Outreach – Community (Seniors/Spanish)	SDG&E Customer Assistance presentation to 80 – 90 Spanish-speaking seniors at the Casa Pacifica Adult Center in San Diego 92154.	June 2, 2003	Complete
Outreach - Community	SDG&E Customer Assistance and Safety Services presentation to 100 – 150 seniors at Mission Valley Shopping Center in San Diego 92108.	June 5, 2003	Complete

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Outreach – Community (Seniors/Spanish)	SDG&E Customer Assistance presentation to 50 – 80 Spanish-speaking seniors at Elms Adult Center in Imperial Beach 91932.	June 6, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	The second of 20 SDG&E “Winning in Tough Financial Times” Senior Financial Workshops. This workshop was held at the Ramona Senior Center in Ramona, and approximately 20 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	June 6, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance, Safety Services, and Field Policies information booth at “Scam Jam 2003” at Golden Hall (Community Concourse) in San Diego 92101. Approximately 1,000 customers attended this consumer safety event focusing on the financial wellness of senior citizens.	June 7, 2003	Complete
Outreach – Community (Youth Services)	SDG&E Customer Assistance presentation to 200 young adults (ages 16 – 20) receiving utility and customer assistance program information in San Diego 92110. The event titled “Independent City 2003” was in partnership with San Diego Youth & Community Services. The event included information and mock practice receiving first-time utility services and assistance.	June 7, 2003	Complete



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Outreach – Community (Rural: Boulevard, Jacumba, Pine Valley, and Descanso)	SDG&E Customer Assistance, Residential Programs, and Safety Services booths (3) at the Boulevard/Jacumba Kiwanis Street Fair. Approximately 300 residents from Boulevard, Jacumba, Pine Valley, and Descanso attended. Print ads were placed in the <i>Alpine &amp; Back Country</i> paper, and flyers and 18x24” posters promoting the event were placed in community stores and churches.	June 7, 2003	Complete
Outreach – Community (Spanish)	SDG&E Customer Assistance information booth at the “17 <sup>th</sup> Annual Dia de San Ysidro” street fair for South Bay and San Ysidro residents. Approximately 300 people (90% Spanish-speaking) attended. <i>Radio Latina</i> , <i>Channel 19</i> , and flyers posted in the community advertised the event.	June 14, 2003	Complete
Outreach – Community (Vista)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for 100 – 200 customers at the “Home Safety and Health Fair” sponsored by Community Housing Works in Vista 92083. Other participating organizations included the Vista Community Clinic, water department, local sheriff station, and local fire department.	June 14, 2003	Complete
Outreach – Community (Escondido)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for 100 – 200 customers at the “Home Safety and Health Fair” sponsored by Community Housing Works in Escondido 92025. Other participating organizations included the Escondido Community Clinic, water department, local sheriff station, and local fire department.	June 14, 2003	Complete
Outreach – Direct Mail	SDG&E LIEE DAP/Energy Team direct mailing in English and Spanish to approximately 1,000 CARE customers. The mailing included a letter and a postage paid bounce-back reply card.	June 16, 2003	Complete

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Outreach – Community (Blind and Visually Impaired)	Three SDG&E Customer Assistance presentations to 15 – 20 blind or visually impaired adults in Vista 92084. The presentations were coordinated by the north county bureau of The San Diego Center for the Blind, and also included speakers from Vista’s Project CARE.	June 17, 2003 June 18, 2003 June 19,2003	Complete Complete Complete
Outreach – Partnership (Community Credit Counselors)	Number 3 of 20 SDG&E “Winning in Tough Financial Times” Senior Financial Workshops. This workshop was held at the Salvation Army in El Cajon, and approximately 20 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	June 19, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	Number 4 of 20 SDG&E “Winning in Tough Financial Times” Senior Financial Workshops. This workshop was held at the Clairemont Friendship Center in San Diego, and approximately 20 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	June 20, 2003	Complete
Outreach – Partnership	SDG&E Customer Assistance information booth the Aging & Independent Services (AIS) workshop at the Town & Country Hotel in San Diego 92108. Over 1,100 members from AIS and other senior agencies attended the event.	June 20, 2003	Complete

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Outreach – Community (African-American)	SDG&E Customer Assistance information booth at the Horn of Africa’s “African Day” at The City Heights Performance Annex in San Diego 92105. Approximately 1,800 people attended the cultural fair and information exchange focusing on the culture, heritage, and immigration issues for African families in San Diego.	June 21, 2003	Complete
Outreach – Community (Mobile Home Park Residents)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for 55 mobile home park residents at Safari Mobile Lodge in El Cajon 92021.	June 24, 2003	Complete
Outreach – Community	SDG&E Customer Assistance presentation to 35 – 40 seniors at The Lakeside Community Center in Lakeside 92040.	June 24, 2003	Complete
Outreach – Community	SDG&E Customer Assistance presentation to 15 – 30 ‘Head Start’ participants in San Diego 92109.	June 25, 2003	Complete
Outreach – Community	SDG&E Customer Assistance information and give-away booth at the “2003 Cool Zone Kick-Off” event at the Salvation Army Center in El Cajon 92020. Approximately 150-175 seniors attended the event and received energy-efficiency information, customer assistance information, bottled water and other give-a ways. Second District County Supervisor Dianne Jacobs attended, and television coverage provided by KUSI-TV. SDG&E will help promote “Cool Zones” to assist seniors manage the heat during the summer.	June 26, 2003	Complete
Outreach - Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for 300 – 350 customers at Monte Vista High School in Spring Valley 91977. Advertisement in ‘ <i>Daily California</i> ’, the Chamber of Commerce newsletter, and flyers were also distributed to Monte Vista students and nearby Loma Verde Elementary students.	June 27, 2003	Complete

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Outreach – Partnership (Community Credit Counselors)	Number 5 of 20 SDG&E “Winning in Tough Financial Times” Senior Financial Workshops. This workshop was held at the Senior Community Center in Downtown San Diego, and approximately 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	June 30, 2003	Complete
Outreach – Partnership (17 Asian Community-Based Organizations)	SDG&E has undertaken a project with InterTrend to outreach to local Asian community-based organizations this summer. With the help of our consultant, SDG&E has targeted 17 organizations within the Chinese, Filipino and Vietnamese communities and will be inviting them to a training that will be held on July 10th. Staff and volunteers with these organizations will serve as community ambassadors for SDG&E and educate and inform people in their communities about our assistance programs such as CARE, the Energy Team and Medical Baseline. We anticipate their help with enrolling people in CARE and providing referrals to the Energy Team.	July – December  Ambassador Training July 10, 2003	Complete
Outreach – Electronic Media	<a href="http://www.sdge.com">www.sdge.com</a> is creating a new web page that will contain information specifically for our senior customers, including SDG&E’s Customer Assistance programs and services. The web page will also link to community services such as <i>San Diego Eldercare Directory</i> and <i>Meals on Wheels</i> . Concept and design in July with the expected launch in August.	July – August 2003	Complete

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Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the Clairemont Community Services Agency in Kearny Mesa (San Diego), and approximately 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	July 9, 2003	Complete
Outreach – Partnership (Meals-On-Wheels)	SDG&E Customer Assistance presentation to the Meals-On-Wheels volunteers in San Diego 92110.	July 11, 2003	Complete
Outreach - Community	SDG&E Customer Assistance presentation to approximately 30 seniors at Mira Costa College in Oceanside 92056.	July 11, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for approximately 300 customers at Macedonia Church in San Diego 92113. Councilman Charles Lewis spoke at the event. The Mt. Hope Residents Association distributed over 3,500 flyers throughout the fourth district promoting the event.	July 11, 2003	Complete
Outreach – Seniors	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for approximately 100 seniors at the Chula Vista Social Security Office in Chula Vista 91910. Prior to the event, Social Security employees distributed flyers and displayed posters promoting the event in their business office and nearby at the Chula Vista Library.	July 15, 2003	Complete

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Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at Fredericka Manor in Chula Vista 91910, and approximately 60 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	July 15, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance presentation to 15 members of Vista’s Project CARE (Community Action Program to Reach the Elderly) in Vista 92084.	July 16, 2003	Complete
Outreach – Community (Spanish)	SDG&E Customer Assistance in-language Spanish presentation to approximately 50 hotel employees at the Radisson Hotel in downtown San Diego 92101.	July 16, 2003	Complete
Outreach – Community (Tenants)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for approximately 200 renters in El Cajon 92021. A total of four apartment complexes participated, promoted, and hosted this event: Sunset Gardens, Olivewood Apartments, Duke & Duchess Apartments, and Crestwood Apartments.	July 19, 2003	Complete
Outreach – Community	SDG&E Customer Assistance presentation to 50 church members of Centro Cristiano Rosa de Saron in National City 91950.	July 20, 2003	Complete
Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to The North County Task Force on Aging in Vista 92084. Thirty-five senior agency representatives and volunteers attended this overview of utility assistance programs.	July 22, 2003	Complete

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Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to approximately 30 representatives from San Marcos Project CARE (Community Action Program to Reach the Elderly) in San Marcos 92069.	July 23, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the Joslyn Senior Center in Escondido 92025, and approximately 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	July 25, 2003	Complete
Outreach – Community (Military)	SDG&E Customer Assistance information booth for approximately 2,200 active military personnel and their families at the Freedom Festival’s “Welcome Home Heroes” event at Admiral Baker’s Field in San Diego 92120.	July 25, 2003	Complete
Outreach – Leveraging (Health Services)	SDG&E Customer Assistance presentation focusing on Medical Baseline information to approximately 150 sleep apnea equipment providers in La Jolla 92037.	July 26, 2003	Complete
Outreach – Direct Mail	SDG&E LIEE DAP/Energy Team direct mailing in English and Spanish to approximately 400 CARE customers. The mailing included a letter and a postage paid bounce-back reply card. This second mailing was conducted after receiving favorable response (over 25%) from the first mailing to 1,000 CARE customers on June 16 <sup>th</sup> .	July 30, 2003	Complete

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Outreach – Partnership (Community Credit Counselors)	An SDG&E in-language Spanish “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the City Heights Wellness Center in San Diego 92105, and approximately 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	July 31, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for approximately 50 rotary club members at the San Clemente Inn in San Clemente 92672.	July 31, 2003	Complete
Outreach – Partnership (The Vietnamese Federation of San Diego)	SDG&E sponsorship of the 2003 Vietnamese Moon Festival in Linda Vista 92111. Approximately 2,200 customers are expected to attend the event being scheduled in September. This event is being coordinated by Rose Tran, Public Relations Director of The Vietnamese Federation of San Diego, a non-profit 501 (c) (3), and one of SDG&E’s Community Ambassadors.	Planning meetings throughout July and August. Moon Festival in September.	Complete



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Outreach – Partnership ( <i>Safe Neighborhood Project</i> )	During the month of August, SDG&E LIEE DAP/Energy Team successfully entered into an MOU (Memorandum of Understanding) with The Labors Community Services Agency’s <i>Safe Neighborhood Project</i> . This agency installs free security measures such as security doors, solar motion sensor lights, smoke detectors, and locksets in the homes of elderly, disabled, and low-income families. SDG&E will leverage with the agency by providing Energy Team information to all <i>Safe Neighborhood Project</i> participants, and Energy Team services to income-qualified customers. This is the second MOU signed between SDG&E and a <i>Safe Neighborhood Project</i> . The first is between SDG&E and The San Diego - Imperial Counties Labor Council.	August – December 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at a Health Fair in Poway 92064. Approximately 100 customers attended. Representatives from SDG&E, the Vista Community Clinic, the Water Department, Poway Sheriffs Station, Poway Fire Department, and Partnering Housing provided conservation, health, and safety information.	Saturday August 2, 2003	Complete
Outreach – Partnership (Meals-On-Wheels)	SDG&E provided a 30-minute Customer Assistance training class to Meals-On-Wheels (4 District Directors and 5 Counselors) in San Diego 92110.	August 6, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for approximately 200 customers in Imperial Beach 91932. Prior to the event, 4000 flyers were distributed at Mar Vista Middle & High School, and throughout the South Bay Union School District.	August 6, 2003	Complete

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Outreach – Community	SDG&E Customer Assistance presentation for the Mt. Hope Residents Association in San Diego 92102. Genevieve DePerio, Council Representative for Councilman Charles Lewis, attended the event for San Diego’s fourth district.	August 7, 2003	Complete
Outreach – Media (Spanish)	Live, in-language Spanish interview being planned with Liliana Garcia from <b>Radio Unica</b> and Aida Velazquez (SDG&E). Aida will discuss ways to save energy and promote SDG&E rebates and the Energy Team. SDG&E’s Spanish line 1-800-311-7343 will also be highlighted.	August 11, 2003	Complete
Outreach – Partnership (Consumer Credit Counselors)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event for 32 Consumer Credit Counselors in San Diego 92108.	August 11, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the North Park Recreation Center in San Diego 92104. Approximately 200 attended. Prior to the event, SDG&E distributed promotional flyers to recreation center workers and local businesses.	August 13, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team booth at the Family Resource Fair in San Diego 92123. Approximately 1000 customers attended. The Department of Child Support Services hosted the event.	Saturday August 16, 2003	Complete
Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to City of Vista’s Project CARE (Community Action Program to Reach the Elderly).	August 20, 2003	Complete

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Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the La Jolla Firehouse YMCA in La Jolla 92037, and 13 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	August 20, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Linda Vista Recreational Center in Linda Vista 92111. Approximately 200 customers attended.	August 20, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Social Security Office in Oceanside 92054. Approximately 100 customers attended.	August 22, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the Sharp Chula Vista Senior Center in Chula Vista 91911, and 17 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	August 22, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Crown City Heights Community Center in Oceanside 92054. Approximately 400 customers attended.	Saturday August 23, 2003	Complete
Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to The North County Task Force on Aging in Vista 92084. Thirty-five senior agency representatives and volunteers attended this overview of utility assistance programs.	August 26, 2003	Complete

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Outreach – Leveraging (Senior Services)	SDG&E Customer Assistance presentation to 20 representatives from San Marcos Project CARE (Community Action Program to Reach the Elderly).	August 27, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Linda Vista Recreational Center in Linda Vista 92111. Approximately 35 customers attended.	August 27, 2003	Complete
Outreach – Leveraging (Kurdish Human Rights Watch)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event with The Kurdish Human Rights Watch organization in El Cajon 92020. The Kurdish Human Rights Watch provided on-site, in-language translation services during the event. Approximately 150 customers attended, including the Mayor of El Cajon.	September 4, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at Neighborhood House in San Diego 92113, and 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	September 4, 2003	Complete

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Outreach – Leveraging (The Vietnamese Federation of San Diego)	SDG&E Customer Assistance continues to work very closely with 17 organizations within the Chinese, Filipino and Vietnamese communities in order to secure long-term partnerships. Staff and volunteers within these organizations are serving as Community Ambassadors for SDG&E by educating and informing people in their communities about our assistance programs such as CARE, the Energy Team and Medical Baseline. SDG&E’s Energy Team proactively contacts and engages each organization on a monthly basis by offering additional information through in-language collaterals and/or community events. One such event, <i>The Mid Autumn Moon Festival</i> , was planned by The Vietnamese Federation of San Diego and sponsored by SDG&E’s Energy Team in September. Approximately 1,000 customers attended.	September 5, 2003	Complete
Outreach – Leveraging (City of Escondido)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Grape Day Festival, in Grape Day Park, Escondido 92025. Approximately 300 customers attended.	September 6, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Spring Valley Swap Meet in Spring Valley 91977. Approximately 1,000 customers attended.	September 9, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event in Lemon Grove 91945. Approximately 500 customers attended. The event was advertised in <i>The Lemon Grove Newsletter</i> and in 5,000 flyers distributed throughout the Lemon Grove School District.	September 9, 2003	Complete

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Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at St Jude’s Nutritional Center in San Diego 92113, and 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	September 11, 2003	Complete
Outreach – Community	SDG&E Customer Assistance information booth at the Senior Health & Safety Fair. This event was held at the Vista Cascade Mobile Home Park in Vista 92084. Approximately 50 mobile home park residents attended.	September 12, 2003	Complete
Outreach – Community (Military)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the <i>Building Monitors Appreciation Picnic</i> , at 32 <sup>nd</sup> Street Naval Base in San Diego 92113. Approximately 120 military families attended.	September 12, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Our Lady of Guadalupe Church in San Diego 92113. Approximately 800 customers attended the all-day outreach event that started at 07:00 a.m. and ended at 07:00 p.m.	September 14, 2003	Complete

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Outreach – Partnership (Rebuilding Together San Diego, or “Christmas in April”)	SDG&E Customer Assistance and The City of Chula Vista were able to help 5 Chula Vista residents during the annual <i>Christmas in October</i> program. This non-profit 501 (c) (3) program provides free carpentry, painting, plumbing, electrical, trash removal, and help with general cleaning and property beautification to homeowners with financial and/or physical limitations. SDG&E’s Energy Team assessed and weatherized the homes 1 month prior to the media day scheduled for Saturday, October 11 <sup>th</sup> . This is the second of three annual <i>Christmas Projects</i> that SDG&E’s Energy Team proactively gets involved with throughout the year. Earlier this year, SDG&E’s Energy Team weatherized 3 homes in National City for <i>Christmas in July</i> .	September 16 – October 11, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the Peninsula Shepard Senior Center in San Diego 92110, and 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	September 16, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event in San Diego 92114. Approximately 200 customers attended, including Councilman Charles Lewis from District 4. The event was advertised with flyers distributed by Councilman Lewis’s Office, and through an ad in ‘Voice and View.’	September 18, 2003	Complete
Outreach – Community	SDG&E Customer Assistance information booth at the Carlsbad Senior Center in Carlsbad 92003. Approximately 250 seniors attended.	September 20, 2003	Complete

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Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Mountain View Recreation Center’s Multicultural Fair in San Diego 92113. Approximately 400 customers attended. The event was advertised with flyers distributed by businesses and churches throughout Logan Heights.	September 20, 2003	Complete
Outreach – Community	SDG&E Customer Assistance presentation to the Widows Support Group in Chula Vista 91910. Approximately 20 customers attended.	September 20, 2003	Complete
Outreach – Community (Spanish)	SDG&E Customer Assistance in-language Spanish presentation to the Centro Hispanos Senior Center in San Diego 92105. Approximately 30 customers attended.	September 22, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance presentation at the Mid City Senior Center in San Diego 92105. Approximately 30 seniors from the Good Shepard Lutheran Church attended.	September 22, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Martin Luther King, Jr. Recreation Center in San Diego 92114. Approximately 50 customers attended. The event was advertised with flyers distributed by the recreation center and local businesses throughout Southeast San Diego.	September 24, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance presentation at the North Park Senior Center in San Diego 92104. Approximately 30 seniors from North Park attended.	September 25, 2003	Complete



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Outreach – Community (Spanish)	SDG&E Customer Assistance presentation at the <i>Fall 2003 Job Fair</i> at The Shops of Las Americas (Plaza Estrella) in San Ysidro 92173. Approximately 300 customers attended. The event was advertised with help from the following local organizations: Casa Familiar, Southwestern College, MAAC Project, South County Career Center, the YMCA, the Bi-National Business organization, and the San Ysidro Chamber of Commerce.	September 26, 2003	Complete
Outreach – Community (Family)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at <i>The All For Kids Fair</i> at Santee Lakes Regional Park in Santee 92071. Approximately 200 customers attended. The event was advertised with flyers distributed by the Santee School District.	September 27, 2003	Complete
Outreach – Community (Family)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at <i>Family Reading Festival</i> at the Civic Center in Oceanside 92054. Approximately 250 customers attended.	September 27, 2003	Complete
Outreach – Partnership (El Cajon Police Department)	SDG&E Customer Assistance presentation to the El Cajon Police Department's <i>Crime Free Multi-Housing Project</i> in El Cajon 92020. The Program brings together the police, property owners/managers, and residents to combat crime. This police-sponsored Program requires training for Property Owners/Managers (1, 8-hour class), Property Inspection & Mandatory Security Requirements, and an on-Site Property Safety Social for Residents.  SDG&E will present at the upcoming training for Property Owners/Managers on December 9 <sup>th</sup> .	First Meeting scheduled for September 27, 2003  Presentation to Property Owners & Managers scheduled for December 9, 2003	Complete  Complete

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Outreach – Community (Taiwanese)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Taiwanese American Community Center in Linda Vista 92111. Approximately 100 customers attended. The event was advertised with flyers distributed by The Taiwanese American Community Center and local businesses.	September 28, 2003	Complete
Outreach – Leveraging (Alzheimer’s Association) (Spanish)	SDG&E Customer Assistance in-language Spanish presentation at the Alzheimer’s Association Spanish Support Group in San Diego 92121. Approximately 20 customers attended.	September 30, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Montgomery High School in San Diego 92154. Approximately 180 customers attended. The event was advertised with flyers distributed by Montgomery High School.	Saturday, October 4, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Mira Mesa Street Fair in Mira Mesa 92126. Approximately 1200 area residents attended. The event was advertised in a Street Fair Program, and with flyers distributed by Albertson’s and VONS.	Saturday, October 4, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the YMCA Kinship Support Services in Chula Vista 91911, and 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	October 8, 2003	Complete

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Outreach – Community (Seniors)	SDG&E Customer Assistance “Older Adult Wellness and Education” presentation at the Encinitas Community Center in Encinitas 92024. The event was sponsored by San Diego County’s Mental Health Services. Approximately 150 seniors attended. County Supervisor Pam Slater and Mayor Jerome Stocks also attended.	October 10, 2003	Complete
Outreach – Community (Seniors)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Senior Fair at Shadow Mountain Community Church in El Cajon 92020. Approximately 300 seniors attended. The event was advertised by KGTV-Channel 10, and in church bulletins. Kimberly Hunt, KGTV-Channel 10 news reporter, was the keynote speaker.	October 10, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Eastside Fall Fair in Oceanside 92054. Approximately 300 area residents attended. The event was sponsored by the Eastside United Community Agency and advertised in the Chavez Resource Center, the <i>North County Times</i> , and through flyers distributed through the Oceanside school district.	Saturday, October 11, 2003	Complete
Outreach – Partnership/Local Government (City of Santee)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the City of Santee’s City Hall in Santee 92071. Approximately 200 area residents attended. The event was sponsored by the City and advertised in the Chamber of Commerce’s <i>Echo</i> community newsletter, and in flyers distributed by the Santee School District and local churches.	Sunday, October 12, 2003	Complete

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Outreach – Partnership (Community Credit Counselors)	An SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the Mission Valley YMCA in San Diego 92110, and 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	October 14, 2003	Complete
Outreach – Community	SDG&E Customer Assistance information booth at The Lakeside Community Center’s Health & Safety Fair in Lakeside 92040. Approximately 50 area residents attended.	October 15, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the San Ysidro Community Center in San Ysidro 92173. Approximately 150 area residents attended. The event was sponsored by the San Ysidro Community Center and advertised through flyers placed within grocery bags at local supermarkets.	October 16, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the 11 <sup>th</sup> Annual Head Start Family Fest in Bonita 91913. All 13 South Bay Head Start Centers participated and approximately 1,000 area residents attended.	October 16, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance presentation at The Jewish Family Service Center in San Diego 92122. Approximately 25 seniors between the ages of 80 – 90 years old attended.	October 16, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Poway Weingart Senior Center in Poway 92064. Approximately 200 area residents attended.	October 17, 2003	Complete

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Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event in El Cajon 92020. Approximately 300 area residents attended. La Nueva 106.5 (a local Spanish radio station) provided a live, in-language broadcast from the event.	October 17, 2003	Complete
Outreach – Partnership/Local Government (City of Chula Vista)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Otay Recreation Center in Chula Vista 91911. Approximately 100 area residents attended. The City of Chula Vista and The Urban Forester distributed flyers promoting the event from October 1 <sup>st</sup> – 17 <sup>th</sup> .	Saturday, October 18, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at “ <i>Hooray for Hillcrest</i> ” – Hillcrest’s 20 <sup>th</sup> Anniversary of The Hillcrest Sign (SDG&E donated the poles) in Hillcrest 92103. Approximately 1,000 attended. Local media covered the event, and Mayor Dick Murphy, San Diego Council member Toni Atkins and Assemblywoman Christine Kehoe also attended.	Sunday, October 19, 2003	Complete
Outreach – Community (Seniors and Mobile Home Park Residents)	SDG&E Customer Assistance presentation at The 3 <sup>rd</sup> Annual Health & Safety Fair at Pepperwood Mobile Home Park in El Cajon 92020. Approximately 100 seniors and mobile home park residents attended. Kaiser Permanente also offered seniors free flu shots at the Fair.	October 20, 2003	Complete
Outreach – Military (Navy)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Navy Exchange Maxi Mart in Point Loma 92106. Approximately 200 military families attended. Over 5,000 flyers were distributed through the Navy Exchange and also electronically through e-mails to Naval personnel.	October 21, 2003	Complete

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Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Market Street Recreation Center in San Diego 92102. Approximately 150 attended. Over 1,000 flyers were distributed through the Center’s “Welcome Packet to New Residents”, and local businesses.	October 22, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Golden Hill Recreation Center in San Diego 92102. Approximately 100 attended. Over 1,000 flyers were distributed through the Center’s “Welcome Packet to New Residents”, and local businesses.	October 23, 2003	Complete
Outreach – Leveraging	SDG&E Customer Assistance presentation to the International Rescue Committee (IRC) in San Diego 92101.	October 23, 2003	Complete
Outreach – Community (Seniors)	SDG&E Customer Assistance information booth at Grossmont Hospital’s Health & Information Fair in San Diego 92118. Approximately 200 seniors attended. Grossmont Hospital also offered seniors free flu shots at the Fair.	October 24, 2003	Complete
Outreach – Partnership/Local Government (City of National City)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at National City’s Community Center in National City 91950. Approximately 300 attended. National City and <i>The Star</i> newspaper promoted the event to local area residents and businesses.	Saturday, October 25, 2003	Complete
Outreach – Community (Single Parents)	SDG&E Customer Assistance presentation at Springfield College in San Diego 92105. Approximately 30 single parents attended.	Saturday, October 25, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Solana Beach Presbyterian Church in Solana Beach 92075. Approximately 100 attended. The Church Bulletin promoted the event to 2,000 members.	Sunday, October 26, 2003	Complete

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Outreach – Community (Mobile Home Residents)	SDG&E Customer Assistance presentation at Villa Novia Mobile Home Park in El Cajon 92020. Approximately 100 seniors and mobile home park residents attended.	October 27, 2003	Complete
Outreach – Community (Mobile Home Residents)	SDG&E Customer Assistance presentation at El Cajon Senior Mobile Home Park in El Cajon 92020. Approximately 80 seniors and mobile home park residents attended.	October 29, 2003	Complete
Outreach – Community	SDG&E Customer Assistance in-language (Spanish) presentation and information booth at the San Diego Marriott Hotel's Employee Benefit Fair in San Diego 92101. Approximately 1,300 hotel employees attended (50% earn minimum wage).	October 30, 2003	Complete
Outreach – Community (Military)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Navy Exchange in Coronado 92118. Approximately 300 military families attended. The event was advertised through flyers at the Navy Exchange, and an ad placed in the Navy's <i>Compass</i> newsletter.	October 31, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Chinese Community Church in San Diego 92102. Approximately 100 customers attended the event.	Sunday, November 2, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event in San Diego 92116. Approximately 50 area residents attended.	November 3, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Kaiser Permanente in La Mesa 91941. Approximately 100 customers attended the event.	November 6, 2003	Complete

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Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Food-4-Less in Escondido 92025. Approximately 400 Escondido residents attended. K-Love 102.9 (a local Spanish radio station) provided a live broadcast from the event.	November 8, 2003	Complete
Outreach – Community (Seniors)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at The Salvation Army in Oceanside 92056. Approximately 50 seniors attended the event.	November 11, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event in Chula Vista 91910. Approximately 600 Chula Vista residents attended. The event was advertised in the <i>Star News</i> and <i>Eastlake Green</i> community newspaper, and in 30,000 flyers distributed by Chula Vista and Sweetwater School Districts, Boys & Girls Clubs, and YMCA centers.	November 13, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Super Saver grocery store in San Ysidro 92173. Approximately 350 San Ysidro residents attended. La Nueva 106.5 (a local Spanish radio station) provided a live broadcast from the event.	November 15, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Head Start in San Ysidro 92173. Approximately 100 customers attended the event.	November 19, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Marine Corps Recruit Depot in San Diego 92110. Approximately 50 customers attended.	November 19, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event in San Diego 92103. Approximately 300 area residents attended the event.	November 21, 2003	Complete



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Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Casillas Elementary School Harvest Fair Festival in Chula Vista 91910. Approximately 150 customers attended. The event was advertised with flyers distributed by Casillas Elementary School.	November 21, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Ocean Hills Country Club in Oceanside 92056. Approximately 300 customers attended.	December 1, 2003	Complete
Outreach – Community	SDG&E Customer Assistance presentation at the San Diego Navajo Community Service Center in San Diego 92119. The event was advertised as “Senior Day”, and organized by council member Jim Madaffer. Approximately 500 seniors attended.	December 4, 2003	Complete
Outreach – Partnership (Community Credit Counselors)	SDG&E “Winning in Tough Financial Times” Senior Financial Workshop. This workshop was held at the San Ysidro Health Center in San Ysidro 92173. Approximately 30 seniors attended. These financial workshops are sponsored by SDG&E, and provided by the Consumer Credit Counselors (CCC) in a classroom environment. CCC promotes SDG&E’s Customer Assistance programs and services in each workshop.	December 4, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Sonrise Community Church in Santee 92071. Approximately 100 customers attended. The event was advertised with flyers distributed by the church and the Santee school district.	December 4, 2003	Complete

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Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the South Bay Family YMCA in Chula Vista 91910. Approximately 200 customers attended. The YMCA mailed flyers to 600+ members, and assisted with distributing additional flyers in the Chula Vista school district.	December 5, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the National City Wellness Center in National City 91950. Approximately 200 families attended.	Saturday, December 6, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at Sonrise Community Church in Santee 92071. Approximately 100 customers attended. The event was advertised with flyers distributed by the church and the Santee school district.	December 4, 2003	Complete
Outreach – Partnership/Local Government (City of San Marcos)	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the San Marcos Civic Center in San Marcos 92069. Approximately 300 customers attended. Over 30,000 households received the <i>San Marcos Newsletter</i> promoting the event.	Sunday, December 7, 2003	Complete
Outreach – Partnership/Local Government (City of El Cajon)	SDG&E Customer Assistance and Street Lighting presentation at the El Cajon Police Department's Crime-Free Multi-Housing Program in El Cajon 92020. This Program brings together the police, property owners/managers, and residents to combat crime. SDG&E has been invited to present at the next training session in February 2004.	December 9, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the El Tiger grocery store in Vista 92084. Approximately 100 customers attended.	December 10, 2003	Complete

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Outreach – Community (Seniors)	SDG&E Customer Assistance presentation at the Saint John of the Cross Church in Lemon Grove 91941. Approximately 100 seniors attended.	December 11, 2003	Complete
Outreach – Community	SDG&E Lighting Turn-In, CARE, and LIEE DAP/Energy Team event at the Food-4-Less grocery store in Vista 92081. Approximately 400 families attended. Flyers were distributed to over 30,000 households prior to the event. Spanish radio station K-Love broadcasted live from the event.	Saturday, December 13, 2003	Complete
Outreach – Partnership/Local Government (City San Diego)	SDG&E and the City of San Diego presented and co-sponsored the Holiday Celebration at City Heights. This free, outdoor event took place at the City Heights Urban Village Performance Annex. Family/cultural entertainment and community assistance services were featured throughout the evening. Approximately 2,000 customers attended.	December 19, 2003	Complete

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Activity	Summary	Timeline	Status/Results/Cost
<b>January 2003</b>			
East County Family YMCA	Wellness Fair – Provided Customer Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety information	01/03/03	250 Seniors and local officials
1 <sup>st</sup> Presbyterian Church Seniors – downtown San Diego	Presentation about Customer Assistance programs and energy efficiency programs and services	01/14/03	60 Senior customers
Saturday Supper Bowl – City Heights	Provided Customer Assistance Programs booth covering CARE, DAP sign-ups. Event organized by Operation Blessing to provide humanitarian and disaster relief.	01/18/03	5,000 low income families
Urban League event	Provided Customer Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety information	01/18/03	20,000 low income families
San Marcos Project CARE	NTN Agency training, program procedures, And Customer Assistance Programs	01/22/03	35 representatives of CBOs serving area seniors, 50 persons in attendance
<u>Outreach Around the Region</u> , 1 <sup>st</sup> Issue, 2003	Customer Assistance New Letter Emailed to Social Services Agencies covering CARE, DAP, Medical Baseline, and Energy Efficiency Services	01/22/03	150 Agencies and Individual Low Income Advocates
North County Task Force on Aging	Presentation about Customer Assistance programs	01/28/03	35 Senior Agency Representatives and Volunteers
CARE Outreach Agencies	12 Agencies Submitted Applications	January 2003	86 Low Income Customers

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Activity	Summary	Timeline	Status/Results/Cost
	(Accepted and put on CARE)		
SDG&E Customer Call Center	CARE applications mailed per customers' request	January 2003	7,748 (English) 1,387 (Spanish) Total Mailed 9,135
<b>February 2003</b>			
Chinese New Year Community Celebration	Teamed with Mass Markets to include customer assistance and energy efficiency information along with all customer services and programs	02/01-02/2003	18,000 Asian customers
SDG&E Field Supervisors	Employee training covering Customer Assistance Programs including CARE, DAP, Medical Baseline, Neighbor to Neighbor, LIHEAP and bill payment options	02/05/03	"Train the trainer" session for 20 Supervisors of gas and electric service personnel, collections, meter readers
Paradise Valley Hospital Employee Benefits Fair	Provided Customer Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety and Energy Efficiency program information	02/11/03	1,500 hospital employees
Project Care – Vista Senior Health & Safety Fair	Provided Customer Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety information	02/19/03	65 seniors from submetered mobile home park and surrounding residences
Vista Townsite Neighborhood Health and Safety Fair	Provided Customer Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety information	02/19/03	100 low income customers

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Activity	Summary	Timeline	Status/Results/Cost
SDG&E Energy Technicians	Employee training covering Customer Assistance Programs including CARE, DAP, Medical Baseline, Neighbor to Neighbor, LIHEAP and bill payment options	02/20/03	35 electric service technicians
Salvation Army Seniors Friendship Club	Presentation covering Customer Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety information	02/21/03	30 senior customers
SD County Health & Human Services Managers staff meeting	Presentation covering Customer Assistance Programs booth to provide CARE, DAP, Medical Baseline, Energy Safety information. Reached agreement for SDG&E to provide weekly CARE and customer assistance program sign-ups in lobby of Chula Vista facility	02/25/03	22 department managers in DHHS Chula Vista facility
North County Task Force on Aging	Presentation about new Customer Assistance Handbook developed as a reference guide for office staff members	02/25/03	35 representatives of CBOs and Health organizations serving senior clients
San Marcos Project Care	Professional staff training covering Customer Assistance Programs including CARE, DAP, Medical Baseline, Neighbor to Neighbor, LIHEAP and bill payment options	02/26/03	18 representatives of CBOs and Health organizations serving senior clients
San Diego Center for the Blind	Wellness Fair – Provided Customer Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety information	02/27/03	45 visually impaired customers
Diversity Career Fair –	Wellness Fair – Provided Customer	02/28/03	350 low income recent high

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Activity	Summary	Timeline	Status/Results/Cost
Oceanside	Assistance Programs booth covering CARE, DAP, Medical Baseline, Energy Safety information		school graduates and other adults
Spring Home and Garden Show – Del Mar Fairgrounds	Teamed with Mass Markets to include customer assistance and energy efficiency information along with all customer services and programs	2/28 – 3/02/03	150,000 residential customers
CARE Outreach Agencies	12 Agencies Submitted Applications (Accepted and put on CARE)	February 2003	87 Low Income Customers
SDG&E Customer Call Center	CARE applications mailed per customers' request	February 2003	6,890 (English) 1,347 (Spanish) Total Mailed 8,237
March 2003			
Oddfellows Hall	Customer Assistance Programs Presentation	03/03/03	25 Senior Customers
Health and Human Services	Exchanged CFLs and Torchieres, Provided Customer Assistance Programs Booth and signed up customers for CARE, DAP and Medical Baseline programs	03/04/03	36 Health and Human Services Customers and Residents of Chula Vista
Head Start Chula Vista	Customer Assistance Programs Booth covering CARE, DAP, Medical Baseline, and Energy Efficiency	03/05/03	75 Customers from Head Start and Episcopal Community Services
Energy Technicians (Escondido)	Customer Assistance Programs Presentation	03/06/03	5 Customer Service Field Supervisors
SDSU WIC Chula Vista	WIC Customers & City of Chula Vista-Customer Assistance Programs booth	03/08/03	300 Chula Vista and WIC Customers

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Activity	Summary	Timeline	Status/Results/Cost
	Exchanged CFL's and Torchieres		
Labor's Community Service Agency	Customer Service Programs Briefing including CARE, DAP, Medical Baseline, Payment assistance and options.	03/10/03	21 EDD Intake Personnel
St. Marks's Catholic Church-Health and Safety Fair	Exchanged CFL's and Torchieres, Provided Customer Assistance Programs Booth and signed up customers for CARE, DAP and Medical Baseline programs	03/11/03	50 Senior Customers
Independent City for High School Students	Helping Special Ed High School Students learn how to sign up and pay for utility services, including Customer Assistance Programs and Services	03/12/03	200 Special Ed High School Students
San Ysidro High School-1 <sup>st</sup> Annual Community Health Fair	Health Fair- Provided Customer Assistance Programs Booth covering CARE, DAP, Medical Baseline	03/15/03	25 San Ysidro Residents
Golden Hill Community Development Center	Exchanged CFL's and Torchieres, Provided Customer Assistance Programs Booth covering CARE and DAP	03/15/03	150 Golden Hill Residents
San Marcos Civic Center-Military Families	Provided Customer Assistance Programs Booth-Signed up customers on CARE	03/15/03	200 Military families and Community Residents
Health and Human Services	Exchanged CFL's and Torchieres, Provided Customer Assistance Programs Booth and signed up customers for CARE, DAP and Medical Baseline programs	03/18/2003	54 Health and Human Services Customers and Residents of Chula Vista
SDG&E Energy Technicians (North Coast)	Customer Assistance Programs Presentation	03/19/03	35 Customer Service Field Supervisors
Project CARE Meeting	Customer Assistance Programs Presentation	03/19/03	15 Senior Agency Representatives



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Activity	Summary	Timeline	Status/Results/Cost
MAXIMUS Presentation	Customer Assistance Programs Presentation	03/19/03	40 MAXIMUS Case Management personnel
Casa de Servicios at Via Merced Apts	Customer Assistance Programs and Energy Conservation Presentation	03/19/03	40 Spanish Speaking Customers
North County Health Services, San Marcos	Introduced the community to the remodeled Health Center, Part of the San Marcos Project Care Group	03/21/03	50 North County civic leaders and community members
Fallbrook Hospital District Health and Safety Fair	Provided Customer Assistance Programs Booth and signed up customers for CARE, DAP and Medical Baseline programs	03/22/03	600 Senior Customers and other General Population Customers
Club Connie-Support Group for Military Families	Customer Assistance Programs Presentation	03/24/03	300 Military Families
Adult Protective Services	Trained Staff about Utility Customer Assistance Programs	03/25/03	10 Staff Members
Health and Human Services	Exchanged CFL's and Torchieres, Provided Customer Assistance Programs Booth and signed up customers for CARE, DAP and Medical Baseline programs	03/25/2003	148 Health and Human Services Customers and Residents of Chula Vista
North County Task Force on Aging	Customer Assistance Programs Presentation	03/25/03	35 Senior Agency Representatives and Volunteers
Neighborhood House Head Start	Neighborhood House Head Start Community Health Fair SDG&E had a booth for Customer Assistance Programs, and Lighting Exchange	03/29/03	20 San Diego (Clairemont area) Residents
CARE Outreach Agencies	9 Agencies Submitted Applications (Accepted and put on CARE)	March 2003	91 Low Income Customers CARE applications received

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Activity	Summary	Timeline	Status/Results/Cost
SDG&E Customer Call Center	CARE applications mailed per customers' request	March 2003	7,653 (English) 1,456 (Spanish) Total Mailed 9,109
April 2003			
SDG&E Energy Technicians (Eastern Base)	Customer Assistance Programs presentation	04/03/03	35 Customer Service Field Supervisors
Resource Fair	A free conference for North County low-income residents to obtain resources. SDG&E had a booth that provided a Lighting Exchange and information on our Customer Assistance Programs	04/05/03	250 North County Residents
Via Alta Apartments	Customer Assistance Programs and Energy Conservation Presentation.	04/07/03	37 Seniors
San Diego Center for the Blind	Customer Assistance Programs Presentation and CARE sign—up	04/07/03	20 Customers
Arroyo Vista Family Health Center	Customer Assistance Programs Booth with CARE Sign-up	04/11/03	1,000 Hispanic Customers
Highland Park Clinic	Customer Assistance Programs Booth with CARE Sign-up	04/12/03	1,000 Hispanic Customers
San Diego Black Health Associates	SDG&E provided a booth to promote Customer Assistance programs	04/12/03	1,000 San Diego Residents
Vista Townsite Community Partnership	SDG&E provided a booth to promote Customer Assistance programs	04/12/03	300 Vista Residents
3 <sup>rd</sup> Annual Military Family Resource Fair	SDG&E provided a booth to promote Customer Assistance programs and Lighting Exchange	04/15/03	300 Military Families
Mira Costa College	Customer Assistance Programs, Customer	04/18/03	50 Seniors

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Activity	Summary	Timeline	Status/Results/Cost
	Service and Energy Safety Presentation		
Social Security Staff	Customer Assistance Programs Presentation	04/22/03	40 Social Security Staff
Camp Pendleton Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, Residential Energy Efficiency, and Lighting Exchange	04/23/03	300 On and Off Base Marine Military Families
Camp Pendleton Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, Residential Energy Efficiency, and Lighting Exchange	04/24/03	300 On and Off Base Marine Military Families
Camp Pendleton Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, Residential Energy Efficiency, and Lighting Exchange	04/25/03	300 On and Off Base Marine Military Families
Resource Fair at Cuyamaca College	SDG&E provided a booth to promote Customer Assistance programs	04/25/03	200 Single Parents
Camp Pendleton Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, Residential Energy Efficiency, and Lighting Exchange	04/26/03	300 On and Off Base Marine Military Families
Health Fair	SDG&E promoted Customer Assistance programs	04/26/03	250 Parents with Infants
Camp Pendleton Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, Residential Energy Efficiency, and Lighting Exchange	04/27/03	300 On and Off Base Marine Military Families
Camp Pendleton Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, Residential Energy Efficiency, and Lighting Exchange	04/28/03	300 On and Off Base Marine Military Families
CARE Outreach Agencies	15 Agencies Submitted Applications (Accepted and put on CARE)	April 2003	214 Low Income Customers CARE applications received
SDG&E Customer Call	CARE applications mailed per customers'	April 2003	6,666 (English)

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Activity	Summary	Timeline	Status/Results/Cost
Center	request		1318 (Spanish) Total Mailed 7,984
May 2003			
MCAS Miramar Multi-Cultural Heritage Day Festival	SDG&E promoted Customer Assistance programs	05/01/03	5,000 Miramar Military and Civilian employees
Palomar Head Start Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange	05/02/03	200 Head Start Customers
El Cajon Valley MHP Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange	05/03/03	300 Seniors and Families of MHP
Wells Park (El Cajon) "Step out for Seniors" Lighting Event	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange	05/12/03	50 Seniors
San Ysidro Resource Center Presentation	Customer Assistance Programs Presentation and Lighting Exchange	05/13/03	100 San Ysidro Families
Elm Adult Center Presentation	Customer Assistance Programs Presentation in Spanish	05/15/03	50 Hispanic Seniors
Head Start San Diego (Turquoise St)	Customer Assistance Programs Presentation and Lighting Exchange (Spanish)	05/15/03	40 Hispanic Seniors
Vista "Step out for Seniors"	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange, and CARE sign-up	05/16/03	100 Vista Seniors
San Marcos "Step out for Seniors" Health Fair	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange	05/16/03	2,000 San Marcos Seniors
La Mesa-Grossmont "Step	SDG&E provided a booth to promote	05/16/03	200 La Mesa and Grossmont

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out for Seniors” Health Fair	Customer Assistance and Energy Efficiency programs as well as having a Lighting Exchange		Seniors
National City Navy/Marine Core Society Presentation	Customer Assistance Programs Presentation	05/20/03	20 Navy/Marine Society Counselors
Chula Vista Children’s Hospital Home Support Project Presentation	Customer Assistance Programs and Services Presentation	05/20/03	Parents in the South Bay Home Support Project
Vista Project CARE Meeting	Customer Assistance Programs and Services Presentation	05/21/03	15 Senior Service Agency Representatives
San Diego (Canyon St) Sharp Cabrillo Hospital Lighting Event for “Old American Month”	SDG&E provided a booth to promote Customer Assistance and Lighting Exchange	05/21/03	150 San Diego Seniors
MCCS Operation Enduring Health Fair-Marine Corps Air Station Miramar	SDG&E provided a booth to promote Customer Assistance and Lighting Exchange	05/22/03	1,000 Military Families and Active Duty
North County Task Force on Aging, Vista: Presentation	Customer Assistance Programs and Services Presentation	05/27/03	35 Senior Agency Representatives and Volunteers
San Marcos Project CARE Meeting	Customer Assistance Programs and Services Presentation	05/28/03	30 North County Senior Service Agency Representatives
MAPSS (3 <sup>rd</sup> Ave) Presentation	Customer Assistance Programs and Services Presentation	05/28/03	30 Social Workers
CalWorks (Escondido) Presentation	Customer Assistance Programs and Services Presentation	05/28/03	12 CalWorks Adult Participants
San Diego (Broadway) Senior Community Center	SDG&E provided a presentation and booth to promote Customer Assistance and Lighting Exchange	05/29/03	40 San Diego Seniors

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Activity	Summary	Timeline	Status/Results/Cost
CARE Outreach Agencies	11 Agencies Submitted Applications (Accepted and put on CARE)	May 2003	333 Low Income Customers CARE applications received
SDG&E Customer Call Center	CARE applications mailed per customers' request	May 2003	6,248 (English) 1,162 (Spanish) Total Mailed 7,410
<b>June 2003</b>			
Casa Pacifica Adult Center 30 <sup>th</sup> St, SD	SDG&E provided a booth to promote Customer Assistance and Lighting Exchange	06/02/03	90 Hispanic Seniors
Oasis Robinson's May (SD)	Customer Assistance Programs and Services Presentation	06/05/03	150 Seniors
Mt. Hope Residents Association-Macedonia Church	Customer Assistance Programs and Services Presentation	06/05/03	30 Council Members (Initial On-going Meeting)
Imperial Beach-Elms Adult Center	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange, DAP and CARE sign-up	06/06/03	80 Seniors
Boulevard/Jacumba Street Fair	SDG&E provided 3 booths to promote Customer Assistance, Residential Safety, and Lighting Exchange Programs	06/07/03	300 Boulevard/Jacumba/Pine Valley/ Descanso Residents
Scam Jam, Golden Hall, Community Concourse (C St, SD)	Gas & Electric Safety, SDG&E Field Policies, Customer Service Programs	06/07/03	1000 Senior Citizens and General Public
SD Youth & Community Services-Foster Care Youth	Utility Sign-up (mock practice) and Customer Assistance Programs	06/07/03	200 Foster Care Youth
Home Safety Fairs-Community Housing Works	Exchanging CFL's and Torchieres, Customer Assistance Programs	06/14/03	200 Vista Residents of Low Income Housing

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Activity	Summary	Timeline	Status/Results/Cost
(Nettleton Rd, Vista)			
7 <sup>th</sup> Annual Dia de San Ysidro	SDG&E provided a booth to promote Customer Assistance	06/14/03	300 San Ysidro/ South Bay Residents
Vista Home Safety Fairs-Community Housing Works (Orange Ave)	SDG&E provided a booth to promote Customer Assistance and Lighting Exchange	06/14/03	200 Residents of Low income Housing
Center for the Blind-North County	Customer Assistance Programs and Services Presentation	06/17/03	20 Blind and Visually impaired Adults
Vista Project CARE Meeting	Customer Assistance Programs and Services Presentation	06/18/03	15 Senior Service Agency Representatives
Center for the Blind-North County	Customer Assistance Programs and Services Presentation	06/18/03	20 Blind and Visually impaired Adults
Center for the Blind-North County	Customer Assistance Programs and Services Presentation	06/19/03	20 Blind and Visually impaired Adults
Town & Country Hotel (AIS) (Hotel Circle N)	SDG&E provided a booth to promote Customer Assistance and Energy Safety	06/20/03	1100 Senior Citizens and Senior Agencies
Horn of Africa-City Heights	CARE Sign-up	06/21/03	1800 African Refugees
Safari Mobile Lodge-El Cajon	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange, DAP and CARE sign-up	06/24/03	184 Senior Park Residents
Lakeside Community Center	Customer Assistance Programs and Services Presentation	06/24/03	40 Seniors
North County Task Force on Aging (Vista)	Customer Assistance Programs and Services Presentation	06/24/03	35 Senior Agency Representatives and Volunteers
Felspar St, SD-Head Start	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange, DAP and CARE sign-up	06/25/03	30 Customers of Head Start and Partnering Agencies

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Activity	Summary	Timeline	Status/Results/Cost
San Marcos Project Care Meeting	Customer Assistance Programs and Services Presentation	06/25/03	30 Representatives from Senior Service Agencies in North County
Monte Vista High School-Spring Valley	SDG&E provided a booth to promote Customer Assistance programs, and Lighting Exchange, DAP and CARE sign-up	06/27/03	300 Spring Valley Residents
Senior Community Center	Senior Financial Workshop	06/30/03	30 Senior Customers
CARE Outreach Agencies	13 Agencies Submitted Applications (Accepted and put on CARE)	June 2003	229 Low Income Customers CARE applications received
SDG&E Customer Call Center	CARE applications mailed per customers' request	June 2003	6,994 (English) 1,424 (Spanish) Total Mailed 8,418
July 2003			
Mt. Hope Residents Association	Mt. Hope Residents Association Presentation about the Lighting exchange Program and Customer Assistance with collaboration of Councilman Charles Lewis.	07/03/03	On-going (Meeting)
Clairemont Community Services – Senior Financial Workshop	Financial Workshop/Customer Assistance Programs and Services Presentation	07/09/03	30 Seniors
Crown Heights Resource Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	07/09/03	30 Income qualified Customers/ Primarily Hispanic
Mira Costa College	Customer Assistance Presentation	07/11/03	50 Seniors



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Qualcomm Stadium/Families Celebrating	ResInfo Event/CARE applications distributed	07/12/03 & 7/13/03	30,000 customers
Macedonia Church	Lighting Exchange/ CARE DAP and customer Assistance Programs	07/12/03	300 Customers
Chula Vista Social Security Office	Lighting Exchange/ CARE DAP and customer Assistance Programs	07/15/03	100 Customers
Fredricka Manor/Senior Financial Workshop	Financial Workshop/Customer Assistance Programs and Services Presentation	07/15/03	30 Seniors
Radisson Hotel Downtown San Diego	Customer Assistance Programs and Services Presentation	07/16/03	30 Customers
Sunset Garden Apts	Lighting Exchange/ CARE DAP and customer Assistance Programs	07/19/03	200 residents
Centro Critiano Rosa De Saron Church	Customer Assistance Programs and Services Presentation	07/20/03	50 Customers
Community Housing works	Lighting Exchange/ CARE DAP and customer Assistance Programs	07/23/03	25 Customers
Outreach Around the Region	E-newsletter distributed to community and government agencies highlighting Customer Assistance events	7/24/03	Over 200 agencies.
Joslyn Senior Center	Financial Workshop/Customer Assistance Programs and Services Presentation	07/25/03	30 Seniors
Freedom Festival/San Diego	Financial Workshop/Customer Assistance Programs and Services Presentation	07/25/03	30 Seniors
La Jolla Village Square Community Room	Medical Baseline/CARE information to Sleep Apnea Equipment Providers	07/26/03	150 people

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City Heights Wellness Center	Financial Workshop/Customer Assistance Programs and Services Presentation	07/31/03	30 Seniors
CARE Outreach Agencies	15 Agencies Submitted Applications (Accepted and put on CARE)	July 2003	312 Low Income Customers CARE applications received
CARE applications sent/Customer Call Center	CARE applications mailed per customers' request	July 2003	7,582 English 1,389 Spanish Total Mailed 8,971
<b>August 2003</b>			
Poway Home Safety Fair-Community Housing Works	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/02/03	200 People
Downtown San Diego Customer Assistance Training	Customer Assistance for Meals On Wheels	08/06/03	5 Councilors and 4 District Directors
Imperial Beach Turn-in-Event	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/06/03	200 Imperial Beach Residents
Mt. Hope Residents Association	Mt. Hope Residents Association Presentation about the Lighting exchange Program and Customer Assistance with collaboration of Councilman Charles Lewis.	08/07/03	On-going (Meeting)
Consumer Credit Council - Camino Del Rio South (San Diego)	Presentation of the CARE Program and Lighting Exchange	08/11/03	32 Staff members of Consumer Credit Council
North Park Recreation Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/13/03	200 North Park Residents
San Diego (Murphy Canyon Rd) Family Resource Fair	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/16/03	4,000 Income qualified families
Vista Project CARE	Customer Assistance Programs and	08/20/03	15 Senior Service Agency

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Meeting	Services meeting		Representatives
Linda Vista Recreational Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/20/03	200 Linda Vista Residents
La Jolla Firehouse YMCA	Senior Financial Workshop	08/20/03	20 Seniors
Social Security Office Oceanside	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/22/03	100 Income qualified Social Security customers
Sharp Chula Vista Senior Center-Senior Financial Workshop	Financial Workshop/Customer Assistance Programs and Services Presentation	08/22/03	17 Seniors
Crown Heights Community Center (Oceanside)	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/23/03	1000 Income qualified Oceanside Residents / Primarily Hispanic
Mothers in Action- 6 <sup>th</sup> Annual Back to School Fair (Brewer Park)	CARE Sign-up and Customer Assistance Information Booth	08/23/03	3,000 Hispanic and African American Families
North County Task Force on Aging (Vista)	Customer Assistance Programs and Services Presentation	08/27/03	30 Representatives from Senior Service Agencies in North County
Linda Vista Recreational Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	08/27/03	200 Linda Vista Residents
CARE Outreach Agencies	11 Agencies Submitted Applications (Accepted and put on CARE)	August 2003	154 Low Income Customers CARE applications received
CARE applications sent/Customer Call Center	CARE applications mailed per customers' request	August 2003	8,359 English 1,300 Spanish Total Mailed 9,659
<b>September 2003</b>			
International Rescue Committee (IRC) (30 <sup>th</sup> St San Diego)	Presentation on Customer Assistance Programs (prospective agency)	09/03/03	Meeting with Director and Assistant Director of IRC

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Kurdish Human Rights Watch (El Cajon)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/04/03	300 El Cajon Residents (Kurdish Community)
Neighborhood House (Boundary St San Diego)	Senior Financial Workshop	09/04/03	30 Seniors
Central Neighborhood Council, National City	Presentation on Customer Assistance Programs, How they can support Neighborhoods	09/04/03	30 Members of Central Neighborhood Town Council (on-going)
Mt. Hope Residents Association	Mt. Hope Residents Association Presentation about the Lighting exchange Program and Customer Assistance with collaboration of Councilman Charles Lewis.	09/04/03	On-going (Meeting)
Grape Day Park (Escondido)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/06/03	300 Residents of Escondido
Spring Valley Swap Meet	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/07/03	1,000 Spring Valley Swap Meet
Lemon Grove City Hall	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/10/03	500 Lemon Grove Residents
St Jude's Nutrition Center	Senior Financial Workshop	09/11/03	30 Spanish Senior Customers
Vista Senior Health & Safety Fair (Vista Cascade MHP)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/12/03	50 Vista
Building Monitors Appreciation Picnic (32 <sup>nd</sup> St Naval Base)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/12/03	120 Military Families, Mostly Seniors living off Base
Lady of Guadalupe Church Event	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/14/03	800 Barrio Heights, 92113 Zip code and surrounding area Residents

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Peninsula Shepard Senior Center (Sports Arena Blvd)	Senior Financial Workshop	09/16/03	30 Seniors
Vista Project CARE Meeting	Customer Assistance Programs and Services meeting	09/17/03	15 Senior Service Agency Representatives (on-going)
Residential Mngmt Support Dept (RMSS) Community Night (El Cajon)	Customer Assistance Programs Booth	09/17/03	100 Apartment Mngrs & Assistance Mngrs
Councilman Charles Lewis, Council District 4 (Imperial Ave)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/18/03	200 92113 & 92114 Zip code Residents
Latino Consumer Expo (Panorama City Mall, Panorama City)	Customer Assistance Programs Booth	09/20/03	6,000 Hispanic Families
Carlsbad Senior Center	Customer Assistance Programs Booth, including Energy Safety, Energy Conservation	09/20/03	250 Seniors and Families
Mountain View Recreation Multicultural Fair	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/20/03	1,000 Logan Heights Residents
Widows Support Group (Chula Vista Shopping Center)	Customer Assistance and Energy Efficiency Programs Presentation	09/22/03	25 Members of the support group
Centro Hispanos Senior Cetner (Sacred Heart Church)	Customer Assistance Programs Presentation	09/22/03	30 Hispanic Seniors
Mid City Senior Center Presentation (Good Shepard Lutheran Church)	Customer Assistance Programs Presentation	09/22/03	40 Senior Customers
North Count Task Force on Aging (Vista)	Customer Assistance Programs Presentation	09/23/03	35 Senior Agency Representatives and Volunteers
San Marcos Project CARE	Customer Assistance Programs and	09/24/03	30 Senior Service Agency

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Meeting	Services meeting		Representatives in North County
Martin Luther King Jr. Recreation Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/24/03	50 Encanto and San Diego Residents
North Park, San Diego Senior Presentation	Customer Assistance Programs Presentation	09/25/03	40 San Diego North Park Seniors
San Ysidro Chamber of Commerce 2003 Job Fair	Customer Assistance Programs Booth	09/26/03	300 San Ysidro Residents
All 4 Kids F.A.I.R. (Santee Lakes Regional Park)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/27/03	200 Santee Families
Family Reading Festival (Oceanside)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/27/03	250 Oceanside Families
Taiwan/American Community Center (San Diego)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/28/03	100 Residents of 92111 Zip code
Alzheimer's Association Support Group Presentation (San Diego)	Lighting Exchange/ CARE DAP and customer Assistance Programs	09/30/03	25 Members of the Alzheimer's Support Group
CARE Outreach Agencies	14 Agencies Submitted Applications (Accepted and put on CARE)	September 2003	497 Low Income Customers CARE applications received
CARE applications sent/Customer Call Center	CARE applications mailed per customers' request	September 2003	8,549 English 1,410 Spanish Total Mailed 9,959
<b>October 2003</b>			
Senior Financial Workshop YMCA Kinship Support Services, Chula Vista	Financial Workshop/Customer Assistance Programs and Services Presentation	10/01/03	30 Hispanic Seniors
Central Community Center (San Diego)	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/01/03	150 San Diego/Logan Residents

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Navy Exchange, 32 <sup>nd</sup> St Navy Base	Lighting Exchange/ CARE DAP and customer Assistance Programs Lighting Exchange/ CARE DAP and customer Assistance Programs	10/01/03	300 Military Families
Central Neighborhood Council, National City	Customer Assistance Programs Presentation	10/02/03	30 Members of Central Neighborhood Town Council
Mt. Hope Residents Association Presentation	Presentation about Lighting Exchange/ CARE / DAP and customer Assistance Programs	10/02/03	Mt. Hope Residents Association and Councilman Charles Lewis
South Bay Leadership Symposium (Montgomery High School)	Lighting Exchange/ CARE / DAP and customer Assistance Programs	10/04/03	4,000 South County Residents
Mira Mesa Street Fair	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/04/03	1,200 Mira Mesa and surrounding area Residents
Mt. Hope Residents Association-Macedonia Church	Customer Assistance Programs and Services Presentation	10/09/2003	On-going Meeting
Encinitas Community Center	Older Adult Wellness and Education Presentation of Customer Assistance Programs	10/10/03	150 Encinitas Seniors
Senior Fair, Shadow Mtn Community Church	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/10/03	300 El Cajon Seniors
Eastside Fall Fair (Oceanside)	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/11/03	300 Eastside Residents of Oceanside
City Hall of Santee	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/12/03	200 Santee Residents
Mission Valley YMCA Senior Financial Workshop	Financial Workshop/Customer Assistance Programs and Services Presentation	10/14/03	30 Seniors
Vista Project CARE	Customer Assistance Programs and	10/15/03	15 Senior Service Agency

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Meeting	Services meeting		Representatives
Lakeside Community Center Health & Safety Fair	CARE DAP and customer Assistance Programs	10/15/03	75 Lakeside Residents (mostly Seniors)
San Ysidro Community Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/16/03	150 San Ysidro Residents
11 <sup>th</sup> Annual ECS Head Start Family Fest (Bonita)	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/16/03	1,000 South Bay Residents
Jewish Family Service Center (San Diego)	CARE DAP and customer Assistance Programs	10/16/03	35 Seniors living on their own
Poway Weingart Senior Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/17/03	200 Residents of Poway
Emerald Avenue, El Cajon	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/17/03	300 Residents of El Cajon
Beautify Chula Vista Day Otay Recreation Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/17/03	100 Chula Vista Residents
Hillcrest 20 <sup>th</sup> Anniversary Event	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/19/03	1,000 San Diego Residents
Pepperwood Health and Safety Fair	CARE DAP and customer Assistance Programs	10/20/03	100 Pepperwood Mobile Home Park Residents
Navy Exchange Maxi Mart Off Base (Point Loma)	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/21/03	200 Military and Civilian families
Market Street Recreation Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/22/03	150 San Diego Residents
San Marcos Project CARE Meeting	Customer Assistance Programs and Services meeting	10/22/03	30 Senior Service Agency Representatives in North County
Golden Hill Recreation Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/23/03	150 Residents of Golden Hill



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International Rescue Committee	Meeting for potential Capitation Agency	10/23/03	Bob and Sharron from IRC
Grossmont Hospital Health and Information Fair	CARE DAP and customer Assistance Programs	10/24/03	200 Seniors
City of National City Community Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/25/03	300 City of National City Residents
Meals-on-Wheels Office Celebrate Volunteering Day	Customer Assistance Programs Presentation/ Lighting Exchange/ CARE DAP and customer Assistance Programs	10/25/03	100 Meals-on-Wheels Volunteers
Springfield College Presentation	Customer Assistance Programs Presentation	10/25/03	30 Single Parents
Solana Beach Presbyterian Church	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/26/03	100 Solana Beach Residents
Villa Novia Mobile Park Health and Safety Fair	CARE DAP and customer Assistance Programs	10/27/03	100 Park Residents
Marriott Hotel Employee Benefit Fair (San Diego)	CARE DAP and customer Assistance Programs	10/30/03	1,300 Hotel employees
North Island, Coronado Navy Exchange	Lighting Exchange/ CARE DAP and customer Assistance Programs	10/31/03	300 Military Families
CARE Outreach Agencies	9 Agencies Submitted Applications (Accepted and put on CARE)	October 2003	168 Low Income Customers CARE applications received
CARE applications sent/Customer Call Center	CARE applications mailed per customers' request	October 2003	6,027 English 1,131 Spanish Total Mailed 7,158
<b>November 2003</b>			
Chinese Community Church (47 <sup>th</sup> St San Diego)	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/02/2003	80 Chinese Community Church members
International Rescue Center	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/03/2003	100 International Rescue Clients

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4 <sup>th</sup> District Senior Resource Center	Senior Financial Workshop	11/03/2003	30 Senior Customers
Kaiser Permanente - La Mesa	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/06/2003	100 Seniors getting Flu Shots
Wells Senior Center (El Cajon)	Senior Financial Workshop	11/06/2003	30 Senior Customers
Central Neighborhood Council, NC	Customer Assistance Programs Presentation	11/06/2003	30 Members of Central Neighborhood Town Council
Mt. Hope Residents Association-Macedonia Church	Customer Assistance Programs and Services Presentation	11/06/2003	On-going Meeting
Food-4-Less Escondido	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/08/2003	400 Residents of Escondido
Salvation Army (Oceanside)	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/11/2003	50 Seniors Oceanside Residents
East Community Service Providers-Grossmont Hospital	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/12/2003	20 Service Providers
Parkway Gym (Chula Vista)	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/13/2003	1,500 Chula Vista Residents
Super Saver Grocery Store	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/15/2003	400 San Ysidro Residents
Jewish Community Center	Senior Financial Workshop	11/18/2003	30 Seniors
The Shop at Las Americas	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/19/2003	100 Head Start Families
San Diego Community College District (Mother of Confidence Church)	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/19/2003	30 Seniors (for SDCC class, Learning and Exploring San Diego)
Marine Corp. Recruit Depot	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/19/2003	100 Military Families

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Casillas Elementary School Harvest Fair Festival	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/21/2003	200 Parents of Casillas Elem students
Uptown District (Cleveland Ave)	Lighting Exchange/ CARE DAP and customer Assistance Programs	11/21/2003	300 Uptown District Condo Residents
North County Task Force on Aging (Vista Library)	Customer Assistance Programs and Services Presentation	11/25/2003	35 Senior Agency Representatives and Volunteers
CARE Outreach Agencies	9 Agencies Submitted Applications (Accepted and put on CARE)	November 2003	394 Low Income Customers CARE applications received
CARE applications sent/Customer Call Center	CARE applications mailed per customers' request	November 2003	5,568 English 1,075 Spanish 6,643 Total Mailed
<b>December 2003</b>			
Ocean Hills Country Club (Oceanside)	Lighting Exchange/ CARE DAP and customer Assistance Programs	12/01/2003	300 Residents of the Country Club
Navajo Community Service Center Senior Day	Customer Assistance Programs and Services Booth	12/04/2003	500 Seniors
San Ysidro Health Center	Senior Financial Workshop	12/04/2003	30 Seniors
Sonrise Community Church	Lighting Exchange/ CARE DAP and customer Assistance Programs	12/04/2003	100 Santee and East County Residents
First Congregational Church (Central Neighborhood Council)	Customer Assistance Programs and Services Presentation	12/04/2003	30 Members of Central Neighborhood Town Council
Mt. Hope Residents Association-Macedonia Church	Customer Assistance Programs and Services Presentation	12/04/2003	On-going Meeting
South Bay Family YMCA	Lighting Exchange/ CARE DAP and customer Assistance Programs	12/05/2003	200 South Bay Family YMCA customers and City of Chula Vista
MAAC Project Christmas	Lighting Exchange/ CARE DAP and	12/06/2003	200 Families

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Festival (Wellness Center)	customer Assistance Programs		
2 <sup>nd</sup> Annual Santa's Magical Village (San Marcos Civic Center Dr)	Lighting Exchange/ CARE DAP and customer Assistance Programs	12/07/2003	300 Residents of San Marcos
El Tigre Grocery Store (Vista)	Lighting Exchange/ CARE DAP and customer Assistance Programs	12/10/2003	100 Residents of Vista
St John of the Cross Church Senior Health Fair (Lemon Grove)	Lighting Exchange/ CARE DAP and customer Assistance Programs	12/11/2003	100 Seniors
Vista Food-4-Less Store	Lighting Exchange/ CARE DAP and customer Assistance Programs	12/13/2003	400 Residents of Vista
Chula Vista Branch Office	CARE Sign-up	12/22/2003	18 applications received
El Cajon Branch Office	CARE Sign-up	12/22/2003	60 applications received
CARE Outreach Agencies	15 Agencies Submitted Applications (Accepted and put on CARE)	December 2003	332 Low Income Customers CARE applications received
CARE applications sent/Customer Call Center	CARE applications mailed per customers' request	December 2003	6,642 English 1,394 Spanish 8,036 Total Mailed

Media Initiative	Summary	Timeline
Vietnamese Market	<p>SDG&amp;E sponsors a monthly radio show on TNTR, San Diego's only subscriber-based Vietnamese station with over 20,000 listeners. Topics vary but CARE is discussed almost every month since callers have questions about the program. Also, SDG&amp;E has developed an assistance packet for Vietnamese customers that includes the CARE ad. The packet is mailed to customers who call our 800 number.</p> <p>A short CARE infomercial was developed and began airing the week of August 18<sup>th</sup> for one month.</p> <p>-----</p> <p>An updated CARE new print ad ran this summer in Tieng Viet and Nguoi Viet beginning the week of August 4 for four weeks.</p>	<p>Radio: Monthly</p> <p>Print: 4-week run scheduled for 8/8/03 through 8/29/03</p> <p>-----</p> <p>CARE enrollments for 2003: 114 For December: 9</p>
Korean Market	<p>An in-language CARE as was developed in 2002 and will be used for the first half of 2003.</p> <p>-----</p> <p>An updated print ad ran starting the week of August 4 in the local pages of Korea Daily news. Circulation is estimated at 6,000.</p>	<p>Print: 4-week run scheduled for 3/31/03 through 4/21/03</p> <p>-----</p> <p>Print: 4-week run scheduled for 8/4/03 through 8/29/03</p> <p>CARE enrollments for 2003: 13 For December: 3</p>

Filipino Market	<p>A print ad developed in 2002 is being used for the first half of 2003. Targeted newspapers are the Filipino Press, San Diego's largest Filipino community newspaper, and the Asian Journal.</p> <p>Additionally, we ran a 60-second radio spot on KYXY/96.5FM, which is the #1 ranked radio station in San Diego among Filipinos. The radio spot aired for four weeks in March and April.</p> <p>-----</p> <p>For the upcoming Summer flight, the existing print ad was updated.</p>	<p>Print: 5-week run from 3/31/03 through 4/28/03</p> <p>Radio: 4-week run scheduled for 3/24/03 through 4/21/03 (non-consecutive weeks).</p> <p>-----</p> <p>Print - 4-week run from 8/4/03 through 8/29/03.</p>
Chinese Market	<p>The CARE ad developed in 2002 ran in three publications for the first half of 2003 - American Chinese Times, Chinese News and We Chinese in America.</p> <p>-----</p> <p>For the second half of the year, an updated print ad began running the week of August 4 for four weeks.</p>	<p>Print: 4-week run scheduled for 3/31/03 through 4/21/03. Appear in We Chinese in April 2003.</p> <p>-----</p> <p>Print: 4-week run scheduled for 8/4/03 through 8/29/03. Appear in We Chinese in September 2003.</p> <p>CARE enrollments for 2003: 37 For December: 0</p>

African American Market	<p>Voice &amp; Viewpoint, the largest African-American newspaper in the San Diego region, ran the 2002 print ad in March and April.</p> <p>-----</p> <p>For the Summer campaign, a new print ad was developed and ran starting the week of June 15. A new radio spot also aired on XHRM, a popular station for African American listeners.</p>	<p>Print: 5-week run from 3/24/03 through 4/21/03</p> <p>-----</p> <p>Print: 5-week run from 6/15/03 through 7/28/03.</p> <p>Radio: 3-week run from 6/23/03 through 7/7/03.</p>
Spanish Market	<p>El Latino (the largest weekly Hispanic paper in the San Diego region), La Prensa and Enlace, ran the current in-language print ad from mid-March to mid-April. A new 2003 print ad will begin running in the same papers the week of June 15.</p> <p>La Nueva and K-Love, the two top Spanish language radio stations in San Diego, ran the 2002 CARE spot during the Spring of 2003. A new radio spot debuted on the same stations beginning the week of June 19.</p> <p>A new 30-second TV spot aired on KBNT and XHAS the week of June 16 and was seen on those stations for six weeks.</p>	<p>Print: 4-week run (3/24/03 through w/o 4/21/03)</p> <p>Radio: 4-week run (3/24/03 through 4/21/03 (non-consecutive weeks).</p> <p>Print: 5-week run from 6/15/03 through w/o 7/28/03.</p> <p>Radio: 6-week run from 6/19/03 through 7/23/03.</p> <p>TV: 6-week run from 6/16/03 through 7/21/03.</p> <p>CARE enrollment through 2003: 33 For December: 0</p>

Senior Market	<p>The 2002 print ad ran in Senior Life and San Diego Senior during the month of April. A new 2003 print ad appeared in these same monthly publications in July.</p> <p>-----</p> <p>Starting the week of June 23, a new 60-second radio spot aired on KPOP/1360AM, the highest-ranking, non-news station among the senior market. The spot was also heard on KFMB a news station popular with seniors.</p>	<p>Print: One-month run in July 2003.</p> <p>-----</p> <p>Radio: 3-week run from 6/23/03 through 7/7/03.</p>
General Market	<p>Targeting specific geographic communities in San Diego that have been ranked as having large low-income populations, we ran new page dominant print ads in local newspapers. Targeted newspapers were</p> <ul style="list-style-type: none"> <li>• Union/Tribune – South Zone – run dates: w/o 3/17, 3/24, 3/31, 4/7, 4/14, 4/21</li> <li>• North County Times – Oceanside Zone – run dates: w/o 3/17, 3/24, 3/31, 4/7, 4/14, 4/21</li> <li>• Imperial Beach Eagle &amp; Times – run dates: w/o 3/24, 3/31, 4/7, 4/14, 4/21</li> <li>• Chula Vista Star News – run dates: w/o 3/24, 3/31, 4/7, 4/14, 4/21</li> <li>• East County Californian &amp; Alpine Sun – run dates: w/o 3/24, 3/31, 4/7, 4/14</li> </ul>	<p>Print: 6-week run (3/17/03 through w/o 4/21/03)</p>



General Market (Cont'd)	<p>-----</p> <p>Targeting specific geographic communities in San Diego that have been ranked as having large low-income populations, we ran new print ads in local newspapers. Targeted newspapers and for these run dates – w/o 6/15, 6/23, 7/7, 7/21, and 7/28 are:</p> <ul style="list-style-type: none"> <li>• Union/Tribune – South Zone</li> <li>• North County Times – Oceanside Zone</li> <li>• Imperial Beach Eagle &amp; Times</li> <li>• Chula Vista Star News</li> <li>• East County Californian &amp; Alpine Sun</li> </ul> <p>A new 60-second radio spot began airing on five local stations for six weeks. The six-week run was split in three-week blocks among these stations:</p> <ul style="list-style-type: none"> <li>• KFMB-AM</li> <li>• KIFM-FM</li> <li>• KOCL-FM</li> <li>• KPOP-AM</li> <li>• XHRM-FM.</li> </ul> <p>A new 30-second TV spot aired on seven local TV stations beginning the week of June 16 and continued for six weeks on these stations:</p> <ul style="list-style-type: none"> <li>• KFMB, Channel 8</li> <li>• KGTU, Channel 10</li> <li>• KNSD, Channel 7/39</li> <li>• KSWB, Channel 5</li> <li>• KUSI, Channel 9/51</li> <li>• XETV, Channel 6</li> <li>• XUPN, Channel 13</li> </ul>	<p>-----</p> <p>Print: 5-week run beginning 6/15/03 through w/o 7/28/03.</p> <p>Radio: 6-week run beginning 6/23/03 through 7/28/03.</p> <p>TV: 6-week run beginning 6/16/03 through 7/21/03.</p> <p>English CARE enrollment through 2003: 87 For December: 0</p>
Military	<p>The 2002 print ad ran in the Navy Dispatch, The Scout and the Military Press in March and April 2003. During the summer, the new print ad appeared in the Navy Dispatch and The Scout in June and July. The papers are distributed at on-base locations.</p>	<p>Print: 5-week run from 6/15/03 through 7/28/03.</p>



May 23, 2003

This Letter of Agreement is entered into by the Department of Community Services and Development (CSD) and San Diego Gas & Electric (SDG&E) for the purpose of ensuring integration and coordination of resources and benefits between CSD's Home Energy Assistance Program (HEAP), and SDG&E's California Alternate Rates for Energy (CARE) Program. The existence of the Agreement places CSD within compliance of the Department of Health and Human Services' LIHEAP Leveraging Incentive Program requirements and enables California to claim the CARE discount as a leveraged resource. Both programs provide a form of energy assistance to low-income customers. It is mutually agreed that both parties will assist in the referral of their customers to the other energy assistance program through written and/or verbal advertising of the program.

The eligibility criteria for both programs is based solely on income eligibility and the guidelines are specific to each program. HEAP income guidelines are set at 60% of the State Median Income; CARE guidelines are set at 150% of the Federal Income Poverty Guidelines, adjusted annually by a formula based on changes in the Consumer Price Index. Assistance for either program is limited to eligible low-income households.

The levels of assistance for each program vary according to the respective program. The amount of Federal funding; the number of persons in the household; the applicant's geographical location; and the household's income determine HEAP assistance levels. The CARE program offers a 15% reduction off the applicant's monthly gas/electric costs or charges.

Both programs are operated year round. HEAP provides one-time assistance, per household, per program year (January through December). Applicants must reapply annually. CARE provides a continuous rate reduction throughout the year with the applicant re-certifying biennially.

Both programs are integrated/coordinated through the written/verbal referral of applicants/customers to the opposite program. Both programs provide the name and telephone number of the other program with their respective applications and have included cross-references to the other program in their marketing materials.

A report on the number of households assisted and the total amount of assistance will be provided to the HEAP Program annually.

SDG&E shall make available to the CSD or its representative all appropriate nonprivileged documents, papers and records pertinent to the referral process and leveraged amounts for examination, copying or mechanical reproduction for a period of three years from the date the information is submitted to CSD. Specifically, SDG&E will provide CSD with data necessary for completion of California's annual Leveraging Application. The data will be requested each October and will cover the preceding October through September timeframe. The information requested includes: 1) the total number of households currently receiving the reduced rates; and 2) the total discount received by all participating households.

AGREED TO:

[signed: Tim Dayonot]

\_\_\_\_\_  
Director  
Department of Community  
Services and Development

[dated: 6/16/00]

\_\_\_\_\_  
Date

[signed: Yvette M. Vazquez]

\_\_\_\_\_  
Manager, Residential Energy Programs  
San Diego Gas & Electric

[dated: 5/24/00]

\_\_\_\_\_  
Date

[Executed document on file at SDG&E]

Attachment D  
SDG&E Fifteenth Annual CARE Progress Report  
May 3, 2004

-----Original Message-----

**From:** Moore, Margaret E.

**Sent:** Tuesday, November 04, 2003 2:27 PM

**To:** 'lkjer@csd.ca.gov'

**Cc:** Rudshagen, Carmen Z.

**Subject:** FW: SoCalGas and SDG&E Leveraging Dollars

Lisa, in response to your request, attached below are SoCalGas' and SDG&E's CARE discounts and utility bill assistance funds to be incorporated in the California Home Energy Assistance Leveraging Report.

If you have any questions, please feel free to contact me.

Margee Moore  
Regulatory Case Administrator  
(858) 654-1748  
(858) 654-1788 (fax)  
email: mmoore@semprautilities.com

SDG&E CARE Participation Discount [Information on SCG not included in SDG&E's Annual Report]

Month	Gas Discount	Electric Discount	Total Discount	Total Participants
Oct-02	\$305,152	\$1,648,681	\$1,953,833	172,492
Nov-02	\$393,118	\$1,584,035	\$1,977,153	172,595
Dec-02	\$586,605	\$1,750,903	\$2,337,508	170,815
Jan-03	\$759,304	\$1,892,002	\$2,651,306	171,623
Feb-03	\$650,479	\$1,664,778	\$2,315,257	171,838
Mar-03	\$764,533	\$1,757,245	\$2,521,778	174,908
Apr-03	\$666,460	\$1,609,914	\$2,276,374	174,711
May-03	\$539,393	\$1,603,618	\$2,143,011	174,401
Jun-03	\$516,164	\$1,871,546	\$2,387,710	174,634
Jul-03	\$309,635	\$2,007,050	\$2,316,685	176,584
Aug-03	\$275,875	\$2,095,497	\$2,371,372	176,728
Sep-03	\$271,796	\$2,246,729	\$2,518,525	177,235
<b>Grand Total</b>	\$6,038,514	\$21,731,998	\$27,770,512	*
*The September 2003 figure is reported as the total number of CARE participants therefore a grand total of participants is not needed.				

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Utility Bill Assistance – Neighbor to Neighbor Program

<b>Month</b>	<b>Bill Payment/ Credits</b>	<b>Total Participants</b>
Oct 2002	\$ 5,562.97	45
Nov 2002	\$ 3,961.49	36
Dec 2002	\$ 4,309.21	35
Jan – 2003	\$ 3,085.74	27
Feb – 2003	\$ 5,295.42	41
Mar – 2003	\$ 2,121.52	15
Apr – 2003	\$ 5,982.33	52
May – 2003	\$ 8,965.10	66
Jun – 2003	\$ 5,068.36	39
Jul – 2003	\$ 8,082.26	69
Aug – 2003	\$ 6,772.87	55
Sep 2003	\$10,966.14	87
	\$ 70,173.41	567