

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

Application of Southern California Edison Company (U 338-E) for Approval of its 2012-2014 California Alternate Rates for Energy (CARE) and Energy Savings Assistance Programs and Budgets	Application 11-05-017 (Filed May 16, 2011)
Application of Southern California Gas Company (U 904 G) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2012–2014	Application 11-05-018 (Filed May 16, 2011)
Application of Pacific Gas and Electric Company for Approval of the 2012-2014 Energy Savings Assistance and California Alternate Rates for Energy Programs and Budget (U 39 M)	Application 11-05-019 (Filed May 16, 2011)
Application of San Diego Gas & Electric Company (U 902 M) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2012-2014	Application 11-05-020 (Filed May 16, 2011)

**ANNUAL REPORT OF PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)
ON THE RESULTS OF ITS ENERGY SAVINGS ASSISTANCE AND
CALIFORNIA ALTERNATIVE RATES FOR ENERGY PROGRAM EFFORTS
FOR PROGRAM YEAR 2013**

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In accordance with Decision 12-08-044, and the annual reporting directives contained therein, Pacific Gas and Electric Company files this Annual Report on the results of its Energy Savings Assistance and California Alternative Rates for Energy program efforts for the 2013 program year.

Respectfully submitted,

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

Program Annual Report For Program Year 2013

May 01, 2014

ESA AND CARE PROGRAMS ANNUAL REPORT

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Energy Savings Assistance Program and CARE Program 2013 Summary Highlights

The tables below provide a summary of PY2013 ESA and CARE Program expenditures and activities.

ESA Program

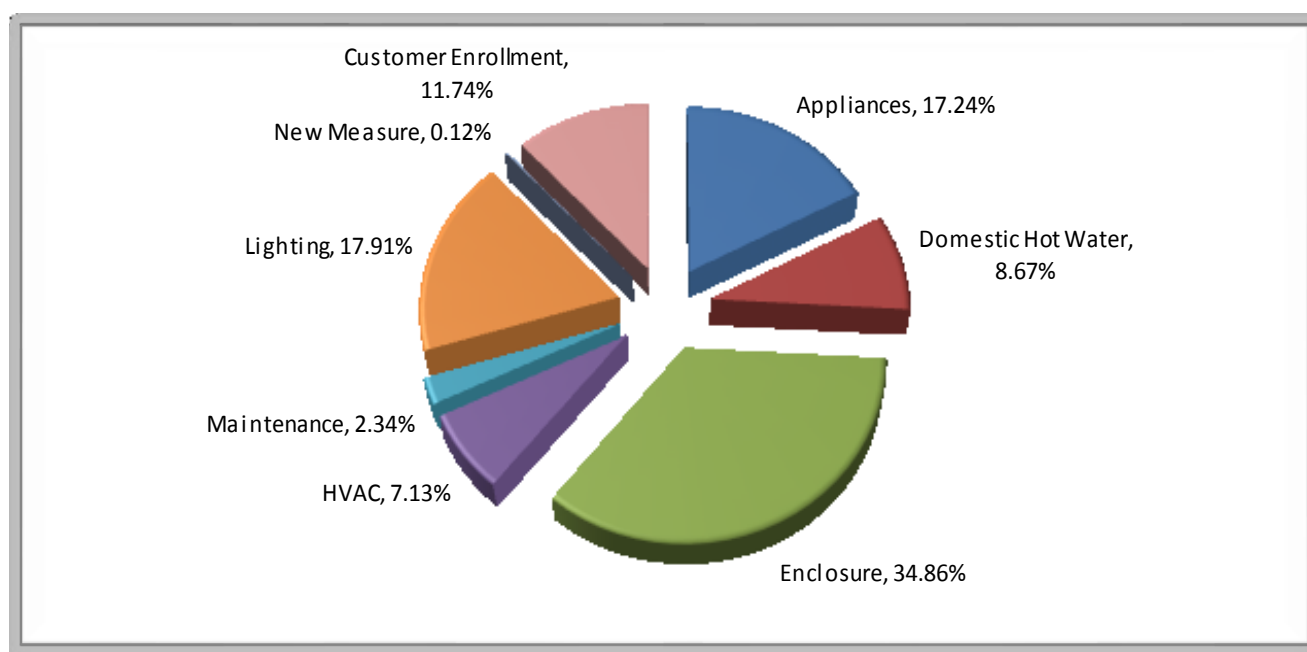
2013 Energy Savings Assistance Program Summary			
2013	Authorized / Planning Assumptions	Actual	%
Budget	\$156,330,249 ¹	\$142,181,389	91%
Homes Treated	119,940	123,566	103.02%
kWh Saved		42,863,291	
kW Demand Reduced		8,810	
Therms Saved		1,918,656	

¹ The budget reflects the 2012 carry-forward amount of \$89,897 shown in ESA Table 12: Fund Shifting.

CARE Program

2013 CARE Program Summary			
2013	Authorized Budget	Actual	%
Administrative Expenses	\$14,417,512	\$8,826,133	61%
Subsidies and Benefits	\$633,029,000	\$703,432,080	111%
Total Program Costs and Discounts	\$647,446,512	\$712,258,213	110%
2013 CARE New Enrollments	Automatically Enrolled via Data Sharing, ESA Participation, etc.	Self Certified as Categorically Eligible	Self Certified as Income Eligible
Method	30,400	84,917	204,833
2013 CARE Penetration	Estimated Eligible Participants	Participants	Penetration Rate
Total Enrolled	1,574,844	1,386,070	88%

PY2013 ESA Expenditures By Measure Group



ENERGY SAVINGS ASSISTANCE PROGRAM

1. Energy Savings Assistance (ESA) Program

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

The ESA Program is ratepayer-funded and is available to PG&E customers living in all housing types (single family, multifamily, and mobile homes), regardless of whether they are homeowners or renters. To qualify for the ESA Program, the total customer household income must be equal to or less than 200 percent of the Federal Poverty Guidelines, with income adjustments for family size. The 2013 ESA Program treated 123,566 homes with a mix of measures and services, including energy education, energy efficient appliances, and home weatherization.

Authorization for the 2013 ESA Program is pursuant to California Public Utilities Commission (CPUC or Commission) Decision (D.) 12-08-044, issued on August 30, 2012, adopting the 2012-2014 ESA Program and budget. The budget authorized in D.12-08-044 for the 2013 program and activities was \$156,363,352, and was adjusted in 2013 to include the 2012 carry-forward amount of \$89,897 (see ESA Table 12 Fund Shifting). The 2013 adjusted authorized budget is \$156,330,249.

PG&E began to implement the 2012-2014 program authorized in D.12-08-044 in October, 2012, thus many of the new strategies and policies authorized in D.12-08-044—including sharing successful leveraging models, implementing strategies to increase multifamily participation, and integrating with energy efficiency workforce education and training efforts—were in early planning stages at the end of 2012 and were first implemented in 2013. PG&E worked with the CPUC Energy Division (ED) throughout 2013 to create a new reporting template to more completely capture all of the reporting requirements of D.12-08-044 for this 2013 Annual Report.

D.12-08-044 resulted in various measures being dropped and added to the 2012-2014 ESA Program. For example, central and room air conditioning (AC) were dropped in some climate zones, while microwaves, shower starts, and AC fan delays were added for this program cycle.

1.1. Alignment of ESA Program With Strategic Plan Goals and Strategy

The long-term California Strategic Plan vision for the ESA Program is to have 100 percent of all eligible and willing low-income customers receive all cost effective ESA Program measures by 2020. The California Strategic Plan lays out two goals in achieving the ESA Program vision: (1) by 2020, all eligible customers will be given the opportunity to participate in the ESA Program; and (2) the ESA Program will be an energy resource by delivering increasingly cost-effective and longer-term savings.

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

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

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU strategy employed this program year
1.1.1. a) Strengthen ESA Program outreach using segmentation analysis and social marketing tools.	Implement energy education designed to help customers understand and change behaviors in ways that support ESA savings.	<p>In 2013, PG&E participated with SCE, SCG and SDG&E in a Joint IOU Energy Education Study to identify ways to optimize and/or improve the educational component of the ESA Program concerning: (1) how energy education is provided, and (2) what materials and content are provided. These findings are being used to enhance energy education currently offered in ESA and to design more effective energy education for the 2015-2017 ESA Program Application. This Study is discussed further in Section 1.10.</p> <p>In 2013, PG&E implemented effective outreach methods for segmenting and targeting its low income customers, including:</p> <p>Television campaigns targeting Vietnamese, Chinese and Hmong-speaking customers;</p> <p>Bilingual (English/Spanish) bill inserts targeting 4.2 million residential customers;</p> <p>Direct mail letters and automated voice messaging to targeted neighborhoods;</p> <p>Events and presentations for general residential and multi-family segments.</p>
1.1.1. b) Develop a recognizable and trustworthy Brand/Tagline for the ESA Program.	Launch integrated EE/ESA/DSM brand.	PG&E worked closely with Energy Division and the other IOUs to finalize and launch a statewide program name and description for LIEE, the "Energy Savings Assistance Program." This new name was launched in 2011 and was used in all program communications and marketing throughout 2013.

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU strategy employed this program year
1.1.1. c) Improve program delivery	<p>Use information from segmentation analysis to achieve efficiencies in program delivery.</p> <p>Leverage with local, state, and federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment.</p>	<p>PG&E's Household Market Segmentation study was finalized in 2012. PG&E also conducted additional segmentation analysis. The information gained from this study and additional PG&E research greatly improved the ESA Program's outreach team's ability to develop a more fine-tuned strategy, centered on being local and relevant to specific customer segments.</p> <p>The ESA Program outreach team leveraged various local government and community organizations' programs and knowledge of their communities to promote the ESA Program and enroll customers.</p> <p>PG&E participated with California Department of Community Services and Development (CSD) in several pilots, including: bulk purchasing, solar water heating and geographic coordination.</p>

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU strategy employed this program year
1.1.1. d) Promote the growth of a trained ESA Program workforce.	<p>Implement ESA workforce education and training.</p> <p>Coordinate resources for training related to ESA program needs to ensure delivery of ESA-trained resources to the program.</p>	<p>In 2013, PG&E participated in the Low Income Workforce Education and Training (WE&T) Working Group, established in D.12-08-044. The Working Group evaluated ESA workforce data gathered from its contractors and reported by the IOUs, and developed recommendations pertaining to collecting and tracking demographic data.</p> <p>PG&E ESA Program staff also participated in the Statewide WE&T Team's efforts to develop a comprehensive workforce education and training guidance plan.</p> <p>PG&E ESA program trainers continued to be involved with the statewide workforce education and training efforts, begun in 2011, to help CA education and training facilities develop appropriate curricula for training energy and weatherization specialists capable of working in PG&E and other energy programs.</p> <p>In 2013, PG&E trainers conducted 60 sessions for 673 ESA assessment and implementation contractors, representing a total of 2998 student days of ESA Program training. Students rated sessions an average of 99% very good or excellent.</p>

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

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU strategy employed this program year
1.1.2. a) Increase collaboration and leveraging of other low income programs and services	Continue to expand partnerships with stakeholders and seek new opportunities for data sharing.	<p>In 2013, PG&E expanded communications to enable ESA Program subcontractors to target CARE enrolled customers via multi-prong outreach: direct mail, phone/text, and door-to-door.</p> <p>PG&E participated with CSD to conduct leveraging and data sharing pilots. These are discussed further in Section 1.6.3.</p> <p>PG&E engaged internal and external partners to outreach to San Mateo County Farm Bureau and its local farmers to promote information on low income programs, energy efficiency and time-vary pricing.</p>
1.1.2. b) Coordinate and communicate between ESA Program, energy efficiency and Demand-Side Management (DSM) programs to achieve service offerings that are seamless for the customer.	<p>Continually reevaluate and update programs to take advantage of new technologies.</p> <p>Explore in-home displays; home area networks and/or “pay-as-you-go” technology to assist low income customers manage their use.</p>	<p>PG&E used an “Integration” team comprised of staff from its Energy Efficiency (EE) and the ESA Programs, as well as staff from Demand Response (DR) and Distributed Generation programs—which include the CSI and Self-Generation Incentive Program—to provide marketing and integrated service and delivery.</p> <p>This team works to evaluate and consider new measures and technologies as they become available and feasible for inclusion in the ESA Program. The ESA Program design team is currently considering what new technologies may be ripe for inclusion in the 2015-2017 ESA Program.</p> <p>Marketing and outreach for the low income programs—including the ESA Program, CARE and the low income CSI Program--continued to be implemented by PG&E’s “Hard-to-Reach” group in 2013, allowing better integration of messaging and customer education.</p> <p>PG&E continued distributing an integrated customer assistance program brochure in multiple languages in 2013 and began work on a similar brochure dedicated to Integrated Demand-Side Management programs.</p>

Implementation Plan and Timeline		
Strategies	Mid Term 2012-2015	IOU strategy employed this program year
1.1.2. c) Provide low income customers with measures that result in the most savings in the ESA Program.	Assess opportunities to incorporate new energy efficiency measures into the ESA Program, e.g., plug-load reduction, new HVAC technology.	PG&E's 2013 ESA Program implemented the most cost-effective measures as described in our 2012-2014 Application. In 2013, PG&E developed a team to explore and assess new energy efficiency measures for inclusion in its 2015-2017 ESA Program Application.
1.1.2. d) Increase delivery of efficiency programs by identifying segmented concentrations of customers.	Evaluate approach to determine whether additional segments are needed.	PG&E incorporated the findings of the Household Market Segmentation study finalized in 2012. PG&E enhanced these findings with findings from additional segmentation analysis conducted in-house as we continued to evaluate the effectiveness of our segmentation and targeting approach throughout 2013. PG&E provided targeted referral lists to our subcontractors to help them locate and target areas with high poverty demographics. Additionally, PG&E managed automated outbound voice, text messaging and direct mail campaigns in areas where customers were likely to qualify for the program.

1.2. Energy Savings Assistance Program Overview

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

PY 2013 ESA Program Summary			
	Authorized/Planning Assumptions	Actual	%
Budget	\$156,330,249	\$142,181,389	91%
Homes Treated	119,940	123,566	103.02%
kWh Saved	NA	42,863,291	N/A
kW Demand Reduced	NA	8,810	N/A
Therms Saved	NA	1,918,656	N/A

1.3. Marketing, Education and Outreach

Provide a summary of the geographic segmentation strategy employed, (i.e., tools and analysis used to segment "neighborhoods," how neighborhoods are segmented and how this information is communicated to the contractor/CBO).

PG&E identified and targeted neighborhoods with large populations of low income customers, usually by utilizing ZIP-7 boundaries. Program staff also used census tract information or even more uniquely defined areas when working with a local government or community agency.

PG&E identified which areas were most likely to result in a high volume of enrollments and provided these to the implementation contractors on a regular basis via emails and monthly meetings. PG&E also broke out ZIP-7 areas eligible for “self-certification” enrollment (by having over 80 percent of households living at or below 200 percent of the Federal Poverty Guideline Level) so they could be specifically targeted by ESA Program contractors. Most implementation contractors then arranged their appointments geographically to minimize costs and typically worked through their assigned areas geographically for the same reason.

2013 ESA Outreach Campaign Activity Highlights

PG&E continued to conduct and build upon marketing education and outreach efforts authorized in D.12-08-044.²

In 2013, PG&E’s ESA Program built on its integrated marketing strategy by focusing on targeted zip codes. PG&E’s 2013 campaign included a variety of outreach channels: direct mail, call/text messaging, web, media, events, and door-to-door canvassing. PG&E’s direct mail projects targeted eligible households already enrolled in CARE and complemented these efforts with automated phone calls and text messaging. PG&E also encouraged ESA Program contractors to conduct their own door-to-door canvassing and outreach. Additionally, PG&E employed both ethnic and general media to build program awareness and used existing strategic partnerships to identify populations in need of assistance, specifically among Spanish-speaking customers and agricultural customers.

In 2013, PG&E worked closely with Richard Heath and Associates (RHA), PG&E’s ESA Program Administrator, to continue a “Warm Transfer” outreach method, enhancing targeting and outreach efforts to streamline the enrollment and treatment process for qualified customers. The following sections provide a description of the Warm Transfer outreach method and the various outreach channels PG&E utilized to reach eligible customers during its 2013 ESA Program outreach campaign.

Warm Transfer Outreach Method

To lessen barriers and encourage local support for each project area, PG&E, RHA and its ESA implementation contractors employed a “warm transfer” outreach method to enroll qualified customers. PG&E communicated its marketing strategies and shared pre-qualified data leads (i.e., customers enrolled in CARE that had not participated in ESA) with RHA and contractors on a regular weekly-to-monthly basis. Outreach tactics included the following: direct mail, phone/text messaging, media placement, participation in community events, and door-to-door canvassing. By working closely with RHA and its contractors on ESA’s outreach plans, PG&E established a closer relationship with its customers in need of assistance with their energy bills. Contractors more familiar with PG&E’s marketing materials were also able to easily reference ESA materials in the field to help discuss the ESA Program and its offerings.

The web interface between PG&E and RHA-contractors greatly improved when program materials and data leads were made more accessible through a secure SharePoint site. The web technology helped all program implementers socialize marketing materials from a central system. Having secure access to customer leads also contributed to sustained outreach in targeted project areas.

² D.12-08-044 OP31 and OP32 ordered PG&E to continue to conduct approved ME&O efforts for ESA and CARE programs so not to lose any momentum and progress being made in those ongoing efforts.

Direct Mail

Bilingual ESA introduction letters were mailed to customers' homes, helping reduce barriers related to accessibility of program information in-language. PG&E rolled out the following ESA direct mail projects in 2013:

- CARE-enrolled: PG&E targeted customers enrolled in CARE that have not participated in ESA in PG&E's service area.
- High Energy Usage: PG&E conducted a large-scale direct mail campaign to CARE-enrolled customers with energy use that is considerably above average, offering information about the ESA Program, and other helpful information about CARE, energy rates and bill assistance programs.
- 48-hour Shut-off Notices: PG&E provided information on ESA and bill assistance programs in its "48-hour" shut-off notices.

Partnerships

In 2013, the ESA Program continued its successful partnership with Saber Es Poder, a Spanish-speaking media agency, to promote free home improvement opportunities to Spanish-speaking customers visiting the Mexican Consulates in San Francisco and Sacramento. Through this outreach effort, energy education booklets, presentations, mobile text messaging, and customized video programming were made available to newly-arrived immigrants--most of whom are income-qualified--while they were awaiting assistance in the Mexican Consulates.

As part of an integrated PG&E energy efficiency strategy, the ESA Program partnered with the San Mateo local government and San Mateo Farm Bureau to inform agricultural customers about home energy improvements available for their employee housing facilities and equipment. Working with internal and external partners, PG&E opened new avenues for these agricultural owners/operators to save energy and money through ESA and other energy efficiency programs. In addition to individual engagement with local farmers, outreach included a PG&E "advertorial" in the San Mateo Farm Bureau newsletter, and sponsorship of an Agricultural Workshop in Half Moon Bay. PG&E program offerings included: ESA, CARE, rate analysis, time varying pricing, energy efficiency rebates, gas and electric safety and more.

In 2013, the ESA Program also explored new methods of partnering with community-based organizations (CBOs). As part of a comprehensive project to provide financial literacy education, PG&E worked to educate older adults, customers on fixed incomes, and customers with limited English proficiency about energy-saving practices and PG&E programs available to help them reduce their utility costs. A secondary goal was to inform the housing sponsors about available energy-saving opportunities, including the ESA, CARE, and Family Electric Rate Assistance (FERA) Programs. This effort is continuing in 2014.

Online

PG&E continues to utilize its website at www.pge.com/energysavings to promote ESA and encourage enquiries via phone and online referral form. Program information is available online in English, Spanish, Chinese, Vietnamese, Korean, Hmong and Russian, in a format that provides easy downloading and printing. Detailed information about the ESA Program is provided along with links to other assistance programs of potential interest to customers seeking information about the ESA Program.

Media

To enhance the effectiveness of marketing and outreach initiatives, ESA partnered with CARE to cross-promote each program wherever possible. This is particularly feasible since the programs have the same income eligibility guidelines, and thus share the same customers.

Television

PG&E partnered with Crossings TV to promote the ESA Program via television and radio ads to the Hmong communities in Sacramento, San Francisco Bay Area, Central Valley, Fresno and surrounding areas.

PG&E partnered with a Bay Area CBS-station to promote ESA through a special phone bank event where PG&E employees promoted ESA and answered program questions. The ad provided a special toll-free line number and a website to get more program information.

Bus Advertising

PG&E launched PG&E-branded bus shelter and bus advertisements in ZIP code-targeted neighborhoods in the San Francisco and Oakland markets. Interested households are prompted to text "SAVE" to a "short-code" number on their mobile phone to verify their eligibility. This outdoor media was available 24 hours a day, 7 days a week.

Events

PG&E participated in the following community events to promote the ESA Program: Vietnamese Tet Festival (Sacramento), Chinese New Year Festival (Sacramento), Chinese New Year Festival (Stockton), Lao New Year (Fresno), Yamarkia (Russian) Festival (Sacramento), Pacific Rim Street Festival (Sacramento), Yamarkia (Russian-Sacramento) Kid's International Festival (Sacramento), Aloha Festival (Sacramento), SacWorld Festival (Sacramento).

- 1.3.1.** Provide a summary of the customer segmentation strategies employed (i.e., tools and analysis used to identify customers based on energy usage, energy burden and energy insecurity) and how these customer segments are targeted in program outreach.

ESA Program outreach employs multiple strategies to reach income qualified customers with high energy use, burden and insecurity. In 2013, these included:

- Information on the ESA and bill assistance programs in "48-hour" shutoff notices.
- Partnering annually with CARE outreach staff to conduct a large-scale direct mail campaign to CARE-enrolled customers whose energy use is considered to be above average. In addition to the ESA Program and CARE, this campaign offered information on energy rates and bill assistance programs.

PG&E's neighborhood identification strategy as described in Section 1.3.1 allowed ESA Program outreach staff to target customers most likely to be facing high-energy burden and insecurity by virtue of their homes being located in extremely low income areas.

1.3.2. Describe how the current program delivery strategy differs from previous years, specifically relating to Identification, Outreach, Enrollment, Assessment, energy Audit/Measure Installation, and Inspections.

PG&E's 2013 ESA Program was a continuation of its 2012 program, and was the second year of the 2012-2014 ESA Program cycle authorized in D.12-08-044. PG&E continued to incorporate successful strategies to modify the existing ESA Program approach to program delivery. Many of these activities are described in detail in Sections 1.3.1 and 1.3.2.

Rather than continuing its focus only on targeted direct mail, the ESA Program reevaluated how it could be more strategic with community-based organizations. PG&E assessed project areas that were in need of more concentrated efforts and set up localized plans to engage those communities. This comprehensive project involved exploring combined services where it made sense for the community. For example, PG&E found there was a need for financial literacy education. PG&E worked to educate older adults, customers on fixed incomes, and customers with limited English proficiency about energy-saving practices and PG&E programs available to help them reduce their utility costs. A secondary goal was to inform the housing sponsors about energy-saving opportunities available for their tenants, including the ESA Program, CARE, and Family Electric Rate Assistance (FERA) Programs. This effort is continuing in 2014.

1.4. ESA Program Customer Enrollment

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

In 2013, PG&E treated 4,665 “Go-Back” customers, which are customers treated prior to 2002. Although these customers are eligible to be treated again, D.08-11-031 stressed that the IOUs should first seek out new households that have not yet been treated, and report previously treated customers in our Annual Reports.

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

In 2013, PG&E's ESA Program contractors streamlined customer enrollment strategies by continuing to incorporate categorical eligibility and self-certification into ESA Program processes where applicable. Contractors worked with property agents to get signed Property Owner Waivers for entire multifamily complexes in order to perform work on all of the units at the same time. These strategies are described in Section 1.3.2 and 1.3.3.

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

PG&E continued to encourage contractors to work in the 80 percent self-certification areas³ by providing them with breakdowns of estimated eligible customers by ZIP-7 to use in their customer recruitment activities. PG&E discussed targeting strategies at contractor meetings and helped plan enrollment events with contractors and community organizations.

³ Customers living in Zip codes having 80% or more households at or below the ESA-qualifying 200% of Federal Poverty Guideline Level are allowed to self-certify their eligibility, per D.08-11-031, OP6.

- 1.4.3.** If the IOU has failed to meet its annual goal of number of households served, please provide an explanation of why the goal was not met. Explain the programmatic modifications that will be implemented in order to accomplish future annual goals of number of households served.

PG&E treated 123,566 customer homes in program year 2013, and reached 103.02 percent of the goal authorized in D.12-08-044.

1.5. Disability Enrollment Efforts

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

Disabled customers made up approximately 20 percent of the ESA Program enrollees in 2013, exceeding the 15 percent penetration goal.

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

As stated above, PG&E exceeded the 15 percent penetration goal for disabled enrollees in 2013.

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

2013 Disability Enrollments			
Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment
Various contractor recruiting and sign-ups			
Total Enrollment Rate	123,566	24,817	20%

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

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

As stated above, PG&E's 2013 ESA Program disabled community participation was 20 percent – above the Commission's 15 percent goal.

1.6. Leveraging Success, Including Low Income Home Energy Assistance Program (LIHEAP)

D.08-11-031 defined leveraging as “an IOU's effort to coordinate its ESA Program with programs outside the IOU serving low income customers. These include programs offered by the public, private, non-profit or for-profit, local, state, and federal government sectors that result in energy efficiency measure installations in low income households.” Progress is measured by tracking the following criteria:

- *Dollars saved.* Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/ donated resources, elimination of redundant processes, shared/contributed marketing materials, discounts or reductions in the cost of installation, replacement and repair of measures, among others are just some examples of cost savings to the IOU).
- *Energy savings/benefits.* Leveraging efforts are measurable and quantifiable in terms of home energy benefits/savings to the eligible households.
- *Enrollment increases.* Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

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

ESA Program coordination efforts involved much time and communication with potential partner agencies and local governments. As part of an integrated PG&E energy efficiency strategy, the ESA Program partnered with the San Mateo Local government and San Mateo County Farm Bureau to inform agricultural customers about home energy improvements available for their employee housing facilities and equipment. Working with PG&E's internal and external partners, these efforts opened new avenues for these agricultural owners/operators to save energy and money through ESA and other energy efficiency programs. ESA also coordinated localized efforts with the Mexican Consulates in San Francisco and Sacramento to promote free weatherization and other customer assistance programs. These efforts provided direct support to Spanish speaking immigrants seeking ways to save energy and money on their energy bills.

PG&E also introduced Time Varying Pricing information so that the agricultural customers were better informed regarding their energy management options. These efforts resulted directly in ESA Program enrollments but did not deliver financial savings. Further details are described in Table 14 – Leveraging & Integration of this report.

PG&E continues to proactively seek out and take advantage of all leveraging opportunities for ESA with other programs offered in California, as mandated by D.12-08-044, OP17. Leveraging partnerships with CSD's LIHEAP provides one of the most obvious examples of leveraging opportunity, and PG&E's 2013 work with CSD is described in Section 1.6.3.

1.6.2. In addition to tracking and reporting whether each leveraging effort meets the above criteria in order to measure the level of success, please describe the Other Measurable Benefits resulting from this particular partnership not captured under the 3 criteria described above.

See ESA Program Table 14 – Leveraging & Integration.

1.6.3. Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented for this program year? What was the result in terms of new enrollments?

PG&E continued to implement its successful refrigerator leveraging program with Low Income Home Energy Assistance Program (LIHEAP) providers. Through this leveraging program, LIHEAP agencies in PG&E's service area that are not ESA contractors can receive ESA Program refrigerators for their qualified PG&E electric customers, thus freeing more LIHEAP

funding to provide other services to low income households. PG&E counts these refrigerators and their savings, but not the CSD “treated” home. In 2013, 156 ESA refrigerators were provided through LIHEAP leveraging contracts.

In addition, PG&E, SCE, SDG&E and SoCalGas have been meeting with CSD and Energy Division staff since October 16, 2012 to discuss other leveraging opportunities, in compliance with D.12-08-044 directives. Ideas discussed included: bulk purchasing, geographic coordination, solar water heating, and data sharing.

D.12-08-044, OP25 a-b, specifically directed the IOUs to focus leveraging efforts with CSD on the development of a comprehensive statewide database system, or bidirectional data sharing exchange to better enable identification of households served under both the LIHEAP and ESA Programs. In 2013, the CSD leveraging team discussed developing a shared repository database that could include customers previously served or on wait lists by either the utilities or LIHEAP agencies. The team also discussed the efficacy and feasibility of implementing simpler and less costly bidirectional data exchange processes for sharing customer information between LIHEAP agencies and the IOUs. Such data sharing strategies could help more low income customers receive ratepayer and taxpayer funded low income energy efficiency services. For example, PG&E customers requiring HVAC or other services which the utilities are unable to provide under ESA Program guidelines, could potentially be qualified through a data exchange to receive these services under the CSD programs.

Discussions continue regarding data sharing, and the parties continue to identify and address issues such as customer confidentiality and privacy, cost, infrastructure, and differing program processes. However, as a result of these discussions, new customer authorization language allowing IOUs to share customer data with CSD has been developed and is being added to the ESA enrollment forms.

In addition to work on data sharing, PG&E and the other IOUs implemented three leveraging pilots with CSD in 2013: bulk purchasing, solar water heating and geographic coordination. SCE was the IOU lead on the bulk purchasing pilot, the intent of which was to explore whether there were any cost efficiencies that could be achieved through joint CSD-IOU bulk purchasing arrangements with energy efficiency appliance manufacturers and suppliers. It appears that such purchasing arrangements have too many delivery and storage difficulties to be cost effective, and this pilot was ended in 2013.

The solar water heating pilot began in 2013 and continues through 2014. Through this pilot, CSD is working with all of the IOUs to identify and inform ESA low income customers in qualifying State Enterprise Zone (EZ) Targeted Employment Areas (TEAs) that they may be eligible to receive additional federal rebates buying down the cost of purchasing and installing solar water heaters. This pilot has been particularly challenging due to various customer confidentiality and data sharing restrictions that had to be worked out prior to communicating with potentially eligible ESA customers.

PG&E and CSD are also working together on a geographic coordination pilot targeting high energy users and underserved rural populations, specifically those that use non-regulated fuel sources (wood, propane, and heating oil) that cannot be served by the IOU programs. Through this pilot, qualified customers in Butte and Fresno Counties are receiving a full complement of measures and services through dual ESA-CSD providers acting as a single point of contact providing streamlined delivery of services. This pilot is testing whether this more coordinated approach reduces overhead, administration and delivery costs as they relate to service delivery. The geographic coordination pilot began in December 2012 and will be completed in mid-2014.

In addition to working with CSD to explore new leveraging strategies, PG&E also worked with the other IOUs to share successful leveraging models and duplicate leveraging effort successes per D.12-08-044, OP21. PG&E continues to actively explore new opportunities and to coordinate actual program delivery to promote long term enduring energy savings and cost efficiency.

1.7. Integration Success

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

See ESA Program Table 14 – Leveraging & Integration.

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

PG&E continued distributing an integrated customer assistance program brochure called "Breathe Easy Solutions" in multiple languages in 2013.

In 2013, the integrated PG&E ESA-CARE team gave presentations, attended multiple events targeting low-income customer segments, and worked on joint outreach efforts including updates to PG&E's "Breathe Easy Solutions" brochure and Website changes.

Payment Plans
Automatic Payment Service
www.pge.com/aps
1-800-542-5000
Payments to PG&E are automatically deducted from your bank account. Automatic Payment is also an alternative to a deposit.
Balanced Payment Plan
www.pge.com/bpp
1-800-542-5000
Monthly payments can be averaged out to allow you to budget your energy costs and eliminate big energy bills in your payments. You will usually pay the same amount every month which can help during winter-weather months.
Bill Guaranty
1-800-542-5000
A deposit alternative, enables customers to secure their account by having another qualifying PG&E customer sign on their behalf.
Payment Arrangement
www.pge.com/paymentarrangement
1-800-542-5000
Provides additional time to make payments. If you cannot pay your bill by the due date.

Cooling Centers
www.pge.com/coolingcenter
1-877-476-2266
A network of community centers and other public buildings where you can go to cool off when the temperature gets unusually and dangerously high.
SmartAC™
www.pge.com/SmartAC
1-844-988-4316
Help your community prevent summer power interruptions while helping the environment by enrolling in PG&E's SmartAC™ program. It's free and easy to use. Plus, you'll get a reward for participating. Enroll today!
SmartMeter™
www.pge.com/SmartMeter
1-844-742-0263
SmartMeter™ technology gives you more control than ever before over your energy use. With this information, you can better understand how energy use impacts your monthly bill and make better decisions to reduce your energy costs.

Breathe Easy Solutions™
Together, we can manage energy costs.

PG&E Breathe Easy Solutions™
At Pacific Gas and Electric Company (PG&E), we are dedicated to assisting customers through numerous programs and community outreach projects. With PG&E's Breathe Easy Solutions™, we'll help you manage your energy costs—which can be helpful when there are financial challenges or unexpected changes in your situation. Together, we can find solutions.
Energy Savings Assistance Program
www.pge.com/energysavings
1-800-989-9744
PG&E's Energy Savings Assistance Program provides income-qualified renters and homeowners with easy, free solutions to help manage their energy use and save money on their monthly energy bills.
You may be eligible for the following services provided by PG&E:
• Improvements to your house, apartment or mobile home including compact fluorescent lights, caulking, showerheads, minor home repair and more.
• Replacement of your old refrigerator, furnace and/or water heater*.
• Energy saving tips.
*Furnace and/or water heater repair or replacement may not be available to eligible homeowners when PG&E determines existing natural gas units are inseparable or unsafe.

CARE
California Alternate Rates for Energy
www.pge.com/care
1-844-742-2273
Provides a monthly discount on energy bills for income-qualified households.
FERA
Family Electric Rate Assistance
www.pge.com/fera
1-800-742-5000
Provides a monthly discount on electric bills for income-qualified households of three or more persons.

REACH
Referral for Energy Assistance through Community Help
www.pge.com/reach
1-800-742-5077
REACH is a one-time energy-assistance program sponsored by PG&E and administered by the Salvation Army. REACH helps income-qualified customers who experience severe or unplanned hardships and are unable to pay for their energy needs.
HEAP
Home Energy Assistance Program
1-844-775-1421
HEAP is a federally funded energy subsidy program administered by the California Department of Community Services & Development (CSD) through local agencies and community-based organizations. It provides income-qualified households with assistance on their energy bills.
Medical Baseline
www.pge.com/medicalbaseline
1-800-742-5000
Residential customers dependent on life-support equipment and/or with special heating or cooling needs due to certain medical conditions may be eligible to receive additional quantities of energy at the lowest (baseline) price.
Third-Party Notification
www.pge.com/thirdpartynotification
1-800-742-5000
Third-Party Notification allows you to name a friend or relative to receive duplicate copies of past-due payment notices. The designated person is not responsible for paying the bill, but can contact PG&E to help resolve the problem.
Energy Efficiency Rebates
www.pge.com/rebate
PG&E offers a wide range of rebates—from instant savings on lighting products to our appliance recycling program—to help you save energy, money and our environment's natural resources.

Income Guidelines		
Number of Persons in Household	Energy Savings Assistance Program / CARE*	FERA*
1	\$22,980	N/A
2	\$31,000	N/A
3	\$39,040	\$19,501-\$48,825
4	\$47,100	\$47,101-\$68,975
5	\$55,140	\$55,141-\$88,975
6	\$63,180	\$63,181-\$108,975
7	\$71,220	\$71,221-\$128,975
8	\$79,260	\$79,261-\$148,975
For each additional person, add	\$8,040	\$8,040-\$10,000

*Based on 2013 income data.
*Rates based on current income sources.
Source: California Department of Community Services & Development, 2013

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

The ESA Program team continued to work closely with the EE statewide marketing team to coordinate efforts related to statewide branding. Web portal staff from multiple PG&E programs participated together in integrated program events to provide information to customers on many PG&E programs available to them.

The following activities also took place in 2013:

- **Direct Install for Manufactured and Mobile Homes Program:** This ongoing EE program, implemented by Synergy Companies, serves customers in mobile homes that are just above the 200% Federal Poverty Guideline Level criteria qualifying them for the ESA Program. Synergy also implements the ESA Program, and through this program is able to install a comprehensive set of energy efficiency measures in the customer's mobile home in one trip, at no cost to the customer, billing the services to the appropriate program.
- **Energy Upgrade California Program:** This ongoing program promotes the "house as a system" approach by providing customer incentives for comprehensive retrofits that improve a home's energy efficiency. The program outlines two upgrade paths: a Basic (Prescriptive) Path includes individual measures with required minimum energy efficiency performance values; and the Advanced (Performance) Path delivers comprehensive improvement packages tailored to the needs of each existing home and its owner. PG&E's teams are currently exploring the feasibility of integrating the ESA, Energy Upgrade California, and the Moderate Income Direct Install (MIDI) programs.
- **Home Energy Efficiency Rebates (HEER):** PG&E's ESA Program-EE integrated outreach continues to be aimed at encouraging customers to participate in energy efficiency programs by applying for rebates.
- **Multifamily Energy Efficiency Rebate Program (MFEER):** This program offers property owners and managers incentives for installing energy efficient measures related to the retrofit of existing multifamily properties of two or more units. ESA Program outreach is integrated into outreach for MFEER. The ESA Program, as well as the CARE/Family Electric Rate Assistance (FERA) Programs, were also promoted at MFEER outreach events and property owner/manager conferences in 2013. Income-eligible residents were encouraged to enroll in the ESA Program to receive measures not provided by the MFEER program.
- **Energy Efficiency Partnership Agreements:** PG&E entered into EE partnership agreements with public sector agencies—including cities, counties and quasi-government organizations—that were designed to help these partners achieve energy efficiency in their facilities and communities. Recognizing that the EE Partnerships provided a vital channel for promoting the ESA Program, PG&E's ESA staff worked with EE Partnerships in 2013 to identify potential integrated outreach opportunities through presentations to community leaders and stakeholders. The opportunity for eligible customers to receive energy efficiency improvements in their homes was highlighted. In addition, several PG&E EE Partnerships worked closely with the ESA Program to coordinate the MIDI Program.⁴

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

The ESA Program team partnered with the Government Partnership program to enroll 1437 homes in the MIDI Program in 2013. Additionally, the ESA Program team worked with the Local Government Partnership team on developing a market tool that will allow for more fine-tuned outreach. This tool draws from PG&E data and census information to create lists of areas where residents are most likely to qualify for the program.

⁴ From the 2011 Report: Building Energy Efficiency Opportunities For Low Income Customers, page 4.

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

In 2013, all PG&E efforts to integrate and coordinate the ESA Program with other EE Programs occurred with the EE Residential Program and the EE Government Partnership Programs. These efforts are described in Sections 1.7.2 and 1.7.3.

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

In 2013, PG&E continued to work with the DR team to include SmartAC in the local roll-outs of the ESA Program. DR staff joined ESA Program staff at various events and public forums to encourage customers to sign up for both programs. The two teams worked together to ensure opportunities for enrollment in SmartAC were not missed when PG&E contractors installed energy efficiency measures. PG&E installed 636 SmartAC devices as part as the leveraging effort between the ESA Program and the SmartAC team in 2013.

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

Multifamily Affordable Solar Housing Program

In 2013, the ESA Program continued to integrate with solar programs to fast-track qualifying low-income customers through the ESA Program prior to them receiving solar measures. Further integration is planned for 2014.

Single Family Affordable Solar Housing Program

In 2013, PG&E's ESA Program continued to work with Grid Alternatives to deliver ESA services to customers that were approved to participate in the Single Family Affordable Solar Housing (SASH) Program. Grid Alternatives referred SASH-eligible homes into PG&E's ESA Program on a regular basis. Customers that had not yet participated in the ESA Program were placed in the program. The home was assessed and delivery of all eligible measures was expedited. Following measure installation, PG&E notified Grid Alternatives regarding the measures that were installed in the home. Grid Alternatives used this data in their calculations to accurately size the SASH solar unit installation. The ESA Program treated 35 homes that were selected for SASH Program participation. PG&E supplied ESA measure installation data for 182 SASH-selected homes that were treated through the ESA Program in previous years.

Low Income Solar Water Heating

The low-income component of the CSI-Thermal (solar water heating) program was launched in March 2012 and continued to be offered in 2013. The low-income program offers higher incentives for solar thermal installations on the homes of qualified low-income customers of PG&E, thus easing the financial investment. Single-family customers looking to participate in the low-income CSI-Thermal Program must be natural gas customers of the utility, have either already participated in an ESA Program, or be currently enrolled, or they can qualify if their housing matches the requirements of low-income residential housing in Public Utilities Code (PUC) Section 2861(e).

PG&E's CSI Thermal Program also began working with the State of California Community Services and Development department (CSD) on an initiative to fully finance residential low income solar thermal projects. The CSD is providing support for outreach to low-income

customers (ex. lists of potential candidates), and the utility is marketing via the ESA Program database. The CSD is managing the 3rd Party contractors who engage customers and certify they are enrolled in the ESA Program in order to qualify. The CSI Thermal Program will provide the low-income incentive (at the higher rate), and the CSD will compensate the contractors any remaining project costs – thus the customer has no out-of-pocket expense. There have only been a small handful of low-income residential solar thermal projects installed in *all* of California – *all* through this CSD-led Program in PG&E territory – and it is believed that full offset of project costs is the only way residential low-income projects will be built.

1.8. Workforce Education and Training

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

In 2013, PG&E had 40 ESA contractors, with approximately 1,850 staff implementing the program in the field. PG&E's ESA Program implementation subcontractors hire most in-home workers from the communities in which they will be working. These ESA Program field personnel bring their local, in-language knowledge to help recruit ESA Program participants from the communities in which they live and work. PG&E's training in ESA home assessment, energy education, weatherization services and measure installation, provides workers with skills and work experience that are transferable to other green jobs.

In compliance with D.12-08-044, OP 9, PG&E submitted a report on February 1, 2013, summarizing data collected from ESA contractors regarding workforce education and training. Data was collected in the following seven key areas specified in the Decision:

1. Contractor and subcontractor contract terms (competitive bid, direct award, etc.);
2. Contractor and subcontractor compensation schemes (hourly, piecemeal, salaried, etc.);
3. Number of inspection failures and the types of failures (including the number of enrolled customers later deemed ineligible, number of incorrectly assessed households and instances of measure installation inspection failures);
4. Level and type of IOU training (including lead safety training) and screening (including background check) these specific contractors have completed;
5. Customer feedback for these contractors, positive and negative;
6. Demographic data of the current ESA workforce, including minority, local, low income, disabled, displaced, and other disadvantaged communities; and
7. The IOU's assessment of any other needs of the existing workforce to meet the current and future ESA program demands.

Following submission of its ESA contractor workforce education and training report, PG&E participated in the ESA Program Workforce Education and Training (WE&T) Working Group, established in D.12-08-033. The Working Group evaluated the workforce data gathered by the IOUs from their ESA Program contractors and reported by the IOUs in compliance with D.12-08-044. The Working Group developed recommendations pertaining to further efforts to collect and track demographic data, and submitted them to the Commission on July 17, 2013. The Commission has not yet addressed this outstanding D.12-08-044 Phase II issue.

PG&E ESA Program staff also continue to participate in the ongoing Statewide WE&T Team's efforts to develop a comprehensive workforce education and training guidance plan. The ESA administrators will take steps to implement the plan—including collecting and reporting relevant data on the ESA workforce—when the plan is addressed and guidance provided by the Commission.

The Stockton Energy Training Center (ETC), one of the WE&T Centergies programs, has supported training for the ESA Program continuously for 34 years and is the focal point for substantive integration of the WE&T EE program with ESA Program WE&T efforts. ETC provides training for the weatherization specialists (installation crews); and energy specialists (assessors/educators) that implement PG&E's ESA Program. ETC 2013 training classes specific to the ESA program are shown in Table 1.8.2 below.

During the 2012-2014 ESA program cycle, PG&E continues to work with the non- profit Rising Sun Energy Center in Berkeley to develop and implement a low income workforce education and training pilot. The first use of the PG&E provided training material will begin in April 2014. Graduates of the Rising Sun program will be given credit for 4 days of the 8 day Energy Specialist certification class. In addition PG&E will continue to work with Energy Division, Rising Sun and others to develop training curriculum and certifications acceptable for delivering ESA Program services.

In support of WE&T statewide ESA training standardization efforts, the four utilities sent representatives to each of their respective classes in 2013. Class length and content is currently under evaluation with any changes to take place in the 2015 program year.

In 2013, PG&E trainers continued to train all ESA Program contractors and subcontractors at the ETC in Stockton to deliver energy education, weatherization services and measure installation provided through the ESA Program. In 2013, PG&E's ETC in Stockton provided training for a total of 673 students or 2998 "student days" in eight different sessions (listed in Section 1.8.2 below). Each of the students attending sessions at the ETC were hired by a participating contractor prior to attending.

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

ESA Training conducted at the ETC in 2013 is shown in the following table:

Table 1.8.2: 2013 ESA Program Training

Type of training or recruitment conducted	Length of Training	2013 Employees trained
Energy Specialists (ES) Certification Training	8 day	149
Weatherization Specialist (WS) Training	3 day	178
Returning Crew Certification	1 day	17
NGAT Training	6 day	118
ES & WS combined Certification Training	10 day	27
Customer Quality Specialist (CQS) Training	4 day	53
Duct Testing & Sealing	1 day	73
Energy Efficiency and the Customers Experience	1 day	58

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

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

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

1.9. Legislative Lighting Requirements Status

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

In 2013, PG&E provided low income customers participating in the ESA program up to five (5) free CFLs. There were no significant supply issues in the program in 2013.

In addition to ESA efforts, PG&E continued its upstream residential lighting program to reduce the high initial cost of energy-efficient lighting. Providing upstream incentives to the manufacturer resulted in lower retail pricing and an instant discount for customers. CFLs with the PG&E rebate were sold in more than 600 retail locations; however, absent the PG&E rebate, CFL availability was low at discount retailers, independently owned retailers and small grocery retailers. PG&E provided rebates on two million CFLs through its energy efficiency programs in 2013.

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

PG&E continued to provide a CFL Recycling fact sheet to all ESA Program participants in 2013. This was provided and discussed by the ESA Program Energy Specialist during the energy education/energy assessment home visit. The fact sheet explains what mercury is and why it is harmful to people and the environment and describes safe removal and storage of CFLs, safe disposal of used CFLs and what to do when a CFL breaks. Currently, ENERGY STAR[®] requires manufacturers to print a CFL recycling resource website on CFL packages. Safe CFL recycling practices are also covered during ESA Program contractor training modules.

In addition to the providing the CFL Recycling fact sheet through the ESA Program in 2013, PG&E's energy efficiency programs continued to work through various local government partnerships to promote CFL recycling and collection rules.

In collaboration with local governments as part of its Green Communities program, PG&E launched a Fluorescent Lamp Recycling Outreach and Marketing (FLR) Program in 2011 for the proper disposal of fluorescent lamps for residential customers. This sub-program provided a standard menu of marketing, education and outreach tools to local governments to educate their residents about the necessity and options for appropriately recycling fluorescent lamps to protect public health and the environment. Additionally, the FLR Program provides resources to assist local governments with actual implementation of fluorescent lamp collection infrastructure, such as recycling kits.

In addition to fluorescent lamp recycling, the Green Communities program collaborated with Alameda County StopWaste.Org to develop engaging and consistent marketing and branding materials to message the importance of proper disposal of fluorescent lamps. The program developed designs for web badges, posters, newspaper ads, shelf-talkers and counter-cards, bill inserts, school handouts and a variety of elements that make up a toolkit for any local

government interested in launching their own fluorescent lamp recycling program. These free marketing and outreach templates are available to all local governments on the PG&E website at www.pge.com/sustainablecommunities and are customizable for any city and county that wants to communicate about collection locations. Several counties use these materials in their outreach with the goal of establishing a recognizable and actionable message to residents disposing of fluorescent bulbs.

In 2012, PG&E's Residential Upstream Lighting programs began supporting LEDs in addition to CFLs. In 2013, PG&E emphasized LEDs in our energy efficiency programs, even though CFLs and proper CFL recycling continued to be a large component in terms of volume.

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

During the 2013 program year, ESA Program Contractors directly purchased CFLs and other lighting products used in the program.

1.10. Studies

- 1.10.1.** For each Study, provide (1) a summary describing the activities undertaken in the study since its inception; (2) the study progress, problems encountered, ideas on solutions; and (3) the activities anticipated in the next quarter and the next year.

Four statewide studies were authorized for the 2012-2014 ESA Program cycle. These included: (1) an impact evaluation of the 2011 ESA Program; (2) an ESA energy education study; (3) a low income needs assessment study; and (4) a low income multifamily segment study. Each of these is described below.

D.12-08-044 (the decision authorizing these four studies) was adopted at the end of August 2012. Consultants for each study were selected through bid processes conducted during the last quarter of 2012. Contracts were awarded and work on each study began in the first quarter of 2013.

All studies were completed in 2013, in time to be used to inform the 2015-2017 ESA Program Applications that are to be filed on July 1, 2014. The delay in the issuance of D.12-08-044, combined with the logistics and technical requirements required to execute each of the studies according to the objectives outlined in the Decision, posed some challenges for each of the studies given the budgets allocated and their extremely aggressive schedules. Table 1.10.2 (directly below) provides an overview of the 2012-2014 studies, and a more expansive description of each study is provided further below.

TABLE 1.10.2: 2012-2014 ESA PROGRAM STUDIES

ESA Program Study	Lead Consultant	Managing Utility	Project Initiation	Public Meetings	Final Report
ESA Multifamily Segment Study	The Cadmus Group, Inc.	PG&E	1/18/2013	3/5/2013 9/25/2013 11/13/2013	12/4/2013
ESA Energy Education Study	Hiner & Partners, Inc.	SCE	1/24/2013	3/7/2013 10/17/2013	10/31/2013
Low Income Needs Assessment Study	Evergreen Economics	SCE	2/22/2013	3/19/2013 12/3/2013	12/16/2013
ESA PY2011 Impact Evaluation	Evergreen Economics	SDG&E	1/23/2013	2/20/2013 8/7/2013	8/31/2013

Joint Utility⁵ Low Income Multifamily (MF) Segment Study

PG&E was the contract manager for the MF Segment Study. The research contractor for this study was The Cadmus Group.

The central goal of the Multifamily Segment Study was to develop market segment profile information to investigate promising comprehensive multifamily segment strategies for the ESA Program to help develop and advance long-term plans to meet the needs of low income customers living in California multifamily housing as either owners or renters.

There were six key activities in this Study designed to meet the Decision's research objectives:

1. Gather California multifamily housing data relevant for low income customer programs
2. Catalog existing multifamily energy efficiency programs relevant for low income customers
3. Review and evaluate multifamily programs and research relevant for low income customers
4. Identify and assess alternative program designs and delivery strategies
5. Identify financing and funding options
6. Solicit Public comment at key decision points

The study performed a literature review of low income MF programs to look at program design options being successfully implemented in other jurisdictions. Other data sources included a review of financing opportunities, and analyses of census and demographic data. Interviews were conducted with IOU program managers and multifamily stakeholders, and a phone survey was conducted with property owners and operators.

The study findings included the following. Statewide, 30% of all California residential households qualify for the ESA Program; low income multifamily households represent approximately 9% of total California residential households. Seven percent of these low income multifamily households live in market-rate buildings, 2% in affordable housing, and less than one percent own their unit. Changing the focus to *all* low income households, the study found that 32% of low income households reside in multifamily buildings with five or more units. The percentage of low income multifamily households varies across the four IOUs, ranging from 39% to 27%. Furthermore, when viewed across the spectrum of all California *multifamily* households, 42% qualify as low income.

⁵ The Joint Utilities are PG&E, Southern California Edison Company (SCE), Southern California Gas Company (SCG), and San Diego Gas and Electric Company (SDG&E).

This study focused on the needs and issues of multifamily property owners and operators in their role as the ultimate decision-makers responsible for program participation in a whole building approach. This focus was a response to the Decision directive to explore a whole building approach.

One drawback to the study was the difficulty in getting property owners to participate in the survey. This was especially true with market rate multifamily building owners, who own the majority of California multifamily properties. These building owners, representing the majority of multifamily properties, were much harder to reach than owners and operators of affordable housing properties, who have more incentive to want to participate in energy efficiency upgrade programs due to federal requirements and tax incentives. This may be indicative of the challenges that may be expected in designing a program to reach low income tenants of all multifamily dwellings.

A public workshop to discuss the Research Plan was held on March 5, 2013 in San Francisco. Two additional workshops were held to solicit public comments on the preliminary results (September 25, 2013) and the draft report (November 13, 2013). The Final Report was issued and posted on December 4, 2013. The Joint Utilities will use the results from this study in developing the 2015-2017 ESA Program Applications.

Joint Utility ESA Energy Education Study

The prime research contractor for the energy education study was Hiner and Partners with KEMA as a subcontractor; SCE was the contract manager.

The overall purpose of the Energy Education Study was to identify ways to optimize and/or improve the educational component of the program. Along these lines, the two primary objectives of the Energy Education Study were to find improvement opportunities concerning: (1) how energy education is provided, and (2) what materials and content are provided. The study examined both current and potential practices best practices across the IOUs and comparable efforts done elsewhere to inform potential improvements to this component of the program.

Overall, the study found that energy education as delivered through the ESA Program's assessment process assisted participants by providing information that helped them save money on their energy bill and addressed some of the barriers to reducing energy consumption in their homes

In terms of overall delivery of the education component, the study found that the interactive customer specific delivery process is effective and follows best practices. In addition, assessor recruitment, selection, and retention processes as well as training were reported to be largely effective; though varied across the IOUs. Recommendations for potential improvements were offered around the use of some of the 'best practices' that may be adopted across the joint utilities. In addition, the study found that the benefits of the education component are such that it may be prudent to support the provision of education at the time of the assessment even if the home does not qualify for other measures.

Regarding educational content, the study found that while the materials were relatively comprehensive, some suggestions for modifications and improvements were offered. Most notably, the study found that customers reported seeking more information on specific and practical appliance cost of use information.

The final study results were presented at a public workshop on October 17, 2013. The final report was issued and posted on October 31, 2013.

Joint Utility Low Income Needs Assessment Study

The Low Income Needs Assessment (LINA) Study was a statewide study managed by SCE. Evergreen Economics was the research contractor.

The previous low income needs assessment study was completed over five years ago and was based on data collected nearly 10 years ago.

The overall study objective for the 2013 study was to provide information on the needs of the low-income customers eligible for ESA and CARE. In particular, the study was expected to: report estimates of eligible households; update remaining energy savings potential; assess customer perceptions and accessibility of the programs along with willingness and barriers to participate; assess energy burden and insecurity; and identify energy-related needs and non-energy benefits.

The study's key findings included the following:

- Roughly 32% of California IOU households are eligible for CARE and ESA. Of these, 95% were enrolled in CARE as of the end of 2012,⁶ and 59% of eligible households have been treated by ESA.
- Both the CARE and ESA Programs have been effectively reaching households in areas with key markets in need. The programs have been less successful reaching areas with more renters, extreme poverty and higher energy usage.
- Key barriers to ESA participation include: lack of customer trusting of contractors; difficulty getting the landlord's approval for rental customers to participate; customers having to be home for appointments; and homes not needing measures or services the program offers. The requirement to provide income documents was not found to be a barrier.
- Roughly 52% of non-participants are willing to participate in ESA. This is significantly less than was estimated by the previous Needs Assessment (95%).
- The mean energy burden is estimated at 8%.⁷ This is statistically unchanged from 2005 data collected for the prior Needs Assessment study.
- Single-family renters have greater energy-related needs and barriers to participation than single-family homeowners and multi-family dwellers.
- The average CARE customer saves \$29 per month (33% savings) on their electric bill and \$6 per month (18% savings) on their gas bill.
- 81% of ESA participants reported noticing a reduction in their energy bills, and between 44 to 64% reported noticing improvements in health, comfort, and safety.
- Customers reported that HVAC and weatherization measures are more likely to generate savings and improvements in health, comfort, and safety. The next most beneficial measure reported was a refrigerator.

The final study results were presented at a public workshop on December 3, 2013. The final report was issued in three volumes and posted on December 16, 2013.

⁶ As the IOUs increase post-enrollment verification, the penetration rate is going down as more households are removed from the program.

⁷ Based on taking the mean of customer-level ratios of energy burden.

Joint Utility 2011 ESA Program Impact Evaluation

The Impact Evaluation was a statewide study managed by SDG&E. The prime research contractor for the 2011 ESA Program Impact evaluation was Evergreen Economics.

The primary objective of this evaluation was to estimate first-year electric and gas savings and coincident peak demand reduction attributable to the 2011 ESA program. The results are used to quantify the 2011 program achievements, document the relative value of various measures in producing energy savings, produce savings forecasts, and meet filing and reporting requirements (including informing the development of the 2015-2017 ESA Program Application).

The methodology used in the study was a fixed effects billing regression model. Savings estimates were developed at the measure and household level. The study also conducted a customer phone survey of 602 participants whose billing data indicated increased usage in the period directly after program intervention.

In an effort to find the best fit, various model specifications were used in the analysis. The final measure-level estimate values were chosen based on whether or not the ex-ante value fell within the resulting 95 percent confidence interval of the impact estimate; if not, evaluator judgment was used to assign a value from either an alternate model or the ex-ante value.

The impact study found that savings from the ESA Program measures was a small fraction of overall household energy consumption and that a significant number of ESA participant households are actually using more energy after their participation in the ESA Program. Evergreen Economics posited that customers may be unaware that they are using more energy.

The final impact estimates were generally consistent with the ex ante savings values, although there is some deviation from the previous evaluation and from DEER values. Some natural variation across years was expected due to a variety of factors, including weather, measure mix and participant demographics.

The final study results were presented at a public workshop on August 7, 2013. The final report was issued in two volumes and posted on August 30, 2013.

- 1.10.2.** If applicable, submit Final Study Report describing: (1) overview of study; (2) budget spent vs. authorized budget; (3) final results of study; and (4) recommendations.

All four Statewide Joint IOU studies were completed in 2013 and final reports are available at www.energydataweb.com as well as www.calmac.org. Budgets spent compared to authorized budgets are included in Table 1.10.3.

**TABLE 1.10.3: 2012-2014 ESA PROGRAM STUDIES:
AUTHORIZED VS. EXPENSED BUDGETS**

ESA Program Study	Lead Consultant	Managing Utility	Budget Authorized ¹	Budget Expensed	%
ESA Multifamily Segment Study	The Cadmus Group, Inc.	PG&E	\$400,000	\$399,340	100%
ESA Energy Education Study	Hiner & Partners, Inc.	SCE	\$300,000	\$217,195 ²	72%
Low Income Needs Assessment Study	Evergreen Economics	SCE	\$700,000	\$699,997	100%
ESA PY2011 Impact Evaluation	Evergreen Economics	SDG&E	\$600,000	\$489,364	82%

¹ This amount represents the total authorized Joint Utility study budget. The authorized Joint Utility budget split is: PG&E--30%, SCE--30%, SCG--25%, and SDG&E--15%.

² The expensed amount reported does not include the final invoice which is expected to bring the total to the contracted amount of \$250,764 for the Energy Education Study.

1.11. Pilots

1.11.1. For each Pilot, provide (1) a summary describing the activities undertaken in the study since its inception; (2) the study progress, problems encountered, ideas on solutions; (3) the activities anticipated in the next quarter and the next year; and (4) status of Pilot Evaluation Plan (PEP).

No ESA Program pilots were authorized for the 2012-2014 program cycle.

1.11.2. If applicable, submit Final Pilot Report describing: (1) overview of pilot; (2) description of PEP; (3) budget spent vs. authorized budget; (4) final results of pilot (including effectiveness of the program, increased customer enrollments or enhanced program energy savings); and (5) recommendations.

No ESA Program pilots were authorized for the 2012-2014 program cycle.

1.11.3. ESA Initiatives.

Although PG&E did not conduct any pilots in 2013, PG&E did carry out a targeted, project-based multifamily approach in 2013 to better serve our multifamily sector (addressing property owners / managers), and to address the eight multifamily strategies outlined in D.12-08-044, OP70:

- Whole Neighborhood Approach – reduce travel time and costs
- Property Owner Waiver – develop standardized, simple forms
- Updated Marketing Approach – Target outreach to owners
- EUC/MIDI/MFEER Coordination
- Single Point Of Contact
- Same Day enrollment, Assessment, Installation and Inspection – expedite the process and customer experience
- Streamline Practice and Service Delivery – improve customer experience
- Provide feasible Measures for the MF Segment

PG&E's "project based" multifamily approach incorporated the eight multifamily strategies to improve penetration of the multifamily segment of the low income population by immediately rolling out the eight Multifamily Segment Strategies. These strategies were based on findings

from the 2007 KEMA Needs Assessment Report and the 2009 ESA Program Process Evaluation. This project was conducted within the normal confines and budget guidelines outlined in the Decision, and fully integrated the current EUC, MIDI and EE Rebate Programs.

Building owners/managers with buildings consisting of up to 100 units per building were identified and offered the opportunity to participate in the Multifamily Energy Savings Assistance Program (MESAP) initiative. MESAP incorporated the basic ESA components where applicable, including:

- Customer outreach
- In-home energy education
- Identification of energy measures to be installed
- Weatherization services to improve the energy efficiency of the home
- Minor home repair to enhance weatherization services
- Natural Gas Appliance Testing (NGAT) provided by the contractor and CIP
- Delivery, installation and recycling of refrigerators, evaporative coolers and window/wall air conditioners
- Quality assurance activities

MESAP projects were initially targeted for different demographic areas within our service territory. The first MESAP project was conducted in the second quarter of 2013 and the second was conducted in the fourth quarter of 2013. The projects also integrated PG&E's EUC Multifamily Pilot Program and considered the recommendations formulated by the ESA Low Income Multifamily Segment Study, the Cost-Effective Working Group, the Workforce, Education and Training Working Group and the Mid-Cycle Working Group when applicable.

Implementing the MESAP project gave PG&E the opportunity to evaluate the effectiveness of the eight D.12-08-044 multifamily strategies in a real-world setting. PG&E ESA Program implementers found that the Whole Neighborhood Approach, Single Point of Contact and Streamlining Practice and Service Delivery strategies had some positive impacts on the multifamily building participation. We were able to serve 230 units with an average cost of \$550 per unit. However the coordination for EUC/MIDI/MFEER and Same-Day Enrollment, Assessment and Installation presented many challenges. There were additional issues in communicating the program between Tenant-Manager-Landlord-Owner relationships that PG&E continues to review and refine. In spite of these concerns, the penetration rate for the multifamily sector increased from 17% in 2012 to 28% in 2013, a result that may be partially attributable to the initiative, as well as a more concerted effort by all ESA Program contractors to enroll more customers living in multifamily housing.

1.12. "Add Back" Measures

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

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

PG&E's 2013 ESA Program ensured installation of the measures based on the current cost effectiveness framework, with continued focus on the measures that met the 0.25 standard, in compliance with D.12-08-044, OP 36. Nevertheless, some measures with cost effectiveness scores below the adopted threshold were "added-back" into PG&E's ESA Program, either at PG&E's request or the Commission's.

PG&E's add-back measures for 2013 were determined by Appendix H.1 and Appendix H.2 in D.12-08-044. Add-back measures are measures having cost effectiveness scores below 0.25 in the Utility Cost Test and/or the Modified Participant Cost Test.⁸ Add-backs include both measures requested by PG&E and included in its 2012-2014 ESA budget application, as well as measures ordered through D.12-08-044 that were not included in PG&E's budget application.

The add-back measure expenditures (\$18,844,757) comprised 15.17 percent of PG&E's total \$124,249,091 ESA measure expenditure in 2013 and are well within the program's approved budget. See Table 16 – Add Back Measures.

1.13. Low Income Working Groups

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

PG&E staff participated in each of the three Working Groups. Following is a summary describing PG&E's participation in each Working Group.

ESA Program Cost Effectiveness Working Group

In 2013, PG&E participated in the ESA Program Cost Effectiveness Working Group. The Working Group submitted a White Paper to the Commission with cost effectiveness recommendations on February 14, 2013. Following further research, the Working Group submitted an Addendum on July 15, 2013. The Working Group recommended using a new program-level ESA Cost Effectiveness Test ("ESACET") as well as a Resource Measure TRC to assess cost effectiveness for the ESA Program and determine approval, although they did not resolve what specific cost effectiveness thresholds to use for the ESA Program, or an appropriate adder value for NEBs.

ESA Program Workforce Education and Training Working Group

In 2013, PG&E participated in the ESA Program Workforce Education and Training (WE&T) Working Group, established in D.12-08-033. Between November 15, 2012 and July 15, 2013 the WE&T Working Group convened a total of ten meetings. The Working Group evaluated workforce data gathered by the IOUs from their ESA Program contractors and reported by the IOUs in compliance with D.12-08-044. The Working Group developed a list of researchable questions and recommendations pertaining to collecting and tracking demographic data and submitted them to the Commission on July 17, 2013. (Also see Section 1.8.)

Mid-Cycle Working Group

In 2013, PG&E participated in the Mid-Cycle Working Group. The Working Group met 15 times, and hosted one public workshop to solicit input on the proposed updates and revisions to the two ESA Program Manuals: the Statewide ESA Program Policy and Procedures (P&P) Manual, and the California ESA Program Installation Standards Manual. On February 15, 2013, the Working Group submitted a Progress Report to the Commission including redlined updates to the P&P Manual. On July 15, 2013, the Working Group submitted its Final Report,

⁸ Previously existing ESA measures only had to pass the cost effectiveness threshold of 0.25 for one test; new measures proposed to be added into the 2012-2014 had to pass the threshold for *both* tests.

including a summary of the Final P&P Manual Updates, and a summary of proposed updates to the California Installation Standards Manual.

1.14. Annual Public ESA-CARE Meeting

D.12-08-044 ordered the IOUs to convene a minimum of one public meeting per year, within 60 days of their filing of the annual report, and other public meetings as deemed necessary by the IOUs, the Energy Division, the ALJ, or the Commission. Additionally, IOUs were directed to use these meetings as a forum to host the working groups.

In compliance with D.12-08-044, PG&E and the other IOUs held a public forum in San Diego on June 7, 2013. The IOUs presented an overview of 2012 ESA and CARE results, and discussed the CARE High Usage Post Enrollment Verification process, preliminary results of the CSD Pilots, the CHANGES Program, the Statewide Measurement & Evaluation Studies, and planning for the 2015-2017 ESA-CARE Program cycle. The IOUs also hosted the Working Group public workshops, discussed in Section 1.13.

CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAM

2. California Alternate Rates for Energy (CARE) Program

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

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

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

D.12-08-044, issued on August 30, 2012, adopted the 2012-2014 CARE Program. For the 2013 program and activities, the authorized administrative budget was \$14,417,512 which included \$127,846 for PG&E's Cooling Centers Program and \$216,000 for Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) Pilot Program per D.12-12-011.

D.12-12-011 approved continued funding of the CHANGES Pilot Program through the CARE Outreach budget at the current statewide funding level of \$60,000 a month until the end of 2014. PG&E is responsible for 30%, or \$18,000 a month, of the Joint Utility pilot program cost. The CHANGES Pilot Program provides funding to Community Based Organizations (CBOs) to assist Limited English Proficient (LEP) customers with energy education and billing issues.

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

2.1. Participant Information

- 2.1.1.** Provide the total number of residential CARE customers, including sub-metered tenants, by month, by energy source, for the reporting period and explain any variances of 5 percent or more in the number of participants.

See CARE-Table 8 – Participants per Month.

During the 2013 program year, no monthly variances of 5 percent or more occurred.

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

PG&E and the other California IOUs used the joint utility methodology adopted by the CPUC in D.01-03-028 for developing monthly penetration estimates in 2013. This method entails annual estimation of eligibility for CARE, ESA, and other income-by-household size parameters at the small area (block group, census tract, ZIP+2, etc.) for each IOU territory and for the state as a whole.

The most recent important change affecting the eligibility estimates was the EDs adoption of FPG as the source for income limits. This included decoupling one- and two-person household income limits, leading to a drop in eligibility relative to the previous ED-supplied limits, which used a common income limit for both one- and two-person households. Note that with the passage of AB 327, the income limits for one- and two-person households will again be combined, effective January 1, 2014.

Sources for the estimation include the CPUC's current guidelines, current year small area vendor marginal distributions on household characteristics, Census Public Use Microdata Sample (PUMS) 2000 and PUMS 2007-2011 sample data, utility meter and master meter household counts, Department of Finance Consumer Price Index series, and various Geographic Information System sources. An important change has been implemented since 2011, which involves adjusting small area (block group) income distributions to match the latest American Community Survey distributions at the Public Use Microdata Area.

Estimates from the block group level are aggregated to county/utility and whole utility level, among other aggregations. Annually, PG&E applies county/utility level eligibility fractions to a new set of "technical eligibility counts" (for CARE these are metered and sub-metered occupied housing units) obtaining an estimate of income/demographic eligibility in household count form.

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

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

In 2009, the method was augmented to better incorporate the impact of labor force changes (unemployment and other forms of job separation, as well as positive changes that are expected to occur in California subsequent to the recession). The method adjusted block group marginal distributions on household income based on sub-state modeling that incorporated Current Population Survey, Integrated Public Use Microdata Survey data, American Community Survey Data, and California Employment Development Department county and Metropolitan Statistical Area level labor force series. This adjustment to block group income marginal is then incorporated into the otherwise "standard" estimation approach to produce small area estimates reflecting small area income changes due to labor market forces.

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

- 2.1.2.1.** Describe how the estimates of current demographic CARE-eligibility rates, by energy source for the pre-June 1st periods, were derived.

The joint utility methodology, as described above, was used throughout 2013.

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

CARE eligibility rates by small and large areas are developed so that they apply to individual residential meters and sub-metered dwelling units only. Non-sub-metered master meters and other meters that do not provide residential service are not included in the “technical eligibility” meter counts.

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

See PG&E’s response above to Section 2.1.2. Note that the methodology is based on estimating small area (block group) level household size by income and householder-age tabulations for the current year and connecting these estimates with small area counts of households that are individually metered or sub-metered. Block group/utility-specific estimates are then disaggregated/aggregated to various geographic levels within a given utility area: zip+2, zip, tract, county, territory, etc. Statewide estimates, regardless of utility boundaries, are also provided at small and large area levels.

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

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

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

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

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

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

Electric-only:	32.1%
Gas-only:	32.7%
Combined electric/gas:	28.6%
Total:	30.0%

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

PG&E estimates that 50,410 electric and 38,621 gas sub-metered tenants were eligible for CARE at year-end.

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

PG&E estimates that 29,476 electric and 25,708 gas sub-metered tenants were enrolled in CARE at year-end.

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

As of year-end 2013, approximately 58 percent of the estimated CARE-eligible sub-metered electric tenants and 67 percent of the estimated CARE-eligible sub-metered gas tenants were enrolled in CARE.

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

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

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

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

statement of any homeowner or resident who has qualified for the CARE rate schedule as either the itemized amount of the discount or a notation on the statement that the homeowner or resident is receiving the CARE discount on the electric bill, the gas bill, or both the electric and gas bills.”

If the tenant did not obtain resolution with their billing agency and/or sub-metered facility manager, PG&E advised the tenant to contact their County’s Department of Weights and Measures (DWM). DWM helps tenants with meter reading accuracy/testing, proper meter installation, billing accuracy, and verification of correct rate. If contacting the DWM did not resolve the tenant’s billing question, the tenant was advised to file a complaint with the CPUC.

PG&E provides a CARE certification report to landlords/managers at regular intervals. PG&E also requests landlords/managers to contact PG&E when updated information is needed. Nonetheless, some landlords/managers still fail to notify PG&E when a CARE-certified tenant moves out of the facility.

In 2013, PG&E observed an increase in turnover within Mobile Home Park (MHP) ownership and management. When changes in ownership happened, PG&E worked with the new owners to transfer existing CARE-certified tenant data to new accounts, and informed them about the CARE Program and the processes involved. When landlords change managers, they often fail to notify PG&E with new contact information which results in undelivered reports and delayed communications.

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

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

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

2.2. CARE Budget Summary

2.2.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Actual Expenses	% of Budget Spent
Outreach	\$5,268,667	\$3,635,811	69%
Processing, Certification and Recertification	\$3,667,000	\$1,376,359	38%
Post Enrollment Verification	\$1,920,000	\$1,122,913	58%
Information Technology (IT) Programming	\$646,000	\$1,185,913	184%
Cool Center	\$127,846	\$117,028	92%
CHANGES Pilot Program	\$216,000	\$229,039	106%
Measurement and Evaluation	\$86,000	\$4,994	6%
Regulatory Compliance	\$316,000	\$188,819	60%
General Administration	\$2,042,000	\$923,837	45%
CPUC Energy Division Staff	\$128,000	\$41,421	32%
Total Expenses	\$14,417,512	\$8,826,133	61%
Subsidies and Benefits	\$633,029,000	\$703,432,080	111%
Total Program Costs and Discounts	\$647,446,512	\$712,258,213	110%

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

CARE Penetration

Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,386,070	1,574,844	88%	No

2.2.3. Report the number of customer complaints received (formal or informal, however and wherever received) about their CARE recertification efforts, and the nature of the complaints.

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

2.3. CARE Program Costs

2.3.1. Discount Cost

2.3.1.1. State the average monthly CARE discount received, in dollars, per CARE customer by energy source.

Electric:	\$42.19
Gas:	\$7.31

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

Electric:	\$606,875,362
Gas:	\$96,556,718
Total:	\$703,432,080

2.3.2. Administrative Cost

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

See CARE-Table 1 – Overall Program Expenses.

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

Outreach: This category includes bill inserts, applications (printing and mailing), posters, brochures, postage, direct mail, sub-metered outreach, information technology (technical support and software licensing), staff labor, outbound and inbound automated phone enrollment, toll-free line, event staffing, website design, capitation fees, mass media and other outreach.

Processing, Certification and Verification: This category includes staff labor for application processing, certification, recertification, verification, and training.

Post Enrollment Verification: This category includes staff labor for processing post enrollment verifications, handling related calls and training.

IT Programming: This category includes automated enrollment, manual rebilling, IT programming, software enhancements, system maintenance, on-line application development, and IT labor.

Cooling Centers: This category includes outreach, direct funding and general administration of the Cooling Centers Program.

Pilots: This category includes any pilot projects for the program. For 2013, this includes the annual budget for the CHANGES pilot program and staff labor to support the pilot.

Measurement & Evaluation: This category includes all measurement and evaluation costs such as contract expenses for studies including the annual CARE eligibility estimates contractor for data support.

Regulatory Compliance: This category includes program applications and advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings and tariff revisions.

General Administration: This category includes office supplies, printing, market research, program management labor, travel expenses, conference, training, and information technology (technical support and software licensing).

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

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

The year-end December 31, 2013 balance for the CARE balancing accounts (electric and gas) was over-collected and reflects a year-end credit balance of \$63,585,723.

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

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

2.3.5. Provide a table showing, by customer class, the CARE surcharge paid, the average bill paid, the percentage of CARE surcharge paid relative to the average bill, the total CARE surcharge collected, and the percentage of total CARE revenues paid.

See CARE-Table 10 – CARE Surcharge & Revenue.

2.4. Outreach

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

The 2013 CARE outreach campaign consisted of a variety of channels, including direct mail, email, automated phone calls, media initiatives and partnerships.

During the first half of the year, PG&E implemented an acquisition campaign targeting customers determined to be eligible via the CARE propensity model. An automated phone enrollment campaign was conducted in January and April, generating 1,092 new enrollments. A direct mail package in February generated 8,631 new enrollments. An email sent in March resulted in a 31% open rate and a 3% click-through rate.

These acquisition efforts were supported by leveraging existing mailings going out to customers on a monthly basis. PG&E included CARE applications in the 15-Day Notice Insert, which is mailed to customers who have not paid their bill and are potentially being shut-off. This initiative generated 898 new enrollments. CARE applications were also inserted into new customer welcome packets, generating 10,791 new enrollments.

During the second half of 2013, PG&E focused on gaining a deeper understanding of the low-income customer segment and their end-to-end experience with PG&E offerings, through qualitative and quantitative research.

PG&E launched a multi-touch acquisition campaign in October. These efforts included direct mail, email and telemarketing, and targeted customers with a high propensity for eligibility, as well as those who participated in the program earlier in the year but did not recertify. A second wave of emails deployed in November surpassed 27% open rates, two percentage points above the first wave sent in October, and click-through remained around 4%, above industry average. This campaign also helped increase traffic to the CARE English webpage by 23% compared to the months prior to launch, the

Spanish page by 68% and the Chinese page by 391%. The campaign yielded close to 13,000 new enrollments in its three-month duration.

Sample email creative:



Digital advertising, with special focus on Spanish- and Chinese-speaking audiences, was added to the marketing mix in late November and continued through December 31st, testing this channel's impact on awareness and acquisition. It generated close to 16.5 million impressions and a 0.14% click rate, more than double the 0.06% industry benchmark.

Sample digital creative:



Throughout this campaign, PG&E tested different channels, messaging and creative versions, identifying optimization opportunities and implementing learnings in real time for improved results. Enhanced tracking and measuring mechanisms applied to all channels are also helping to improve forecasting accuracy and informing the 2014 outreach plan.

In addition to the aforementioned acquisition efforts, the following initiatives served to further increase CARE awareness and participation throughout the year:


- Bill inserts - PG&E inserted applications into customers' paper bills or e-Bills in the March and June billing cycles, resulting in 5,142 new enrollments.
- Community Outreach Contractors (COCs) - PG&E contracted with 72 COCs throughout its service area. These represent a variety of communities, including African-Americans, Hispanics, Asian Pacific Islander Americans (Chinese, Vietnamese, Laotian, and Hmong), Native Americans, seniors, rural residents, agricultural workers, sub-metered tenants, and nonprofit living facilities. This initiative led to 863 new enrollments.
- Local Office Partnerships - CARE partners with local offices to inform customers about the program and to distribute applications. This initiative produced 12,064 new enrollments.
- Media - The CARE Program implemented the following media campaigns:
 - A Spanish print ad campaign in the Cronicas newspaper, throughout Napa, Solano and Sonoma counties
 - A Spanish print ad campaign in the El Observador Publication, throughout Santa Clara, Alameda, San Francisco and San Mateo counties
 - A Spanish print ad campaign in the Vida en El Valle, throughout Fresno, Merced, Stockton, Modesto and Sacramento
 - A Spanish print ad campaign in La Voz, throughout Solano, Marin and Mendocino counties
 - A Tagalog print ad campaign in Manila Mail, throughout San Francisco Bay Area.
 - A Tagalog printed ad campaign in Philippine Today, throughout San Francisco Bay Area
 - A print ad targeting the African American population in the Post Newspaper, throughout Oakland, Berkeley, Richmond and San Francisco

CARE High Usage Post Enrollment Verification Campaign

In April, PG&E launched a small-scale implementation of the CARE High Usage Post Enrollment Verification Campaign. PG&E mailed a letter to 350 customers with usage above 400% of baseline in the previous billing cycle. The letter informed these customers that in order to remain enrolled, they were required to submit a Tax Return Transcript or Verification of Non-filing and agree to participate in the ESA Program. Included with the letter was a multi-lingual insert informing customers that this information was available in eight languages. The results of the small-scale implementation validated PG&E's expectation that the majority of customers with this level of usage are not eligible for CARE.

Those who did not successfully complete the process were removed from the program after the 45-day response period lapsed. Customers who were removed for "incomplete" or "no response" can be re-enrolled once they meet the requirements. Most of the "incompletes" were due to customers sending the IRS request form to PG&E instead of the IRS.

Sample letter creative:



PG&E CARE Program
P.O. Box 7979
San Francisco, California, 94120-7979

Month 00, 2013

«Customer Name»
«Customer Name2»
«Mailing Address2»
«Mailing City, State Zip»

RE: Account number «account number»

Dear «Customer Name»:

Pacific Gas and Electric Company (PG&E) has been pleased to provide your household with a monthly discount on your energy bills through the California Alternate Rates for Energy (CARE) program, which has been giving you close to **50 percent savings** on your energy bill.

However, in 2012, the California Public Utilities Commission (CPUC) established new requirements for CARE participants with household electric usage that exceeds 400 percent of their allowance* in any month.


We're contacting you because last month your household's electric usage exceeded 400 percent of your allowance. As a result, it's now necessary to verify certain household information.

To continue getting your CARE discount, we must receive specific documentation within 45 days from the date of this letter. We've detailed what you need to submit to us on the reverse side of this letter. We recommend you start Step 1 today, as collecting your IRS documentation can take over 10 business days.

We understand how important it is for you to continue your CARE participation. Feel free to contact us with any questions. You can reach us on the phone at 1-844-743-5832 or email CAREandFERA@pge.com.

In the meantime, for help in reducing your monthly electric usage, please visit www.pge.com/CAREwaysToSave.

Your partners at PG&E,



Susan Norris
Senior Manager, Pricing Products
Pacific Gas and Electric Company

* Allowance refers to Tier 1 or baseline allowance, which is the amount of energy provided to residential electric and natural gas customers for basic energy needs, at the lowest cost. It varies by season, climate zone and heat source. Your baseline information is located in the "Changes" section on page 4 of your PG&E bill. Your household energy use has exceeded 400 percent of this baseline allowance in the previous month.

How to complete your CARE Program Verification Request

To continue getting your CARE discount, we must receive specific documentation within **45 days from the date indicated on the front of this sheet**. Please complete this process by following the step-by-step instructions below precisely.

- Get a transcript of your tax return**

This transcript reflects your annual household income and the number of people living in your household. **Each household member who has filed a tax return within the last two years must submit a separate IRS Form 4506-T to request his or her own Tax Return Transcript.** If a household member DID NOT file a tax return, he or she must submit this same IRS Form 4506-T to request a Verification of Non-Filing.

 - ☐ **Get the right IRS form**
You'll need IRS Form 4506-T (Request for Transcript of Tax Return). We've enclosed a form for your convenience. Need more? Just make copies or go online to www.irs.gov to download a copy. You can also request your transcript online at www.irs.gov/individuals/order-a-transcript.
 - ☐ **Complete your Request for Transcript of Tax Return (the white form)**
 - Fill out Lines 1 through 4.
 - On Line 4, enter the tax form number 1040 and check the box on Line 4a to request your Tax Return Transcript.
 - On Line 9, enter the most recent year for which you've filed a tax return. If you haven't filed a return within the last two years, you must request a Verification of Non-Filing by checking the box on Line 7.
 - ☐ **Mail your request to the IRS promptly**
Sign and mail your completed Tax Return Transcript request to the IRS at: **RAVNS Team, Stop 37104, Fresno, CA 93888**. The IRS processes and returns most requests within 10 business days.
 - ☐ **Do not mail your request to PG&E, as this will delay your CARE verification.**
 - ☐ **Retain this letter and the CARE High Usage Form (the yellow form)**
Please keep this letter and the yellow CARE High Usage Form that came with it while you wait to receive your Tax Return Transcript. You'll need to mail this completed yellow form back to us along with your Tax Return Transcript. See Step 2 and Step 3 for more details.
- Complete the CARE High Usage Form (the yellow form)**

This form ensures you understand your obligations and responsibilities as a participant in the CARE program.

 - ☐ **Complete the Post-Enrollment Verification (PEV) section (top half)**
Make sure the information you provide here matches the information on your Tax Return Transcript. Also be sure to review and sign the Declaration.
Failure to sign means you can be removed from the CARE program.
 - ☐ **Complete the Energy Savings Assistance (ESA) Program Participation section (bottom half)**
The ESA Program provides income-qualified renters and homeowners with free and easy solutions to help manage energy use and save money on monthly energy bills.
You must agree to participate by checking the "Yes" box in this section or you'll be removed from the CARE program.
- Mail your completed documentation**

Once you've received your Tax Return Transcript (or Verification of Non-Filing) from the IRS, please include it with your completed yellow form and **mail them both back to us.**

 - ☐ **Submit your CARE Program Verification Request**
Please mail your documentation to: **CARE Program at P.O. Box 7979, San Francisco, CA 94120-7979**. You can also fax your documentation to 1-877-302-7543 or email to CAREandFERA@pge.com.
Be sure to cover all social security numbers before you put your completed documentation in the mail.

Need help?
Call us at 1-844-743-5832 or email CAREandFERA@pge.com

The soft launch highlighted that certain aspects of the Post Enrollment Verification (PEV) process needed to be further clarified, and PG&E utilized this information to create a graphic step-by-step instruction sheet for customers to follow. PG&E launched the monthly PEV campaign in July. Messaging and design improvements to high-usage PEV communications, targeting CARE customers with usage above 400% of baseline in the previous billing cycle, reduced incomplete applications from 21% to 17%. The package was mailed to 23,635 customers in 2013. 20,151 of these customers have been removed from the program. See Section 2.6 for more details.

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

Online enrollment was the most effective method in 2013. With 157,161 new enrollments, this method brought in the highest volume, while providing applicants with an efficient and positive customer experience. With the application available in English, Spanish and Chinese on PG&E's website, customers enrolled using one of two options: completion of a simple form which requires no registration or via "My Energy," which requires user registration. Customers were able to enter the necessary household and income eligibility information, accept the declaration and submit the application electronically. This allowed customers to complete the process at their convenience and from their location of choice. All applications submitted electronically were received and processed quickly. Most 2013 outreach initiatives, including direct mail, email, and digital and print media, drove customers to the CARE website.

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

With the ultimate goal of increasing participation of households with a high propensity for eligibility, PG&E dedicated the second half of 2013 to gaining a deeper understanding of the low-income customer segment and their end-to-end experience with PG&E offerings, through qualitative and quantitative research. Key insights show that customers are generally:

- Overwhelmed by financial troubles and left with little time and energy to apply for help
- Unaware of full program benefits, including the magnitude of the CARE discount, leading them to believe that it may not be worth their effort
- Unclear about program eligibility and recertification criteria
- Suspicious of PG&E's motives for discounting their bill
- Fearful that PG&E will share their information with government agencies, particularly with the Immigration and Naturalization Service
- Discouraged by the formal tone and confused by onerous outreach materials and forms

During this investigation period, PG&E eased, but did not halt outreach activity. The insights gathered helped PG&E enhance outreach efforts, develop mitigation tactics to enrollment barriers and better serve low income customers through:

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

More targeted efforts helped to increase the percentage of enrolled customers with scores in the top 3 deciles of the CARE Probability Model from 52% to 62%.

Though language did not pose a significant barrier to enrollment in 2013, PG&E recognizes the diversity of customers in its service area and continues to offer CARE materials and services in multiple languages, including English, Spanish, Chinese, Korean, Tagalog, Hmong, Russian, and Vietnamese.

2.4.4. Discuss how CARE customer data and other relevant program information is shared by the utility with other utilities sharing its service territory.

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

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

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

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

CARE features other financial assistance information on its applications. Each 8.5" x 11" application provides a brief description of other assistance programs available as well as contact numbers.

PG&E's CARE program integrated with other PG&E assistance programs to generate enrollments. CARE applications are on display and available to visitors at Cooling Centers. PG&E provides the CHANGES program with training and collateral to help limited English-proficient customers enroll in CARE and other assistance programs. PG&E conducted monthly data exchanges with the ESA Program to automatically enroll eligible customers in CARE. PG&E also ran monthly reports of customers receiving bill payments through the LIHEAP and Relief for Energy Assistance through Community Help (REACH) programs and automatically enrolled eligible customers in CARE. These efforts resulted in 30,400 new enrollments.

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

PG&E automatically enrolls customers who receive LIHEAP and REACH assistance onto the CARE Program. Furthermore, for the CARE Automated Phone Calls, PG&E integrates information about the FERA and ESA Programs. In 2013, 24,456 ESA Program participants were enrolled in the CARE Program.

Additionally, PG&E continues to coordinate CARE, ESA and other low income outreach efforts to provide likely eligible customers with the knowledge and tools to access PG&E's services. Recent examples include an updated brochure that integrates key low income programs, services and savings tips in a step-by-step, easy-to-understand and succinct manner, available in seven languages starting January 2014. In December, PG&E also fulfilled a request to present low income offerings at the Shearer Charter School in Napa to a group of Spanish-speaking parents and staff. The goal with these and similar efforts moving forward is to help financially challenged customers manage their energy bills in a more holistic and sustainable way.

2.4.7. Describe the process for cross-referral of low income customers between the utility and the California Department of Community Services and Development (CSD). Describe how the utility's CARE customer discount information is provided to CSD for inclusion in its federal funds leveraging application. (Note: These agreements are limited to sharing 1-800 phone numbers with customers and providing CARE benefit information for the federal fiscal year, October 1 of the current year through September 30 of the subsequent year. There are no tracking mechanisms in place to determine how many customers contact the

other programs or actually become enrolled in other program(s) as a result of these agreements.)

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

2.4.8. Discuss any recommendations to improve cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties under contract to the utility to improve outreach and enrollment services to non-participating households in the prior year. Provide cost-effectiveness assessments, if available.

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

- Implementing better campaign targeting strategies with the goal of contacting and acquiring truly eligible customers
- Optimizing and reducing the number of touches to customers
- Using more cost-effective outreach channels, such as automated phone calls and email
- Driving customers to the online enrollment form for quicker processing and lower operational costs
- Leveraging and improving upon existing materials, such as the high-usage PEV packet and the integrated low income brochure, instead of creating new pieces from scratch
- Testing different messaging and creative versions in market (as opposed to commissioning additional research), identifying quick enhancement opportunities and implementing learnings in real time for optimized results

Due to all the changes and improvements to the low income outreach strategy in Q4 2013, PG&E is setting new baselines in Q1 2014, which will help inform long-term outreach strategy and identify the most cost-effective marketing tactics moving forward.

2.5. Processing CARE Applications

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

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

2.5.2. Describe any contracts the utility has with third parties to conduct certification, recertification and/or verification on the utility's behalf. Describe how these third-party efforts compare to the utility's efforts in comparable customer segments, such as hard-to-reach or under-served. Include comparisons of effectiveness and cost-effectiveness of comparable customer segments, if available.

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

2.6. Program Management

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

With the delay in the 2012-2014 program decision not being issued until August 30, 2012, PG&E implemented the following new requirements in 2013:

1. High Usage PEV Process (OP 101)
2. Expand the High Usage PEV communication languages to include Tagalog, Korean, Hmong and Russian.

With the one-person household income guideline change that became effective on June 1, 2012, many customers who were due to recertify, were de-enrolled. The enactment of Assembly Bill (AB) 327 in the fall of 2013 changed the program income eligibility for one-person households to again be included in the two-person household income level effective January 1, 2014. Applications received by PG&E in November and December 2013 that would qualify under the new income guidelines were held and processed in Q1 2014.

High Usage PEV Process

PG&E deployed the High Usage PEV process in July 2013. CARE customers with usage above 400% of baseline in the previously monthly billing cycle are selected for the verification process.

Stage 1 – Income Verification and ESA Agreement

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

Stage 2 – ESA Participation

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

Stage 3 – Usage Monitoring / Appeal Process

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

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

Standard PEV Process

PG&E’s interim stratified probability model remained in place for PEV selection throughout 2013 (OP 89). PG&E’s 2013 annual PEV rate was 8 percent (3 percent high usage + 4 percent model + 1 percent random selection), and applied to all enrolled CARE customers (OP 91).

The table below shows a breakdown of the 2013 Standard PEV results by enrollment type (OP 94d-e).

2013 PEV Results by Enrollment Type		
Status ¹	Income	Categorical
Approved	34.1%	32.5%
Over Income	7.5%	4.8%
Request Drop	2.6%	2.2%
No Response	55.8%	60.5%
¹ Status as of March 31, 2014.		

PG&E's overall 2013 PEV results are reported in CARE Tables 3A (Model) and 3B (High Usage) (OP 94a-c).

Significant PEV improvements have been gained with the implementation of the CARE Probability Model and high usage requirements. Customers selected for PEV by the model (scores in deciles 9 and 10) or high usage are almost 50 percent more likely than those randomly selected to be verified as ineligible (deemed over income or requested removal from the program) (OP 94f).

Interim model analysis was conducted in Q2 2013, and lessons learned from the analysis were incorporated into long-term model design. The long-term model framework, including optimal PEV rate, was proposed in AL 3410-G/4279-E filed on September 3, 2013 (OP 95), and approved by Energy Division effective October 3, 2013. The long-term model was implemented in Q1 2014.

The CARE subsidy remained steady at \$703 million in 2013, compared to the increases over the past four years from \$450 million in 2008. PG&E believes that the new high usage requirements and long-term probability model will be instrumental in identifying customers who are likely not qualified, thus reducing the subsidy, while maintaining ease of enrollment for the vast majority of customers who are truly in need of the discount.

2.7. Pilots

2.7.1. CHANGES

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

In 2013, the IOUs worked with the CHANGES implementers to develop new reporting procedures to evaluate individual cases and group workshops/presentations conducted by CBOs in compliance with D.12-12-011 and D.12-08-044. CHANGES data pertaining to program expenditures, one-on-one and group customer assistance sessions is now being collected from the CBOs and reported in the monthly CARE/ESA report in CARE Tables 9, 10 and 11.

CBOs assist LEP customers on a variety of issues, including: helping customers enroll in the CARE and ESA Programs, providing energy efficiency education and bill education, setting up a PG&E account/payment plan, obtaining LI HEAP assistance, and help with avoiding service disconnection. While PG&E Customer Service Representatives provide in-language support through its Contact Centers' 3rd party affiliates, the CHANGES Program provides LEP customers with another alternative to getting help with their PG&E billing issues through local, trusted CBOs.

The CHANGES pilot program will continue to provide outreach, education, needs, and dispute resolution to LEP customers throughout 2014 and will report on the customer assistance provided in the monthly ESA/CARE reports.

3. CARE Expansion Program

3.1. Participant Information

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

See CARE-Table 12 – CARE Expansion Program.

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

There were approximately 65,300 tenants residing within facilities receiving the CARE discount by December 31, 2013. This information is not available by energy source. The resulting numbers were representative of the total number of residents housed in all facilities, both residential and commercial, and for both energy commodities.

3.2. Usage Information

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

See CARE-Table 12 – CARE Expansion Program.

3.3. Program Costs

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

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

3.3.1.1. Discount Information

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

Electric:	\$6,740,694
Gas:	\$1,027,784
Total:	\$7,768,479

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

Electric: \$571.92

Gas: \$119.64

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

Electric: \$4,174,727.72

Gas: \$566,043.56

3.4. Outreach

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

Agricultural employee housing facilities continue to be a difficult demographic for the CARE program to reach. To be certified for CARE, these facilities must be permitted by the California Department of Housing and Community Development (HCD) in addition to meeting CARE income guidelines. PG&E continued to utilize a list of currently permitted facilities from the HCD and mailed a CARE outreach packet to the operators. As a result, one new facility was enrolled on CARE.

PG&E continues to utilize a nonprofit mailing list from the United Way Bay Area to outreach to group living facilities/shelters within its network. PG&E also utilizes its database of facilities previously dropped from CARE due to lack of recertification. As a result, nine new facilities were enrolled in CARE.

CARE continues to use the PG&E website as a useful source of information. As new program information and income guidelines became available, applications were updated online in formats that allowed for easy download and printing. PG&E did not work with third parties on the utility's behalf.

3.4.2. Discuss each of the following:

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

The downloading and printing of the nonprofit group living facility application became the most effective outreach method because nonprofit organizations seeking financial assistance could easily obtain program information online. In addition, PG&E is available via telephone or e-mail to address any questions pertaining to their eligibility and account information.

3.4.2.2. Discuss how the CARE facility data and relevant program information is shared by the utility with other utilities sharing service territory.

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

3.4.2.3. Discuss barriers to participation encountered in the prior year and steps taken to mitigate these, if feasible, or not, if infeasible.

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

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

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

PG&E also received several phone calls asking for clarification about the definition of a Satellite Facility as well as the requirement that non-profit facilities such as homeless shelters, hospices, and women's shelters must be open for operation with at least six beds. PG&E plans to revise its Non-Profit application in 2014 to provide more clarification regarding satellite facilities.

3.4.3. Discuss any recommendations to improve the cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties on the utility's behalf to improve outreach and enrollment services to non-participating facilities in the prior year. Provide cost-effectiveness assessments, if available.

PG&E continued to reach out to agricultural facilities and implemented a targeted approach to those facilities not currently enrolled in the CARE Program. The Nonprofit and Agricultural Housing mass mailing initiative was created and mailed by program staff to make the initiative cost-effective. Additionally, the CARE application is available online for interested organizations to apply.

3.5. Program Management

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

PG&E encountered some technical difficulties when the company upgraded from Windows XP to Windows 7. Because the databases for the expansion program were not supported on Windows 7, the CARE team had to continue processing the expansion program applications using old computers. To solve this problem, PG&E built a new database in 2013 that is efficient, user-friendly and compatible with future hardware or software upgrades.

4. Fund Shifting

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

In compliance with D.12-08-044, the “Utilities are permitted to shift funds from one year to another within the 2012-2014 cycle without prior approval.” At year-end 2013, there was an overspend in the HVAC-electric and gas, and the Domestic Hot Water-gas subcategories. ESA-Table 12 shows the fund-shift from Appliances-electric and gas to HVAC- electric and gas, from Enclosure-gas, and from Customer Enrollment-gas to cover the total overspend of \$4,508,955-electric and \$3,440,625-gas.

ESA-Table 12 also shows the carry-forward of 2012 gas funds of \$89,897 from the Energy Efficiency category to the 2013 HVAC-gas subcategory authorized budget.

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

In compliance with OP 135(c) of D.12-08-044, authorizing CARE fund shifting between categories in the same manner as the 2009-2011 budget cycle, PG&E shifted \$13,039 from the Outreach category to the CHANGES Pilot Program category, and \$539,913 from the Post Enrollment Verification category to the Information Technology Programming category to cover the overspend. The CARE total administrative expenses in 2013 did not exceed the overall authorized budget.

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

There was no ESA or CARE Program fund shifting activity that occurred in 2013 that fell outside of the fund shifting guidelines in D.12-08-044.

5. Long Term Projects and Obligations

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

PG&E has no ESA or CARE long-term projects that will carry across the current 2012-2014 cycle. The four authorized ESA Studies for the 2012-2014 program cycle have been completed.

6. Appendix: ESA Program Tables and CARE Tables

ESA – Table 1 – Overall Program Expenses

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

ESA – Table 3 – Cost Effectiveness

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

ESA – Table 4A – Energy Savings

ESA – Table 4B – Penetration History

ESA – Table 4C – Eligible Household Shared Service Territory

ESA – Table 5 – Direct Purchases & Installation Contractors

ESA – Table 6 – Cost of Program Installation Contractors

ESA – Table 7 – Expenditures Recorded by Cost Element

ESA – Table 8 – Homes Unwilling / Unable to Participate

ESA – Table 9 – Life Cycle Bill Savings by Measure

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

ESA – Table 11 – Bill Savings Calculations by Program Year

ESA – Table 12 – Fund Shifting

ESA – Table 13 – Categorical Enrollment

ESA – Table 14 – Leveraging & Integration

ESA – Table 15 – Lighting

ESA – Table 16 – “Add Back” Measures

CARE – Table 1 – Overall Program Expenses

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

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

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

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

CARE – Table 5 – Enrollment by County

CARE – Table 6 – Recertification Results

CARE – Table 7 – Capitation Contractors

CARE – Table 8 – Participants per Month

CARE – Table 9 – Average Monthly Usage & Bill

CARE – Table 10 – Surcharge & Revenue

CARE – Table 11 – Capitation Applications

CARE – Table 12 – Expansion Program

CARE – Table 13 – High Usage Verification Results

CARE – Table 14 – Categorical Enrollment

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ESA Table 1

Overall Program Expenses

	2013 Authorized Budget ¹			2013 Annual Expenses			% of Budget Spent		
ESA Program:	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total
Energy Efficiency									
Appliances	\$ 29,198,825	\$ 633,134	\$ 29,831,959	\$ 22,272,260	\$ 633,134	\$ 22,905,393	76%	100%	77%
Domestic Hot Water	\$ 892,809	\$ 10,588,027	\$ 11,480,836	\$ 717,518	\$ 10,588,027	\$ 11,305,546	80%	100%	98%
Enclosure	\$ 7,121,645	\$ 38,911,055	\$ 46,032,700	\$ 6,866,657	\$ 38,911,055	\$ 45,777,712	96%	100%	99%
HVAC	\$ 7,181,903	\$ 4,936,510	\$ 12,118,413	\$ 7,181,903	\$ 4,936,510	\$ 12,118,413	100%	100%	100%
Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
Lighting	\$ 27,592,929	\$ -	\$ 27,592,929	\$ 23,686,669	\$ -	\$ 23,686,669	86%	0%	86%
Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
Customer Enrollment	\$ 1,115,155	\$ 508,996	\$ 1,624,151	\$ 926,186	\$ 498,715	\$ 1,424,901	83%	98%	88%
In Home Education	\$ 9,576,733	\$ 5,156,703	\$ 14,733,436	\$ 9,106,553	\$ 4,903,528	\$ 14,010,081	95%	95%	95%
Pilot	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
Energy Efficiency TOTAL	\$ 82,680,000	\$ 60,734,424	\$ 143,414,425	\$ 70,757,746	\$ 60,470,970	\$ 131,228,715	86%	100%	92%
Training Center	\$ 613,600	\$ 330,400	\$ 944,000	\$ 425,613	\$ 229,176	\$ 654,789	69%	69%	69%
Inspections	\$ 3,770,820	\$ 2,030,441	\$ 5,801,261	\$ 3,268,203	\$ 1,759,802	\$ 5,028,005	87%	87%	87%
Marketing and Outreach	\$ 1,193,116	\$ 642,447	\$ 1,835,563	\$ 723,970	\$ 389,830	\$ 1,113,801	61%	61%	61%
Statewide Marketing Education and Outreach ²	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	0%	0%
Measurement and Evaluation Studies	\$ 131,950	\$ 71,050	\$ 203,000	\$ 353,215	\$ 190,193	\$ 543,408	268%	268%	268%
Regulatory Compliance	\$ 262,600	\$ 141,400	\$ 404,000	\$ 135,022	\$ 72,704	\$ 207,725	51%	51%	51%
General Administration	\$ 2,387,450	\$ 1,285,550	\$ 3,673,000	\$ 2,200,177	\$ 1,184,711	\$ 3,384,888	92%	92%	92%
CPUC Energy Division	\$ 35,750	\$ 19,250	\$ 55,000	\$ 13,037	\$ 7,020	\$ 20,057	36%	36%	36%
TOTAL PROGRAM COSTS	\$ 91,075,286	\$ 65,254,963	\$ 156,330,249	\$ 77,876,983	\$ 64,304,405	\$ 142,181,389	86%	99%	91%
Funded Outside of ESA Program Budget									
Indirect Costs				\$ 979,458	\$ 527,400	\$ 1,506,858			
NGAT Costs					\$ 3,258,060	\$ 3,258,060			

¹ Refer to ESA Table 12 for a listing of fund shifting activities.

² The 2013 ESA Statewide Marketing, Education and Outreach authorized budget of \$123,000 was transferred from the PPP-Low Income Balancing Account to the Statewide ME&O

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ESA Table 2
Expenses and Energy Savings by Measures Installed

Measures	Units	PY Completed & Expensed Installations					% of Expenditure
		Quantity Installed	kWh ⁴ (Annual)	kW ⁵ (Annual)	Therms (Annual)	Expenses (\$)	
Appliances							
High Efficiency Clothes Washer	Each						
Refrigerators	Each	21,280	14,998,817	2,556	-	\$ 19,912,938	16.03%
Microwaves ⁶	Each	16,957	2,177,928	-	144,602	\$ 1,510,471	1.22%
Domestic Hot Water (each IOU to do)							
Water Heater Blanket	Home	28,834	135,475	30	152,430	\$ 1,705,063	1.37%
Low Flow Shower Head	Home	116,373	315,609	71	544,964	\$ 4,417,413	3.56%
Water Heater Pipe Insulation	Home	2,961	9,494	2	22,532	\$ 57,838	0.05%
Faucet Aerator	Home	86,968	166,378	36	230,795	\$ 1,550,375	1.25%
Water Heater Repair/Replacement	Each	1,429	-	-	-	\$ 1,191,195	0.96%
Thermostatic Shower Valve ⁷	Each	70,922	218,115	49	336,804	\$ 1,849,132	1.49%
Enclosure							
Air Sealing / Envelope ¹	Home	87,274	4,153,884	-	420,722	\$ 35,680,275	28.72%
Caulking	Home						
Weatherstripping	Home						
Utility Gaskets	Home						
Attic Access Weatherstripping	Home						
Evaporative Cooler Cover	Home						
AC Vent Cover	Each						
Attic Insulation	Home	5,416	432,298	220	65,807	\$ 7,633,790	6.14%
HVAC							
FAU Standing Pilot Light Conversion	Each						
Furnace Repair/Replacement	Each	2,306	-	-	-	\$ 3,003,912	2.42%
Room A/C Replacement	Each	642	49,160	45	-	\$ 550,913	0.44%
Central A/C Replacement	Each	12	716	1	-	\$ 48,708	0.04%
Heat Pump Replacement	Each						
Evaporative Coolers (Replacement)	Each	5,340	2,657,496	3,165	-	\$ 3,417,417	2.75%
Evaporative Coolers (Installation)	Each						
Duct Testing and Sealing	Home	3,078	-	-	-	\$ 1,832,997	1.48%
Maintenance							
Furnace Clean and Tune	Home						
Central A/C Tune-up	Home	11,213	59,623	92	-	\$ 2,903,478	2.34%
Evaporative Cooler Maintenance	Home						
Lighting							
Compact Fluorescent Lights (CFLs)	Each	422,378	5,839,519	546	-	\$ 3,364,024	2.71%
Interior Hard wired CFL fixtures	Each	186,493	8,045,727	918	-	\$ 14,674,616	11.81%
Exterior Hard wired CFL fixtures	Each	34,240	1,479,168	171	-	\$ 2,853,995	2.30%
Torchiere	Each	6,435	1,312,032	129	-	\$ 563,024	0.45%
Occupancy Sensor	Each	13,105	522,890	52	-	\$ 800,281	0.64%
LED Night Lights	Each						
Miscellaneous							
Pool Pumps	Each						
Smart Power Strips	Each						
New Measure							
AC Time Delay ⁸	Each	1,815	288,963	729	-	\$ 145,791	0.12%
	Each						
Customer Enrollment							
Outreach & Assessment	Home	123,566				\$ 1,335,219	1.07%
In-Home Education	Home	123,566				\$ 13,246,228	10.66%
Total Savings/Expenditures			42,863,291	8,810	1,918,656	\$ 124,249,091	
Households Weatherized ²	Home	107,086					

Homes Treated		
- Single Family Homes Treated	Home	82,603
- Multi-family Homes Treated	Home	34,446
- Mobile Homes Treated	Home	6,517
- Total Number of Homes Treated	Home	123,566
# Eligible Households to be Treated for PY ³	Home	119,940
% OF Homes Treated	%	103.02%
- Total Master-Metered Homes Treated	Home	9,420

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

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

³ Appendix A --- A.11-05-017 Adopted Number of Homes to be Treated

⁴ All savings are calculated based on the following sources:

ECONorthwest. "Impact Evaluation of the 2009 CA Low Income Energy Efficiency Program, Final Report." June 16, 2011.

⁵ Costs exclude support costs that are included in Table 1.

⁶ Microwave savings are from ECONorthWest Studies received in December of 2011

⁷ Savings value will be the same as the shower head measure mentioned in footnote [4]

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

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ESA Table 3

Cost-Effectiveness

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

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ESA Table 4 Detail by Housing Type and Source

ESA Table 4A						
2013 Energy Savings						
Customer	Housing Type	# Homes Treated	GWH	MW	M THERM	2013 Expenses ¹
Gas and Electric Customers						
Owners - Total						
	Single Family	28,418	11.23	2.78	0.65	\$ 31,749,975
	Multi Family	747	0.20	0.03	0.00	\$ 664,619
	Mobile Homes	3,113	1.20	0.25	0.08	\$ 2,922,607
Renters - Total						
	Single Family	28,066	12.96	2.84	0.67	\$ 30,392,674
	Multi Family	20,690	5.73	0.67	0.06	\$ 15,509,540
	Mobile Homes	416	0.17	0.04	0.01	\$ 359,462
Electric Customers (only)						
Owners - Total						
	Single Family	7,606	3.81	0.93	0.00	\$ 5,347,056
	Multi Family	138	0.04	0.01	-	\$ 94,864
	Mobile Homes	1,677	0.76	0.18	0.00	\$ 1,034,089
Renters - Total						
	Single Family	5,834	3.30	0.73	0.00	\$ 4,593,444
	Multi Family	5,768	1.62	0.19	0.00	\$ 3,406,919
	Mobile Homes	834	0.47	0.13	0.00	\$ 634,962
Gas Customers (only)						
Owners - Total						
	Single Family	7,635	0.56	0.02	0.21	\$ 5,600,738
	Multi Family	90	0.00	0.00	0.00	\$ 38,966
	Mobile Homes	397	0.02	-	0.01	\$ 186,703
Renters - Total						
	Single Family	7,046	0.50	0.02	0.20	\$ 4,263,042
	Multi Family	7,013	0.28	0.00	0.03	\$ 2,835,399
	Mobile Homes	80	0.00	-	0.00	\$ 32,585
Totals:		123,566	42.66	8.81	1.92	\$ 109,667,644

ESA Table 4B Penetration History				
Year	Homes Treated ²	Ineligible & Unwilling ³	Estimated Eligible in Current Year ⁴	Current Year Penetration Rate for Homes Treated
2002	70,683	NA		
2003	47,271	NA		
2004	48,456	NA		
2005	57,700	NA		
2006	66,043	NA		
2007	63,319	NA		
2008	61,034	NA		
2009	81,308	2,948		
2010	133,329	8,272		
2011	128,071	11,535		
2012	115,229	10,549		
2013	123,566	40,364	119,940	103.02%
2014				
2015				
2016				
2017				
2018				
2019				
2020				
Total Homes Treated since 2002	996,009	73,666		

¹ Excluding indirect program costs.

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

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

⁴ Based on Attachment F of D.12-08-044.

ESA Table 4C			
Year	Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory
2013	SCG	113,143	3,222
2013	SCE	5,583	0
2013	SDG&E	0	0

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PY 2013 Energy Savings Assistance Program Annual Report
ESA Table 5
Direct Purchases & Installation Contractors

[illegible]

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PY 2013 Energy Savings Assistance Program Annual Report
ESAP Table 6
Cost of Program Installation Contractors

	Unit of Measure	CBO/WMDVBE						Non-CBO/WMDVBE						2013 Program Total				
		Installations		Dwellings		Costs		Installations		Dwellings		Costs		Units Installed	Households	Costs ^{1,4}	Cost/ Unit	Cost/ Household
		Units	%	Units	%	\$	%	Units	%	Units	%	\$	%					
Appliances																		
High Efficiency Clothes Washer	Each																	
Refrigerators	Each	156	0.7%	156	0.7%	145,978	1%	21,124	99.3%	21,124	99.3%	19,766,959	99%	21,280	21,280	19,912,938	\$ 935.76	\$ 935.76
Microwaves	Each	6,835	40.3%	6,835	40.3%	608,838	40%	10,122	59.7%	10,122	59.7%	901,633	60%	16,957	16,957	1,510,471	\$ 89.08	\$ 89.08
Domestic Hot Water																		
Water Heater Blanket	Each	15,051	52.2%	14,951	52.2%	890,022	52%	13,783	47.8%	13,707	47.8%	815,041	48%	28,834	28,658	1,705,063	\$ 59.13	\$ 59.50
Low Flow Shower Head	Each	59,162	50.8%	43,651	51.0%	2,245,735	51%	57,211	49.2%	42,008	49.0%	2,171,677	49%	116,373	85,659	4,417,413	\$ 37.96	\$ 51.57
Water Heater Pipe Insulation	Home	1,460	49.3%	1,460	49.3%	28,518	49%	1,501	50.7%	1,501	50.7%	29,319	51%	2,961	2,961	57,838	\$ 19.53	\$ 19.53
Faucet Aerator	Home	45,980	52.9%	45,980	52.9%	819,683	53%	40,988	47.1%	40,988	47.1%	730,691	47%	86,968	86,968	1,550,375	\$ 17.83	\$ 17.83
Water Heater Repair/Replacement ³	Each	36	2.5%	36	2.5%	30,009	3%	1,393	97.5%	1,386	97.5%	1,161,186	97%	1,429	1,422	1,191,195	\$ 833.59	\$ 837.69
Thermostatic Shower Valve	Each	36,764	51.8%	27,039	52.2%	958,539	52%	34,158	48.2%	24,756	47.8%	890,593	48%	70,922	51,795	1,849,132	\$ 26.07	\$ 35.70
Enclosure																		
Air Sealing / Envelope	Home	44,232	50.7%	44,232	50.7%	18,083,392	51%	43,042	49.3%	43,042	49.3%	17,596,883	49%	87,274	87,274	35,680,275	\$ 408.83	\$ 408.83
Caulking	Home																	
Weatherstripping	Home																	
Utility Gaskets	Home																	
Attic Access Weatherstripping	Home																	
Evaporative Cooler Cover	Home																	
AC Vent Cover	Each																	
Attic Insulation	Home	2,866	52.9%	2,866	52.9%	0	0%	2,550	47.1%	2,550	47.1%	0	0%	5,416	5,416	7,633,790	\$ 1,409.49	\$ 1,409.49
HVAC																		
FAU Standing Pilot Light	Each																	
Furnace Repair/Replacement ²	Each	222	9.6%	222	9.7%	0	0%	2,084	90.4%	2,062	90.3%	0	0%	2,306	2,284	3,003,912	\$ 1,302.65	\$ 1,315.20
Room A/C Replacement	Each	413	64.3%	411	64.3%	0	0%	229	35.7%	228	35.7%	0	0%	642	639	550,913	\$ 858.12	\$ 862.15
Central A/C Replacement	Each	0	0.0%	0	0.0%	0	0%	12	100.0%	12	100.0%	7,633,790	15673%	12	12	48,708	\$ 4,059.00	\$ 4,059.00
Heat Pump Replacement	Each																	
Evaporative Coolers (Replacement)	Each	3,058	57.3%	3,058	57.3%	0	0%	2,282	42.7%	2,281	42.7%	0	0%	5,340	5,339	3,417,417	\$ 639.97	\$ 640.09
Evaporative Coolers (Installation)	Each																	
Duct Testing and Sealing ⁵	Home	2,033	66.0%	2,033	66.0%	363,875	20%	1,045	34.0%	1,045	34.0%	187,038	10%	3,078	3,078	1,832,997	\$ 595.52	\$ 595.52
Maintenance																		
Furnace Clean and Tune	Home																	
Central A/C Tune-up	Home	3,384	30.2%	3,300	31.1%	876,248	30%	7,829	69.8%	7,296	68.9%	2,027,230	70%	11,213	10,596	2,903,478	\$ 258.94	\$ 274.02
Evaporative Cooler Maintenance	Home																	
Lighting																		
Compact Fluorescent Lights (CFLs)	Each	199,806	47.3%	43,517	47.0%	1,591,352	47%	222,572	52.7%	49,138	53.0%	1,772,672	53%	422,378	92,655	3,364,024	\$ 7.96	\$ 36.31
Interior Hard wired CFL fixtures	Each	90,907	48.7%	36,528	48.6%	7,153,219	49%	95,586	51.3%	38,607	51.4%	7,521,397	51%	186,493	75,135	14,674,616	\$ 78.69	\$ 195.31
Exterior Hard wired CFL fixtures	Each	13,433	39.2%	13,432	39.2%	1,119,676	39%	20,807	60.8%	20,805	60.8%	1,734,319	61%	34,240	34,237	2,853,995	\$ 83.35	\$ 83.36
Torchiere	Each	2,393	37.2%	2,393	37.2%	209,373	37%	4,042	62.8%	4,042	62.8%	353,651	63%	6,435	6,435	563,024	\$ 87.49	\$ 87.49
Occupancy Sensor	Each	5,224	39.9%	3,881	39.7%	319,013	40%	7,881	60.1%	5,893	60.3%	481,268	60%	13,105	9,774	800,281	\$ 61.07	\$ 81.88
LED Night Lights	Each																	
Miscellaneous																		
Pool Pumps	Each																	
Smart Power Strips	Each																	
New Measure																		
AC FAN DELAY	Home	126	6.9%	123	7.3%	10,121	7%	1,689	93.1%	1,558	92.7%	135,670	93%	1,815	1,681	145,791	\$ 80.33	\$ 86.73
	Home																	
Customer Enrollment																		
Outreach & Assessment	Home													123,566	123,566	1,335,219	\$ 10.81	\$ 10.81
In-Home Education	Home													123,566	123,566	13,246,228	\$ 107.20	\$ 107.20

¹ These costs exclude PG&E support costs that are included in Table 1.

² Furnaces includes costs for service calls.

³ Water Heater Replacement - Gas includes costs of water heater repair.

⁴ Table 6 is less than Table 5 due to costs in Table 5 such as NGAT test, support allocations, penalties/credits and Training No Shows.

⁵ Includes the Costs of duct tests but duct tests only are not counted in Units.

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ESA Table 7

Expenditures Recorded by Cost Element

ESA Program:	Labor ¹	Non-Labor ²	Contractor ³	Total
Energy Efficiency				
Appliances	\$ -		\$ 22,905,393	\$ 22,905,393
Domestic Hot Water	\$ -		\$ 11,305,546	\$ 11,305,546
Enclosure	\$ -		\$ 45,777,712	\$ 45,777,712
HVAC	\$ -		\$ 12,118,413	\$ 12,118,413
Maintenance	\$ -		\$ -	\$ -
Lighting	\$ -		\$ 23,686,669	\$ 23,686,669
Miscellaneous	\$ -		\$ -	\$ -
Customer Enrollment	\$ -		\$ 1,424,901	\$ 1,424,901
In Home Education	\$ -		\$ 14,010,081	\$ 14,010,081
Pilot	\$ -		\$ -	\$ -
Energy Efficiency TOTAL	\$ -	\$ -	\$ 131,228,715	\$ 131,228,715
Training Center	\$ 283,082	\$ 56,486	\$ 315,221	\$ 654,789
Inspections	\$ 4,646,553	\$ 360,575	\$ 20,878	\$ 5,028,005
Marketing and Outreach	\$ 165,678	\$ 414,548	\$ 533,575	\$ 1,113,801
Statewide Marketing Education and Outreach	\$ -	\$ -	\$ -	\$ -
Measurement and Evaluation Studies	\$ -		\$ 543,408	\$ 543,408
Regulatory Compliance	\$ 200,759	\$ 4,007	\$ 2,960	\$ 207,725
General Administration	\$ 2,249,679	\$ 21,679	\$ 1,113,530	\$ 3,384,888
CPUC Energy Division	\$ -	\$ 20,057	\$ -	\$ 20,057
TOTAL PROGRAM COSTS	\$ 7,545,750	\$ 877,353	\$ 133,758,286	\$ 142,181,389

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

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

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

Pacific Gas and Electric Company

PY 2013 Energy Savings Assistance Program Annual Report

ESA Table 8

Homes Unwilling ¹ / Unable to Participate

Reason Provided								
County	Customer/Landlord Declined Program Measure or is Non-Responsive	Customer Unavailable - Scheduling Conflicts	Hazardous Environment (unsafe/unclean)	Insufficient feasible Measures	Ineligible Dwelling - Prior Program Participation or Dwelling Age	Household Income Exceeds Allowable Limits	Unable to Provide Required Documentation	Other
Alameda	1	80	0	5	0	1	2	
Alpine	0	0	0	0	0	0	0	
Amador	0	0	0	0	0	0	0	
Butte	20	18	0	0	0	2	0	
Calaveras	0	0	0	0	0	0	1	
Colusa	0	1	0	0	0	0	0	
Contra Costa	1	56	0	0	0	0	0	
El Dorado	0	0	0	3	0	0	4	
Fresno	20	76	0	10	0	1	10	
Glenn	0	2	0	0	0	0	0	
Humboldt	0	9	1	3	0	0	1	
Kern	12	37	1	16	0	0	7	
Kings	1	0	0	1	0	0	1	
Lake	0	0	0	1	0	0	0	
Lassen	0	0	0	0	0	0	0	
Madera	3	7	0	4	0	0	0	
Marin	1	9	0	2	0	0	0	
Mariposa	0	0	0	1	0	0	0	
Mendocino	0	1	0	0	0	0	0	
Merced	1	14	0	0	0	3	1	
Monterey	1	35	0	1	0	0	0	
Napa	1	5	0	0	0	1	0	
Nevada	0	5	0	0	0	0	2	
Placer	1	9	0	0	0	0	1	
Plumas	0	0	0	0	0	0	0	
Sacramento	0	88	0	16	0	2	3	
San Benito	0	4	0	0	0	0	0	
San Bernardino	0	0	0	0	0	0	0	
San Francisco	2	16	0	2	0	1	1	
San Joaquin	2	62	0	2	0	0	3	
San Luis Obispo	1	0	0	2	0	0	1	
San Mateo	10	18	0	3	0	1	1	
Santa Barbara	0	0	0	1	0	0	0	
Santa Clara	36	108	0	10	0	0	11	
Santa Cruz	5	10	0	1	0	0	0	
Shasta	0	7	0	1	0	0	0	
Sierra	0	0	0	0	0	0	0	
Siskiyou	0	0	0	0	0	0	0	
Solano	6	27	0	0	0	0	0	
Sonoma	1	20	0	4	0	1	1	
Stanislaus	1	54	1	6	0	0	8	
Sutter	1	3	0	0	0	0	0	
Tehama	0	6	0	1	0	0	0	
Trinity	0	0	4	0	0	0	1	
Tulare	2	0	0	0	0	0	4	
Tuolumne	0	0	0	0	0	0	1	
Yolo	9	8	0	1	0	1	2	
Yuba	0	2	0	0	0	0	0	
Total	139	797	7	97	0	14	67	

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

Pacific Gas and Electric Company

PY 2013 Energy Savings Assistance Program Annual Report
ESAP Table 9
Life Cycle Bill Savings by Measure

Measure Description		2013 Number Installed	Per Measure Electric Impact - Average (kWh)	Per Measure Gas Impact (Therms)	Effective Useful Life (EUL)	2013 Total Measure Life Cycle Bill Savings
Appliances						
High Efficiency Clothes Washer	Each					
Refrigerators	Each	21,280	705	-	15	\$ 16,950,814.87
Microwaves	Each	16,957	128	9	15	\$ 3,638,506.15
Domestic Hot Water						
Water Heater Blanket	Home	28,834	5	5	5	\$ 595,844.15
Low Flow Shower Head	Home	116,373	3	5	10	\$ 3,607,298.67
Water Heater Pipe Insulation	Home	2,961	3	8	15	\$ 194,153.92
Faucet Aerator	Home	86,968	2	3	5	\$ 883,450.10
Water Heater Repair/Replacement	Each	1,429	-	-	13	\$ -
Thermostatic Shower Valve [7]	Each	70,922	3	5	8	\$ 1,891,890.20
Enclosure						
Air Sealing / Envelope [1]	Home	87,274	48	5	7	\$ 4,613,972.85
Caulking	Home					
Weatherstripping	Home					
Utility Gaskets	Home					
Attic Access Weatherstripping	Home					
Evaporative Cooler Cover	Home					
AC Vent Cover	Each					
Attic Insulation	Home	5,416	79.82	12.15	20	1,217,021
HVAC						
FAU Standing Pilot Light Conversion	Each					
Furnace Repair/Replacement	Each	2,306	-	-	16	-
Room A/C Replacement	Each	642	76.57	-	15	55,558
Central A/C Replacement	Each	12	59.63	-	18	905
Heat Pump Replacement	Each					
Evaporative Coolers (Replacement)	Each	5,340	497.66	-	15	3,003,351
Evaporative Coolers (Installation)	Each					
Duct Testing and Sealing	Home	3,078	-	-	25	-
Maintenance						
Furnace Clean and Tune	Home					
Central A/C Tune-up	Home	11,213	5.32	-	15	67,383
Evaporative Cooler Maintenance	Home					
Lighting						
Compact Fluorescent Lights (CFLs)	Each	422,378	13.83	-	8	4,178,193
Interior Hard wired CFL fixtures	Each	186,493	43.14	-	16	9,473,486
Exterior Hard wired CFL fixtures	Each	34,240	43.20	-	20	1,986,269
Torchiere	Each	6,435	203.89	-	9	1,029,792
Occupancy Sensor	Each	13,105	39.90	-	8	374,129
LED Night Lights	Each					
Miscellaneous						
Pool Pumps	Each					
Smart Power Strips	Each					
New Measure						
AC Time Delay [8]	Each	1,815	159.21	-	10	245,783
Total Homes Served By the Program						
Life Cycle Bill Savings Per Home		123,566				\$ 437.08

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PY 2013 Energy Savings Assistance Program Annual Report

ESAP Table 10

Energy Rate Used for Bill Savings Calculations

Year	\$/kWh ¹	\$/Therm
2013	0.1075	0.7740
2014	0.1107	0.7973
2015	0.1140	0.8212
2016	0.1174	0.8458
2017	0.1209	0.8712
2018	0.1246	0.8973
2019	0.1283	0.9243
2020	0.1322	0.9520
2021	0.1361	0.9805
2022	0.1402	1.0100
2023	0.1444	1.0403
2024	0.1488	1.0715
2025	0.1532	1.1036
2026	0.1578	1.1367
2027	0.1625	1.1708
2028	0.1674	1.2059
2029	0.1724	1.2421
2030	0.1776	1.2794
2031	0.1829	1.3178
2032	0.1884	1.3573
2033	0.1941	1.3980
2034	0.1999	1.4400
2035	0.2059	1.4832
2036	0.2121	1.5276
2037	0.2184	1.5735

¹ for 2013 the average cost per kWh paid by participants. Cost is escalated 3% annually i

Pacific Gas and Electric Company

PY 2013 Energy Savings Assistance Program Annual Report

ESAP Table 11

Bill Savings Calculations by Program Year

Program Year	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings
2011	\$ 145,900,978	\$ 58,889,388	0.40	\$ 460
2012	\$ 131,145,519	\$ 44,191,560	0.34	\$ 384
2013	\$ 142,181,389	\$ 54,007,801	0.38	\$ 437

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PY2013 Energy Savings Assistance Program Annual Report
ESA Table 12
Fund Shifting

		Budget			Expenditures			(Shift) or Carried Forward			FUND SHIFT AMOUNT																			
											Among Categories within Program Year 1-3				Carry Forward from 2012				Carry Back from 2014											
Date	Program Year 2013	Electric	Gas	Total Authorized	Electric	Gas	Total Expenditures	Variance			(1) Shift of Current Year Authorized				(2) Shift of Carry Forward				(3) Shift of Carry Back				Total Shifted - Gas/ Electric ¹	% of Authorized Total	Fund Shifting Source 1. Current Year Authorized 2. Carried Forward 3. Carried Back	To/From Year	Fund Shift Description	Authorization		
								Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total	Electric	Gas	Total											
	ESA Program																													
	Energy Efficiency																													
December 2013	Audience	\$ 33,707,780	\$ 2,637,145	\$ 36,344,925	\$ 22,272,280	\$ 633,134	\$ 22,905,393	\$ 11,435,520	\$ 1,954,811	\$ 13,339,632	\$ (4,508,955)	\$ (1,954,811)	\$ (6,412,858)													1. Current Year Authorized 2.	1. From 2013 2.	1. To Domestic Hot Water-gas and HVAC electric and gas 2.	1. D. 12-08-044 2.	
December 2013	Domestic Hot Water	\$ 892,809	\$ 9,422,995	\$ 10,315,804	\$ 717,518	\$ 10,588,027	\$ 11,305,546	\$ 175,291	\$ (1,165,032)	\$ (989,742)			\$ 1,165,032	\$ 1,165,032												1. Current Year Authorized 2.	1. To 2013 2.	1. From Appliances-gas 2.	1. D. 12-08-044 2.	
December 2013	Enclosure	\$ 7,121,048	\$ 49,308,197	\$ 47,477,843	\$ 6,886,657	\$ 38,911,555	\$ 45,777,712	\$ 254,989	\$ 1,445,142	\$ 1,700,131			\$ (1,445,142)	\$ (1,445,142)												1. Current Year Authorized 2.	1. From 2013 2.	1. To HVAC-gas 2.	1. D. 12-08-044 2.	
October 2013	HVAC	\$ 2,672,948	\$ 2,571,000	\$ 5,243,968	\$ 7,191,903	\$ 4,936,510	\$ 12,118,413	\$ (4,508,955)	\$ (2,365,490)	\$ (6,874,445)	\$ 4,508,955	\$ 2,275,583	\$ 6,784,548			\$ 89,897	\$ 89,897									1. Current Year Authorized 2. Carried Forward 3.	1. To 2013 2. From 2012	1. From Appliances, Enclosure, and Customer Enrollment 2. From 2012 Energy Efficiency category 3.	1. D. 12-08-044 2. 3.	
	Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Lighting	\$ 27,592,929	\$ -	\$ 27,592,929	\$ 23,686,689	\$ -	\$ 23,686,689	\$ 3,906,250	\$ -	\$ 3,906,250																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
December 2013	Customer Enrollment	\$ 1,115,155	\$ 609,489	\$ 1,715,623	\$ 926,186	\$ 498,715	\$ 1,424,901	\$ 188,969	\$ 101,793	\$ 290,722	\$ (81,472)	\$ (81,472)														1. Current Year Authorized 2. 3.	1. From 2013 2. 3.	1. To HVAC-gas 2. 3.	1. D. 12-08-044 2. 3.	
	In-Home Education ¹	\$ 9,676,733	\$ 5,156,703	\$ 14,733,436	\$ 9,106,683	\$ 4,953,528	\$ 14,910,081	\$ 470,180	\$ 253,175	\$ 723,355																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Pilot ²	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Energy Efficiency TOTAL	\$ 82,680,000	\$ 69,644,528	\$ 143,324,528	\$ 70,757,746	\$ 69,470,870	\$ 139,228,715	\$ 11,922,254	\$ 173,558	\$ 12,095,813	\$ -	\$ -	\$ -	\$ 89,897	\$ 89,897											1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Training Center ¹	\$ 613,000	\$ 330,400	\$ 944,000	\$ 425,613	\$ 223,176	\$ 654,789	\$ 187,987	\$ 101,224	\$ 289,211																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Inspections ¹	\$ 3,770,820	\$ 2,630,441	\$ 6,401,261	\$ 3,268,203	\$ 1,759,852	\$ 5,028,052	\$ 502,617	\$ 275,639	\$ 773,256																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Marketing and Outreach ¹	\$ 1,193,116	\$ 642,447	\$ 1,835,563	\$ 723,970	\$ 389,830	\$ 1,113,801	\$ 469,148	\$ 252,617	\$ 721,762																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Statewide ME&O ¹	\$ 79,955	\$ 43,050	\$ 123,000	\$ -	\$ -	\$ -	\$ 79,955	\$ 43,050	\$ 123,000																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	ME&O Studies ²	\$ 131,855	\$ 71,050	\$ 203,000	\$ 353,215	\$ 190,193	\$ 543,408	\$ (221,265)	\$ (115,143)	\$ (340,408)																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	Regulatory Compliance ²	\$ 262,000	\$ 141,400	\$ 404,000	\$ 135,022	\$ 72,794	\$ 207,725	\$ 127,578	\$ 68,696	\$ 196,275																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	General Administration ²	\$ 2,387,450	\$ 1,285,550	\$ 3,673,000	\$ 2,200,177	\$ 1,184,711	\$ 3,384,888	\$ 187,273	\$ 109,839	\$ 288,112																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
	CPAC Energy Division ¹	\$ 35,750	\$ 19,250	\$ 55,000	\$ 13,037	\$ 7,020	\$ 20,057	\$ 22,713	\$ 12,230	\$ 34,943																1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.	
TOTAL PROGRAM COSTS		\$ 91,155,236	\$ 65,268,159	\$ 156,363,352	\$ 77,676,983	\$ 64,304,485	\$ 142,181,389	\$ 13,278,253	\$ 993,711	\$ 14,191,963	\$ -	\$ -	\$ -	\$ 89,897	\$ 89,897												1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Carry Forward from 2012		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -																				
Carry Back from FY 2014		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -																				
TOTAL PROGRAM INCLUDING CARRY FORWARD and FUND SHIFTING		\$ 91,155,236	\$ 65,268,159	\$ 156,363,352	\$ 77,676,983	\$ 64,304,485	\$ 142,181,389	\$ 13,278,253	\$ 993,698	\$ 14,271,890																				

¹ Numbers reported in standard accounting format, with negative amounts displayed in parentheses (brackets).
² Prior written authorization from the Commission is required before the utilities can shift into or out of these categories.

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

Pacific Gas and Electric Company

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ESA Table 13 Categorical Enrollment

Type of Enrollment	Number of customers treated ¹
WIC	15,484
SSI	9,939
Food Stamps	5,377
CARE Income Qualified	6,709
Zip - 7	2,681
TANF	1,318
Medi-Cal	1,933
Healthy Families	559
NSL - Free Lunch	1,012
LIHEAP	24
80/20	156
Indian Affairs General Assistance	42
Issuance History	2
Qualified Public Housing	67
Head Start - Tribal	1

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

Pacific Gas and Electric Company

PY 2010 Energy Savings Assistance Program Annual Report
ESA Table 14
Leveraging & Integration

Coordination Type ¹	Partner	Brief Description of Effort	Relationship outside the IOU?	MOU Present?	Amount of Dollars Saved ²	Amount of Energy Savings	Other Measurable Benefits ³	Enrollments Resulting from Leveraging Effort ⁴	Methodology ⁵	Share of Criteria	If not, Explain
Program Coordination	Applied Building Science	We refer every EP customer to the programs listed in the Brochure Easy Solutions brochure, including REACH & HEAT Joint out - brochures and PDP's website, helping for referrals back. Flare CDR is working with Brochure Easy Solutions with every door hanger.	Yes	Yes	\$ 8,399	Unknown	Unknown	162 ESA enrolled participants referred to LHEAP, REACH, Libline and Library Services		N	Unknown amount of energy savings
Program Coordination	American Eco Systems	259 ESA enrolled participants referred to SoCal Gas.	Yes	Yes	\$ 149,892	Unknown	Unknown	259		N	Unknown amount of energy savings
Program Coordination	American Insulation	Coordination with LHEAP and Local Utility District	Yes	Yes	\$ 131,818	Unknown	248 ESA enrolled participants referred to Local Utility District	13 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	Allen Temple Initiative	ES are conducting for the ESA and CARE programs	Yes	Yes	\$ 18,700	Unknown	Unknown	189 Leveraged		N	Unknown amount of energy savings
Program Coordination	Alta	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	851 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	Bright Ideas Inc	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	111 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	California Human Development	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	38 ESA enrolled in Libline, 41 to HEAP, 19 LHEAP, 12 to Libline and 2 to REACH		N	Unknown amount of energy savings
Program Coordination	Community Action Partnership of SCLC	Coordination with SoCal Gas	Yes	Yes	\$ 238,322	Unknown	Unknown	489 ESA enrolled participants referred to SoCal Gas		N	Unknown amount of energy savings
Program Coordination	Community Development of Mendocino County	CDC continued utilizing existing relationships with local governments to outreach to underserved low income customers	Yes	Yes	unknown	Unknown	Unknown	774 ESA enrolled participants were referred to Federal LHEAP but no outreach with LHEAP		N	Unknown amount of energy savings
Program Coordination	Community Energy Services Corp (CESC)	Coordination with LHEAP	Yes	Yes	\$ 8,454	Unknown	Unknown	615 ESA enrolled participants referred to Berkeley Home Based Program and 9 referred to Contra Costa County LHEAP		N	Unknown amount of energy savings
Program Coordination	CHOC	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	4 ESA enrolled participants referred to Community Resource Project, 6 referred to LHEAP and 5 referred to HEAP		N	Unknown amount of energy savings
Program Coordination	CI Condo	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	111 ESA enrolled participants referred to DOE LHEAP, HEAP		N	Unknown amount of energy savings
Program Coordination	Empire	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	43 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	Franklin County Economic Opportunities Commission/Bunker Hill	Coordination with LHEAP	Yes	Yes	\$ 98,180	Unknown	Unknown	22 ESA enrolled participants referred to LHEAP/DOE 1,931 customers referred to other LIFE Programs		N	Unknown amount of energy savings
Program Coordination	Pacific Coast Energy	Coordination with LHEAP	Yes	Yes	\$ 3,195	Unknown	Unknown	25 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	QCS	Energy Efficiency, Inc. provided the installation work and QCS provided the administration	Yes	Yes	unknown	Unknown	Unknown	615 ESA enrolled participants referred to QCS		N	Unknown amount of energy savings
Program Coordination	RWI	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	82 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	SHHP	Coordination with LHEAP	Yes	Yes	\$ 288,542	Unknown	Unknown	173 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	Slaples	Coordination with SoCal Gas	Yes	Yes	\$ 981	Unknown	Unknown	3 ESA enrolled participants referred to SoCal Gas		N	Unknown amount of energy savings
Program Coordination	Sunderner	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	1,677 ESA enrolled participants referred to LHEAP and DOE		N	Unknown amount of energy savings
Program Coordination	Synergy	Coordination with SCE	Yes	Yes	unknown	Unknown	Unknown	70 ESA enrolled participants referred to SCE		N	Unknown amount of energy savings
Program Coordination	Winegard	Coordination with LHEAP	Yes	Yes	unknown	Unknown	Unknown	17 ESA enrolled participants referred to SoCal Gas and 14 referred to LHEAP		N	Unknown amount of energy savings
Program Coordination	Western	Coordination with LHEAP	Yes	Yes	\$ 882	Unknown	Unknown	242 ESA enrolled participants referred to LHEAP		N	Unknown amount of energy savings
Refrigerator Leveraging Project	Ardenwood-Tulare Community Action Agency	Refrigerator Leveraging Contract	Yes	Yes	unknown	Unknown	Unknown	Installed 28 refrigerators at \$800/refrigerator = \$22,400		N	Unknown amount of energy savings
Refrigerator Leveraging Project	Central Coast Energy Services	Refrigerator Leveraging Contract	Yes	Yes	unknown	Unknown	Unknown	Installed 61 refrigerators at \$800/refrigerator = \$48,800		N	Unknown amount of energy savings
Refrigerator Leveraging Project	Project GO	Refrigerator Leveraging Contract	Yes	Yes	unknown	Unknown	Unknown	Installed 13 refrigerators at \$800/refrigerator = \$10,400		N	Unknown amount of energy savings
Refrigerator Leveraging Project	Reduced Community Action Agency	Refrigerator Leveraging Contract	Yes	Yes	unknown	Unknown	Unknown	Installed 56 refrigerators at \$800/refrigerator = \$44,800		N	Unknown amount of energy savings
Refrigerator Leveraging Project	San Joaquin Human Services Agency	Refrigerator Leveraging Contract	Yes	Yes	unknown	Unknown	Unknown	Installed 7 refrigerators at \$800/refrigerator = \$5,600		N	Unknown amount of energy savings
M&EO	Internal	Brochure Easy Solutions brochures are distributed	No	No	\$0	N/A	N/A	Unknown		N	Unknown amount of dollar or energy savings
Program Coordination	Internal	The ESA Program team worked with the Local Government Partnership team to offer the Moderate Income Direct Install (MDI) program to customers who fall slightly above the income guidelines for ESA.	No	No	\$0	N/A	N/A	1,437 homes tested		N	Unknown amount of dollar savings
Program Coordination	Internal	Multifamily Energy Efficiency Rebate Program (MEFER) offers property owners and managers incentives for installing energy efficient measures. Used for the retrofit of existing multifamily properties of five or more units. ESAP outreach is integrated into outreach for MEFER. CARE/ESAP programs and ESAP are also promoted at MEFER outreach events and property owner/manager conferences. Income eligible residents may attend ESAP classes, outreach.	No	No	Unknown	N/A	N/A	Unknown		N	Unknown amount of dollar savings
Program Coordination	Internal	PG&E worked with the Demand Response team to include SmartAC in the local roll-outs of ESA Program. The two teams are also working together to ensure opportunities for enrollment in SmartAC are not missed when PG&E contractors install energy efficiency measures.	No	No	Unknown	N/A	N/A	638 SmartAC units were installed as part of the averaging efforts between the ESA Program and the SmartAC team.		N	Unknown amount of dollar savings
Data Sharing	Internal	Integrating CARE enrollment into the ESA Program outreach	No	No	Unknown	N/A	ESA Program implementation contractors are provided lists of customers enrolled in CARE but not ESA Program.	Unknown		N	Unknown amount of dollar or energy savings
Interdepartmental	Internal	Marketing collateral integration	No	No	Unknown	N/A	ESA Program program promotes brochure telling most PG&E customers about the program and provides information about REAP.	Unknown		N	Unknown amount of dollar or energy savings

¹ Leveraging, Interdepartmental integration, Program Coordination, Data Sharing, M&EO, etc.

² Leveraging and integration efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/donated resources, shared marketing materials, shared information technology, shared programmatic infrastructure, among others are just some examples of cost and/or resource savings to the IOU).

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

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

⁵ In brochures, provide information on methodology used to calculate cost and/or resource savings.

Pacific Gas and Electric Company

PY 2013 Energy Savings Assistance Program Annual Report

ESA Table 15

Lighting

ESA Program CFL Tracking Table					
Instructions: Please identify the CFL bulbs used within your ESA program and fill in the remaining columns for each					
Bulb Name / Identification	Bulb Description (wattage, lumens)	Bulb Cost (material)	Admin Cost (overhead, contractor fee, marketing, etc.)	Total Bulb Cost (material + admin)	AB 1109 Compliant? ¹
Autocell	23W/1600L	\$ 2.60	\$ 5.18	\$ 7.78	Yes
Autocell	27W/1750L	\$ 2.60	\$ 5.18	\$ 7.78	Yes
Energetic Lighting	11W/720L	\$ 2.16	\$ 5.18	\$ 7.34	Unknown
Energetic Lighting	13W/825L	\$ 2.16	\$ 5.18	\$ 7.34	Unknown
Energetic Lighting	15W/820L	\$ 2.39	\$ 5.18	\$ 7.57	Unknown
Energetic Lighting	19W/1250L	\$ 2.39	\$ 5.18	\$ 7.57	Unknown
Energetic Lighting	23W/1250L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
Energetic Lighting	23W/1600L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
Maxlite	18W/2850L	\$ 2.39	\$ 5.18	\$ 7.57	Yes
Maxlite	18W/2900L	\$ 2.39	\$ 5.18	\$ 7.57	Yes
Maxlite	26W/2850L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
Maxlite	26W/2900L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
Maxlite	36W/2400L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
Maxlite	45W/2850L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
Maxlite	45W/2900L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
Maxlite	75W/1200L	\$ 2.60	\$ 5.18	\$ 7.78	Unknown
TCP	13W/900L	\$ 2.16	\$ 5.18	\$ 7.34	Yes
TCP	16W/750L	\$ 2.39	\$ 5.18	\$ 7.57	Yes
TCP	18W/1200L	\$ 2.39	\$ 5.18	\$ 7.57	Yes
TCP	19W/950L	\$ 2.39	\$ 5.18	\$ 7.57	Yes
TCP	23W/1200L	\$ 2.60	\$ 5.18	\$ 7.78	Yes
TCP	23W/1600L	\$ 2.60	\$ 5.18	\$ 7.78	Yes
TCP	75W/1200L	\$ 2.60	\$ 5.18	\$ 7.78	Yes

Year	Number of Homes Treated in ESA Program	Number of Homes Provided CFLs	Avg. # of CFL bulbs given per home	Est. total energy savings from installed CFLs ^{2,3}
2009	81,308	69,970	4.57	5.12
2010	133,329	109,663	4.69	8.23
2011	128,071	105,849	4.69	7.95
2012	115,229	91,906	4.67	5.88
2013	123,566	92,655	4.56	5.84

¹ Compliant in regards to: 1) Do bulbs meet or exceed CEC energy efficiency standards for general purpose lighting?
Do all models comply with Europe's RoHS standards on toxicity?

² Energy savings used are from the Load Impact Evaluation of the 2009 Energy Savings Assistance Program.

³ Energy savings in gWh

Pacific Gas and Electric Company

PY 2013 Energy Savings Assistance Program Annual Report
ESAP Table 16
"Add Back" Measures

[illegible]

⁷ Based on Appendix H.1 and H.2 in D.12-08-044. Add-back measures are measures having cost effectiveness below the 0.25 cost-effectiveness threshold adopted in D.12-08-044. Add-backs include both measures requested by PG&E and included in its 2012-2014 ESA budget application, as well as measures ordered through D.12-08-044 that were not included in PG&E's budget application.

Pacific Gas and Electric Company

PY 2013 CARE Annual Report CARE Table 1 Overall Program Expenses

Category	Overall		Total	Authorized Budget	% of Budget Spent	Total Shifted ¹	Shifted to/from?
	Electric	Gas					
Outreach	\$2,945,007	\$690,804	\$3,635,811	\$5,268,667	69%	(\$13,039)	To CHANGES Pilot Program
Processing, Certification, Recertification	\$1,114,851	\$261,508	\$1,376,359	\$3,667,000	38%		
Post Enrollment Verification	\$909,559	\$213,353	\$1,122,913	\$1,920,000	58%	(\$539,913)	To IT Programming
IT Programming	\$960,589	\$225,323	\$1,185,913	\$646,000	184%	\$539,913	From Post Enrollment Verification
Cool Centers	\$117,028	\$0	\$117,028	\$127,846	92%		
CHANGES Pilot Program	\$185,521	\$43,517	\$229,039	\$216,000	106%	\$13,039	From Outreach
Measurement & Evaluation	\$4,045	\$949	\$4,994	\$86,000	6%		
Regulatory Compliance	\$152,943	\$35,876	\$188,819	\$316,000	60%		
General Administration	\$748,308	\$175,529	\$923,837	\$2,042,000	45%		
CPUC Energy Division	\$33,551	\$7,870	\$41,421	\$128,000	32%		
TOTAL Program Costs	\$7,171,403	\$1,654,730	\$8,826,133	\$14,417,512	61%		
CARE Rate Discount	\$606,875,362	\$96,556,718	\$703,432,080	\$633,029,000	111%	\$70,403,080	
Service Establishment Charge Discount							
TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS	\$614,046,765	\$98,211,448	\$712,258,213	\$647,446,512	110%		

¹ Total administrative expenses did not exceed the overall authorized budget. The CARE discount exceeded the authorized amount by \$70,403,080. Per D.02-09-021, PG&E is authorized to recover the full value of the discount through the CARE two-way balancing account on an automatic pass-through basis. The information in the "Total Shifted" and "Shifted to/from?" column is for illustrative purposes only, to disclose how funds from the overall authorized budget can be shifted between categories per Section 20.3.3 in D.08-11-031.

Pacific Gas and Electric Company

PY 2013 CARE Annual Report
CARE Table 2
Enrollment, Recertification, Attrition, & Penetration

2013	New Enrollment										Recertification				Attrition				Enrollment		Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (W/X)		
	Automatic Enrollment				Self-Certification (Income or Categorical)						Total New Enrollment (E+I+J)	Scheduled	Non-Scheduled (Duplicates)	Automatic	Total Recertification (L+M+N)	No Response ⁴	Failed PEV	Failed Recertification	Other ⁵	Total Attrition (P+Q+R+S)				Gross (K+O)	Net Adjusted (K-T)
	Inter-Utility ¹	Intra-Utility ²	Leveraging ³	Combined (B+C+D)	Online	Paper	Phone	Combined (F+G+H)	Capitation																
January	0	1,572	0	1,572	14,312	14,398	1,341	30,051	82	31,705	18,894	11,746	9,510	40,150	n/a	6,956	9,529	18,277	34,762	71,855	-3,057	1,488,356	1,574,844	95%	
February	0	2,779	0	2,779	14,150	10,402	931	25,483	157	28,419	22,774	8,710	17,545	49,029	n/a	6,760	11,465	16,515	34,740	77,448	-6,321	1,482,035	1,574,844	94%	
March	0	2,064	0	2,064	14,221	12,478	747	27,446	103	29,613	23,447	9,582	11,995	45,024	n/a	6,638	10,993	15,090	32,721	74,637	-3,108	1,478,927	1,574,844	94%	
April	0	2,565	0	2,565	14,537	15,262	507	30,306	135	33,006	21,486	11,631	13,114	46,231	n/a	7,779	12,512	17,811	38,102	79,237	-5,096	1,473,831	1,574,844	94%	
May	0	2,740	0	2,740	10,430	8,897	307	19,634	105	22,479	19,285	6,847	13,470	39,602	n/a	6,947	14,300	16,978	38,225	62,081	-15,746	1,458,065	1,574,844	93%	
June	0	2,837	0	2,837	11,463	7,927	278	19,668	78	22,583	26,909	8,172	15,688	52,769	n/a	3,636	11,555	18,746	33,937	75,352	-11,354	1,446,731	1,574,844	92%	
July	0	2,755	0	2,755	13,878	8,664	775	23,317	62	26,124	25,327	7,364	13,529	46,220	n/a	8,679	10,595	19,296	38,570	72,344	-12,446	1,434,285	1,574,844	91%	
August	0	2,792	0	2,792	13,708	8,643	839	23,190	118	26,100	32,873	6,616	12,764	52,253	n/a	2,780	13,010	15,409	31,199	78,353	-5,099	1,429,186	1,574,844	91%	
September	0	2,510	0	2,510	13,034	7,684	528	21,246	45	23,801	23,708	8,062	12,143	43,913	n/a	8,267	11,104	17,218	36,589	67,714	-12,788	1,416,398	1,574,844	90%	
October	0	2,469	0	2,469	13,553	8,245	2,526	24,324	54	26,847	24,153	9,790	12,242	46,185	n/a	9,982	16,465	14,212	40,659	73,032	-13,812	1,402,586	1,574,844	89%	
November	0	2,933	0	2,933	10,889	8,154	1,999	21,042	47	24,022	19,181	5,655	12,320	37,156	n/a	7,472	13,946	13,115	34,533	61,178	-10,511	1,392,075	1,574,844	88%	
December	0	2,384	0	2,384	12,986	8,801	1,241	23,028	39	25,451	28,356	7,094	10,201	45,651	n/a	7,640	11,549	12,267	31,456	71,102	-6,005	1,386,070	1,574,844	88%	
YTD Total	0	30,400	0	30,400	157,161	119,555	12,019	288,735	1,015	320,150	288,393	101,269	154,521	544,183	n/a	83,636	147,023	194,934	425,493	864,333	-105,343	1,386,070	1,574,844	88%	

¹ Enrollments via data sharing between the IOUs.

² Enrollments via data sharing between departments and/or programs within the utility.

³ Enrollments via data sharing with programs outside the IOU that serve low-income customers.

⁴ PG&E counts attrition due to no response in the Failed PEV and Failed Recertification columns, respectively.

⁵ Includes customers who closed their accounts, requested to be removed, or were otherwise ineligible for the program.

Pacific Gas and Electric Company

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

2013	Total CARE Households Enrolled	Households Requested to Verify	% of CARE Enrolled Requested to Verify	CARE Households De-Enrolled (Due to no response)	CARE Households De-Enrolled (Verified as Ineligible) ¹	Total Households De-Enrolled ²	% De-enrolled through Post Enrollment Verification	% of Total CARE Households De-Enrolled
January	1,488,356	9,862	0.66%	6,290	1,034	7,324	74.26%	0.49%
February	1,482,035	11,575	0.78%	7,647	927	8,574	74.07%	0.58%
March	1,478,927	10,616	0.72%	7,074	694	7,768	73.17%	0.53%
April	1,473,831	5,013	0.34%	3,229	495	3,724	74.29%	0.25%
May	1,458,085	13,130	0.90%	8,392	1,583	9,975	75.97%	0.68%
June	1,446,731	3,955	0.27%	2,610	498	3,108	78.58%	0.21%
July	1,434,285	7,926	0.55%	5,897	311	6,208	78.32%	0.43%
August	1,429,186	8,123	0.57%	6,106	289	6,395	78.73%	0.45%
September	1,416,398	4,626	0.33%	3,360	203	3,563	77.02%	0.25%
October	1,402,586	4,677	0.33%	3,457	163	3,620	77.40%	0.26%
November	1,392,075	4,248	0.31%	3,246	197	3,443	81.05%	0.25%
December	1,386,070	3,788	0.27%	2,907	135	3,042	80.31%	0.22%
YTD Total	1,386,070	87,539	6.32%	60,215	6,529	66,744	76.24%	4.82%

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

² Verification results are tied to the month initiated.

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

2013	Total CARE Households Enrolled	Households Requested to Verify	% of CARE Enrolled Requested to Verify	CARE Households De-Enrolled (Due to no response)	CARE Households De-Enrolled (Verified as Ineligible) ¹	Total Households De-Enrolled ²	% De-enrolled through Post Enrollment Verification	% of Total CARE Households De-Enrolled
January	1,488,356	0	0.00%	0	0	0	n/a	n/a
February	1,482,035	0	0.00%	0	0	0	n/a	n/a
March	1,478,927	0	0.00%	0	0	0	n/a	n/a
April	1,473,831	350	0.02%	308	15	323	92.29%	0.02%
May	1,458,085	0	0.00%	0	0	0	n/a	n/a
June	1,446,731	0	0.00%	0	0	0	n/a	n/a
July	1,434,285	3,008	0.21%	2,578	177	2,755	91.59%	0.19%
August	1,429,186	5,028	0.35%	4,373	280	4,653	92.54%	0.33%
September	1,416,398	4,921	0.35%	4,267	291	4,558	92.62%	0.32%
October	1,402,586	4,981	0.36%	4,249	297	4,546	91.27%	0.32%
November	1,392,075	3,499	0.25%	3,075	170	3,245	92.74%	0.23%
December	1,386,070	1,848	0.13%	1,596	95	1,691	91.50%	0.12%
YTD Total	1,386,070	23,635	1.71%	20,446	1,325	21,771	92.11%	1.57%

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

² Verification results are tied to the month initiated.

Note: PG&E sent requests to a test group in April and began gradual deployment of the high usage PEV process in July 2013.

Pacific Gas and Electric Company

PY 2013 CARE Annual Report CARE Table 4 Self-Certification and Self-Recertification Applications

	Provided ¹	Received	Approved	Denied	Pending/ Never Completed	Duplicates
Total	10,134,332	720,878	679,412	25,861	15,605	101,269
Percentage ²		100.00%	94.25%	3.59%	2.16%	14.05%

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

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

Pacific Gas and Electric Company

PY 2013 CARE Annual Report
CARE Table 5
Enrollment by County

County	Estimated Eligible Households			Total Households Enrolled			Penetration Rate		
	Urban	Rural ¹	Total	Urban	Rural ¹	Total	Urban	Rural ¹	Total
ALAMEDA	138,501	3	138,504	124,924	5	124,929	90%	149%	90%
ALPINE	0	123	123	0	15	15	n/a	12%	12%
AMADOR	2	4,461	4,463	0	3,968	3,968	0%	89%	89%
BUTTE	25,642	11,857	37,500	23,279	12,161	35,440	91%	103%	95%
CALAVERAS	66	7,497	7,563	63	5,500	5,563	96%	73%	74%
COLUSA	12	3,014	3,026	10	3,107	3,117	86%	103%	103%
CONTRA COSTA	90,884	1	90,885	81,995	1	81,996	90%	139%	90%
EL DORADO	7,007	6,366	13,373	5,547	5,642	11,189	79%	89%	84%
FRESNO	132,161	222	132,384	138,470	171	138,641	105%	77%	105%
GLENN	0	4,554	4,554	1	4,540	4,541	n/a	100%	100%
HUMBOLDT	0	20,689	20,689	0	18,262	18,262	0%	88%	88%
KERN	37,522	54,968	92,490	37,911	56,009	93,920	101%	102%	102%
KINGS	222	8,402	8,624	133	8,228	8,361	60%	98%	97%
LAKE	1	13,073	13,074	1	12,075	12,076	178%	92%	92%
LASSEN	0	164	164	0	174	174	n/a	106%	106%
MADERA	13,579	5,829	19,408	14,823	5,182	20,005	109%	89%	103%
MARIN	20,918	0	20,918	12,721	0	12,721	61%	n/a	61%
MARIPOSA	24	3,241	3,266	15	2,416	2,431	62%	75%	74%
MENDOCINO	21	13,321	13,342	4	10,471	10,475	19%	79%	79%
MERCED	19,813	19,717	39,530	18,428	19,077	37,505	93%	97%	95%
MONTEREY	39,412	4,438	43,850	33,027	5,151	38,178	84%	116%	87%
NAPA	14,349	1	14,350	10,981	0	10,981	77%	n/a	77%
NEVADA	7	10,692	10,698	2	8,971	8,973	30%	84%	84%
PLACER	18,809	11,798	30,607	12,703	7,919	20,622	68%	67%	67%
PLUMAS	115	3,548	3,663	11	1,758	1,769	10%	50%	48%
SACRAMENTO	138,170	0	138,170	104,805	0	104,805	76%	n/a	76%
SAN BENITO	109	4,883	4,992	71	4,707	4,778	65%	96%	96%
SAN BERNARDINO	44	395	439	44	250	294	100%	63%	67%
SAN FRANCISCO	78,542	0	78,542	64,806	0	64,806	83%	n/a	83%
SAN JOAQUIN	74,190	9,745	83,935	74,959	8,691	83,650	101%	89%	100%
SAN LUIS OBISPO	14,728	21,586	36,314	5,865	13,920	19,785	40%	64%	54%
SAN MATEO	46,598	0	46,598	35,923	0	35,923	77%	n/a	77%
SANTA BARBARA	16,388	1,243	17,631	15,666	708	16,374	96%	57%	93%
SANTA CLARA	117,272	3,235	120,507	105,453	2,768	108,221	90%	86%	90%
SANTA CRUZ	25,013	9	25,022	20,248	1	20,249	81%	11%	81%
SHASTA	12,322	11,997	24,319	10,751	9,582	20,333	87%	80%	84%
SIERRA	5	236	240	1	148	149	22%	63%	62%
SISKIYOU	0	21	21	0	8	8	n/a	38%	38%
SOLANO	37,395	0	37,395	38,428	0	38,428	103%	n/a	103%
SONOMA	45,582	3,054	48,635	39,208	2,535	41,743	86%	83%	86%
STANISLAUS	35,898	29,093	64,991	25,480	23,659	49,139	71%	81%	76%
SUTTER	12,285	0	12,286	13,173	0	13,173	107%	0%	107%
TEHAMA	11	11,974	11,985	8	11,127	11,135	71%	93%	93%
TRINITY	0	448	449	0	310	310	0%	69%	69%
TULARE	657	8,284	8,941	353	8,448	8,801	54%	102%	98%
TUOLUMNE	0	9,560	9,561	0	7,063	7,063	0%	74%	74%
YOLO	26,677	1	26,678	19,925	1	19,926	75%	75%	75%
YUBA	10,073	73	10,146	11,014	111	11,125	109%	152%	110%
Total	1,251,029	323,815	1,574,844	1,101,230	284,840	1,386,070	88%	88%	88%

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

Pacific Gas and Electric Company

PY 2013 CARE Annual Report CARE Table 6 Recertification Results

2013	Total CARE Population	Participants Requested to Recertify ¹	% of Population Total	Participants Recertified ²	Participants Dropped	Recertification Rate % (E/C)	% of Total Population Dropped (F/B)
January	1,488,356	37,440	2.52%	24,928	12,512	66.58%	0.84%
February	1,482,035	36,047	2.43%	21,747	14,300	60.33%	0.96%
March	1,478,927	34,606	2.34%	23,051	11,555	66.61%	0.78%
April	1,473,831	33,900	2.30%	23,305	10,595	68.75%	0.72%
May	1,458,085	38,410	2.63%	25,400	13,010	66.13%	0.89%
June	1,446,731	39,234	2.71%	28,130	11,104	71.70%	0.77%
July	1,434,285	47,987	3.35%	31,522	16,465	65.69%	1.15%
August	1,429,186	40,777	2.85%	26,831	13,946	65.80%	0.98%
September	1,416,398	39,845	2.81%	28,296	11,549	71.02%	0.82%
October	1,402,586	39,563	2.82%	27,963	11,600	70.68%	0.83%
November	1,392,075	37,871	2.72%	24,135	13,736	63.73%	0.99%
December	1,386,070	40,499	2.92%	27,677	12,822	68.34%	0.93%
YTD Total	1,386,070	466,179	33.63%	312,985	153,194	67.14%	11.05%

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

² Results are tied to the month initiated.

Pacific Gas and Electric Company

PY 2013 CARE Annual Report

CARE Table 7

Capitation Contractors

Contractor Name	Contractor Type (Check one or more if applicable)				Enrollments		
	Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
Advancing Vibrant Communities, Inc.		X			0	0	0
Amador-Tuolumne Community Action Agency		X			8	0	8
American Canyon Family Resource Center		X			0	0	0
Anderson Cottonwood Christian Assistance		X			0	10	10
Arc of San Francisco		X			0	0	0
Area 12 Agency on Aging		X			3	0	3
Area Agency on Aging Serving Napa and Solano		X			0	1	1
Arriba Juntos					0	0	0
Asian Community Center		X			0	28	28
Asian Community Mental Health Services		X			0	1	1
Asian Pacific American Community Center		X			0	0	0
Berkeley Housing Authority					0	2	2
Breathe California of the Bay Area					0	8	8
California Association of Area Agencies on Aging		X			4	8	12
California Human Development Corporation					0	1	1
Catholic Charities Diocese of Fresno		X			5	49	54
Center of Vision Enhancement					0	0	0
Central California Legal Services, Inc.					0	0	0
Central Coast Energy Services, Inc.					9	96	105
Child Abuse Prevention Council of San Joaquin County		X			0	0	0
Chinese Christian Herald Crusades					0	8	8
Chinese Newcomers Service Center					0	14	14
Community Action Marin		X			1	92	93
Community Pantry of San Benito County		X			3	0	3
Community Resource Project, Inc.					0	171	171
Community Resources for Independent Living		X			0	3	3
CSU Chico Research Foundation - Passages					0	0	0
Delta Community Services, Inc.		X			0	0	0
Disability Resource Agency for Independent Living		X			1	1	2
Ebony Counseling Center					1	0	1
Filipino American Development Foundation		X			2	4	6
Fresno Center for New Americans		X			0	5	5
GOD Financial Plan, Inc.					0	83	83
Golden Umbrella					0	1	1
Heritage Institute for Family Advocacy					0	74	74
Housing Authority of the City of Fresno					0	15	15
Housing Authority of the County of Kern					27	8	35
Independent Living Center of Kern County, Inc.					3	1	4
Independent Living Services of Northern California					1	2	3
KidsFirst					0	6	6
Kings Community Action Organization, Inc.		X			26	0	26
La Luz Bilingual Center					0	3	3
Lao Khmu Assoc., Inc.					1	26	27
Marin Center for Independent Living					0	1	1
Merced County Community Action Agency		X			3	13	16
Merced Lao Family Community Inc.		X			3	13	16
Moncada Outreach					0	2	2
Monument Crisis Center		X			0	0	0
Mutual Assistance Network of Del Paso Heights					0	6	6
National Alliance on Mental Illness-Santa Clara County					0	0	0
National Asian American Coalition					0	2	2
Oakland Citizens Committee for Urban Renewal (OCCUR)		X			0	34	34
Opportunity Junction					0	1	1
Project Access, Inc.					0	0	0
REDI (Renewable Energy Development Institute)					2	0	2
Ritter Center					0	0	0
Roseville Housing Authority					0	1	1
Sacred Heart Community Service					3	40	43
Salvation Army Golden State Divisional Headquarters					7	31	38
Second Harvest Food Bank of Santa Cruz and San Benito Counties					0	0	0
Self-Help for the Elderly					0	15	15
Shasta Women's Refuge					0	0	0
Silicon Valley Independent Living Center					0	0	0
St. Helena Family Center					0	5	5
Suscol Intertribal Council					1	1	2
Transitions Mental Health Association					0	0	0
United Way of Fresno County					0	2	2
Valley Oak Children's Services, Inc.					1	4	5
Volunteer Center of Sonoma County					0	0	0
West Valley Community Services		X			0	2	2
Yolo County Housing Authority					0	4	4
Yolo Family Resource Center					0	1	1
Total Enrollments					115	900	1,015

Pacific Gas and Electric Company

PY 2013 CARE Annual Report

CARE Table 8

Participants per Month

2013	Gas and Electric	Gas Only	Electric Only	Total	Eligible Households	Penetration Rate	% Change
January	877,977	254,996	355,383	1,488,356	1,574,844	95%	-0.2%
February	874,589	253,928	353,518	1,482,035	1,574,844	94%	-0.4%
March	873,497	252,548	352,882	1,478,927	1,574,844	94%	-0.2%
April	873,041	248,943	351,847	1,473,831	1,574,844	94%	-0.3%
May	863,253	245,854	348,978	1,458,085	1,574,844	93%	-1.1%
June	856,092	243,752	346,887	1,446,731	1,574,844	92%	-0.8%
July	849,391	240,649	344,245	1,434,285	1,574,844	91%	-0.9%
August	848,523	237,565	343,098	1,429,186	1,574,844	91%	-0.4%
September	841,373	234,725	340,300	1,416,398	1,574,844	90%	-0.9%
October	834,963	230,007	337,616	1,402,586	1,574,844	89%	-1.0%
November	828,526	228,510	335,039	1,392,075	1,574,844	88%	-0.7%
December	824,422	228,203	333,445	1,386,070	1,574,844	88%	-0.4%

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CARE Table 9

Average Monthly Usage & Bill

Average Monthly Gas / Electric Usage			
Residential Non-CARE vs. CARE Customers			
Customer	Gas Therms	Gas Therms	Total
	Tier 1	Tier 2	
Non-CARE	25.3	12.8	38.2
CARE	24.6	9.4	33.9
Customer	Electric KWh	Electric KWh	Total
	Tier 1	Tier 2	
Non-CARE	315	220	535
CARE	359	216	575

Average Monthly Gas / Electric Bill		
Residential Non-CARE vs. CARE Customers ¹		
(Dollars per Customer)		
Customer	Gas	Electric
Non-CARE	\$42.40	\$101.63
CARE	\$27.76	\$56.81

¹ Excludes master-meter usage.

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PY 2013 CARE Annual Report

CARE Table 10

Surcharge & Revenue

Electric					
CARE Surcharge and Revenue Collected by Customer Class					
Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
	CARE Surcharge	Monthly Bill			
Residential ¹	\$4.92	\$102.48	4.80%	\$201,955,692.46	28.86%
Commercial	\$46.30	\$763.72	6.06%	\$296,615,970.65	42.38%
Agricultural	\$62.65	\$1,003.33	6.24%	\$64,198,425.28	9.17%
Large/Indust	\$9,024.90	\$90,738.47	9.95%	\$137,098,391.82	19.59%

Gas					
CARE Surcharge and Revenue Collected by Customer Class					
Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
	CARE Surcharge	Monthly Bill			
Residential ¹	\$0.83	\$42.40	1.96%	\$34,351,044.65	37.12%
Commercial	\$6.90	\$189.80	3.64%	\$18,323,127.41	19.80%
NG Vehicle	\$12.53	\$334.25	3.75%	\$581,704.15	0.63%
Industrial ²	\$5,188.93	\$37,612.77	13.80%	\$39,286,740.52	42.45%

¹ Excludes CARE customers.

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

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CARE Table 11
Capitation Applications

Entity	Total Received	Approved	Denied	Pending/ Never Completed	Duplicates
Amador-Tuolumne Community Action Agency	14	8	1	0	5
Anderson Cottonwood Christian Assistance	27	10	2	0	15
Arc of San Francisco	2	0	0	0	2
Area 12 Agency on Aging	4	3	0	0	1
Area Agency on Aging Serving Napa and Solano	2	1	0	0	1
Arriba Juntos	3	0	1	0	2
Asian Community Center	47	28	3	0	16
Asian Community Mental Health Services	3	1	0	0	2
Asian Pacific American Community Center	1	0	0	0	1
Berkeley Housing Authority	6	2	0	0	4
Breathe California of the Bay Area	16	8	3	0	5
California Association of Area Agencies on Aging	58	12	2	0	44
California Human Development Corporation	3	1	0	0	2
Catholic Charities Diocese of Fresno	107	54	8	0	45
Center of Vision Enhancement	1	0	0	0	1
Central California Legal Services, Inc.	3	0	0	0	3
Central Coast Energy Services, Inc.	397	105	31	0	261
Chinese Christian Herald Crusades	16	9	0	0	7
Chinese Newcomers Service Center	28	14	2	0	12
Community Action Marin	131	93	2	0	36
Community Pantry of San Benito County	14	3	1	0	10
Community Resource Project, Inc.	279	171	25	0	83
Community Resources for Independent Living	4	3	0	0	1
Disability Resource Agency for Independent Living	5	2	0	0	3
Ebony Counseling Center	2	1	0	0	1
Filipino American Development Foundation	12	6	3	0	3
Fresno Center for New Americans	10	5	1	0	4
GOD Financial Plan, Inc.	114	83	5	0	26
Golden Umbrella	1	1	0	0	0
Heritage Institute for Family Advocacy	157	74	23	0	60
Housing Authority of the City of Fresno	18	15	0	0	3
Housing Authority of the County of Kern	41	35	1	0	5
Independent Living Center of Kern County, Inc.	6	4	0	0	2
Independent Living Services of Northern California	5	3	0	0	2
KidsFirst	8	6	1	0	1
Kings Community Action Organization, Inc.	35	26	2	0	7
La Luz Bilingual Center	5	3	0	0	2
Lao Khmu Assoc., Inc.	44	27	1	0	16
Marin Center for Independent Living	1	1	0	0	0
Merced County Community Action Agency	33	16	3	0	14
Merced Lao Family Community Inc.	27	16	0	0	11
Moncada Outreach	2	2	0	0	0
Monument Crisis Center	1	0	0	0	1
Mutual Assistance Network of Del Paso Heights	10	6	0	0	4
National Asian American Coalition	2	2	0	0	0
Oakland Citizens Committee for Urban Renewal (OCCUR)	115	34	26	0	55
Opportunity Junction	1	1	0	0	0
REDI (Renewable Energy Development Institute)	3	2	0	0	1
Roseville Housing Authority	3	1	0	0	2
Sacred Heart Community Service	114	43	3	0	68
Salvation Army Golden State Divisional Headquarters	148	38	17	0	93
Self-Help for the Elderly	27	15	3	0	9
St. Helena Family Center	11	5	1	0	5
Suscol Intertribal Council	5	2	0	0	3
Transitions Mental Health Association	1	0	0	0	1
United Way of Fresno County	3	2	0	0	1
Valley Oak Children's Services, Inc.	7	5	0	0	2
Volunteer Center of Sonoma County	5	0	1	0	4
West Valley Community Services	4	2	0	0	2
Yolo County Housing Authority	7	4	0	0	3
Yolo Family Resource Center	2	1	0	0	1
Totals	2,161	1,015	172	0	974

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PY 2013 CARE Annual Report CARE Table 12 Expansion Program

Participating Facilities by Month						
2013	Gas			Electric		
	CARE Residential Facilities	CARE Commercial Facilities	Total Gas	CARE Residential Facilities	CARE Commercial Facilities	Total Electric
January	3,821	584	4,405	4,402	910	5,312
February	3,820	585	4,405	4,407	908	5,315
March	3,817	586	4,403	4,423	911	5,334
April	3,807	585	4,392	4,425	908	5,333
May	3,805	582	4,387	4,426	903	5,329
June	3,888	582	4,470	4,531	906	5,437
July	3,883	577	4,460	4,526	895	5,421
August	3,891	584	4,475	4,531	906	5,437
September	3,897	695	4,592	4,537	908	5,445
October	3,897	583	4,480	4,543	904	5,447
November	3,893	581	4,474	4,543	905	5,448
December	3,894	582	4,476	4,545	909	5,454

Average Monthly Gas / Electric Usage ¹		
Customer	Gas	Electric
	Therms	KWh
Residential Facilities	44	648
Commercial Facilities	609	7,670

CARE Expansion Self-Certification and Self-Recertification Applications					
	Received	Approved	Denied	Pending/Never Completed	Duplicates
Total	416	307	4	100	5
Percentage	100.00%	73.80%	0.96%	24.04%	1.20%

¹ Excludes master meter usage.

Pacific Gas and Electric Company

PY 2013 CARE Annual Report CARE Table 13 High Usage Verification Results

Stage 1 - IRS Documentation and ESA Agreement				Stage 2 - ESA Participation			Stage 3 - Usage Monitoring		
Households Requested to Verify	Removed (No Response)	Removed (Verified Ineligible) ¹	Income Verified and Referred to ESA	Failed and Removed ²	Ineligible ³	Completed	Removed ⁴	Appeals Denied	Appeals Approved
23,635	17,567	1,801	4,267	756	1,592	626	27	0	0

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

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

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

⁴ Customers removed for exceeding 600% of baseline in any monthly billing cycle.

Note: Results as of March 31, 2014. (1,293 customers still pending ESA Participation.)

Pacific Gas and Electric Company

PY 2013 CARE Annual Report CARE Table 14 Categorical Enrollment

Type of Enrollment	Number of Customers Enrolled ¹
WIC	32,295
SSI	17,644
Food Stamps	33,825
TANF	8,828
Medi-Cal	88,450
Healthy Families	10,521
NSL - Free Lunch	21,225
LIHEAP	5,962
Indian Affairs General Assistance	212
Head Start - Tribal	1,314

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

Note: PG&E only tracks Categorical Enrollment types for customers who enroll online (50%).