

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

Application of Southern California Edison Company (U 338E) for Approval of its Energy Savings Assistance and California Alternate Rates for Energy Programs and Budgets for Program Years 2015-2017.	Application 14-11-007 (Filed November 18, 2014)
Application of San Diego Gas & Electric Company (U 902 M) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2015-2017.	Application 14-11-009 (Filed November 18, 2014)
Application of Pacific Gas and Electric Company for Approval of the 2015-2017 Energy Savings Assistance and California Alternate Rates for Energy Programs and Budget (U 39 M).	Application 14-11-010 (Filed November 18, 2014)
Application of Southern California Gas Company (U 904 G) for Approval of Low-Income Assistance Programs and Budgets for Program Years 2015-2017.	Application 14-11-011 (Filed November 18, 2014)

**ANNUAL FAMILY ELECTRIC RATE ASSISTANCE (FERA) PROGRAM
OF SAN DIEGO GAS & ELECTRIC COMPANY FOR PROGRAM YEAR 2014**

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May 01, 2015

**BEFORE THE PUBLIC UTILITIES COMMISSION
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**ANNUAL FAMILY ELECTRIC RATE ASSISTANCE (FERA) PROGRAM
OF SAN DIEGO GAS & ELECTRIC COMPANY FOR PROGRAM YEAR 2014**

San Diego Gas & Electric Company (SDG&E) hereby submits its Annual Progress Report for the Family Electric Rate Assistance (FERA) Program for the period January through December 2014

Respectfully Submitted,

By: /s/ Kim F. Hassan

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**FAMILY ELECTRIC RATE
ASSISTANCE (FERA)
PROGRAM ANNUAL REPORT**

Program Year 2014 Results

May 1, 2015

SDG&E's FERA Report
January 1 – December 31, 2014

INTRODUCTION:

The purpose of this annual report is to provide information on San Diego Gas & Electric Company's (SDG&E) Family Electric Rate Assistance (FERA) Program¹ and to report on the administrative and subsidy costs incurred by the program. The California Public Utilities Commission (Commission or CPUC) in D.04-02-057, dated February 26, 2004, adopted the FERA program, whereby qualifying lower-middle income large household participants are charged Tier 2 (101% - 130% of baseline) electric rates for their Tier 3 (131% - 200% of baseline) usage. The FERA program is available to households of three or more persons with total household annual gross income levels between 200% (plus \$1) and 250% of the Federal Poverty Guidelines (FPG)² in accordance with D.05-10-044.³ These income levels are subject to revision pursuant to the Commission's communication of its updated annual income guidelines, which are issued no later than April 1 of each year and effective June 1st of each year.

SDG&E's FERA Program implementation plan utilizes the existing procedures already developed and adopted by the Commission for the California Alternate Rates for Energy (CARE) Program. These existing protocols and procedures relate to outreach practices, enrollment, verification, and recertification activities. SDG&E uses a dual application form for the CARE and FERA program.

The following summarizes SDG&E's FERA Program activities for 2014.

¹ FERA was originally referred to in Decision (D.) 04-02-057 as the Middle Income Large Household Program.

² FPG Link: <http://aspe.hhs.gov/poverty/11poverty.shtml>

³ See D.05-10-044, Ordering Paragraph 3.

**SAN DIEGO GAS & ELECTRIC COMPANY'S
FAMILY ELECTRIC RATE ASSISTANCE (FERA) PROGRAM**

January 1, 2014 through December 31, 2014

I. Participant Information

- A. Provide the total number of FERA customers by month, for the reporting period.**

TABLE 1		
2014	FERA Enrolled	FERA Receiving Tier 3 Benefit¹
January	4,877	2,647
February	4,894	2,352
March	5,057	2,244
April	5,120	2,140
May	5,204	2,434
June	5,196	2,833
July	5,280	3,161
August	5,345	3,603
September	5,401	3,795
October	5,381	3,604
November	5,455	2,697
December	5,393	2,629

¹This category does not include sub-metered tenants.

SDG&E's FERA Report
January 1 – December 31, 2014

- B. Provide the total number of FERA-eligible households, FERA-participating households, and FERA household penetration rates by quarter.**

TABLE 2			
FERA Penetration Rate			
2014 Quarter Ending	(Estimated) FERA Eligible Households	FERA Participating Households	FERA Household Penetration Rate¹
March 31	46,295	5,057	10.9%
June 30	46,369	5,196	11.2%
September 30	46,453	5,401	11.6%
December 31	46,501	5,393	11.6%

¹ The FERA Household Penetration Rate is calculated by dividing FERA Participating Households by FERA-Eligible Households. Estimated number of FERA-eligible customers is 3.69% of SDG&E's residential electric customers.

- C. Discuss how the estimates of current FERA-eligible households were developed.**

SDG&E used a customer information system count of residential customers within its territory as the basis for estimating the number of FERA-eligible households.

The estimate of FERA-eligible households was developed by multiplying the number of residential customers, by the factor in the Annual Eligibility Update for CARE/FERA⁴, which is 3.69% for program year 2014.

Total Residential Customers/Estimated Eligible = FERA Eligible Households.

⁴ Compliance Filing of Pacific Gas & Electric (U 39 M) on Behalf of Itself, Southern California Gas Company (U 904-G), San Diego Gas & Electric Company (U 902 M) and Southern California Edison Company (U 338-E) Regarding the Annual Estimates of CARE Eligible Customers and Related Information, filed February 11, 2014.

SDG&E's FERA Report
January 1 – December 31, 2014

D. Provide the current FERA sub-metered tenant counts at year-end.

At year-end 2014, the number of sub-metered tenants participating in FERA totaled 195. Outreach and enrollment efforts for sub-metered facilities are leveraged with CARE outreach. Enrollments, however, continued to be heavily skewed to CARE in these facilities.

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

SDG&E did not encounter any problems administering the FERA Program for the sub-metered tenants during 2014.

II. Program Costs

A. Discount Cost

1. State the average monthly FERA discount received, in dollars per FERA customer.

2014 Average Monthly Discount per Customer = \$28.51

2. State the cumulative annual discount for all FERA customers.

2014 Cumulative Annual Discount = \$972,077

B. Administrative Cost

1. Show the FERA Program's administrative cost by category.

See Table 4 below.

Table 4	
FERA Program Administrative Costs by Category and Benefits	
Category	Cost
Outreach	\$ 12,200
Processing, Certification, and Verification	\$ 12,940
General Administration	\$ 29,566
TOTAL PROGRAM COSTS	\$ 54,706
CUSTOMER BENEFITS	\$972,077
TOTAL PROGRAM COSTS & CUSTOMER BENEFITS	\$1,026,783

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

Outreach

The cost of outreach includes capitation fee payments and letter fulfillment. Capitation fees are fees paid to partner agencies that generate enrollments for the program by cross-selling FERA with their other assistance programs.

Processing, Certification, and Verification

The cost of processing, certification and verification consists of the labor costs to process, certify and verify FERA applications.

General Administration

General administration costs include the costs associated with managing and reporting on the program.

Customer Benefits

Customer benefits costs include the cost of the FERA rate discounts provided to customers.

3. Explain how costs of joint CARE/FERA activities are charged to each program.

The costs of distinct CARE and FERA activities are charged separately to each program by using separate source codes for each program. To the extent possible, the costs of CARE/FERA activities are allocated in proportion to the work that was attributable to either CARE or FERA. Because most CARE and FERA Program activities are integrated, most costs are shared between the programs.

C. Provide the year-end December 31 balances for the FERA balancing account for both the current and prior reporting periods.

As of December 31, 2014, there was \$57,749 in the FERA sub-account of SDG&E's Baseline Balancing Account (BBA). The FERA sub-account records applicable costs associated with the FERA Program from its inception in 2004. The forecasted year-end 2013 balance under-collection of \$32,768 was amortized in 2013 rates and recorded to the FERA sub-account. The balance in the FERA sub-account of the BBA as of December 31, 2013 totaled \$35,666

III. Outreach

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

Mass Media

Mass media allows SDG&E to educate and connect with its customers through diversified communication mediums designed to reach a mass audience. They serve to

drive overall awareness and complement other Outreach tactics. In 2014, mass media components included print, TV, radio and digital media.

Print Campaigns

In-language print ads were developed for both general and ethnic markets. Ethnic market campaigns targeted African American, Latino, Chinese, Vietnamese, and Filipino communities. Using SDG&E customers and employees, the English and in-language ads talked about the importance of the programs using culturally relevant cues that resonated with the target audience. The ads ran in various ethnic publications. Examples of the print ads can be found in Appendix 1.

Television

Fifteen and thirty second TV spots, targeting general market and Latino audiences took place throughout 2014. Various English and Spanish television networks aired the spots, which featured real customers taking part in the programs. The spots served to create overall awareness in conjunction with the numerous direct marketing and outreach activities taking place.

Radio

Fifteen second traffic IDs about the programs occurred on various radio stations. The IDs briefly described the benefits of the programs and encouraged customers to learn more on SDG&E's web pages for assistance programs.

Online Campaigns

SDG&E used an online strategy of increasing awareness for the programs, driving online submissions, and geo-targeting SDG&E's service territory to target lower income

SDG&E's FERA Report
January 1 – December 31, 2014

segments. The campaign used efforts such as paid search, display ads, video ads, ad networks, audio networks, news networks, and mobile networks. A summary of each effort is outlined below:

Paid Search – By using hundreds of key words such as “bill discount”, “food stamps”, and “qualify for WIC” users were exposed to ads featuring information about the programs. More than 53,000 customers visited the Customer Assistance landing page on the SDG&E website as a result of using search terms.

Display Ads – Display ads are online ads that appear next to content on web pages that are geo-targeted and feature both customers and SDG&E employees. Display ads had a 22% click through rate (CTR), which is defined as the percentage of times an ad is clicked on out of the total number of ad views within a given time period.

Video Ads – Video ads are online commercials that run on online versions of TV networks in an effort to increase awareness and campaign impressions to targeted demographics. Video ads run on news networks such as UT San Diego, ESPNLA and ESPN Deportes and target both English and Spanish language audiences.

In summary, digital campaigns produced over 107,000 web visits for 2014.

Ethnic Marketing

SDG&E reached numerous ethnicities throughout the year with a variety of mass media tactics. Latino, African American, Chinese, Vietnamese, and Filipino audiences were targeted by print and digital campaigns.

Direct Marketing

Direct marketing allows SDG&E to connect with individual customers through targeted tactics. In 2014, SDG&E's direct marketing tactics included direct and electronic mail campaigns, automated voice messaging (AVM) campaigns, bill inserts, and door-to-door efforts.

Email Campaigns

Campaigns were leveraged with the CARE and ESA Programs and contained an integrated message, directing customers to the online application process. Customer testimonials were the featured concept while subject lines and content were modified based on results. Email campaigns were designed in tandem with the corresponding awareness campaigns that featured the same customer testimonials in order to reinforce messaging and generate familiarity amongst customers. See Appendix 2 for sample of email creative.

Direct Mail Campaigns

SDG&E reintroduced the use of direct mail campaigns in late 2014 as one direct touch tactic in its "multi-tactic" campaign. From July through December, targeted segments of customers were sent a direct mail postcard that included the customer's account number. Customers were encouraged to use the account number to call SDG&E's CARE Interactive Voice Response (IVR) number to enroll by phone.

Automated Voice Messaging (AVM) Campaigns

SDG&E decreased use of the AVM as a monthly tactic due to a sharp decline in response. Instead, SDG&E used AVM to reach the rural customer segment.

Bill Inserts

The mandated annual CARE/FERA bilingual notification took place in July. All non-CARE customers received the bilingual application in their SDG&E bill. In addition, bilingual bill inserts were distributed in March and November through the monthly bill. See Appendix 3 for sample of bill insert.

Door-to-Door

In order to target multilingual and harder to reach customers, SDG&E collaborated with The Harris Group, a Diverse Business Enterprise (DBE) vendor, in order to identify, strategize and implement door-to-door campaigns in high-to-mid density, potentially eligible neighborhoods. Contractors canvassed these neighborhoods and were able to directly interact with customers, in-language when necessary, to enroll them in the program. In 2014, door-to-door efforts resulted in 454 FERA customer enrollments.

Community Outreach & Engagement

Community outreach is a key component in educating the general public about the Customer Assistance programs, as well as reaching out and engaging eligible customers. Tactics utilized by SDG&E in this area include partnerships with social service agencies and nonprofit organizations, presentations, workshops/trainings, and participation at community events.

CARE Partners (Capitation Agencies)

SDG&E collaborates with social service community organizations that serve low-income and in-need clients every day. Agencies, such as WIC, are often referred to as

SDG&E's FERA Report
January 1 – December 31, 2014

central intake agencies; these agencies provide a single point of contact for client information required by a number of local, state or federally-funded customer assistance programs. In 2014, SDG&E worked closely with 20 partner agencies in order to enroll customers in the CARE and FERA Programs. In 2014, these partners contributed 66 FERA Program enrollments.

Energy Solutions Partner Network

SDG&E continues to work with an established network of more than 250 nonprofit and community-based organizations, collectively called the Energy Solutions Partner Network. This network helps coordinate enhanced outreach efforts, including customized messaging, social media posts, special events and promotions. Largely grassroots, multicultural, and neighborhood centric, these organizations are diverse and provide direct services to populations including seniors, special needs/disabled, low-income and young families. In 2014, nearly 1,200 activities were coordinated through this partner network to promote the CARE and FERA Programs.

Community Events & Presentations:

Each year, SDG&E coordinates participation at hundreds of community events and presentations throughout its service area. Many of these opportunities are requests from organizations that serve multicultural, rural, senior, and special needs audiences. While events and presentations generally do not generate program enrollments, these tactics are important in educating and engaging organizations that serve these audiences. In 2014, SDG&E promoted the Customer Assistance solutions, including the FERA Program at over 1,250 presentations and events.

Integration Efforts

Integration Efforts represents the combined efforts of internal resources to raise program awareness and create a positive customer experience. In 2014, integration efforts included SDG&E's interactive voice response (IVR) system, Energy Service Specialists (ESS), branch offices, field collectors, collection calls, and informational brochures.

Customer Contact Center

SDG&E's Customer Contact Center assists thousands of customers with a variety of energy inquiries. While waiting to speak with an Energy Service Specialist (ESS), customers are provided information about the CARE, FERA and ESA Programs in both English and Spanish. Customers are provided an option of requesting a CARE application through this process as well. In addition, the CARE program has a dedicated IVR that allows customers to call and enroll in the program. The IVR asks a series of questions used to determine eligibility for the program while customers interact using the touch-tone keypad on their phone. The system offers English and Spanish options and, in 2014, over 91 FERA program enrollments resulted from the IVR.

Branch Offices

The Customer Assistance team and the company's bill payment locations, which include SDG&E's branch offices, continually collaborate and promote applicable solutions for customers. The outreach team regularly engages branch office staff to provide training and presentations on the CARE, FERA and ESA Programs. Additionally, fifteen customer engagement fairs were held at branch office locations on

SDG&E's FERA Report
January 1 – December 31, 2014

high-traffic days to help customers enroll in CARE. In 2014, Branch Offices contributed 46 FERA program enrollments.

Field Collection

SDG&E field collectors deliver notices to customers facing disconnection due to non-payment. Collectors are educated about the CARE and FERA programs and include program applications as part of their notification process.

Collection Call

SDG&E provides an additional outbound telephone call and a follow up letter to customers facing collection activity on their account. The letter includes information about solutions available to them including payment arrangements and information on the assistance programs. A sample letter is included in Appendix 4.

Informational Brochures

Brochures, featuring other energy-saving solutions, include information on the customer assistance programs. There are several examples including “The Whole House Guide,” which offers customers information on residential energy efficiency resources such as rebates, energy surveys and appliance recycling; “The Guide to SDG&E Services,” which details the various services offered like Gas Safety Check; and “The Floor to Ceiling Guide,” which contains helpful energy efficiency information. These brochures are available to customers through direct requests or at various outreach events.

B. Discuss each of the following:

- 1. How FERA customer data and other relevant program information is shared within the utility, for example, between its Energy Savings Assistance Program and other appropriate low-income programs.**

FERA information is distributed in conjunction with the CARE program. Both FERA and CARE are promoted through a joint application form. All outreach efforts for FERA are combined with the CARE program outreach. For example, all targeted direct mail and telephone campaigns promote the FERA Program through the joint application form. Customers entering income that exceeds the CARE guidelines but are within the FERA guidelines are appropriately enrolled in FERA. Additionally, customer data received from the Energy Savings Assistance Program regarding potentially eligible customers are shared with the FERA Program.

Additionally, SDG&E leverages FERA program information with SDG&E's Middle Income Direct Install (MIDI) Program. The MIDI Program management team leveraged income verification practices, as well as FERA verification documentation, for the purpose of simplifying enrollment processes for customers participating in the MIDI Program. Contractors conducting outreach for MIDI also inform customers under their guidelines about the CARE, FERA and ESA programs.

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

FERA Program marketing, education and outreach efforts are leveraged with CARE Program efforts. CARE Program outreach is highly targeted to lower income areas with a number of tactics utilized to connect with potentially eligible customers including mass media campaigns, direct mail, email, automated voice messaging, print

SDG&E's FERA Report
January 1 – December 31, 2014

advertising, door-to-door canvassing, social media, events, presentations and workshops.

Enrollments in the FERA Program result from a customer ineligibility in the CARE Program, with customer qualification based on household size and eligibility information within the FERA guidelines. This process does not result in a large quantity of FERA customer enrollments. For example, in 2014, SDG&E received over 131,400 eligible applications, of which approximately 3,738 were received as FERA applications.

IV. Processing FERA Applications

A. Processing Self-Certification and Self-Recertification Applications (individual and sub-metered customers)

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

Table 5						
FERA Self-Certification and Self-Recertification Applications¹						
	Provided²	Received	Approved³	Denied	Pending/Never Completed	Duplicates
Utility Capitation Other Third- Party	423,977	3,631	3,270	39	0	322
		83	73	1	0	9
		24	22	0	0	2
Total		3,738	3,365	40	0	333

¹ This includes sub-metered tenants. Self-Certification applications are distributed/mailed through a wide variety of fulfillment and outreach methods, such that it is not possible to determine an actual count.

² The FERA and CARE applications are joint applications. This number represents an estimate of all applications provided.

³ Approved includes CARE ineligible applications that are eligible for FERA.

B. Processing Random Post-Enrollment Verification Requests

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

SDG&E's FERA Report
January 1 – December 31, 2014

Table 6						
FERA Random Post-Enrollment Verification Requests						
	Requested	Received¹	Approved¹	Denied	Pending/Never Completed	Duplicates
Total	3	216	196	15	0	5

¹ Received and Approved includes CARE ineligible Post Enrollment Verification Requests that are eligible for FERA.

V. Program Management

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

There were no significant issues affecting FERA Program management in 2014.

APPENDIX 1-4

FERA Program

APPENDIX

FERA Program:

- 1. Print Ads**
- 2. Email Campaign**
- 3. Bill Insert**
- 4. Credit and Collections Notices**

**SDG&E's FERA Report
January 1 – December 31, 2014**

Appendix 1 - English Print Ad

4SDG012025__CAREPrint__SanDiegoUnionTribune-INDEPTHSECTION__Run:06_08_14__10x10.75



connected..... to what matters

Our CARE Program offers an easy way to receive a discount of at least 20% off your monthly energy bill. If you're on a limited income or have recently lost your job, you may be eligible.

Gerald saved on his bill and you can too. To see if you qualify for CARE or other programs that can help you save energy and money, **call 211 or connect with us at sdge.com/care.**

*This program is funded by California utility customers and administered by San Diego Gas & Electric® under the auspices of the California Public Utilities Commission.



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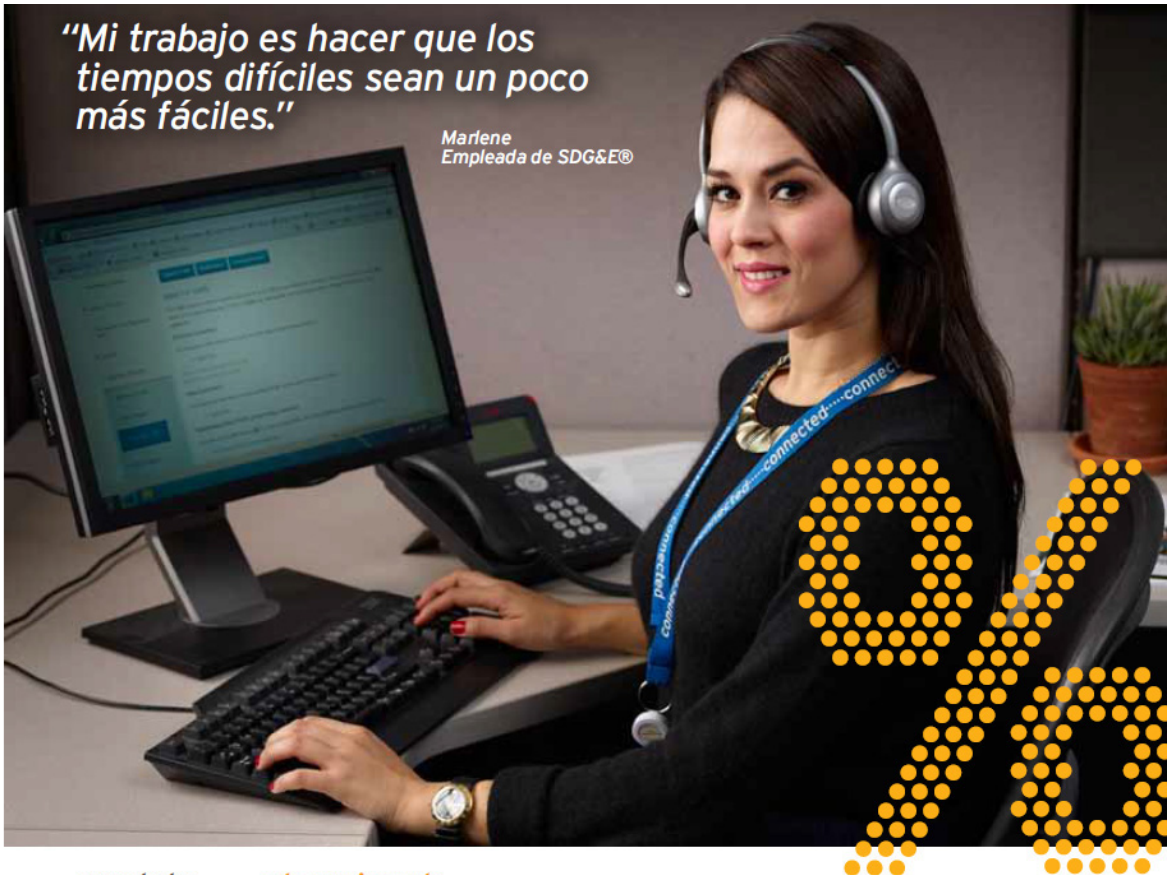
4SDG012025_CARE_Pttrn_SDUT_10x10.75.indd 1

4/25/14 4:29 PM

Appendix 1 (Continued) - Spanish Print Ad

"Mi trabajo es hacer que los tiempos difíciles sean un poco más fáciles."

Marlene
Empleada de SDG&E®



conectados a lo que importa

A veces cubrir los gastos diarios puede ser desafiante. A través de nuestro Programa CARE puede recibir un descuento de cuando menos el 20% en su factura mensual de energía. Si tiene un ingreso limitado o perdió recientemente su trabajo, tal vez reúna los requisitos.

Nuestros representantes CARE, como Marlene, pueden ayudarle a ahorrar en su factura de energía. Para ver si tiene derecho a CARE u otros programas que pueden ayudarle a reducir sus costos de energía, llame al 211 o visite sdge.com/ahorro.

*Este programa está financiado por los clientes de las empresas de servicios públicos de California y administrado por San Diego Gas & Electric®, bajo los auspicios de la Comisión de Servicios Públicos de California.

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Appendix 1 (Continued) - Vietnamese Print Ad



“Với Chương Trình CARE của chúng tôi, tiết kiệm tiền dễ dàng hơn quý vị tưởng.”
— Linh-Chi, Nhân Viên của SDG&E®

connectedvới tiết kiệm

“Đối với người cao niên, hoặc người sống với một mức lợi tức hạn chế hay người bất thành linh phải đối diện với khó khăn, tiết kiệm lên đến 20% trên hoá đơn năng lượng sẽ giúp nhẹ bớt phần nào phí tổn.”

Đời sống nhiều bất ngờ. Nhiều thay đổi bất chợt. Chúng tôi tận lực tìm hiểu về các nhu cầu của quý vị, dù lớn hay nhỏ. Qua Chương Trình CARE, khách hàng có thể tiết kiệm lên đến 20% trên hoá đơn năng lượng. Hãy mang những ích lợi này về nhà chỉ cần nhấp vào chuột vài lần.

Nếu quý vị hiện có lợi tức giới hạn hay gần đây vừa mất việc, quý vị có thể hợp lệ nhận chương trình CARE. Để xem quý vị có hội đủ điều kiện hay không, hãy vào sdge.com/Vietnamese hay gọi 211.

SDGE^{connected}
Semptra Energy utility®

Chương trình này được tài trợ bởi khách hàng tiện ích của California và quản lý bởi San Diego Gas & Electric® dưới sự bảo trợ của California Public Utilities Commission.
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Appendix 1 (Continued) - Chinese Print Ad



connected連接省錢

「就連下班了，我也會隨時隨地跟大家介紹我們的計劃。我真的很希望大家能好好利用這個省錢的機會，尤其它比過去更容易申請了。」

事實上，您和家人從今天起就能過得更舒適。您可用每月省下的錢來支付重要的家用開銷，如伙食、交通和住房。

只要您符合我們的CARE計劃，您每個月就可在SDG&E帳單上得到20%折扣，平均一年可節省\$275。

SDG&E致力於服務社區，讓您省錢省心，好好照顧自己和家人。

如果您的收入有限，或最近失業，您可能符合CARE計劃。想知道您是否符合資格，請上網到 sdge.com/Chinese 或致電 211。



本計劃由加州能源客戶資助。San Diego Gas & Electric® 聖地牙哥瓦斯及電力公司管理。加州公用事業委員會負責監督。
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Appendix 1 (Continued) - Filipino Print Ad



*"Did you know that you
could save at least 20%
on your energy bill?"*

- Marianne, SDG&E® employee

connected to savings

"Everyone likes to save money. But most people don't believe how much they can actually save."

Every little bit helps. It's easy. All you need to do is apply to see if you're eligible for savings. Through our CARE Program, you get at least 20% off your monthly SDG&E bill. This leaves extra money for food, transportation and housing – you name it. Since you work hard to make a good life for you and your family, let us help to put some money back into your wallet.


If you're on a limited income or recently lost your job, you may be eligible for the CARE Program. To see if you qualify, connect at sdge.com/Filipino or call 211.


Semptra Energy utility®

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**SDG&E's FERA Report
January 1 – December 31, 2014**

Appendix 2 - Email Campaign



Don't miss out on an energy bill discount

[See if You Qualify](#)

You may qualify for at least a 20% savings on your energy bill

Through the California Alternate Rates for Energy (CARE) program and the Energy Savings Assistance Program, eligible families can save at least 20% on their energy bill as well as receive free home improvements or appliances. With new income guidelines in place, more families are now eligible.

[Start the Application](#)

You will need your 10 digit account number found on your SDG&E bill.

To learn more, connect at sdge.com/care

To qualify you must meet the income guidelines or belong to any of the programs listed below:

View the income table and see if you qualify:

Qualifying Assistance Programs	
Medicaid/Med-Cal (Under 65)	Women, Infants and Children (WIC)
Medicaid/Med-Cal (Over 65)	National School Lunch Program (NSLP)
Med-Cal for Families A & B	Supplemental Security Income (SSI)
CalFresh (Food Stamps) SNAP	CalWORKs (TANF) or Tribal TANF
Head Start Income Eligible (Tribal Only)	Low-income Home Energy Assistance Program (LIHEAP)
Bureau of Indian Affairs (General Assistance)	

[Start Saving Today](#)

More about the CARE Program

> Over 280,000 customers are receiving a monthly energy bill discount. Eligibility is based on household size and total household income or if you're participating in certain public assistance programs. If you qualify you could also be eligible for free energy-efficient home improvements. [Watch the video](#)

More about the Energy Savings Assistance Program

> Qualifying renters or home-owners may be able to receive free home improvements and energy-efficient appliances that make their home more comfortable and save them money now and for years to come. [Watch the video](#)

If you have any questions or would like more information on ways to lower your bill, please [email us](#) or call 1-800-411-7343

[Apply](#)[Qualifications](#)[Overview](#)

This email has been sent to sobadozs@sempu.utillies.com as a promotional communication. If you'd rather not receive emails like this, please [click here to opt-out or manage your preferences](#).

Having trouble seeing images, [click here](#) to view the web version.

*As long as the residence was not previously served by the program. This program is funded by California utilities customers and administered by San Diego Gas & Electric under the auspices of the California Public Utilities Commission. SDG&E makes no representations as to the safety, reliability and/or efficiency of good and services selected. SDG&E makes no warranty, whether express or implied, including warranty of merchantability or fitness for any particular purpose, use or application of selected good and services. **Existing appliances must meet age requirements to qualify for replacement. Co-pay may be required for landlords who own appliances and pay tenant utility bill.

SDG&E's FERA Report January 1 – December 31, 2014

Appendix 3 - Bill Insert



BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 1117 SAN DIEGO, CA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: CARE PROGRAM
PO BOX 12984
SAN DIEGO CA 92112-9985

SDG&E - General Information
1-800-411-7343
sdge.com

Save energy

Energy Savings Assistance Program
Free energy-saving home improvements
1-866-597-0597
sdge.com/energyassistance
Energy Savings Assistance Program
sdge.com/fera

Home rebates
Rebates on energy-efficient products for your home
1-800-444-6033
sdge.com/rebates

My energy survey
Free online analysis can show you ways to save
1-800-444-6033
sdge.com/survey

Get extra help

Level your energy bill payments every month
1-800-411-7343
sdge.com/levelpay

Bill payment assistance and other community resources
Dial "211"
211sandiego.org

LINEAP
State-funded bill payment assistance and weatherization services. Call the Department of Community Services and Development 1-866-675-6623 or call 2-1-1 for referral to a local agency.

California Lifeline
Discounted telephone service. Call your service provider:
cpuc.ca.gov

Save money

CARE
Monthly discount
1-800-411-7343
sdge.com/care
FERA
Electricity within certain usage levels is billed at a lower rate
1-800-411-7343
sdge.com/fera
Medical Baseline
More energy at the lowest rates for customers with medical conditions
1-800-411-7343
sdge.com/medicalbaseline

SDG&E - Información general
1-800-311-7343
sdge.com/espanol

Ahorre energía

Energy Savings Assistance Program
Mejores graduals que ahorran energía en el hogar
1-866-597-0597
sdge.com/casa
Energy Savings Assistance Program
sdge.com/fera

Reembolsos para el hogar
Reembolsos en productos eficientes en energía para su hogar
1-800-444-6033
sdge.com/reembolsos

Análisis de mi Consumo de Energía
Llame al 1-800-644-6033 para obtener más información

Ahorre dinero

CARE
Descuento mensual
1-800-311-7343
sdge.com/ahorro

FERA
La electricidad dentro de ciertos niveles de consumo se factura a una tarifa más baja
1-800-311-7343
sdge.com/ahorro
Asignación Médica Inicial
Más energía a las tarifas más bajas para clientes con enfermedades
sdge.com/medicinal

Save on your SDG&E® bill.
Residential Rate Assistance

Ahorre en la factura de SDG&E®.
Asistencia tarifaria residencial

Application/Formulario de Solicitud

The Banks Family

It's easy to apply for SDG&E assistance programs. We offer two programs that may lower your monthly bill.

- California Alternative Rates for Energy (CARE)** The CARE program offers a monthly discount on SDG&E bills for qualifying households. Qualification is based on total income of everyone living in the home (see the income guidelines below) OR participation in a qualifying public assistance program.
- Family Electric Rate Assistance (FERA)** If you do not qualify for the CARE program, you may still qualify for the FERA program, which offers a monthly discount on electric bills for households of 3 or more people with a slightly higher income than required for CARE. See the FERA income guidelines listed below to find out if you qualify.

Rules for CARE and FERA participation

- You must notify SDG&E if you no longer qualify.
- You may be asked to verify your income.
- You must renew your enrollment when required.
- Do not receive a bill in your name and the address must be your primary residence.
- Your total current household income (all income, including housing and military subsidies, for all persons living in your home) before deductions must be within the income levels in the chart for your household size OR your household is receiving benefits from one of the public assistance programs listed on the application in this 2A.

Other ways to apply: sdge.com/fera or call 211. If you have questions or would like more information about customer assistance please email billhelp@sdge.com. For speech or hearing-impaired customers TDD/TTY is available at 1-877-889-7343.

INCOME QUALIFICATION FOR CARE & FERA PROGRAMS			
Number in Household	CARE Total Annual Household Income*	FERA Total Annual Household Income*	Not Eligible
1 or 2	\$39,590	\$39,581 - \$48,475	
3	\$47,700	\$47,701 - \$58,625	
4	\$55,820	\$55,821 - \$66,775	
5	\$63,940	\$63,941 - \$75,925	
6	\$72,060	\$72,061 - \$86,075	
7	\$80,180	\$80,181 - \$100,225	
Each Additional Person, add	\$8,120	\$8,120 - \$10,150	

*Effective June 1, 2014 - May 31, 2015

Es fácil presentar una solicitud para los programas de asistencia de SDG&E. Ofrecemos dos programas que pueden reducir su factura mensual.

- Tarifa Alternas para Energía en California (CARE)** El programa CARE ofrece un descuento mensual en las facturas de SDG&E a los hogares que reúnan los requisitos. Los requisitos se basan en el ingreso total de cada una de las personas que vive en el hogar (véase las pautas de ingreso en la parte inferior) O en su participación en un programa de asistencia pública que le da derecho a participar.
- Programa familiar de Reducción de Tarifas Eléctricas (FERA)** Si no reúne los requisitos para el programa CARE, tal vez sí reúna los requisitos para el Programa FERA, que ofrece un descuento mensual en las facturas eléctricas de los hogares con 3 o más personas cuyo ingreso no es lo suficientemente alto como para que sea elegible para CARE. Vea las Pautas de ingreso de FERA que aparecen a continuación para averiguar si reúne los requisitos.

Other forms to collect: sdge.com/fera or llamado a 211. Si tiene preguntas o desea obtener más información sobre asistencia al cliente, por favor envíe un mensaje a billhelp@sdge.com. Para los clientes con problemas auditivos o de habla, hay TDD/TTY llamado a 1-877-889-7343.

REQUISITOS DE INGRESO PARA LOS PROGRAMAS CARE Y FERA			
Número de personas	CARE que viven en el hogar ingreso total anual en el hogar*	FERA que viven en el hogar ingreso total anual en el hogar*	No reúne los requisitos
1 or 2	\$39,590	\$39,581 - \$48,475	
3	\$47,700	\$47,701 - \$58,625	
4	\$55,820	\$55,821 - \$66,775	
5	\$63,940	\$63,941 - \$75,925	
6	\$72,060	\$72,061 - \$86,075	
7	\$80,180	\$80,181 - \$100,225	
Por cada persona adicional	\$8,120	\$8,120 - \$10,150	

*Su ingreso del 1 de junio de 2014 al 31 de mayo de 2015.

Your Name / Su nombre

Home Address, Apartment, City, Zip Code / Número y calle, Apartamento, Ciudad, Código postal

SDG&E Account Number / Número de cuenta de SDG&E

Household Information: Please complete

Number of persons in your household: Adults Children

Please complete either section 2A OR 2B, then go to section 3

2A Public Assistance Programs: (For CARE Program Only)
If you or someone in your household receives benefits from any of the following public assistance programs, check all that apply. Fill out section 2A or 2B. You do not need to complete both sections.

☐ Medicaid/Med-Cal - Under 65
☐ Medi-Cal for Families A, B, & C
☐ CalFresh (Food Stamps)/SNAP
☐ Medi-Cal Income Eligibility (Child Only)
☐ Bureau of Indian Affairs General Assistance
☐ Supplemental Security Income (SSI)
☐ CalWORKS (TANF) or Tribal TANF Assistance

☐ Women, Infants and Children program (WIC)
☐ National School Lunch Program (NSLP)
☐ Low-income Home Energy Assistance Program (LHEAP)
☐ Supplemental Security Income (SSI)
☐ CalWORKS (TANF) or Tribal TANF Assistance

2B If you do not participate in any of the above programs, please complete Section 2B.
If your household does not participate in a public assistance program, please check all sources of household income for all members of the household and enter the total income in the space provided.

☐ Wages and/or profits from self employment
☐ Rent or any other income
☐ Social Security
☐ SSI or SSDI
☐ Disability or workers' compensation payments
☐ Unemployment benefits
☐ Scholarships, grants or other aid for living expenses
☐ Interest/dividends from savings, stocks, bonds or real estate accounts
☐ Spousal or child support
☐ Insurance or legal settlements
☐ Cash or other income
☐ Housing & military subsidies

Information de su hogar: Favor de llenar

Número de personas en su hogar: Adultos Niños

Por favor llene ya sea la sección 2A o 2B, y luego vaya a la sección 3

Programas de Asistencia Pública: (para el Programa CARE únicamente)
Si usted o alguien en su hogar recibe beneficios de cualquiera de los siguientes programas de asistencia pública, marque todos los que correspondan. Llene la sección 2A o 2B. No necesita llenar ambas secciones.

☐ Medicaid / Medi-Cal - Menor de 65 años
☐ Medi-Cal para Familias A, B, & C
☐ CalFresh (cupones de comida) / SNAP (Federal Unemployment Assistance Program) (LHEAP)
☐ Seguro por Seguro o Suplementario para la Vejez (SSDI)
☐ CalWORKS (TANF) o FERIA Tribal

☐ Programa para Mujeres, Infantes y Niños (WIC)
☐ Programa Nacional de Almuerzos Escolares (NSLP)
☐ Programa de Asistencia a Hogares de Escuelas (Programa de Asistencia a Hogares de Escuelas) (LHEAP)
☐ Seguro por Seguro o Suplementario para la Vejez (SSDI)
☐ CalWORKS (TANF) o FERIA Tribal

Requisitos de ingreso en el hogar: (para los Programas CARE o FERA)
Si su hogar no participa en un programa de asistencia pública, por favor marque todas las fuentes de ingresos del hogar para todos los miembros del hogar. Marque el ingreso total en los espacios provistos.

☐ Salarios y/o utilidades por autoempleo
☐ Alquileres por alquiler o regalías
☐ Pensiones
☐ Seguro Social
☐ Pago por incapacidad o indemnización para los trabajadores
☐ Beneficios de desempleo

☐ Becas, subvenciones u otra ayuda para sublevar el costo de la vida
☐ Intereses/dividendos de ahorros, acciones, bonos o cuentas por el retiro
☐ Pensión conyugal o alimenticia
☐ Indemnizaciones de seguro o requisitos legales
☐ Ingreso en efectivo o de otro tipo
☐ Subsidios militares o de vivienda

Declaration: (please read and sign below)
I declare that the information I have provided in this application is true and correct. I agree to provide proof of income if asked. I agree to inform SDG&E if I no longer qualify. I understand that if I receive any discount without qualifying for it, I may be required to pay back the discount I received. I understand that SDG&E can share my information with other utilities or their agents to enroll me in their assistance programs.

Declaración: (favor de leer y firmar en la parte inferior)
Declaro que la información que proporcioné en este formulario de solicitud es verdadera y correcta. Conozco en que proporcione comprobantes de ingreso si me los solicitan. Conozco en que si SDG&E o deo de recibir los descuentos sin calificar para recibir el descuento. Entiendo que si recibo algún descuento sin reunir los requisitos para el mismo, tal vez se me sea devuelto el importe del descuento que recibí. Entiendo que SDG&E puede compartir mi información con otras empresas de servicios públicos o con sus agentes para inscribirme en sus programas de asistencia.

Customer Signature / Firma del cliente

Date / Fecha

SDG&E's FERA Report
January 1 – December 31, 2014

Appendix 4 - Credit and Collections Notices

Account:
Date Mailed:

Service Address:

This is the final notice before your service is shut off

Your immediate attention is needed to avoid having your service shut off. Please pay \$XXX.XX before MM/DD/YY.

If your service is shut off for non-payment all past due amounts you owe must be paid before we can restore your service. You'll be billed for charges to re-establish service and you may be required to pay a deposit amount equal to twice the highest monthly SDG&E® bill in the past twelve months.

You can make your payment a number of different ways:

- Online at sdge.com/myaccount. There's no charge to pay online.
- On the phone by calling 1-800-386-0067. With BillMatrix you can use your Visa/MasterCard, Debit/ATM Card or electronic check.
- In person at one of our authorized payment locations or branch offices. Find one online at sdge.com/residential/payment-locations.
- With your phone using our mobile app. Visit sdge.com/mobileapps to get started.

Please have your account number handy if you decide to pay online or through BillMatrix . Your account number is at the top and bottom of this letter.

This is an urgent request so we ask that you please do not mail your payment. If your payment is returned because of insufficient funds, your service is subject to immediate shut off.

You may be eligible for financial assistance, our Level Pay Plan, payment arrangements and other income-qualified programs or discounts. Our Energy Service Specialists are here to help you. You can call us at 1-800-411-7343.

Si necesita ayuda para interpretar este aviso llámenos a 1-800-311-7343.

Please note – If you made a payment for the amount referenced above within the last few days or recently made a payment arrangement with us, please disregard this notice.

DATE DUE MM/DD/YY

ACCOUNT NUMBER:
1234567890