



# **Pacific Gas and Electric Company**

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

### **Program Annual Report For Program Year 2012**

**May 1, 2013**

## ESA AND CARE PROGRAMS ANNUAL REPORT

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## **ENERGY SAVINGS ASSISTANCE PROGRAM**

### **1. Energy Savings Assistance 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 Energy Savings Assistance (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, known statewide as the Low Income Energy Efficiency (LIEE) program and marketed to PG&E customers prior to 2011 as Energy Partners,<sup>1</sup> utilizes a prescriptive, direct install approach to provide free home weatherization, energy efficient appliances and energy education services to income-qualified PG&E customers throughout the Company's service area.

The ESA Program is ratepayer-funded and is available to PG&E customers living in all housing types (single family, multifamily, and mobile homes), regardless of whether they are homeowners or renters. To qualify for the ESA Program, the total customer household income must be equal to or less than 200 percent of the Federal Poverty Guidelines, with income adjustments for family size. The 2012 program treated 115,229 homes with a mix of measures and services, including energy education, energy efficient appliances, and home weatherization.

PG&E's 2012 ESA Program changed mid-year. PG&E submitted its proposed budget application for the 2012-2014 ESA Program in May 2011 but a final Decision authorizing the 2012-2014 program was not issued until August 2012. Thus authorization for the 2012 ESA Program is pursuant to several California Public Utilities Commission (CPUC or Commission) Decisions, as described below.

Decision (D.) 11-11-010 adopted bridge funding from January 1, 2012 to June 30, 2012 for the ESA Program to ensure continuity of the program until the Commission adopted a final decision on the ESA Program budget application for 2012-2014. This decision authorized PG&E to expend an amount not to exceed 50 percent of its 2011 budget level, from January 1, 2012 until June 30, 2012.

D.12-06-030 adopted monthly bridge funding from July 1, 2012 for the ESA Program to ensure continuity until the Commission adopted a final decision on the California Alternate Rates for Energy (CARE) and ESA Program budget application for 2012-2014. This decision continued authorization for PG&E to expend an amount not to exceed 50 percent of its 2011 budget level on a month-by-month basis until a final decision was made on PG&E's 2012-2014 Application.

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

D.12-08-044, issued on August 30, 2012, adopted the 2012-2014 ESA Program and budget. The budget authorized in D.12-08-044 for the 2012 program and activities was \$150,982,212.

PG&E began to implement the 2012 program authorized in D.12-08-044 in October, thus most of 2012 implementation followed 2009-2011 program policies and practices authorized in D.08-11-031. 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 not implemented until 2013. PG&E will work with ED to create a new reporting template to more completely capture all of the reporting requirements of D.12-08-044 for its 2013 Annual Report.

Differences between the ESA Program before and after D.12-08-044 resulted in various measures being dropped and added to the 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. This meant that different measures were available to customers depending on whether they were assessed before or after October 2012.

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

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

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

Implementation Plan and Timeline		
Strategies	Near Term 2012-2014	IOU strategy employed this program year
<b>1.1:</b> Strengthen ESA Program outreach using segmentation analysis and social marketing tools.	Identify, implement and evaluate effective marketing, education and outreach methods for targeting low income customer segments. Use social marketing to effectively engage low income customers in program participation.	<p>In 2012, PG&amp;E identified and implemented effective outreach methods for segmenting and targeting its low income customers, including:</p> <p>Multilingual television campaigns targeting Vietnamese and Hmong-speaking customers;</p> <p>Bilingual (English/Spanish) bill inserts targeting 4.2 million residential customers;</p> <p>Warm Transfer Approach of Direct mail letters and automated voice and text messaging to targeted neighborhoods;</p> <p>Radio and print campaigns in Spanish, Hmong and English;</p> <p>Events and presentations for general residential and multi-family segments; and</p> <p>Exploration of effectiveness and capacity of social marketing tools to be implemented in 2013.</p>
<b>1.2:</b> Develop a recognizable and trustworthy Brand/Tagline for the ESA Program.	Develop a statewide program name and description for LIEE Program which is coordinated with the Marketing, Education and Outreach (ME&O) efforts for energy efficiency, demand response and any other demand-side options. Implement branding.	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 2012.

Implementation Plan and Timeline		
Strategies	Near Term 2012-2014	IOU strategy employed this program year
<b>1.3:</b> Improve program delivery	Use information from segmentation analysis to achieve efficiencies in program delivery. Leverage with local, state, and federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment.	PG&E's Household Market Segmentation study was finalized in 2012. The information gained from this study greatly improved the ESA Program's outreach team's ability to develop a more fine-tuned strategy, centered around being local and relevant to specific customer segments. 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.
<b>1.4:</b> Promote the growth of a trained ESA Program workforce.	Incorporate ESA Program training needs into the Workforce Training needs assessment. Develop Training Roadmap which includes funding requirements and sources other than IOUs. Implement ESA Program workforce education and training.	Based upon the results of the pilot, along with feedback from current ESA contractors and Weatherization Specialists, training was modified from 5 days to 3 days resulting in significant reduction in contractor training costs. 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. In 2012, PG&E trainers conducted 87 sessions for 1,144 students representing a total of 3,239 student days of ESA Program training. Between 2011 and 2012, there was a 32 percent increase in the number of sessions and a 35 percent increase in students.

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

Implementation Plan and Timeline		
Strategies	Near Term 2012-2014	IOU strategy employed this program year
<b>2.1:</b> Increase collaboration and leveraging of other low income programs and services	Identify key areas where data sharing would be possible and advantageous. Develop partnerships with community organizations and other agencies to leverage resources available from local governments, federal, state,	Expanded communications to enable ESA Program subcontractors to target CARE enrolled customers via multi-prong outreach: direct mail, phone/text, and door-to-door. Coordinated internal and external partners to outreach to San Mateo County Farm Bureau and its local farmers to promote information on

Implementation Plan and Timeline		
Strategies	Near Term 2012-2014	IOU strategy employed this program year
	and private project funding sources.	low income programs, energy efficiency and time-vary pricing.
<b>2.2:</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>Ensure ESA Program participants are aware of energy efficiency and DSM/Energy Efficiency programs.</p> <p>Coordinate with California Solar Initiative (CSI) programs to provide ESA Program services in qualified low income housing for both single family and multifamily CSI programs.</p> <p>Coordinate AMI delivery and ESA Programs.</p>	<p>PG&amp;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 includes the CSI and Self-Generation Incentive Program--to provide marketing and integrated service and delivery.</p> <p>Marketing and outreach for the low income programs—including the ESA Program, CARE and the low income CSI program--continued to be implemented by PG&amp;E's "Hard-to-Reach" group in 2012, allowing better integration of messaging and customer education.</p> <p>PG&amp;E continued distributing an integrated customer assistance program brochure in multiple languages in 2011 and began work on a similar brochure dedicated to Integrated Demand-Side Management programs.</p>
<b>2.3:</b> Provide low income customers with measures that result in the most savings in the ESA Program.	<p>Assess design of programs to ensure increasingly cost effective measures, while reducing low income customers' bills and improving quality of life.</p> <p>Continue to include measures that provide long term energy savings, such as refrigerators.</p>	PG&E's 2012 program implemented the most cost-effective measures as described in our 2012-2014 Application.
<b>2.4:</b> Increase delivery of efficiency programs by identifying segmented concentrations of customers.	<p>Identify and develop segmented approach to deliver services to households.</p> <p>Improve use of Community Based Organizations (CBOs) in delivering services.</p>	<p>PG&amp;E's consultant concluded its work on the Low income Household Market Segmentation study, which has allowed development of a more precise approach to program marketing.</p> <p>Coordination with ESA Program subcontractors and community agencies to target and reach out to hard-to-reach and at-risk customers continued.</p> <p>PG&amp;E provided ZIP-7 eligibility breakdowns to our subcontractors to help them locate and target areas with high poverty demographics. Additionally, PG&amp;E managed automated outbound voice, text messaging and direct mail campaigns in areas where customers were likely to qualify for the program.</p>

## 1.2. Energy Savings Assistance Program Overview

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

PY 2012 ESA Program Summary			
	Authorized/Planning Assumptions	Actual	%
Budget	\$150,982,213	\$131,145,519	87%
Homes Treated	119,940	115,229	96%
kWh Saved	NA	37,479,398	N/A
kW Demand Reduced	NA	7,824	N/A
Therms Saved	NA	1,208,745	N/A

## 1.3. Whole Neighborhood Approach (WNA) Evaluation/Outreach

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

PG&E 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 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.

In D.08-11-031, the Decision authorizing the 2009-2011 ESA Program, the CPUC directed the utilities to pursue WNA activities as a primary strategy for ESA participation. In D.12-08-044, the CPUC directed the utilities to continue using WNA strategies where they made sense to promote customer enrollment in the ESA Program. During 2012, PG&E continued to use many WNA strategies to simplify and encourage customer participation.

## 2012 ESA Outreach Campaign Activity Highlights

In 2012, PG&E’s ESA Program expanded from the WNA approach by developing a more integrated marketing strategy that focused on targeted zip codes and included a variety of outreach channels: direct mail, calling/text messaging, web, media, events, and door-to-door canvassing. PG&E targeted households already enrolled in CARE for eligibility for direct mail projects and complemented these efforts with automated phone calls and text messaging. PG&E also encouraged door-to-door canvassing and outreach via ESA program contractors.



Additionally, PG&E employed ethnic and general media to build program awareness and expanded on strategic partnerships by identifying populations in need of assistance, specifically Spanish-speaking customers and agricultural customers. PG&E worked closely with its Program Administrator to develop a Warm Transfer outreach method to enhance its 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 2012 CARE program outreach campaign.

### **Warm Transfer Outreach Method**

To help remove barriers and encourage local support for each region of the service area, PG&E, Richard Heath and Associates (RHA) and its contractors employed a “warm transfer” outreach method to enroll qualified customers. The method involved PG&E communicating its marketing strategies and data-sharing pre-qualified leads (enrolled in CARE but not ESA-treated customer) with RHA and contractors on a weekly-to-monthly basis. The outreach tactics included the followings: direct mail, phone/text messaging, media placement (print, radio, tv), 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 were also able to easily reference ESA materials in market in a certain area (i.e., direct mail, radio, etc.) to better familiarize customers with ESA and help establish trust in the Program.

### **Direct Mail**

Bilingual program introduction letters were mailed to customers’ homes, helping reduce barriers to accessibility of program information. ESA rolled out the following types of direct mail projects:

- CARE-enrolled: PG&E’s ESA staff targeted customers enrolled in CARE who who have not participated in ESA in PG&E’s service area.
- High Energy Usage: PG&E’s ESA staff worked with its CARE outreach staff to conduct a large-scale direct mail campaign to CARE-enrolled customers whose energy use is considered to be above average, offering information about the ESA Program, CARE, energy rates and bill assistance programs.
- 48-hour Shut Off Notices: PG&E provided information on the ESA and bill assistance programs in its “48-hour” shutoff notices.
- ZIP-7 Income Eligible: PG&E’s ESA Program outreach staff targeted customers most likely to be facing high-energy burden and insecurity by virtue of their homes being located in extremely low income areas.

## **Partnerships**

The ESA Program partnered with Saber Es Poder, a Spanish-speaking media agency, to promote free home improvement opportunities to Spanish-speaking customers at the Mexican Consulates in San Francisco and Sacramento. The outreach efforts employed the following channels: energy education booklets, tabling and presentations, and customized video programming—all tailored to newly-arrived immigrants, who mostly are income-qualified, awaiting assistance by 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 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 from their local energy provider.

## **Online**

PG&E continues to utilize its website at [pge.com/energysavings](http://pge.com/energysavings) to promote ESA and encourage enrollment via phone and online referral form. Program information is available online in-language (English, Spanish, Chinese, Vietnamese, Korean, Hmong and Russian) and in a format that provides easy downloading and printing. Detailed information about the ESA Program is also provided along with links to other assistance programs.

## **Media**

To enhance the effectiveness of marketing and outreach initiatives, PG&E greatly strengthened their media outreach in 2012 with the guidance of the Low-Income Oversight Board (LIOB) and utilized ethnic-owned media. PG&E spent \$214,658 on television, radio and print marketing to reach various target audiences. To maximize on leveraging of these efforts, ESA partnered with CARE to cross-promote each other's program where possible since the programs shared the same income eligibility guidelines.

### **Television**

A television campaign consisting of hosted interview segments aired on KOFY TV 20 CABLE 13. The interview segments targeted the African-American communities in the San Francisco Bay Area and featured a PG&E representative promoting the benefits of the ESA program and the different ways to apply.

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 the ESA and

answered program questions. The ad provided a special toll-free line number and a website to get more program information.

### **Radio**

PG&E partnered with Bay Bridge Communications to increase program awareness targeting the African-American communities in San Francisco, Santa Rosa, San Jose and Stockton. The radio campaign aired on KDYA 1190 AM, the Bay Area's only gospel station, and KDIA 1640 AM teaching and news talk Christian station, featuring PG&E employees promoting the benefits of the program and the different ways to apply.

PG&E partnered with Multicultural Radio Broadcasting to increase program awareness targeting the Hispanic, Chinese and Vietnamese communities in various parts of PG&E's service area. The radio campaign aired on the following radio stations: KSJX 1500 AM, KFSG 1690 AM, KEST 1450 AM, KWRU 1300 AM, and KIQI 1010 AM with simulcast on KATD 990 AM, featuring PG&E employees promoting the benefits of the program and the different ways to apply.

PG&E partnered with Clear Channel Radio to increase program awareness targeting the general market in the San Francisco Bay Area and Sacramento County. The radio campaign aired on the following stations: KMEL 106.1 FM, KYLD 94.9 FM, KISQ 98.1 FM, KNEW 960 AM, KKSF 910 AM, KOSF 103.7 FM, KIOI 101.3 FM, KQJK 93.7 FM, KHYL 101.1 FM, and KHLX 93.1 FM, featuring PG&E employees promoting the benefits of the program and the different ways to apply.

### **Print**

PG&E partnered with Vision Hispana newspaper to promote ESA through print ads distributed in the Bay Area. The print ad provided a special toll-free line number and a website to get more program information.

### **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), Kid's International Festival (Russian- Sacramento), Filipino Fiesta (Sacramento), Hmong Southeast Asian Games (Sacramento), Filipino Barrio Fiesta (Sacramento), Elk Grove Multicultural Faire (Elk Grove), Sacramento Chinatown Mall Culture Fair, Hmong New Year (Stockton – Sacramento – Fresno).

To explore opportunities and promote the benefits of ESA to a multi-family/dwelling audience, PG&E co-sponsored the following events: California Coalition for Rural Housing Summit, and the East Bay Rental Housing Association Expo. PG&E employed the assistance of local contractors to

participate in the events, where possible, to display samples of energy-efficiency measures and provide overview of practices.

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

ESA Program outreach employs multiple strategies to reach customers with high energy use, burden and insecurity. In 2012, 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 offers information on energy rates and bill assistance programs.
- PG&E’s neighborhood identification strategy as described in Section 1.3.1 allowing 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.
- The ESA Program Household Market Segmentation study conducted in 2010-2011, and the resulting segmentation tool allows PG&E to more efficiently identify and target customers meeting the above mentioned criteria. Moreover, PG&E expects contractors are better able to apply these customized outreach and marketing strategies. By using the segmentation tool to flag customer segments in a PG&E database, outreach staff has the ability to produce fine-tuned lists for direct outreach.

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

Incorporating successful WNA strategies modified the existing ESA Program approach rather than constituting a completely new approach to program delivery. Many “whole neighborhood” elements make sense because they work and PG&E’s contractors were already implementing many of these strategies prior to 2009 and the D.08-11-031 WNA directives. PG&E continued to implement these elements in 2012. Many of these activities are described in Section 1.3.2.

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

- 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 2012, PG&E treated 5,367 “Go-Back” customers. “Go back” customers are customers treated prior to 2002. Although these customers are eligible to be treated again, D.08-11-031 stresses 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 2012, PG&E’s ESA Program contractors streamlined customer enrollment strategies by incorporating 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 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 Energy Partners Outline program database.

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

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

PG&E treated 115,229 customer homes in program year 2012, and reached 96 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 19 percent of the ESA Program enrollees in 2012, 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 2012. In addition, PG&E completed a Low-income Household Market Segmentation study with Southern California Edison (SCE) in 2012 that is expected to provide a valuable resource for PG&E to reach its customers with the highest energy burden and energy insecurity. PG&E began using insights from the study to help develop its 2012-2014 marketing and outreach plans, including targeting to disabled persons.

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

2012 Disability Enrollments			
Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment
Various contractor recruiting and sign-ups			
<b>Total Enrollment Rate</b>	115,229	21,503	<b>19%</b>

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

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

As stated above, PG&E's 2012 ESA Program disabled community participation was 19 percent – above the Commission's 15 percent goal.

**1.6. Leveraging Success Evaluation, Including Low Income Home Energy Assistance Program**

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 will be 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 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 from their local energy provider. PG&E also introduced Time Varying Pricing information so that the agricultural customers were better informed of 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 of this report.

- 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.

- 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).

## **1.7. Integration Success Evaluation**

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."

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

The integrated PG&E ESA-CARE team gave presentations, attended events targeting low-income customer segments and worked on joint outreach updates including the Breathe Easy Solutions brochure and Website changes. Auto-enrollment of customers from the ESA Program into CARE also continued.

**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 worked closely with the EE statewide marketing team to ensure coordinated 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 2012:

- *Direct Install for Manufactured and Mobile Homes Program:* This ongoing EE program, implemented by Synergy EE, installed a comprehensive set of energy efficiency measures in the customer's mobile home, at no cost to the customer.
- *Energy Upgrade California Program:* The ongoing program promoted the "house as a system" approach by providing customer incentives for comprehensive retrofits that improve a home's energy efficiency. The program outlined two upgrade paths: a Basic (Prescriptive) Path included individual measures with required minimum energy efficiency performance values; and the Advanced (Performance) Path delivered 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 Program, Energy Upgrade California and the Moderate Income Direct Install (MIDI) program.
- *Home Energy Efficiency Rebates (HEER):* PG&E's ESA Program-EE integrated outreach continued to be aimed at encouraging customers to participate in energy efficiency programs by applying for rebates.
- *Multifamily Energy Efficiency Rebate Program (MFEER):* This program offered 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 was integrated into outreach for MFEER. The ESA Program, as well as the CARE/Family Electric Rate Assistance (FERA) programs, was also promoted at MFEER outreach events and property owner/manager conferences. 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 Program worked with EE Partnerships 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.<sup>2</sup>

- 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 561 homes in the MIDI program. 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.

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

In 2012, 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 2012, PG&E worked 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 in 2012. PG&E installed 664 SmartAC devices as part as the leveraging effort between the ESA Program and the SmartAC team.

- 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 2012, PG&E took steps to coordinate Multifamily Affordable Solar Housing (MASH) Program and low-income hot water heating program outreach with ESA Program outreach by moving them both under the Hard-to-Reach outreach department that was formed to provide outreach and marketing for low-income customers and other hard-to-reach customer segments. ESA Program outreach staff worked to develop collateral to help customers understand the importance of energy efficiency as a part of an overall Integrated Demand-Side Management strategy.

Additionally, since all tenants living in MASH-enrolled units were required to have an energy efficiency audit conducted, opportunities were identified to add educational materials regarding solar installations to the ESA Program enrollment process. In 2012, the ESA Program continued to integrate with solar

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<sup>2</sup> From the 2011 Report: Building Energy Efficiency Opportunities For Low Income Customers, page 4.

programs to fast-track qualifying low-income customers through the ESA Program prior to them receiving solar measures.

### **Single Family Affordable Solar Housing Program**

In 2012, PG&E's ESA Program continued to work with Grid Alternatives to deliver ESA services to customers that were approved to participate in 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. ESA Program staff supplied measure installation data for 148 homes and treated 84 homes from referrals from SASH.

### **Low Income Solar Water Heating**

The low-income component of the CSI-Thermal (solar water heating) program was launched in March 2012. All single-family customers looking to participate in the low-income CSI-Thermal Program must have already participated in an ESA Program. One of the two options for multifamily customers looking to participate in the low-income CSI-Thermal Program is that at least 50 percent of all units in the structure are occupied by ratepayers participating in the ESA Program.

Instead of requiring customers to provide specific documentation proving participation in the ESA Program, the CSI-Thermal Program will gain access to the ESA Program database and verify participation on the program side.

### **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 2012, PG&E's Energy Training Center (ETC) in Stockton provided training for a total of 1,144 students or 3,239 "student days" in eight different sessions (listed 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.

Type of training or recruitment conducted	2012 Employees trained	2011 Employees trained	2010 Employees trained	2009/2008 Employees trained
EP Energy Specialists Certification Training	196	150	282	270/105
EP Energy Specialists WE&T Training (NEW in 2010)	N/A	20	23	NA/NA
EP Crew Training	135	164	272	293/112
EP Returning Crew Certification (2012 only)	23	N/A	NA	NA
EP NGAT Training	78	100	197	141/77
EP NGAT Tune Up (not held in 2010)	13	314	NA	46/NA
EP Pre-NGAT Tune Up (2012 only)	46	N/A	NA	NA/NA
EP Make Safe Procedure (2012 only)	612	N/A	NA	NA/NA
EP ES Installer (not held in 2010)	N/A	11	NA	29/NA
EP Duct Testing & Sealing	41	89	122	113/47

## **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 2012, PG&E continued the upstream residential lighting program. This program mitigates the high initial cost of CFLs with its upstream incentive structure, which results in low retail pricing. CFLs were carried in more than 1,500 retail locations; however, CFL availability is still low at discount retailers, independently owned retailers and small grocery retailers.

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

In collaboration with local governments, and as part of its Green Communities program, PG&E launched the Fluorescent Lamp Recycling Outreach and Marketing (FLR) Program in six counties in 2011 for the proper disposal of fluorescent lamps for residential customers. This sub-program built on an earlier FLR pilot to develop a standard menu of marketing, education and outreach tools to be tested by a limited number of 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 provided resources to assist local governments with actual implementation of fluorescent lamp collection infrastructure, such as recycling kits.

In 2010, the FLR Program activities focused on scoping and awarding a contract with KEMA, Inc. to develop education and outreach tools based on lessons learned from PG&E's prior FLR pilot and identifying new local governments to participate in expanded activities in 2011 and 2012. Upon completion of the KEMA, Inc. work, several contracts with FLR pilot participants were issued in 2011. The counties of Humboldt, Sonoma, Napa, Alameda, Santa Clara, and Santa Cruz have established retail partnerships for fluorescent lamp drop-off and

collection. Throughout the 2012 calendar year, FLR outreach programs recycled a grand total of 508,731 lamps.

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](http://www.pge.com/sustainablecommunities) and are customizable for any city and county that wants to communicate about collection locations. Several counties are already using these materials in their outreach with the goal of establishing a recognizable and actionable message to residents disposing of fluorescent bulbs.

PG&E continues to provide the CFL Recycling fact sheet to all ESA program participants 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. Safe CFL recycling practices are also covered during ESA Program contractor training modules.

Currently, ENERGY STAR<sup>®</sup> requires manufacturers to print a CFL recycling resource website on CFL packages. Additionally, PG&E encourages lighting manufacturers that the Company works with to print this same information on the base of the bulb, so it is handy for the customer when they are ready to dispose of it, long after the package is gone.

- 1.9.3.** Complete Table 16 (in Appendix). In addition, please briefly summarize the CFL procurement process for the IOU, including manufacturers, distributors, warehousing, and contractor delivery.

During the 2012 program year, ESA Program Contractors purchased CFLs and other lighting products used in the program.

- 1.9.4.** Provide a summary of IOU activities in preparation for a drawdown of CFL-supporting subsidies at the end of the 2009-2011 cycle, and where, as experienced by the IOU, they feel new lighting technologies could be used in the ESA Program

This section was not required in D.12-08-044 and is no longer relevant.

## **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.

Because D.12-08-044 (the decision authorizing these four studies) was not adopted until the end of August 2012, no work was completed on the studies in 2012. Consultants for each study were selected through bid processes conducted during the last quarter of 2012. Contracts were awarded and work began in 2013.

All studies will be completed in 2013, in time to be used to inform the 2015-2017 ESA Program Applications. 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, has 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	Consultant	Managing Utility	Project Initiation Held	Public Meeting Held	Final Report Expected
Low Income Multifamily Segment Study	Cadmus Group	PG&E	1/18/2013	3/5/2013	6/14/2013
ESA Energy Education Study	Hiner/KEMA	SCE	1/23/2013	3/7/2013	8/31/2013
Low Income Needs Assessment Study	Evergreen Economics	SCE	2/22/2013	3/19/2013	8/31/2013
ESA PY2011 Impact Evaluation	Evergreen Economics	SDG&E	1/23/2013	2/20/2013	8/31/2013

### **Joint Utility<sup>3</sup> Low Income Multifamily (MF) Segment Study**

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

PG&E conducted a bid process during the fourth quarter 2012 to solicit proposals from qualified consultants interested in conducting the multifamily research. PG&E posted announcements regarding the upcoming bidding opportunity to our own bidding website and to various professional association websites to notify qualified bidders. The Request for Proposals was disseminated to qualified bidders in the fourth quarter 2012. The Multifamily Segment Study Team

<sup>3</sup> The Joint Utilities are PG&E, SCE, Southern California Gas Company (SCG), and San Diego Gas and Electric Company (SDG&E).

(including ED and Joint Utility staff) selected a contractor, the Cadmus Group, and began work on this study during the first quarter 2013.

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

There are six key activities in this Study designed to meet the Decision's research objectives. These activities will be carried out over two phases. These six primary activities and areas of focus include the following:

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. Conduct Public Workshops

A public workshop to discuss the Research Plan was held on March 5, 2013 in San Francisco. The Final Phase 1 report will be completed on June 14, 2013. PG&E and the other Joint Utilities will use the results from this study to develop the 2015-2017 ESA Program Applications. Additional information and analyses allocated to Phase 2 will be available in September 2013.

### **Joint Utility ESA Energy Education Study**

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

The overall purpose of this Energy Education Study is to identify ways to optimize and/or improve the educational component of the program and describe a method to determine whether Energy Education offerings result (or could result) in realized energy or bill savings for program participants. In particular, the research seeks to understand best practices and areas of improvement related to ESA Energy Education delivery practices as well as an examination of the materials and content delivered to customers. The study is also expected to describe a method to determine whether Energy Education offerings result (or could result) in realized energy or bill savings for program participants.

The Energy Education Study will address three main issues:

1. Delivery practices
2. Educational materials and content

3. Determining a method for measuring current and potential energy savings  
Preliminary findings and draft report are expected to be delivered in July. A public workshop is expected to be held in mid-August and the final report issued by August 31, 2013.

### **Joint Utility Low Income Needs Assessment Study**

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

The previous needs assessment study is over five years old and relies on data collected nearly 10 years ago. The overall study objective is to provide updated information to support important program and regulatory decisions impacting the next cycle of ESA and CARE programs.

The specific study objectives are:

1. Report the most recently available estimates of eligible households for CARE and ESA.
2. Explore the accessibility of ESA and CARE programs to eligible low-income customers.
3. Obtain participating customers' perceptions of the CARE and ESA programs.
4. Assess eligible non-participating LI customers' willingness and barriers to participate.
5. Assess the energy-related needs of LI IOU customers, which includes an examination of customers' needs for specific energy efficiency measures.
6. Provide data that can be used to support updates of estimates of the energy savings potential remaining among eligible low-income customers' homes.
7. Collect data on energy burden and insecurity from eligible low-income customers.
8. Assess the non-energy benefits that participants receive from participating in the ESA program.

Preliminary findings and draft report are expected to be available in August 2012 after which time a public workshop will be held and a final report will be issued.

### **Joint Utility 2011 ESA Program Impact Evaluation**

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

The objective of the Impact Evaluation research is to provide electric and gas savings estimates by measure, utility, household, weather zone, and other relevant dimensions for the 2011 ESA Program. The results will provide data to quantify the 2011 program achievements and document the relative value of various measures in producing energy savings. Analyses of the program impacts on energy savings are used to update savings forecasts, and meet filing

and reporting requirements (including informing the development of our 2015-2017 ESA Program Application).

The primary analyses of the data will be done via utility billing data. Additional primary data collection will include phone surveys with participants and nonparticipants. Engineering analyses of some small and new measures may also be conducted.

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

No studies were completed in 2012.

#### **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.

Evaluations of two 2009-2011 ESA Program pilots were completed in 2012: the City of San Joaquin Pilot Project and the On-Line Training Pilot.

#### **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.

- 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?

See Table 18 – Add Back Measures. PG&E’s add-back measures for 2012 were determined by Appendix H.1 and Appendix H.2 in D.12-08-044.

The add-back measure expenditures (\$6,485,587) comprised 5.1 percent of PG&E’s total \$127,309,984 ESA measure expenditure in 2012 and are well within the program’s approved budget.



## **CARE Program**

### **2. CARE Executive Summary**

The CARE program provides a monthly discount on energy bills for income-qualified 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.11-11-010 adopted bridge funding to June 30, 2012 for the CARE Program to ensure continuity of the program until the Commission adopted a final decision on the CARE Program budget application for 2012-2014. This decision authorized PG&E to expend an amount not to exceed 50 percent of its 2011 budget level, from January 1, 2012 until June 30, 2012.

D.12-06-030 adopted monthly bridge funding from July 1, 2012 for the CARE Program to ensure continuity until the Commission adopted a final decision on the CARE Program budget application for 2012-2014. This decision continued authorization for PG&E to expend an amount not to exceed 50 percent of its 2011 budget level on a month-by-month basis until a final decision was made on PG&E's 2012-2014 Application.

D.12-08-044, issued on August 30, 2012, adopted the 2012-2014 CARE Program. The administrative budget authorized in D.12-08-044 for the 2012 program and activities was \$15,769,667.

#### **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 2012 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 2012. 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.

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.

For 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 2012.

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

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

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

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

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

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

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

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

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

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

Electric-only:	34.4%
Gas-only:	33.9%
Combined electric/gas:	29.8%
Total:	31.5%

**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 51,132 electric and 39,006 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.

31,029 electric and 26,807 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 2012, approximately 61 percent of the estimated CARE-eligible sub-metered electric tenants and 69 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 mailed information packages containing program applications and posters to landlords/managers in January. However, some of these packages were either returned or undelivered due to high turnover of landlords/managers. This resulted 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 find 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 could help 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 provided a CARE certification report to landlords/managers at regular intervals. PG&E also requested landlords/managers to contact PG&E when information needed to be updated. Nonetheless, some landlords/managers still failed to notify PG&E when a CARE-certified tenant moved out of the facility.

PG&E observed an increase in turnover within Mobile Home Park (MHP) ownership and management. When change of ownership happened, PG&E worked with 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 changed managers, they often failed to notify PG&E with new contact information which resulted in undelivered reports and delayed communication.

One-person household income guidelines changed from \$31,800 to \$23,400 on June 1, 2012. Some tenants were not aware of the change. They called the Sub-metered hot line to ask why their CARE applications were denied since they were qualified 2 years ago and their income was the same. Most new tenants also did not know about the processing cycle for CARE applications for sub-metered tenants, and many 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 6 weeks.

Some tenants moved from one MHP to another MHP or from residential house to a MHP and thought their CARE discount would be transferable. PG&E had to explain to them that CARE was not able to do the transfer and advise them to fill out a Sub-Meter application to apply for CARE.

Some new MHP owners or managers did not know how to calculate electricity and gas discounts for their tenants. PG&E's CARE staff would typically provide high-level information regarding the tiered rate structure or would refer them to the billing department for more detailed explanations.

## 2.2. CARE Program Summary

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

CARE Budget Categories	Authorized Budget	Actual Expenses	% of Budget Spent
Outreach	\$6,317,667	\$5,231,921	83%
Processing, Certification and Recertification	\$3,607,000	\$1,428,312	40%
Post Enrollment Verification	\$1,920,000	\$611,742	32%
Information Technology (IT) Programming	\$751,000	\$404,462	54%
Cool Center	\$450,000	\$96,726	21%
Pilots	\$216,000	\$108,000	50%
Measurement and Evaluation	\$85,000	\$22,864	27%
Regulatory Compliance	\$311,000	\$169,660	55%
General Administration	\$1,984,000	\$566,582	29%
CPUC Energy Division Staff	\$128,000	\$56,555	44%
<b>Total Expenses</b>	<b>\$15,769,667</b>	<b>\$8,696,825</b>	<b>55%</b>
<b>Subsidies and Benefits</b>	<b>\$660,220,000</b>	<b>\$702,068,856</b>	<b>106%</b>
<b>Total Program Costs and Discounts</b>	<b>\$675,989,667</b>	<b>\$710,765,680</b>	<b>105%</b>

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

#### CARE Penetration

Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,491,413	1,663,059	90%	Yes

- 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: \$39.98

Gas: \$7.08

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

Electric: \$603,588,209

Gas: \$98,480,647

Total: \$702,068,856

### **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 verification, 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, and for 2012 includes the annual budget for the Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) pilot program.

**Measurement & Evaluation:** This category includes all Measurement and Evaluation costs such as contract expenses for studies including annual CARE eligibility estimates contractor for data support, and for 2012, the costs for the CHANGES evaluation report.

**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 the Energy Division staff.

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

The year-end December 31, 2012 balance for the CARE balancing account (electric and gas) was over-collected and reflected a year-end credit balance of \$27,804,554.

**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.

**2012 CARE Outreach Campaign Activity Highlights**

The successful 2012 CARE outreach, awareness and retention activities included a variety of outreach channels including phone, digital, direct mail, and in-person. Automated phone calls were utilized to invite enrollment and recertification. PG&E targeted households with a high propensity for eligibility for direct mail projects and continued to leverage PGE.com MyEnergy as an enrollment channel. PG&E also utilized door-to-door canvassing and local outreach via Community Outreach Coordinators (COC) as well as integration with other departments and assistance programs and cross-utility data sharing. Ethnic media was used to build program awareness. A CARE Qualification Probability Model was used to enhance targeting efforts and generate lists of customers with a high propensity for eligibility.

Listed below are a description of the new probability model and the top three methods PG&E utilized to reach customers during its 2012 CARE program outreach campaign: automated phone enrollment, direct mail and online enrollment.

**CARE Qualification Probability Model**

In early 2012, CARE partnered with a consultant to develop a predictive CARE Qualification Probability Model that could be used to target customers for both acquisition and Post Enrollment Verification (PEV). The model was constructed using data collected via PEV from January 2010 through December 2011. Over 350 variables including customer contact patterns, payment patterns, usage, geographic, demographic and premise information were used to predict CARE qualification. Variables found to be highly predictive of CARE qualification centered on payment patterns, purchase behaviors, and income/social status. The model is divided into Deciles (10 percent scored groupings) with Decile 1 customers being the most financially challenged, and Decile 10 customers being the most affluent. The model performed well within the top 4 Deciles selected for 2012 acquisition efforts, resulting in an overall 4.63 percent response rate (number of new enrollments out of total unique customer touches), and a 2.3 percent response rate when analyzing the number of new enrollments out of the total number of touch-points.

### **Automated Phone Enrollment**

Automated phone enrollment continues to be vital in the CARE program's acquisition and retention efforts by providing a quick and efficient way to reach customers. PG&E used the CARE Probability Model to generate lists of customers with a high propensity for CARE eligibility and called them inviting them to participate. PG&E utilizes Automated Voice Messaging technology to make outbound phone calls for enrollment and recertification efforts. The technology allows customers to self-certify their eligibility and enroll/recertify in the program via a touchtone phone. Over 2.3 million calls were placed, resulting in 20,175 new enrollments and 69,989 re-certifications.

### **Direct Mail**

Bilingual applications were mailed to customers' homes, thereby reducing barriers to accessibility of enrollment information. CARE implemented the following direct mail projects:

- 325,000 direct mail pieces were mailed utilizing data from PG&E's customer information system. This initiative resulted in 3,251 new enrollments.
- 2,784,950 direct mail pieces were mailed utilizing data from the CARE Probability Model. This initiative resulted in 15,799 new enrollments.
- Every month a direct mail piece was mailed to customers who were removed from CARE due to failure to recertify inviting them to re-apply for the program if they are still qualified. A total of 122,682 direct mail pieces were mailed. This initiative resulted in 11,668 customers re-enrolling in the program.
- 3,000,000 direct mail pieces were inserted in 15-day notices. This initiative resulted in 2,978 new enrollments.
- 1,200,000 direct mail pieces were inserted in welcome packet. This initiative resulted in 13,538 new enrollments.

### **Online Enrollment**

PG&E continues to utilize its website at [PGE.com/CARE](http://PGE.com/CARE) to promote the CARE program. Each application is available online in-language and in a format that allows easy downloading and printing. Detailed information about the program is also provided along with links to other assistance programs. This channel resulted in 2,638 new enrollments.

PG&E's website also provides an online application available in English, Spanish and Chinese. Customers enroll online using one of two options: (1) completion of a simple form which requires no registration; or (2) via "My Energy," which requires user registration. Customers are able to complete the necessary household and income eligibility information online, accept the declaration which states that the information they provided is true, and submit the application electronically. Online enrollment resulted in 117,930 new enrollments.

PG&E also utilizes an online mailbox – [CAREandFERA@pge.com](mailto:CAREandFERA@pge.com) – as an internal and external communication tool for any program-related inquiries.

Listed below are the other highlights of the 2012 CARE program outreach campaign:

### **Bill Inserts**

PG&E continues to insert postage-paid bilingual mini applications into customers' paper bills or e-Bills (in the January, June and September billing cycles). In 2012, CARE inserted 9,600,000 applications, resulting in 9,610 new enrollments.

### **Community Outreach Contractors (COCs)**

PG&E recruited and contracted with a diverse group of community-based organizations already recognized and trusted by their constituents. 184 organizations representing a wide array of communities signed on to promote CARE.

All COCs participated in program training and were provided collateral materials (e.g., applications, brochure holders, posters, poster stands, banners, event giveaways, clipboards, notebooks, polybags and t-shirts) to display at their organizations and at outreach events.

Additionally, PG&E supported COCs by providing monthly electronic newsletters, a toll-free phone/fax line, an e-mail address, monthly progress reports, mid-year incentives, an end-of-year survey and holding a kick-off meeting, regional meetings, on-site visits, training sessions and partnered outreach events. COCs helped enroll 1,747 new customers.

### **Door-to-Door Canvassing**

PG&E contracted with third-party vendors to conduct door-to-door outreach among urban and rural customers who have not responded to traditional outreach efforts. This initiative generated 6,544 new enrollments.

### **Integration and Leveraging**

PG&E's CARE program integrated with other PG&E assistance programs to generate enrollments. The CHANGES program received training and collateral from PG&E to allow them to help limited English proficient customers enroll in CARE and other assistance programs. Data exchanges were conducted monthly 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 25,853 new enrollments.

PG&E leveraged with other utilities by exchanging data of enrolled CARE customers in the shared service areas with Southern California Gas Company (SCG), SCE, Sacramento Municipal Utility District (SMUD) and Modesto Irrigation District (MID). These efforts resulted in 914 new enrollments.

Representatives from PG&E, SCG, SCE, San Diego Gas & Electric Company (SDG&E), SMUD, and Southwest Gas (SWG) held quarterly meetings to discuss best practices. During these meetings, representatives shared details of their current outreach initiatives, costs and recommendations to others. These joint meetings provide significant value to the utilities by leveraging ideas, creating communication channels and promoting teamwork between programs.

### **Kiosks**

Through the Local Office initiative implemented in 2004, PG&E installed Americans with Disabilities Act-compliant self-service kiosks in local offices throughout the service area. These kiosks include an application holder and a slot where customers can deposit their completed application. In order to help maintain security and confidentiality, each kiosk has a lock and key. The kiosks help raise awareness and generated new enrollments while providing a convenient and local site for customers to complete and submit a CARE application. In addition to the kiosks, customer service representatives have been trained to convey the benefits of CARE to every customer. This initiative resulted in 18,668 new enrollments.

### **Multicultural Collateral**

PG&E produced a variety of collateral materials to help PG&E and its partners in grassroots outreach efforts. PG&E printed brochure applications and distributed these to potential CARE customers. These brochures came in three versions: English/Spanish, English/Chinese and English/Vietnamese. PG&E distributed bilingual posters, banners, brochure holders, in-language buttons, clipboards, enrollment tips booklets and t-shirts to various organizations providing them with great tools to share information about the program. These included collateral giveaway materials such as pens, mirror brushes, coin purses, first-aid kits, pill boxes and coloring books. PG&E distributed these items to potential customers at multicultural events as well as through COCs. All items contained the CARE tagline ("Save Money on your PG&E bill") and the toll-free phone number.

### **Paid Media**

With the guidance of the LIOB, PG&E strengthened media outreach, including ethnic-owned media, to enhance program awareness and the effectiveness of other marketing and outreach initiatives.

Below is the list of PG&E's 2012 Media Initiatives:

#### **Television:**

A television campaign consisting of hosted interview segments aired on KOFY TV 20 CABLE 13 targeting the African-American communities in the San Francisco Bay Area. The interview segments featured a PG&E representative promoting the benefits of the program and the different ways to apply. One of the segments also featured the ESA Program as a leveraging opportunity to share with the same target audience.

**Radio:**

PG&E partnered with Bay Bridge Communications to increase program awareness targeting the African-American communities in San Francisco, Santa Rosa, San Jose and Stockton. The radio campaign aired on KDAY 1190 AM, the Bay Area's only gospel station and KDIA 1640 AM, teaching and news talk Christian station, featuring PG&E employees promoting the benefits of the program and the different ways to apply.

PG&E partnered with Gio Nghi Trua to increase program awareness targeting the Vietnamese communities in Santa Clara County. The radio campaign aired on KVVN 1430 AM and featured PG&E employees promoting the benefits of the program and the different ways to apply.

PG&E partnered with Multicultural Radio Broadcasting to increase program awareness targeting the Hispanic, Chinese and Vietnamese communities in various parts of PG&E's service area. The radio campaign aired on the following radio stations: KSJX 1500 AM, KFSG 1690 AM, KEST 1450 AM, KWRU 1300 AM, and KIQI 1010 AM with simulcast on KATD 990 AM, featuring PG&E employees promoting the benefits of the program and the different ways to apply.

PG&E partnered with Clear Channel Radio to increase program awareness targeting the general market in the San Francisco Bay Area and Sacramento County. The radio campaign aired on the following stations: KMEL 106.1 FM, KYLD 94.9 FM, KISQ 98.1 FM, KNEW 960 AM, KKSF 910 AM, KOSF 103.7 FM, KIOI 101.3 FM, KQJK 93.7 FM, KHYL 101.1 FM, and KHLX 93.1 FM, featuring PG&E employees promoting the benefits of the program and the different ways to apply.

**Print:**

PG&E partnered with Bakersfield Observer, California Advocate Newspaper, Post Newspaper and Sacramento Observer to increase program awareness targeting the African-American communities throughout San Francisco Bay Area, Sacramento and Fresno areas. The print ad provided a special toll-free line number and a website to get more program information.

PG&E partnered with El Observador Publication, El Reportero, La Oferta, Cronicas and Vida en Valle to increase program awareness targeting the Hispanic communities throughout San Francisco Bay Area, Sacramento, Fresno, Merced, Modesto and Stockton. The print ad provided a special toll-free line number and a website to get more program information.

PG&E partnered with World Journal and Sing Tao Daily to increase program awareness targeting the Chinese communities throughout San Francisco Bay Area. The print ad provided a special toll-free line number and a website to get more program information.

PG&E partnered with Thoi Bao Daily and Vietnam Daily to increase program awareness targeting the Vietnamese communities throughout San Francisco Bay

Area. The print ad provided a special toll-free line number and a website to get more program information.

PG&E partnered with Asian Journal and Manila Mail to increase program awareness targeting the Filipino communities throughout San Francisco Bay Area. The print ad provided a special toll-free line number and a website to get more program information.

### **Recertification Efforts**

Customers are required to recertify for CARE every two years or four years if they are on a fixed income.

PG&E placed automated phone calls to customers 120 days prior to the expiration of their CARE discount, giving them an opportunity to easily recertify.

PG&E also mailed a recertification application package in four languages (English, Spanish, Chinese and Vietnamese) to customers 90 days prior to the expiration of their CARE discount. Thirty days prior to the expiration of their discount, PG&E sent a reminder letter to customers who still had not responded. This served as a final reminder to recertify.

PG&E continued working with a third-party vendor to place CARE recertification outbound phone calls. To reduce mailing costs, the initial phone call was placed prior to the recertification package being mailed. Calls were then made monthly throughout the 90-day recertification period to allow customers the opportunity to recertify by phone instead of filling out the application.

Through these combined outreach efforts, CARE recertified 266,604 customers for a retention rate of 68 percent.

### **Social Online Media**

PG&E maintains its CARE Facebook fan page to promote the program and its benefits. Social online networking media creates a fan base for the CARE program. The page prompts customers to apply online using a Facebook link to the CARE website. With a fan base of over 500, customers also have the ability to ask questions, make comments about CARE and learn about upcoming events. This channel gives customers another method of communication with PG&E.

### **Sub-Metered**

PG&E reached out to sub-metered tenants by mailing enrollment packets to sub-metered facility managers across its service area. The packets informed the managers about the benefits of CARE and encouraged them to distribute applications to their tenants.

## **Toll-Free Line**

PG&E's CARE outreach campaign utilized a toll-free line (1-866-743-2273) to help customers learn about CARE and address questions. The 24-hour toll-free line is operated in five languages: English, Spanish, Mandarin, Cantonese and Vietnamese. It provides customers with the following information: general program information, option to enroll and recertify over the phone, option to request a CARE application mailed to customer's home, answers to frequently-asked questions, a list of COCs by zip code/area code, a listing of CARE events and information about the verification process.

PG&E also utilizes additional phone and fax lines to assist customers: COC (1-800-239-5170/1-800-239-6410); Post Enrollment Verification (1-877-302-8558/1-877-302-7563); Sub-Metered (415-972-5732); and Nonprofit (415-973-7288). These lines operate Monday through Friday from 8:00 a.m. – 5:00 p.m.

All calls are monitored and tracked as part of the ongoing effort to provide effective customer service.

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

Online enrollment was the most effective outreach method in 2012. The PG&E website was featured on all applications, brochures, direct mail letters and media campaign advertisements. Customers were directed to the website and informed about the opportunity to enroll for CARE online. 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 complete the necessary household and income eligibility information, accept the declaration which states the information they provided is true and submit the application electronically. This allowed customers to complete the application process at their convenience from their location of choice. The online enrollment initiative was successful and resulted in a large number of new enrollments (117,930) with minimal cost to PG&E.

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

## **Trust**

Lack of trust and customers questioning the legitimacy of the program continue to present a significant barrier to participation. To counter customer misperceptions, PG&E implemented outreach methods to hold face-to-face interactions with customers about the benefits of CARE. These methods included participation in 101 community events and presentations and partnerships with 184 COCs, which were instrumental in breaking down the trust barrier and enrolling new customers.

## **Geography**

Another barrier to enrollment is the extent to which customers are dispersed throughout the PG&E service area. The geographic dispersion of the rural customer population presents challenges to informing customers about the CARE program, and PG&E has made a concerted effort to find and enroll customers in these less populated locations. PG&E partnered with third-party vendors to perform door-to-door canvassing in remote locations, speaking to customers face-to-face and helping them to complete the application. These efforts resulted in 6,544 new enrollments.

## **Language**

Given the extremely diverse population of California, language continues to be a significant barrier to communicating program information to eligible customers. PG&E published a Breathe Easy Solutions brochure, highlighting information about CARE and other assistance programs in seven languages (English, Spanish, Chinese, Vietnamese, Hmong, Korean and Russian). Also, PG&E produced all CARE applications and collateral in four languages (English, Spanish, Chinese and Vietnamese) and provided a toll-free line in English, Spanish, Vietnamese, Mandarin and Cantonese. Furthermore, PG&E will be expanding into four additional languages (Hmong, Korean, Russian and Tagalog) in 2013-2014.

- 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. PG&E continued automatic enrollment agreements with SCG, SCE, SMUD, and MID to exchange listings of enrolled CARE customers that are identified in the shared service areas. By sharing customer data, PG&E was able to enroll qualified customers in CARE and vice versa. Through these exchanges, PG&E enrolled 914 customers in the CARE program in 2012.

- 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 were 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 REACH programs and automatically enrolled eligible customers in CARE. These efforts resulted in 25,853 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 leveraged with other utilities by exchanging customer data of enrolled CARE customers in the shared service areas with SCG, SCE, SMUD and MID. These efforts resulted in 914 new enrollments.

Representatives from PG&E, SCG, SCE, SDG&E, SMUD and SWG held bi-monthly meetings to discuss best practices. During these meetings, representatives shared details of their current outreach initiatives, costs and recommendations as to whether others should incorporate them. These joint meetings provided significant value to the utilities by leveraging ideas, creating communication channels and promoting teamwork between programs.

- 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 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.

In order to streamline efforts and cost-efficiencies, PG&E enhanced its CARE enrollment process by contacting income-qualified customers using multiple communication methods. Initial contact began by reaching out to customers to apply for CARE via their land-line phone. The phone enrollment effort resulted in a \$4.67 cost per enrollment. Customers who could not be reached by phone later received a direct mail piece which included a CARE application. The direct mail enrollment effort resulted in a \$21.78 cost per enrollment. Customers who did not reply to the direct mail piece were later visited by an authorized third party to enroll in CARE. The door-to-door canvassing resulted in a \$19.88 cost per enrollment. These communication methods were cost-effective for PG&E and allowed income-qualified customers to enroll in CARE as conveniently as possible. The multifaceted approach helped minimize geographical barriers and enabled CARE to enroll 102,660 new customers.

## **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, Ordering Paragraph (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 had three contracts with third-party vendors to conduct certification and recertification in 2012. These vendors were SoundBite Communications, Energy Save and Trimmer Agency. Their functions 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.

PG&E received questions from customers regarding the split in CARE income guidelines for one- and two-person households, effective on June 1, 2012.

PG&E estimates that 4 percent of current participants are no longer eligible for CARE as a result and will be removed when they come up for recertification, even though their single-person household income has not changed from prior years.

In D.12-08-044, the CPUC approved the CARE program for Program Years 2012-2014, including the following requirements:

1. File the cooling center report by December 21st of each year.
2. Post a list of designated cooling center locations as well as days and hours of operation on websites within 30 days after the decision.
3. Retain all prior pre-approved categorical enrollment programs.
4. Utilities are directed to jointly and annually review and submit an updated list of proposed categorical eligible program for upcoming year via Tier 2 advice letter by January 31st of each year.
5. Develop an interim targeted Post Enrollment and Post Re-Recertification income Verification stratified probability model.
6. Design a long-term probability model based on lessons learned and data from implementation of the interim probability model.
7. Adopt rule that barred customers who fail to respond to an income verification request from self-certified re-enrollment in CARE for 24 months.
8. Increase capitation fee for new enrollment from “up to \$15” to “up to \$20.”
9. Adopt an “up to \$18” per capita for capitation contractors that aid in the Post Enrollment Verification process.
10. Adopt the high usage customer process.
11. Continue the funding of the CHANGES pilot and evaluation.
12. File annual estimates of eligible customers by December 31 of each year.

Due to the fact that the final 2012-2014 program decision was not issued until August 30, 2012, PG&E will implement the following new requirements in 2013:

1. Implementation of the high usage process, where customers with electric usage above 400 percent of baseline are required to undergo PEV and agree to participate in the ESA Program.
2. Expand the language to include Korean, Hmong and Russian.
3. Mail confirmation notice to newly enrolled and recertified customers.

PG&E worked with a consultant to develop an interim stratified probability model for PEV selection (OP 89). The consultant leveraged PG&E’s original CARE Qualification Probability Model and layered on the additional required factors to develop the interim model. PG&E implemented the interim model in November 2012. PG&E’s interim annual PEV rate is 9 percent (4 percent high usage + 4 percent model + 1 percent random selection), and applies to all enrolled CARE customers (OP 91).

PG&E's overall 2012 PEV results are reported in CARE Table 3 (OP 94a-c).

The table below shows a breakdown of the 2012 PEV results by enrollment type (OP 94d-e).

2012 PEV Results by Enrollment Type		
Status <sup>1</sup>	Income	Categorical
Approved	38.6%	38.8%
Over Income	9.3%	5.2%
Request Drop	4.9%	4.2%
No Response	47.2%	51.8%
<sup>1</sup> Status as of March 1, 2013.		

Significant PEV improvements were gained with the implementation of the original model. Customers selected for PEV by the model (scores in Deciles 9 and 10) were almost 3 times more likely than those randomly selected to be verified as ineligible (deemed over income or requested removal from the program) (OP 94f).

Due to the PEV response period, it is too early to compare the interim model PEV results to those from the original model; however an early model validation exercise estimated the PEV failure rate would increase by a minimum of 3 percentage points over the original model. Interim model analysis will be conducted in Q2 2013, and lessons learned from the analysis will be incorporated into long-term model design. The long-term model framework, including optimal PEV rate, will be proposed via a Tier 2 advice letter by September 1, 2013 (OP 95).

PG&E continued to achieve the 90 percent penetration goal in 2012. Although the CARE Tier 3 electric rate was implemented in November 2011, the CARE subsidy was still high at \$702 million in 2012, compared to \$450 million in 2008. PG&E believes that the new high usage process requirements and long-term probability model will be instrumental in identifying customers who are likely not qualified, 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 CBOs to assist Limited English Proficient (LEP) customers with energy education and billing issues.

On November 19, 2010, Resolution CSID-004 authorized the CHANGES pilot to provide to limited English-proficient consumers an in-language education, complaint resolution and outreach program for energy matters. This pilot would be provided by the same contractor and community based organizations involved in the Commission's Telecommunications Education and Assistance in Multiple-Languages program. The Commission's Consumer Service and Information Division (CSID) is charged with evaluating the effectiveness of the

pilot to determine if it should recommend to the Commission to continue the program.

A year later, on November 10, 2011, the Commission issued Resolution CSID-005, authorizing continued CARE program funding for CHANGES Pilot Program and extending the duration of the pilot program to allow time for data collection and evaluation. The resolution also provided time to review and address the continued authorization of CARE program funding. In Resolution CSID-005, the CSID and the ED were directed by the Commission to hire an independent consultant to review 12 months of data to determine its ability to effectively assist the LEP and evaluate the use of CARE's funds.

In 2012, Level 4 Ventures Inc. was hired as the independent contractor to conduct the CHANGES evaluation. From July 15 to September 1, 2012, Level 4 Ventures evaluated the CHANGES pilot to help the Commission determine whether the pilot program should continue and whether the CARE program should be the main source for funding.

The primary findings of the evaluation follow:

- CHANGES is an important and necessary program that should be continued.
- CHANGES should be funded through one or more programs targeted at low-income ratepayers.
- CHANGES needs to be improved in five key areas to be more effective, reduce risk and reach its potential.
- CHANGES funding should be frozen until improvements are implemented, at which point funding should be increased.

The Commission determined that it needed further information to adequately understand and assess the success of the CHANGES pilot and on December 20, 2012, D.12-12-011 approved continued funding of the CHANGES pilot program from the CARE program 2012-2014 budget cycles to gather additional data. The decision mandated the IOUs to work with the CHANGES implementers to develop and track success criteria for the program. The CHANGES pilot program will continue to provide outreach, education and needs and dispute resolution to LEP customers throughout 2013-2014 and to track appropriate metrics.

### **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 65,000 tenants residing within facilities receiving the CARE discount by December 31, 2012. 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)

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:	\$6,717,071
Gas:	\$1,011,493
Total:	\$7,728,564

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

Electric:	\$679.32
Gas:	\$121.92

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

Electric:	\$4,164.52
Gas:	\$951.23

### **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 continued 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 utilized its database of facilities previously dropped from CARE due to lack of recertification. As a result, nine new facilities were enrolled in CARE.

CARE continued 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 was 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 questions they might have and guide them through the 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 successful enrollment.

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 about the definition of Satellite Facility on the Non Profit application.

- 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 plans to build a new database in 2013 that will be more efficient, user-friendly and compatible with 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 OP 135(b)(i) of 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 2012, the Weatherization category (see ESAP Table 1) was over-budget by \$282,908 for electric and \$1,574,856 for gas. ESAP Table 19 shows the fund-shift from the Electric Appliances and Gas Appliances categories to the Weatherization category.

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

PG&E did not have to shift CARE funds between categories in 2012 because the CARE administrative expenses for each categories did not exceed the 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 Program or CARE fund shifting activity that occurred in 2012 that fell outside the rules laid out in Section 6.2 of D.12-08-044.

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

ESAP – Table 1 – ESA Program Overall Program Expenses

ESAP – Table 2 – ESA Program Expenses & Energy Savings by Measures Installed

ESAP – Table 3 – ESA Program Cost Effectiveness

ESAP – Table 4 – ESA Program Penetration

ESAP – Table 5 – ESA Program Direct Purchases & Installation Contractors

ESAP – Table 6 – ESA Program Installation Cost of Program Installation Contractors

ESAP – Table 7 – Expenditures by Cost Elements

ESAP – Table 8 – Detail by Housing Type and Source

ESAP – Table 9 – Life Cycle Bill Savings by Measure

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

ESAP – Table 11 – Bill Savings Calculations by Program Year

ESAP – Table 12 – Whole Neighborhood Approach

ESAP – Table 13 – Categorical Enrollment

ESAP – Table 14 – Leveraging

ESAP – Table 15 – Integration

ESAP – Table 16 – Lighting

ESAP – Table 17 – Studies & Pilots Status

ESAP – Table 18 – “Add Back” Measures

ESAP – Table 19 – ESA Program Fund Shifting

CARE – Table 1 – Overall Program Expenses

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

CARE – Table 3 – Standard Random Verification Results

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

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 – CARE Surcharge & Revenue

CARE – Table 11 – CARE Capitation Applications

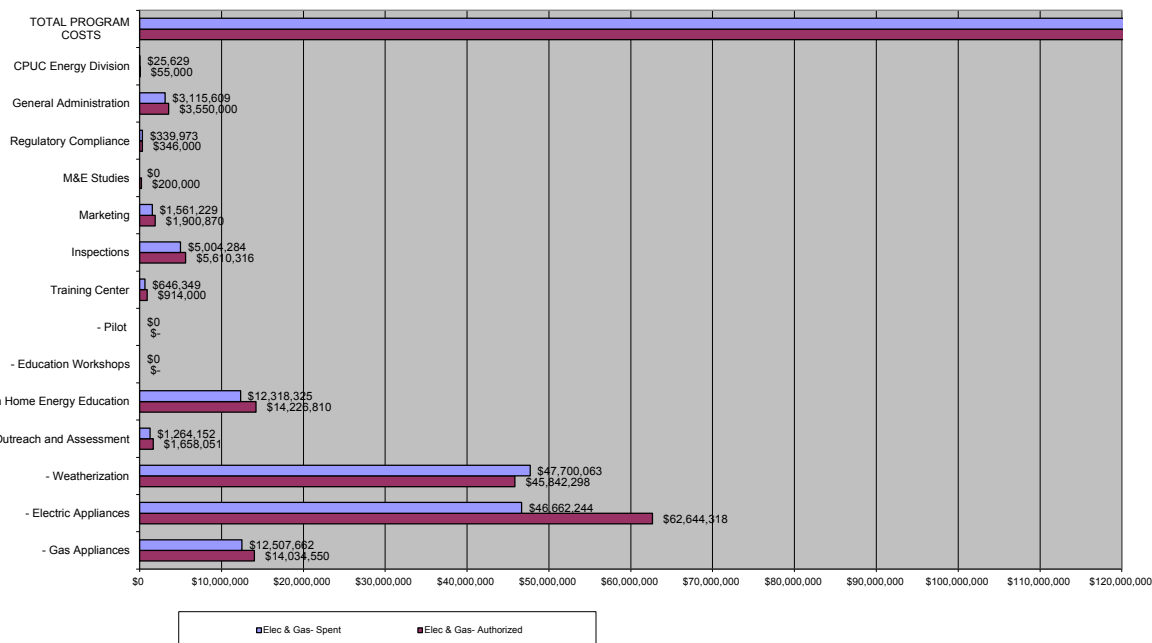
CARE – Table 12 – CARE Expansion Program

CARE – Table 13 – Fund Shifting by Category

# Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I	J
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 1</b> <b>ESAP Overall Program Expenses</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>									
2		<b>2012 Authorized Budget[1]</b>			<b>2012 Annual Expenses</b>			<b>% of 2012 Budget Spent</b>		
3	<b>ESAP Program:</b>	<b>Electric</b>	<b>Gas</b>	<b>Elec &amp; Gas- Authorized</b>	<b>Electric</b>	<b>Gas</b>	<b>Elec &amp; Gas- Spent</b>	<b>Electric</b>	<b>Gas</b>	<b>Elec &amp; Gas</b>
4	<b>Energy Efficiency</b>									
5	- Gas Appliances	\$ -	\$ 14,034,550	\$ 14,034,550	\$ -	\$ 12,507,662	\$ 12,507,662	0.0%	89.1%	89.1%
6	- Electric Appliances	\$ 62,644,318	\$ -	\$ 62,644,318	\$ 46,662,244	\$ -	\$ 46,662,244	74.5%	0.0%	74.5%
7	- Weatherization	\$ 6,872,101	\$ 38,970,197	\$ 45,842,298	\$ 7,155,009	\$ 40,545,053	\$ 47,700,063	104.1%	104.0%	104.1%
8	- Outreach and Assessment	\$ 1,077,733	\$ 580,318	\$ 1,658,051	\$ 821,699	\$ 442,453	\$ 1,264,152	76.2%	76.2%	76.2%
9	- In Home Energy Education	\$ 9,247,427	\$ 4,979,383	\$ 14,226,810	\$ 8,006,911	\$ 4,311,414	\$ 12,318,325	86.6%	86.6%	86.6%
10	- Education Workshops	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%	0.0%	0.0%
11	- Pilot	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.0%	0.0%	0.0%
12	<b>Energy Efficiency TOTAL</b>	<b>\$ 79,841,579</b>	<b>\$ 58,564,448</b>	<b>\$ 138,406,027</b>	<b>\$ 62,645,863</b>	<b>\$ 57,806,583</b>	<b>\$ 120,452,446</b>	<b>78.5%</b>	<b>98.7%</b>	<b>87.0%</b>
13										
14	Training Center	\$ 594,100	\$ 319,900	\$ 914,000	\$ 420,127	\$ 226,222	\$ 646,349	70.7%	70.7%	70.7%
15	Inspections	\$ 3,646,705	\$ 1,963,611	\$ 5,610,316	\$ 3,252,785	\$ 1,751,499	\$ 5,004,284	89.2%	89.2%	89.2%
16	Marketing	\$ 1,235,565	\$ 665,305	\$ 1,900,870	\$ 1,014,799	\$ 546,430	\$ 1,561,229	82.1%	82.1%	82.1%
17	M&E Studies	\$ 130,000	\$ 70,000	\$ 200,000	\$ -	\$ -	\$ -	0.0%	0.0%	0.0%
18	Regulatory Compliance	\$ 224,900	\$ 121,100	\$ 346,000	\$ 220,982	\$ 118,990	\$ 339,973	98.3%	98.3%	98.3%
19	General Administration	\$ 2,307,500	\$ 1,242,500	\$ 3,550,000	\$ 2,025,029	\$ 1,090,580	\$ 3,115,609	87.8%	87.8%	87.8%
20	CPUC Energy Division	\$ 35,750	\$ 19,250	\$ 55,000	\$ 16,659	\$ 8,970	\$ 25,629	46.6%	46.6%	46.6%
21										
22										
23	<b>TOTAL PROGRAM COSTS</b>	<b>\$ 88,016,099</b>	<b>\$ 62,966,114</b>	<b>\$ 150,982,213</b>	<b>\$ 69,596,244</b>	<b>\$ 61,549,275</b>	<b>\$ 131,145,519</b>	<b>79.1%</b>	<b>97.7%</b>	<b>86.9%</b>
24	<b>Funded Outside of ESA Program Budget</b>									
25	Indirect Costs				\$ 1,044,946	\$ 580,801	\$ 1,625,747			
26										
27	NGAT Costs				\$ 2,723,141	\$ 2,723,141				
28	Note: 2012 unspent funds of \$19,836,694 (\$18,419,845-E/\$1,416,839-G)									
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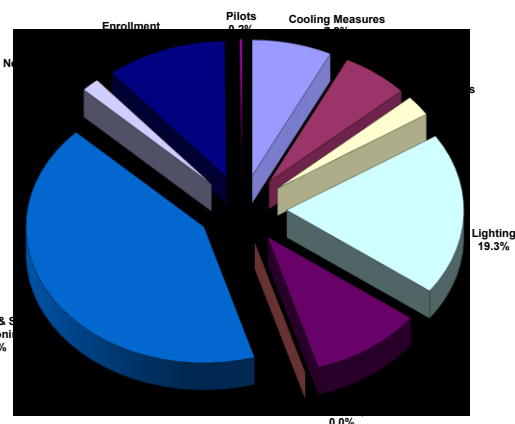
**Total Authorized Budget vs. Actual Expenses**



# Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I	J	K
	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 2</b> <b>ESAP Expenses and Energy Savings by Measures Installed</b> <b>Pacific Gas &amp; Electric Company</b>										
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ESA Year-to-Date Expenditures by Measure Group



	A	B	C	D	E	F	G
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 3</b> <b>ESAP COST-EFFECTIVENESS</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>						
2		PY - Recorded					
3		Ratio of Benefits Over Costs			Net Benefits; \$ Millions		
4	Program Year	Utility Cost Test	Total Resource Cost Test	Modified Participant Test	Utility Cost Test	Total Resource Cost Test	Modified Participant Test
5	2012	0.44	0.34	0.58	(70.230)	(83.229)	(54.475)
6	2011	0.58	0.46	0.64	(58.896)	(75.618)	(52.146)
7	2010	0.59	0.47	0.66	(56.165)	(73.190)	(48.719)
8	2009	0.59	0.45	0.61	(36.590)	(48.748)	(35.826)
9	2008	0.48	0.37	0.62	(33.801)	(40.880)	(28.635)
10	2007	0.46	0.36	0.63	(39.902)	(47.085)	(27.536)
11	2006	0.48	0.48	0.68	(45.470)	(45.470)	(27.922)
12	2005	N/A	N/A	N/A	N/A	N/A	N/A
13	2004	N/A	N/A	N/A	N/A	N/A	N/A
14	2003	N/A	N/A	N/A	N/A	N/A	N/A
15	2002	N/A	N/A	N/A	N/A	N/A	N/A

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G
	PY 2012 Energy Savings Assistance Program Annual Report ESAP Table 4 ESAP PENETRATION PACIFIC GAS AND ELECTRIC COMPANY						
1							
2							
3	Customer	Housing Type	# Homes Treated	2012 Penetration Rate for Homes Treated			
4	Gas and Electric Customers						
5	Owners - Total						
6		Single Family	33,704				
7		Multi Family	603				
8		Mobile Homes	3,685				
9	Renters - Total						
10		Single Family	29,686				
11		Multi Family	13,739				
12		Mobile Homes	545				
13	Electric Customers (only)						
14	Owners - Total						
15		Single Family	6,932				
16		Multi Family	132				
17		Mobile Homes	1,367				
18	Renters - Total						
19		Single Family	5,088				
20		Multi Family	3,311				
21		Mobile Homes	792				
22	Gas Customers (only)						
23	Owners - Total						
24		Single Family	7,879				
25		Multi Family	30				
26		Mobile Homes	552				
27	Renters - Total						
28		Single Family	5,212				
29		Multi Family	1,908				
30		Mobile Homes	64				
31							
32	Total Homes Treated in PY		115,229	96.07%			
33	Total Homes Eligible in PY[1]		119,940				
34							
35	[1] Based on Appendix A of D.12-08-044.						
36							
37	Penetration History						
38	Year	Homes Treated[2]	Ineligible & Unwilling[3]	Estimated Eligible in 2012	2012 Penetration Rate for Homes Treated		
39	2002	70,683	N/A				
40	2003	47,271	N/A				
41	2004	48,456	N/A				
42	2005	57,700	N/A				
43	2006	66,043	N/A				
44	2007	63,319	N/A				
45	2008	61,034	N/A				
46	2009	81,308	2,946				
47	2010	133,329	8,272				
48	2011	128,071	11,535				
49	2012	115,229	10,549				
50	2013						
51	2014						
52	2015						
53	2016						
54	2017						
55	2018						
56	2019						
57	2020						
58	Total Homes Treated since 2002	872,443	33,302	119,940	96%		
59							
60	[2] Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative.						
61	[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 contacts.						
62							
63							
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66	Year	Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory			
67	2011	SCG	113,654	3,740			
68	2011	SCE	5,610	N/A			
69	2012	SCG	113,143	3,163			
70	2012	SCE	5,593	N/A			
71							

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G
	PY 2012 Energy Savings Assistance Program Annual Report						
	ESAP Table 5						
	ESAP Direct Purchases & Installation Contractors						
1	PACIFIC GAS AND ELECTRIC COMPANY						
2			Contractor Type				2012 Annual Expenditures [1] [2]
3			(Check one or more if applicable)				
4	Contractor	County	Private	CBO	WMDVBE	LIHEAP	
	HVAC Contractors						
5	AAA Air Conditioning	Stanislaus, Merced, San	X				\$ 248,346
6	Acosta Heating Air Conditioning	San Francisco, Marin	X				\$ 28,338
7	Action Air	Fresno, Madera, Kings	X				\$ 98,958
		Alameda, Contra Costa, Fresno, Kern, Kings, Marin, Mendocino, Monterey, Napa, San Benito, Santa Clara, Shasta, Solano, Sonoma, Yolo, Santa Clara					
8	Agbayani Construction		X		X		\$ 832,286
9	Air Tech Heating & Air Conditioning	San Joaquin, Sacramento	X				\$ 144,737
10	Airco Heating & Cooling	Kern	X				\$ 74,682
11	Airtec Services	Monterey, Santa Cruz, San Benito	X				\$ 227,297
		Alameda, Contra Costa, San Joaquin, Santa Clara	X				\$ 437,413
12	All Bay Heating		X				\$ 86,118
13	Allied Aire Services	Alameda, Santa Clara	X				\$ 296,661
14	Barker Mechanical Services	Alameda, Contra Costa	X				\$ 128,717
15	Bay Area Energy Group	Santa Clara	X				\$ 388,203
		Santa Clara, Santa Cruz, Monterey, San Benito	X				\$ 78,182
16	Bellows Plumbing Heating & Sewer		X				\$ 67,626
17	Bickley's Air Conditioning & Heating	Tehama, Shasta, Humboldt	X				\$ 73,600
18	Delta Tec HVAC & Energy Solutions	San Joaquin	X		X		\$ 411,026
		Humboldt, Mendocino, Sonoma	X				\$ 98,439
19	Evans Mechanical		X				\$ 148,026
20	FTE General Contractors	Joaquin, Solano, Yolo	X				
		Butte, Colusa, El Dorado, Glenn, Lassen, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Solano, Sutter, Tehama, Trinity, Yolo, Yuba	X				
21	Feather River Aire		X				
22	Innovative Mechanical	Marin, San Francisco	X				

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G
1	PY 2012 Energy Savings Assistance Program Annual Report ESAP Table 5 ESAP Direct Purchases & Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY						
2	Contractor	County	Contractor Type (Check one or more if applicable)				2012 Annual Expenditures [1] [2]
3			Private	CBO	WMDVBE	LIHEAP	
		Yolo, Solano, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Madera, Mariposa, Merced, Nevada, Placer, Plumas, Sacramento, San Joaquin, Stanislaus, Sutter, Tehama, Tulare, Tuolumne, Yuba, San Joaquin, Stanislaus					
23	Lovotti Air / Lovotti, Inc.		X				\$ 1,336,079
24	Pelle Heat & Air Conditioning	Santa Clara	X				\$ 504,799
25	Queirolo's Heating and Air Conditioning	San Joaquin	X		X		\$ 27,240
26	Plumblin Plumbing, Inc.	Fresno, Madera, Kings	X				\$ 22,377
27	Reliable Energy	Kern	X		X		\$ 228,909
28	Residential Weatherization, Inc.	Butte, Yuba, Sutter	X		X		\$ 9,551
29	Roman's Heating & Air	San Joaquin,	X		X		\$ 108,891
30	Santa Cruz Mechanical	Monterey, Santa Cruz, San Benito	X				\$ 200,212
31	Statewide Construction Services	Napa, Sonoma, Solano, Marin, Alameda, Contra Costa, San Joaquin	X				\$ 243,567
32	Synergy Companies	Alameda	X		X		\$ 61,057
33	Thomas Frank Heating & Air	Fresno, Madera, Kings	X				\$ 170,774
34							
35	Weatherization Contractors						
36	Allen Temple Housing and Economic Development Corporation	Alameda	X				\$ 224,964
37	American Eco Services, Inc.	San Luis Obispo, Santa Barbara	X		X		\$ 804,197
38	American Insulation, Inc.	Merced, Stanislaus, San Joaquin	X		X		\$ 2,399,220
39	Applied Building Science	Lake, Mendocino	X				\$ 498,594
40	Assert, Inc.	Kern	X				
41	Atlas Systems, Inc.	Humboldt, Marin, Napa, Sonoma	X				\$ 4,116,163
42	Bay Area Energy Group	Santa Clara			X		\$ 412,552
43	Bo Enterprises	Alameda, Santa Clara, Santa Cruz	X				\$ 6,162,410
44	Bright Ideas, Inc.	Merced	X				\$ 2,494,326
45	Butte County Community Action Agency	Butte		X		X	\$ 1,823,558
46	Community Housing Opportunities Corp.	Sacramento, San Joaquin, Solano, Yolo		X			\$ 2,356,770
47	California Human Development Corp.	Napa, Sonoma		X			\$ 826,602
48	Carroll Co.	Humboldt, Sacramento, Trinity	X				\$ 728,409



Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

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1	PY 2012 Energy Savings Assistance Program Annual Report ESAP Table 5 ESAP Direct Purchases & Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY						
2	Contractor	County	Contractor Type (Check one or more if applicable)				2012 Annual Expenditures [1] [2]
3			Private	CBO	WMDVBE	LIHEAP	
49	CDC od Mendocino County	Lake, Mendocino		X			\$ 9,343
50	Community Action Partnership of SLO	Monterey, San Luis Obispo, Santa Barbara		X		X	\$ 1,262,714
51	Community Energy Services Corp.	Alameda, Contra Costa, Marin		X			\$ 41,227
52	CWES Inc.	Fresno	X		X		\$ 2,100,183
53	EJA Builders	Santa Clara, Santa Cruz	X				
54	El Concilio of San Mateo County	San Mateo		X			\$ 1,084,588
55	Empire Construction	Sacramento	X				\$ 2,771,172
56	Energy Efficiency, Inc	Alameda, San Francisco, Santa Clara	X		X		\$ 10,460,343
57	Fresno County EOC	Fresno		X	X	X	\$ 3,308,529
58	Glenn County HRA	Colusa, Glenn, Trinity		X		X	\$ 522,989
59	Highlands Energy Services, Inc.	San Joaquin, Stanislaus	X		X		\$ 6,759,052
60	Naildown Construction	Madera, Mariposa, Merced, Sacramento	X		X		\$ 2,760,271
61	Pacific Coast Energy Cons. Serv. Inc.	Kern, San Bernardino	X				\$ 3,223,462
62	Proteus Inc.	Kings, Tulare, Fresno		X			\$ 860,391
63	Quality Conservation Services, Inc.	Alameda, Contra Costa, San Francisco, Santa Clara	X				\$ 9,611,606
64	Renaissance, Inc.	Fresno, Sacramento, Humboldt, Trinity	X		X		\$ 3,280,500
65	Residential Weatherization, Inc.	Colusa, Glenn, Lake, Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yuba, Yolo	X		X		\$ 4,241,369
66	Self Help Home Improvement Project	Shasta, Tehama		X		X	\$ 1,387,507
67	Silicon Valley Foundation	Santa Clara	X				\$ 2,999,955
68	Staples & Associates, Inc.	Alpine, Amador, El Dorado, Alpine, Amador, Calaveras, El Dorado, Kern, Monterey, Nevada, San Benito, Santa Cruz, Kern, Monterey, Nevada, San Benito, Santa Cruz	X				\$ 5,654,942
69	Sundowner Insulation Company, Inc.	Calaveras, San Bernardino, Tuolumne	X				\$ 394,062
70	Western Insulation LP	Merced, Sacramento, San Benito, San Joaquin, Solano, Yolo, Stanislaus	X				\$ 7,033,193
71	Winegard Energy, Inc.	Fresno, Kern, Kings, Madera, Mariposa, Merced	X		X		\$ 5,111,994
72							

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	A	B	C	D	E	F	G
1	PY 2012 Energy Savings Assistance Program Annual Report ESAP Table 5 ESAP Direct Purchases & Installation Contractors PACIFIC GAS AND ELECTRIC COMPANY						
2	Contractor	County	Contractor Type (Check one or more if applicable)				2012 Annual Expenditures [1] [2]
3			Private	CBO	WMDVBE	LIHEAP	
73	Refrigerator Contractors						
		Alameda, Alpine, Amador, Butte, Calaveras, Colusa, Contra Costa, El Dorado, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Napa, Nevada, Placer, Plumas, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Shasta, Sierra, Siskiyou, Solano, Sonoma, Stanislaus, Sutter Tehama, Trinity, Tuolumne, Yuba, Yolo	X				
74	Standards of Excellence						\$ 7,141,307
		Fresno, Kern, Kings, Madera, Mariposa, Merced, Monterey, San Benito, San Bernardino, San Luis Obispo, Santa Barbara, Santa Cruz, Tulare	X				
75	Ventura TV and Appliance						\$ 4,466,765
76							
77	LIHEAP Leveraging Contractors						
78	Amador-Tuolumne Community Action	Amador, Tuolumne, Calaveras		X		X	\$20,800
		Monterey, San Benito, Santa Clara, Santa Cruz		X		X	
79	Central Coast Energy Services						\$36,800
80	Project GO, Inc.	Placer		X		X	\$4,000
81	Redwood Community Action Agency	Humboldt		X		X	\$30,400
82	San Joaquin County Human Services	San Joaquin		X		X	\$4,000
83							
84	Total Contractor Expenditures						\$116,213,340
85							
86	[1] These costs exclude PG&E support costs that are included in Table 1.						
87	[2] Total Contractor Expenditures will be higher than Table 6 and Table 2 due to costs not reported in these tables, such as NGAT tests, support allocations, penalties/credits and Training No-Shows.						
88							

# Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 6</b> <b>ESAP Installation Cost of Program Installation Contractors</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>																		
1																			
2		Unit of Measure	CBO/WMDVBE						Non-CBO/WMDVBE						2012 Program Total				
3			Installations		Dwellings		Costs		Installations		Dwellings		Costs		Units Installed	Households	Costs [1][4]	Cost/ Unit	Cost/ Household
4			Units	%	Units	%	\$	%	Units	%	Units	%	\$	%					
5	Dwellings	Each																	
6																			
7	<b>Heating Systems</b>																		
8	Furnaces[2]	Each	248	9.1%	242	9.3%	253,180	9%	2,491	90.9%	2,359	90.7%	2,543,035	91%	2,739	2,601	2,796,215	1,021	1,075
9	<b>Cooling Measures</b>																		
10	A/C Replacement - Room	Each	1,492	66.6%	1,492	66.8%	1,653,924	67%	747	33.4%	743	33.2%	828,071	33%	2,239	2,235	2,481,995	1,109	1,111
11	A/C Replacement - Central	Each	11	52.4%	11	52.4%	11,508	52%	10	47.6%	10	47.6%	10,462	48%	21	21	21,971	1,046	1,046
12	A/C Tune-up - Central	Each	2,842	39.6%	2,802	39.5%	693,883	40%	4,339	60.4%	4,292	60.5%	1,059,380	60%	7,181	7,094	1,753,263	244	247
13	A/C Services - Central	Each																	
14	Heat Pump	Each																	
15	Evaporative Coolers	Each	4,034	65.3%	4,034	65.3%	2,590,945	65%	2,143	34.7%	2,143	34.7%	1,376,399	35%	6,177	6,177	3,967,344	642	642
16	Evaporative Cooler Maintenance	Each																	
17	<b>Infiltration &amp; Space Conditioning</b>																		
18	Envelope and Air Sealing Measures	Home	38,694	47.8%	38,694	47.8%	17,014,420	48%	42,245	52.2%	42,245	52.2%	18,575,856	52%	80,939	80,939	35,590,275	440	440
19	Duct Sealing [5]	Home	1,726	48.9%	1,726	48.9%	1,327,760	49%	1,804	51.1%	1,804	51.1%	1,387,763	51%	3,530	3,530	2,715,522	769	769
20	Attic Insulation	Home	3,331	49.7%	3,331	49.7%	4,544,901	50%	3,370	50.3%	3,370	50.3%	4,598,113	50%	6,701	6,701	9,143,014	1,364	1,364
21	<b>Water Heating Measures</b>																		
22	Water Heater Conservation Measures	Home	43,711	49.6%	43,711	49.6%	2,867,674	50%	44,419	50.4%	44,419	50.4%	2,914,122	50%	88,130	88,130	5,781,796	66	66
23	Water Heater Replacement - Gas [3]	Each	50	3.5%	50	3.5%	40,257	3%	1,384	96.5%	1,370	96.5%	1,114,314	97%	1,434	1,420	1,154,571	805	813
24	Water Heater Replacement - Electric	Each																	
25	Tankless Water Heater - Gas	Each																	
26	Tankless Water Heater - Electric	Each																	
27	<b>Lighting Measures</b>																		
28	CFLs	Each	206,446	48.1%	44,098	48.0%	1,469,458	48%	222,941	51.9%	47,808	52.0%	1,586,867	52%	429,387	91,906	3,056,325	7	33
29	Interior Hard wired CFL fixtures	Each	94,063	48.4%	37,934	48.7%	7,527,798	48%	100,087	51.6%	39,956	51.3%	8,009,895	52%	194,150	77,890	15,537,693	80	199
30	Exterior Hard wired CFL fixtures	Each	17,364	42.8%	17,364	42.8%	1,417,985	43%	23,199	57.2%	23,199	57.2%	1,894,485	57%	40,563	40,563	3,312,470	82	82
31	Torchiere	Each																	
32	<b>Refrigerators</b>																		
33	Refrigerators - Primary	Each	73	0.5%	73	0.5%	60,146	0%	14,094	99.5%	14,094	99.5%	11,612,328	99%	14,167	14,167	11,672,475	824	824
34	Refrigerators - Secondary	Each																	
35	<b>Pool Pumps</b>																		
36	Pool Pumps	Each																	
37	<b>New Measures</b>																		
38	Forced Air Unit Standing Pilot Change Out	Each																	
39	Furnace Clean and Tune	Each																	
40	High Efficiency Clothes Washer	Each																	
41	Microwave	Each																	
42	Thermostatic Shower Valve	Each	30	0	25	0	752	0	700	1	509	1	17,548	1	730	534	18,300	25	34
43	LED Night Lights	Each																	
44	Occupancy Sensor	Each	6,840	36.4%	4,963	36.5%	396,977	36%	11,949	63.6%	8,629	63.5%	693,491	64%	18,789	13,592	1,090,469	58	80
45	Torchiere	Each	3,647	41.3%	3,646	41.3%	309,875	41%	5,177	58.7%	5,177	58.7%	439,875	59%	8,824	8,823	749,750	85	85
50																			
51	<b>Pilots</b>																		
52	A/C Tune-up Central	Home																	
53	Interior Hard wired CFL fixtures	Each																	
54	Ceiling Fans	Each																	
55	In-Home Display	Each																	
56	Programmable Controllable Thermostat	Each																	
57	Forced Air Unit	Each																	
58	Microwave	Each	837	46.3%	837	46.3%	88,027	46%	969	53.7%	969	53.7%	101,909	54%	1,806	1,806	189,937	105	105
59	High Efficiency Clothes Washer	Each																	
60																			
61	<b>Customer Enrollment</b>																		
62	Outreach & Assessment	Home	54,620	47.4%	54,620	47.4%	546,081	47%	60,609	52.6%	54,620	47.4%	605,959	53%	115,229	115,229	1,152,040	10	10
63	In-Home Education	Home	54,620	47.4%	54,620	47.4%	5,353,371	47%	60,609	52.6%	60,609	52.6%	5,940,359	53%	115,229	115,229	11,293,730	98	98
64	Education Workshops	Participant																	
65																			
66	[1] These costs exclude PG&E support costs that are included in Table 1.																		
67	[2] Furnaces includes costs for service calls.																		
68	[3] Water Heater Replacement - Gas includes costs of water heater repair.																		
69	[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.																		
70	[5] Includes the Costs of duct tests but duct tests only are not counted in Units.																		

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

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1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 7</b> <b>Expenditures by Cost Elements</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>					
2		<b>2012 Expenditures Recorded by Cost Element</b>				
3	<b>ESA Program:</b>	<b>Labor[1]</b>	<b>Non-Labor[2]</b>	<b>Contract[3]</b>	<b>Total</b>	
4	Energy Efficiency					
5	- Gas Appliances	\$ -	\$ -	\$ 12,507,662	\$	12,507,662
6	- Electric Appliances	\$ -	\$ -	\$ 46,662,244	\$	46,662,244
7	- Weatherization	\$ -	\$ -	\$ 47,700,063	\$	47,700,063
8	- Outreach and Assessment	\$ -	\$ -	\$ 1,264,152	\$	1,264,152
9	- In Home Energy Education	\$ -	\$ -	\$ 12,318,325	\$	12,318,325
10	- Education Workshops	\$ -	\$ -	\$ -	\$	-
11	- Pilot	\$ -	\$ -	\$ -	\$	-
12	<b>Energy Efficiency TOTAL</b>	\$ -	\$ -	\$ 120,452,446	\$	120,452,446
13						
14	Training Center	\$ 219,077	\$ 72,291	\$ 354,982	\$	646,349
15	Inspections	\$ 4,714,024	\$ 278,648	\$ 11,612	\$	5,004,284
16	Marketing	\$ 334,138	\$ 100,502	\$ 1,126,589	\$	1,561,229
17	M&E Studies	\$ -	\$ -	\$ -	\$	-
18	Regulatory Compliance	\$ 333,283	\$ 849	\$ 5,840	\$	339,973
19	General Administration	\$ 2,578,113	\$ 14,268	\$ 523,228	\$	3,115,609
20	CPUC Energy Division	\$ -	\$ 25,629	\$ -	\$	25,629
21						
22	<b>TOTAL PROGRAM COSTS</b>	\$ 8,178,635	\$ 492,188	\$ 122,474,697	\$	131,145,519
23						
24						
25	[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.					
26	[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.					
27	[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.					
28						

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 8</b> <b>Detail by Housing Type and Source</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>							
2			2012 Energy Savings					
3	Customer	Housing Type	GWh	MW	mTherm*	2012 Expenses[1]	2012 Households Treated	2012 Households Eligible
4	<b>Gas and Electric Customers</b>							
5	<b>Owners - Total</b>							
6		Single Family	12.5937	2.7993	0.4873	\$36,809,322	33,704	
7		Multi Family	0.1411	0.0189	0.0008	\$439,731	603	
8		Mobile Homes	1.1300	0.2508	0.0470	\$2,875,813	3,685	
9	<b>Renters - Total</b>							
10		Single Family	11.6913	2.4353	0.4229	\$29,659,917	29,686	
11		Multi Family	3.2133	0.3734	0.0181	\$9,383,573	13,739	
12		Mobile Homes	0.1876	0.0490	0.0068	\$425,708	545	
13	<b>Electric Customers (only)</b>							
14	<b>Owners - Total</b>							
15		Single Family	3.2016	0.9005	0.0009	\$4,490,616	6,932	
16		Multi Family	0.0360	0.0051	-	\$87,423	132	
17		Mobile Homes	0.5146	0.1298	-	\$758,946	1,367	
18	<b>Renters - Total</b>							
19		Single Family	2.4825	0.5984	0.0006	\$3,828,024	5,088	
20		Multi Family	0.7839	0.0984	0.0000	\$1,959,615	3,311	
21		Mobile Homes	0.3637	0.1163	0.0000	\$558,396	792	
22	<b>Gas Customers (only)</b>							
23	<b>Owners - Total</b>							
24		Single Family	0.6058	0.0285	0.1263	\$5,488,804	7,879	
25		Multi Family	0.0019	0.0000	0.0001	\$15,179	30	
26		Mobile Homes	0.0332	-	0.0081	\$288,537	552	
27	<b>Renters - Total</b>							
28		Single Family	0.3771	0.0198	0.0852	\$3,065,803	5,212	
29		Multi Family	0.1191	0.0003	0.0038	\$870,720	1,908	
30		Mobile Homes	0.0032	-	0.0009	\$27,257	64	
31								
32	<b>Total Homes Treated in 2012 [3]</b>		37.4794	7.8238	1.2087	\$101,033,385	115,229	
33	<b>Total Homes Eligible in 2012 [2]</b>							119,940
34								
35	* Million Therms							
36	[1] Excluding indirect program costs.							
37	[2] Based on Appendix A in D.12-08-044.							
38	[3] Includes savings for measures installed in homes treated in prior program year that did not received all the measures in prior program year.							

## Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 9</b> <b>Life Cycle Bill Savings by Measure</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>					
2	<b>Measure Description</b>	<b>2012 Number Installed</b>	<b>Per Measure Electric Impact - Average (kWh)</b>	<b>Per Measure Gas Impact (Therms)</b>	<b>Effective Useful Life (EUL)</b>	<b>2012 Total Measure Life Cycle Bill Savings</b>
3						
4	<b>Heating Systems</b>					
5	Furnaces	2,739	-	-	16	\$ -
6	<b>Cooling Measures</b>					
7	A/C Replacement - Room	2,239	53	-	15	\$ 133,160.60
8	A/C Replacement - Central	21	30	-	18	\$ 811.22
9	A/C Tune-up - Central	7,181	1	-	15	\$ 6,758.55
10	A/C Services - Central					
11	Heat Pump					
12	Evaporative Coolers	6,177	513	-	15	\$ 3,587,264.43
13	Evaporative Cooler Maintenance					
14	<b>Infiltration &amp; Space Conditioning</b>					
15	Envelope and Air Sealing Measures	80,939	54	6	7	\$ 4,885,751.87
16	Duct Sealing	3,530	-	-	25	\$ -
17	Attic Insulation	6,701	77	12	20	\$ 1,609,646.53
18	<b>Water Heating Measures</b>					
19	Water Heater Conservation Measures	88,130	5	7	8	\$ 3,797,864.32
20	Water Heater Replacement - Gas	1,434	-	-	13	\$ -
21	Water Heater Replacement - Electric					
22	Tankless Water Heater - Gas					
23	Tankless Water Heater - Electric					
24	<b>Lighting Measures</b>					
25	CFLs	429,387	14	-	8	\$ 4,070,770.66
26	Interior Hard wired CFL fixtures	194,150	43	-	16	\$ 9,906,415.53
27	Exterior Hard wired CFL fixtures	40,563	43	-	20	\$ 2,406,802.85
28	Torchiere					
29	<b>Refrigerators</b>					
30	Refrigerators -Primary	14,167	716	-	15	\$ 11,477,254.37
31	Refrigerators - Secondary					
32	<b>Pool Pumps</b>					
33	Pool Pumps					
34	<b>New Measures</b>					
35	Forced Air Unit Standing Pilot Change Out					
36	Furnace Clean and Tune					
37	High Efficiency Clothes Washer					
38	Microwave					
39	Thermostatic Shower Valve	730	-	6	8	\$ 22,031.15
40	LED Night Lights					
41	Occupancy Sensor	18,789	40	-	8	\$ 518,468.38
42	Torchiere	8,824	204	-	9	\$ 1,371,244.71
43						
44						
45						
46	<b>Pilots</b>					
47	A/C Tune-up Central					
48	Interior Hard wired CFL fixtures					
49	Ceiling Fans					
50	In-Home Display					
51	Programmable Controllable Thermostat					
52	Forced Air Unit					
53	Microwave	1,806	120	10	15	\$ 397,314.77
54	High Efficiency Clothes Washer					\$ -
55						
56	<b>Total Homes Served By the Program</b>	<b>115,229</b>				
57	<b>Life Cycle Bill Savings Per Home</b>					\$ 383.51

	A	B	C
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 10</b> <b>Energy Rate Used for Bill Savings Calculations</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>		
2	Year	\$/kWh [1]	\$/Therm
3	2012	0.1000	0.7825
4	2013	0.1030	0.8060
5	2014	0.1060	0.8301
6	2015	0.1092	0.8550
7	2016	0.1125	0.8807
8	2017	0.1159	0.9071
9	2018	0.1193	0.9343
10	2019	0.1229	0.9624
11	2020	0.1266	0.9912
12	2021	0.1304	1.0210
13	2022	0.1343	1.0516
14	2023	0.1384	1.0832
15	2024	0.1425	1.1156
16	2025	0.1468	1.1491
17	2026	0.1512	1.1836
18	2027	0.1557	1.2191
19	2028	0.1604	1.2557
20	2029	0.1652	1.2933
21	2030	0.1702	1.3321
22	2031	0.1753	1.3721
23	2032	0.1805	1.4133
24	2033	0.1859	1.4557
25	2034	0.1915	1.4993
26	2035	0.1973	1.5443
27	2036	0.2032	1.5906
28			
29	[1] For 2012 the average cost per kWh paid by participants. Cost is escalated 3% annually in 24 subsequent years.		

	A	B	C	D	E	F
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 11</b> <b>Bill Savings Calculations by Program Year</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>					
2	Program Year	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings	
3	2010	\$ 143,737,628	\$ 61,245,861	0.43	\$ 459	
4	2011	\$ 145,900,978	\$ 58,889,388	0.40	\$ 460	
5	2012	\$ 131,145,519	\$ 44,191,560	0.34	\$ 384	
6						



Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 12 [1]</b> <b>Whole Neighborhood Approach</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>					
2						
3						
4						
5	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F=(D+E)/C</b>
6	<b>Neighborhood (County, Zipcode, Zip+7 etc.)</b>	<b>Total Residential Customers</b>	<b>Total Estimated Eligible</b>	<b>Total Treated 2002-2010</b>	<b>Total Treated PY2012</b>	<b>Penetration Rate</b>
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29	[1] Per Energy Division, this Table is no longer required.					

	A	B
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 13</b> <b>Categorical Enrollment</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>	
2		
3		
4		
5		
6	<b>Type of Enrollment</b>	<b>Number of customers enrolled</b>
7	WIC	13,158
8	SSI	7,392
9	Food Stamps	4,302
10	CARE Income Qualified	7,632
11	Zip - 7	2,066
12	TANF	1,171
13	Medi-Cal	1,144
14	Healthy Families	605
15	NSL - Free Lunch	914
16	LIHEAP	45
17	80/20	28
18	Indian Affairs General Assistance	14
19	Issuance History	2
20	Qualified Public Housing	25
21	Head Start - Tribal	3
22	<b>Total Number of Customers Enrolled Categorically</b>	<b>38,501</b>

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 14</b> <b>Leveraging</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>								
2	<b>Partner</b>	<b>Relationship outside the IOU?</b>	<b>MOU Present? [4]</b>	<b>Amount of Dollars Saved [1]</b>	<b>Amount of Energy Savings [2]</b>	<b>Other Measurable Benefits [2]</b>	<b>Enrollments Resulting from Leveraging Effort [3]</b>	<b>Meets all Criteria</b>	<b>If not, Explain</b>
3	GRID Alternatives	Yes	Yes	Unknown	Unknown	PG&E's ESA Program works with Grid Alternatives to deliver ESA services to customers that have been approved to participate in the Single Family Affordable Solar Housing Program (SASH).	Unknown	N	Unknown amount of dollars saved and energy savings
4	Allen Temple Housing	Yes	Yes	\$93,000	Unknown	214 LIEE enrolled participants referred to the City of Oakland Weatherization Loan Program			Unknown amount of dollars saved and energy savings
5	Applied Building Science	Yes	Yes	Unknown	Unknown	20 LIEE enrolled participants referred to LIHEAP/HEAP	Unknown	N	Unknown amount of energy savings
6	American Eco Services	Yes	Yes	\$79,370	Unknown	234 LIEE enrolled participants referred to So Cal Gas	Unknown	N	Unknown amount of dollars saved and energy savings
7	American Insulation	Yes	Yes	\$76,264	Unknown	47 LIEE enrolled participants referred to LIHEAP. 100 referred to MID. Bulk purchased 34 Air Conditioners, 20 Evap coolers, 1,908 CFLs	100	N	Unknown amount of dollars saved and energy savings
8	Atlas Systems Inc	Yes	Yes	Unknown	Unknown	895 LIEE enrolled participants referred to LIHEAP	Unknown	N	Unknown amount of dollars saved and energy savings
9	Bright Ideas Inc.	Yes	Yes	Unknown	Unknown	700 LIEE enrolled participants referred to LIHEAP, HEAP and Salvation Army	Unknown		Unknown amount of dollars saved and energy savings
10	C AA Butte	Yes	Yes	\$1,796 spent on LIHEAP	Unknown	1 LIEE enrolled participants referred to LIHEAP	1	N	Unknown amount of energy savings
11	California Human Development (CHDC)	Yes	Yes	Unknown	Unknown	6 LIEE enrolled participants referred to LIHEAP, 161 referred to HEAP, 15 referred to REACH, 173 referred to lifeline & asked outreach staff to talk to clients about their utility bills and explained programs that can help.	3	N	Unknown amount of dollars saved and energy savings
12	California Human Development (CHDC)	Yes	Yes	Unknown	Unknown	ESA Program outreach staff and CHDC sent flyers out to schools in both Sonoma and Napa counties to bring home to parents	217	N	Unknown amount of dollars saved and energy savings
13	Community Energy Services Corporation (CESC )	Yes	Yes	\$2,300 spent	Unknown	2 LIEE enrolled participants referred to Healthy Homes Alameda	Unknown	N	Unknown amount of energy savings
14	Community Housing Opportunities Corp (CHOC)	Yes	Yes	Unknown	Unknown	3 LIEE enrolled participants referred to LIHEAP	3	N	Unknown amount of dollars saved and energy savings
15	CWES, Inc.	Yes	Yes	Unknown	Unknown	Customers served in ESA prior to 2011 contacted our office for R&R work. We referred them to the nearest LIHEAP provider	Unknown	N	Unknown amount of dollars saved and energy savings
16	Energy Efficiency Inc	Yes	Yes	\$55,400 spent	Unknown	44 LIEE enrolled participants referred to LIHEAP	44	N	Unknown amount of dollars saved and energy savings
17	El Concillo of San Mateo County	Yes	Yes	Unknown	Unknown	64 LIEE enrolled participants referred to LIHEAP, DOE and HEAP	Unknown	N	Unknown amount of dollars saved and energy savings
18	Empire	Yes	Yes	Unknown	Unknown	67 LIEE enrolled participants referred to LIHEAP.	Unknown	N	Unknown amount of dollars saved and energy savings
19	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$174,066 spent on So Cal Gas Direct Asst. Program	Unknown	576 LIEE enrolled participants referred to So Cal Gas Direct Asst. Program	576	N	Unknown amount of energy savings
20	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$49,380 spent on DOE	Unknown	51 LIEE enrolled participants referred to DOE	51	N	Unknown amount of energy savings

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 14</b> <b>Leveraging</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>								
2	<b>Partner</b>	<b>Relationship outside the IOU?</b>	<b>MOU Present? [4]</b>	<b>Amount of Dollars Saved [1]</b>	<b>Amount of Energy Savings [2]</b>	<b>Other Measurable Benefits [2]</b>	<b>Enrollments Resulting from Leveraging Effort [3]</b>	<b>Meets all Criteria</b>	<b>If not, Explain</b>
21	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$37,000 spent on LIHEAP	Unknown	5 LIEE enrolled participants referred to LIHEAP	5	N	Unknown amount of energy savings
22	Community action Partnership of San Luis Obispo, Inc	Yes	Yes	\$31,000 spent on ECIP	Unknown	11 LIEE enrolled participants referred to ECIP	11	N	Unknown amount of energy savings
23	Fresno County Economic Opportunities Commission/Sundowner	Yes	Yes	\$707,684 spent on DOE	Unknown	291 LIEE enrolled participants referred to DOE	241	N	Unknown amount of energy savings
24	Fresno County Economic Opportunities Commission/Sundowner	Yes	Yes	\$4,848,500 spent on LIHEAP/DOE	Unknown	363 LIEE enrolled participants referred to LIHEAP/DOE	363	N	Unknown amount of energy savings
25	Highlands Energy Services, Inc.	Yes	Yes	Unknown	Unknown	50 LIEE enrolled participants referred to HEAP, REACH and 156 referred to LIHEAP	Unknown	N	Unknown amount of dollars saved and energy savings
26	Pacific Coast Energy Services	Yes	Yes	Unknown	Unknown	35 LIEE enrolled participants referred to LIHEAP	4		Unknown amount of dollars saved and energy savings
27	QCS	Yes	Yes	Unknown	Unknown	861 LIEE enrolled participants referred to LIHEAP	861	N	Unknown amount of dollars saved and energy savings
28	Residential Weatherization, Inc.	Yes	Yes	Unknown	Unknown	40 LIEE enrolled participants referred to LIHEAP	40	N	Unknown amount of dollars saved and energy savings
29	Self Help Home Improvement	Yes	Yes	\$33,919 spent	Unknown	24 LIEE enrolled participants referred to DOE/WAP	24	N	Unknown amount of dollars saved and energy savings
30	Self Help Home Improvement	Yes	Yes	\$3,700 spent	Unknown	43 LIEE enrolled participants referred to HCS	43	N	Unknown amount of dollars saved and energy savings
31	Self Help Home Improvement	Yes	Yes	\$311,000 spent	Unknown	123 LIEE enrolled participants referred to LIHEAP	123	N	Unknown amount of dollars saved and energy savings
32	Self Help Home Improvement	Yes	Yes	\$50,900 spent	Unknown	124 LIEE enrolled participants referred to HEAP	124	N	Unknown amount of dollars saved and energy savings
33	Sundowner	Yes	Yes	Unknown	Unknown	700 LIEE enrolled participants referred to DO/LIHEAP	700	N	Unknown amount of energy savings
34	Western Insulation LLP	Yes	Yes	Unknown	Unknown	373 LIEE enrolled participants referred to LIHEAP	373	N	Unknown amount of dollars saved and energy savings
35	Winegard Energy	Yes	Yes	Unknown	Unknown	33 LIEE enrolled participants referred to LIHEAP	33	N	Unknown amount of dollars saved and energy savings
36	Amador-Tuolumne Community Action Agency	Yes	Yes	26 refrigerators installed	19,177 Kwh	Refrigerator Leveraging Contract	0	Y	
37	Central Coast Energy Services	Yes	Yes	46 refrigerators installed	33,027 Kwh	Refrigerator Leveraging Contract	0	Y	
38	Project GO	Yes	Yes	5 refrigerators installed	3,688 Kwh	Refrigerator Leveraging Contract	0	Y	

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 14</b> <b>Leveraging</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>								
2	<b>Partner</b>	<b>Relationship outside the IOU?</b>	<b>MOU Present? [4]</b>	<b>Amount of Dollars Saved [1]</b>	<b>Amount of Energy Savings [2]</b>	<b>Other Measurable Benefits [2]</b>	<b>Enrollments Resulting from Leveraging Effort [3]</b>	<b>Meets all Criteria</b>	<b>If not, Explain</b>
39	Redwood Community Action Agency	Yes	Yes	38 refrigerators installed	27,569 Kwh	Refrigerator Leveraging Contract	0	Y	
40	San Joaquin Human Services Agency	Yes	Yes	5 refrigerators installed	3,699 Kwh	Refrigerator Leveraging Contract	0	Y	
41	Meals on Wheels	Yes	No	N/A	N/A		0	N	Partnership did not contribute to energy or dollar savings
42	Energenius	No	No	N/A	Unknown		Unknown	N	Partnership did not contribute to energy or dollar savings
43	Alameda County	Yes	No	N/A	Unknown		11	N	Partnership did not contribute to energy or dollar savings
44	Second Harvest of Santa Clara County	Yes	Yes	N/A	Unknown		1	N	Partnership did not contribute to energy or dollar savings
45	[1] 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								
46	[2] Energy savings/benefits. Leveraging efforts are measurable and quantifiable in terms of home energy benefits/ savings to the eligible households.								
47	[3] Enrollment increases. Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.								
48	[4] "MOU" (Memorandum of Understanding) in this context includes any written agreements either directly between PG&E and the Partner, or between the Partner and a third party.								
49									

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b>				
2	<b>ESAP Table 15</b>				
3	<b>Integration</b>				
4	<b>PACIFIC GAS AND ELECTRIC COMPANY</b>				
5					
6	<b>Integration Efforts</b>				
7	<b>Coordination Type</b>	<b>New Integration Efforts in PY 2012</b>	<b>Results</b>		
8			<b>Cost and/or Resource Savings</b>		
9	<b>Interdepartmental, Program Coordination, Data Sharing, ME&amp;O, etc.</b>	<b>[Brief description of effort]</b>	<b>Estimated \$ Savings</b>	<b>Methodology [1]</b>	<b>Other Results</b>
10	ME&O	CARE Community Outreach Contractors received Breathe Easy Solutions brochures for distribution	\$0	N/A	N/A
11	Program Coordination	The ESA Program team worked with the Local Government Partnership team to offer the Moderate Income Direct Install (MIDI) program to customers who fell slightly above the income-guidelines for ESA.	\$0	N/A	561 homes treated
12	Program Coordination	Direct Install for Manufactured and Mobile Homes Program. This EE program installs a comprehensive set of energy efficiency measures in the customer's mobile home, at no cost to the customer.	Unknown	N/A	Completed installations at 2,864 customer premises in 2012.
13	Program Coordination	Multifamily Energy Efficiency Rebate Program (MFEER)- offers property owners and managers incentives for installing energy efficient measures, slated for the retrofit of existing multifamily properties of two or more units. ESAP outreach is integrated into outreach for MFEER. CARE/FERA programs and ESAP are also promoted at MFEER outreach events and property owner/manager conferences. Income-eligible residents may enroll in ESAP to receive measures not provided by the MFEER program.	Unknown	N/A	N/A
14	Program Coordination	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.	Unknown	N/A	644 SmartAC units were installed as part of the leveraging efforts between the ESA Program and the SmartAC team.

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b> <b>ESAP Table 15</b> <b>Integration</b> <b>PACIFIC GAS AND ELECTRIC COMPANY</b>				
2					
3					
4					
5					
6	<b>Integration Efforts</b>				
7	<b>Coordination Type</b>	<b>New Integration Efforts in PY 2012</b>	<b>Results</b>		
8			<b>Cost and/or Resource Savings</b>		
9	<b>Interdepartmental, Program Coordination, Data Sharing, ME&amp;O, etc.</b>	<b>[Brief description of effort]</b>	<b>Estimated \$ Savings</b>	<b>Methodology [1]</b>	<b>Other Results</b>
15	Data Sharing	Integrating CARE enrollment lists into ESA Program outreach	Unknown	N/A	ESA Program implementation contractors are provided lists of customers enrolled in CARE but not ESA Program.
16	Data Sharing	Auto-enrollment of customers onto CARE rate when enrolling in the ESA Program	Unknown	N/A	N/A
17	Interdepartmental	Marketing collateral integration	\$0	N/A	ESA Program program produces brochure listing most PG&E customer assistance programs and provides information about HEAP.
18	San Mateo County Farm Bureau	PG&E coordinated with Time Varying Pricing and Energy Solutions and Service teams to ensure agricultural customers were readily informed about their energy management and energy efficiency options.			
19					
20					

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b>					
2	<b>ESAP Table 16</b>					
3	<b>Lighting</b>					
4	<b>PACIFIC GAS AND ELECTRIC COMPANY</b>					
5	<b>ESA Program CFL Tracking Table</b>					
6	<i>Instructions: Please identify the CFL bulbs used within your ESA program and fill in the remaining columns for each</i>					
7	<b>Bulb Name / Identification</b>	<b>Bulb Description (wattage, lumens)</b>	<b>Bulb Cost (material)</b>	<b>Admin Cost (overhead, contractor fee, marketing, etc.)</b>	<b>Total Bulb Cost (material + admin)</b>	<b>AB 1109 Compliant? [1]</b>
8	Lights of America	14 wattage - 900 Lumens	1.18	5	6.18	Yes
9	Lights of America	20 wattage - 1200 Lumens	1.38	5	6.38	Yes
10	Lights of America	23 wattage - 1600 Lumens	1.57	5	6.57	Yes
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23						
24	[1]Compliant in regards to: 1) Do bulbs meet or exceed CEC energy efficiency standards for general purpose lighting? 2) Do all models comply with Europe's RoHS standards on toxicity?					
25						
26						
27						
28	<b>Year</b>	<b>Number of Homes Treated in ESA Program</b>	<b>Number of Homes Provided CFLs</b>	<b>Avg. # of CFL bulbs given per home</b>	<b>Est. total energy savings from installed CFLs [1]</b>	
29						
30	2009	81,308	69,970	4.57	5.12	
31	2010	133,329	109,663	4.69	8.23	
32	2011	128,071	105,849	4.69	7.95	
33	2012	115,229	91,906	4.67	5.88	
34	[1] Savings in GWH					
35						



Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	PY 2012 Energy Savings Assistance Program Annual Report ESAP Table 17 2012-2014 Studies & Pilots Status PACIFIC GAS AND ELECTRIC COMPANY												
2		PY Authorized Budget [1]				PY Actual Expenses				% of Budget Spent	% of Project Completed [2]	On Schedule?	Energy Savings Measured
3		2012	2013	2014	Total	2012	2013	2014	Total				
4	<b>Studies</b>												
5	Energy Education Assessment Study	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000	\$ -			\$ -	0%	0%	Yes	N/A
6	Impact Evaluation of the PY2011 ESA Program	\$ 60,000	\$ 60,000	\$ 60,000	\$ 180,000	\$ -			\$ -	0%	0%	Yes	N/A
7	Low Income Needs Assessment	\$ 70,000	\$ 70,000	\$ 70,000	\$ 210,000	\$ -			\$ -	0%	0%	Yes	N/A
8	Multifamily Segment Study	\$ 40,000	\$ 40,000	\$ 40,000	\$ 120,000	\$ -			\$ -	0%	0%	Yes	N/A
9	<b>Pilots</b>												
10	There were no pilots authorized for the 2012-2014 ESA program in D.12-08-044.												
11													
12													

# Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
1	PY 2012 Energy Savings Assistance Program Annual Report							
2	ESAP Table 18							
3	"Add Back" Measures [1]							
4	PACIFIC GAS AND ELECTRIC COMPANY							
5								
6	Ratio of Benefits Over Costs							
7	Measure	Climate Zone	Utility Cost Test	Modified Participant Test	Total Resource Cost Test	Quantity Installed	Budget Impact of "add Back"	Energy Savings Impact
8	A/C Replacement-Room w/CZ13 w/MF	13	-	-	-	2	\$2,217	\$0
9	A/C Replacement-Room w/CZ13 w/MF	13	-	-	-	14	\$15,519	\$0
10	A/C Replacement-Room w/CZ13 w/MF	13	-	-	-	3	\$3,326	\$0
11	A/C Replacement-Room w/CZ13 w/MH	13	-	-	-	5	\$5,543	\$0
12	A/C Replacement-Room w/CZ13 w/MH	13	-	-	-	17	\$18,845	\$0
13	A/C Replacement-Room w/CZ13 w/MH	13	-	-	-	38	\$42,124	\$0
14	A/C Replacement-Room w/CZ13 w/SF	13	0.12	0.07	0.11	31	\$34,364	\$3,184
15	A/C Replacement-Room w/CZ13 w/SF	13	0.12	0.07	0.11	312	\$345,861	\$32,045
16	A/C Replacement-Room w/CZ13 w/SF	13	0.12	0.07	0.11	176	\$195,101	\$18,077
17	Air Slg/Envelope : ESH w/CZ1 w/MF	1	-	-	-	29	\$12,752	\$0
18	Air Slg/Envelope : ESH w/CZ1 w/MH	1	-	-	-	7	\$3,078	\$0
19	Air Slg/Envelope : ESH w/CZ1 w/MH w/AC	1	0.00	0.00	0.00	1	\$440	\$0
20	Air Slg/Envelope : ESH w/CZ1 w/SF	1	-	-	-	89	\$39,135	\$0
21	Air Slg/Envelope : ESH w/CZ11 w/MF	11	-	-	-	18	\$7,915	\$0
22	Air Slg/Envelope : ESH w/CZ11 w/MH	11	-	-	-	35	\$15,390	\$0
23	Air Slg/Envelope : ESH w/CZ11 w/SF	11	-	-	-	97	\$42,653	\$0
24	Air Slg/Envelope : ESH w/CZ12 w/MF	12	-	-	-	224	\$98,497	\$0
25	Air Slg/Envelope : ESH w/CZ12 w/MH	12	-	-	-	9	\$3,957	\$0
26	Air Slg/Envelope : ESH w/CZ12 w/SF	12	-	-	-	159	\$69,915	\$0
27	Air Slg/Envelope : ESH w/CZ13 w/MF	13	-	-	-	7	\$3,078	\$0
28	Air Slg/Envelope : ESH w/CZ13 w/MH	13	-	-	-	6	\$2,638	\$0
29	Air Slg/Envelope : ESH w/CZ13 w/SF	13	-	-	-	73	\$32,099	\$0
30	Air Slg/Envelope : ESH w/CZ16 w/MF	16	-	-	-	1	\$440	\$0
31	Air Slg/Envelope : ESH w/CZ16 w/MH	16	-	-	-	2	\$879	\$0
32	Air Slg/Envelope : ESH w/CZ16 w/SF	16	-	-	-	10	\$4,397	\$0
33	Air Slg/Envelope : ESH w/CZ2 w/MF	2	-	-	-	265	\$116,525	\$0
34	Air Slg/Envelope : ESH w/CZ2 w/MF w/AC	2	0.06	0.21	0.04	105	\$46,170	\$1,822
35	Air Slg/Envelope : ESH w/CZ2 w/MH	2	-	-	-	16	\$7,035	\$0
36	Air Slg/Envelope : ESH w/CZ2 w/MH w/AC	2	0.06	0.21	0.04	25	\$10,993	\$434
37	Air Slg/Envelope : ESH w/CZ2 w/SF	2	-	-	-	172	\$75,631	\$0
38	Air Slg/Envelope : ESH w/CZ2 w/SF w/AC	2	0.06	0.21	0.04	151	\$66,397	\$2,621
39	Air Slg/Envelope : ESH w/CZ3 w/MF	3A	-	-	-	543	\$238,766	\$0
40	Air Slg/Envelope : ESH w/CZ3 w/MF	3B	-	-	-	116	\$51,007	\$0
41	Air Slg/Envelope : ESH w/CZ3 w/MF w/AC	3B	0.03	0.12	0.03	1	\$440	\$10
42	Air Slg/Envelope : ESH w/CZ3 w/MH	3A	-	-	-	6	\$2,638	\$0
43	Air Slg/Envelope : ESH w/CZ3 w/MH	3B	-	-	-	3	\$1,319	\$0
44	Air Slg/Envelope : ESH w/CZ3 w/MH w/AC	3A	0.03	0.12	0.02	3	\$1,319	\$30
45	Air Slg/Envelope : ESH w/CZ3 w/SF	3A	-	-	-	241	\$105,972	\$0
46	Air Slg/Envelope : ESH w/CZ3 w/SF	3B	-	-	-	159	\$69,915	\$0
47	Air Slg/Envelope : ESH w/CZ3 w/SF w/AC	3A	0.03	0.12	0.02	3	\$1,319	\$30
48	Air Slg/Envelope : ESH w/CZ3 w/SF w/AC	3B	0.03	0.12	0.03	3	\$1,319	\$30
49	Air Slg/Envelope : ESH w/CZ4 w/MF	4	-	-	-	950	\$417,731	\$0
50	Air Slg/Envelope : ESH w/CZ4 w/MF w/AC	4	0.06	0.22	0.05	698	\$306,923	\$12,929
51	Air Slg/Envelope : ESH w/CZ4 w/MH	4	-	-	-	3	\$1,319	\$0
52	Air Slg/Envelope : ESH w/CZ4 w/MH w/AC	4	0.06	0.22	0.05	7	\$3,078	\$130
53	Air Slg/Envelope : ESH w/CZ4 w/SF	4	-	-	-	173	\$76,071	\$0
54	Air Slg/Envelope : ESH w/CZ4 w/SF w/AC	4	0.06	0.22	0.05	75	\$32,979	\$1,389
55	Air Slg/Envelope : GSH w/CZ5 w/MF	5	-	-	-	12	\$5,277	\$0
56	Air Slg/Envelope : ESH w/CZ5 w/SF	5	-	-	-	11	\$4,837	\$0
57	Air Slg/Envelope : GSH w/CZ1 w/MH	1	0.23	0.83	0.18	90	\$39,575	\$6,225
58	Air Slg/Envelope : GSH w/CZ11 w/MH	11	0.15	0.51	0.11	81	\$35,617	\$3,424
59	Air Slg/Envelope : GSH w/CZ12 w/MH	12	0.13	0.45	0.10	126	\$55,404	\$4,693
60	Air Slg/Envelope : GSH w/CZ13 w/MH	13	0.12	0.40	0.09	74	\$32,539	\$2,448
61	Air Slg/Envelope : GSH w/CZ16 w/MH	16	0.14	0.49	0.11	7	\$3,078	\$289
62	Air Slg/Envelope : GSH w/CZ2 w/MF w/AC	2	0.07	0.24	0.05	248	\$109,050	\$5,036
63	Air Slg/Envelope : GSH w/CZ2 w/MH	2	0.15	0.53	0.12	126	\$55,404	\$5,589
64	Air Slg/Envelope : GSH w/CZ3 w/MF w/AC	3A	0.04	0.15	0.03	3	\$1,319	\$38
65	Air Slg/Envelope : GSH w/CZ3 w/MF w/AC	3B	0.04	0.15	0.03	4	\$1,759	\$51
66	Air Slg/Envelope : GSH w/CZ3 w/MH	3A	0.14	0.49	0.11	295	\$129,717	\$11,972
67	Air Slg/Envelope : GSH w/CZ4 w/MF w/AC	4	0.07	0.25	0.05	318	\$139,830	\$6,659
68	Air Slg/Envelope : GSH w/CZ4 w/MH	4	0.13	0.43	0.10	650	\$285,816	\$23,449
69	Attic Insulation : GSH w/AC w/CZ3 w/SF	3B	0.19	0.16	0.15	84	\$114,612	\$16,155
70	Attic Insulation : GSH w/AC w/CZ4 w/MF	4	0.12	0.09	0.10	29	\$39,568	\$3,760
71	Attic Insulation : GSH w/o AC w/CZ11 w/MF	11	-	-	-	-	\$0	\$0
72	Attic Insulation : GSH w/o AC w/CZ11 w/SF	11	0.16	0.14	0.13	78	\$106,425	\$11,989
73	Attic Insulation : GSH w/o AC w/CZ12 w/SF	12	0.14	0.12	0.11	297	\$405,234	\$40,477
74	Attic Insulation : GSH w/o AC w/CZ13 w/SF	13	0.13	0.11	0.10	105	\$143,265	\$12,671
75	Attic Insulation : GSH w/o AC w/CZ16 w/SF	16	0.16	0.14	0.12	7	\$9,551	\$1,064
76	Attic Insulation : GSH w/o AC w/CZ2 w/MF	2	0.07	0.06	0.05	5	\$6,822	\$311

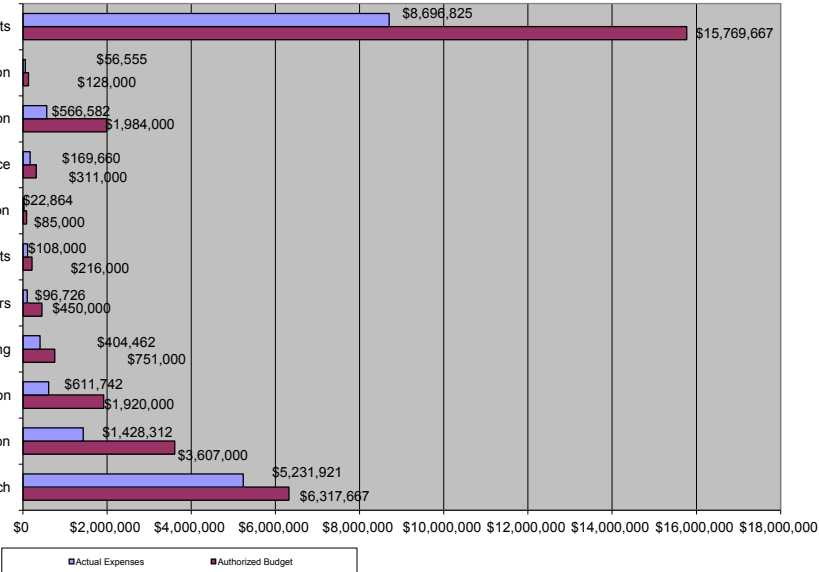
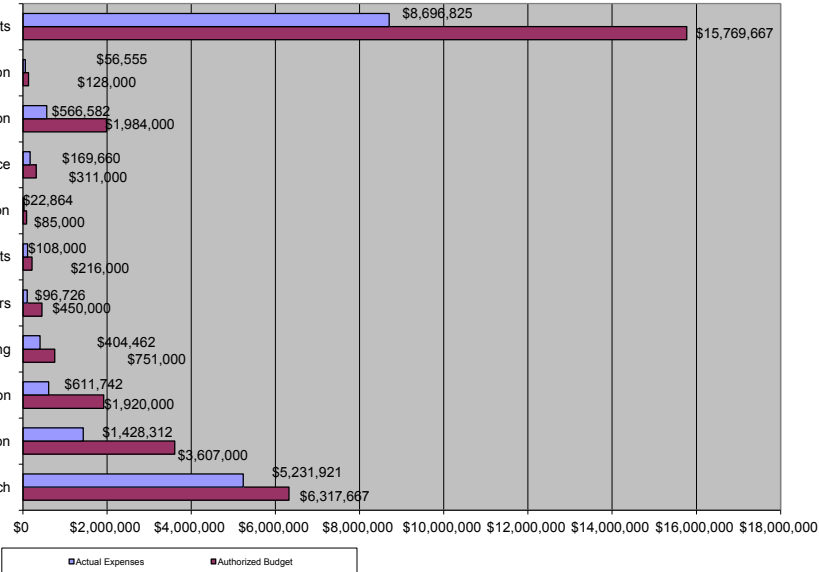
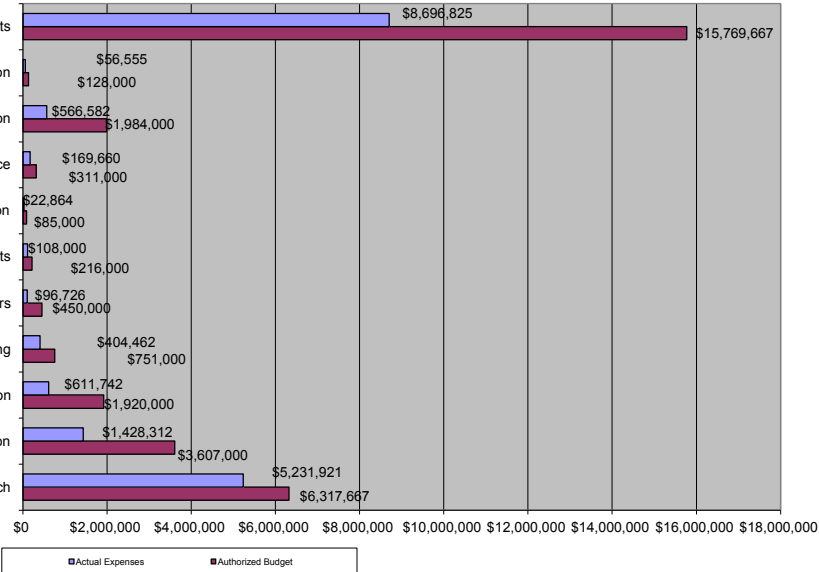
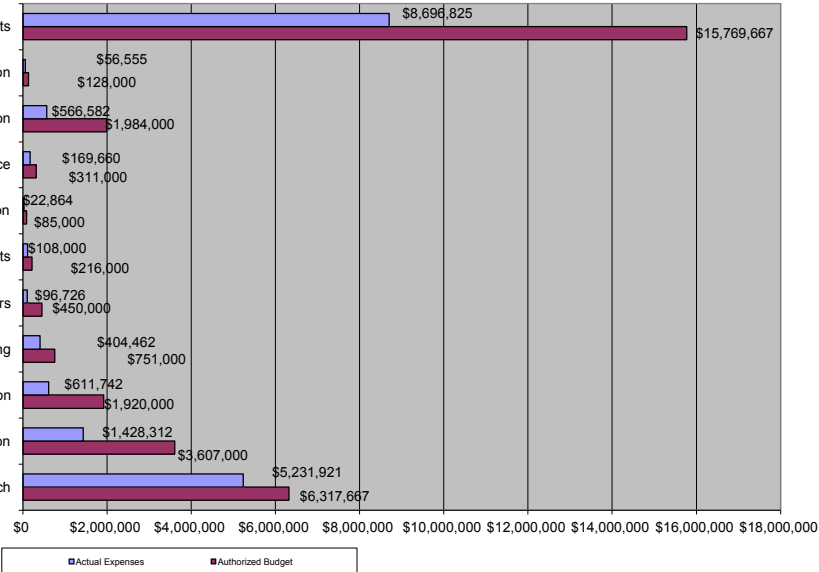
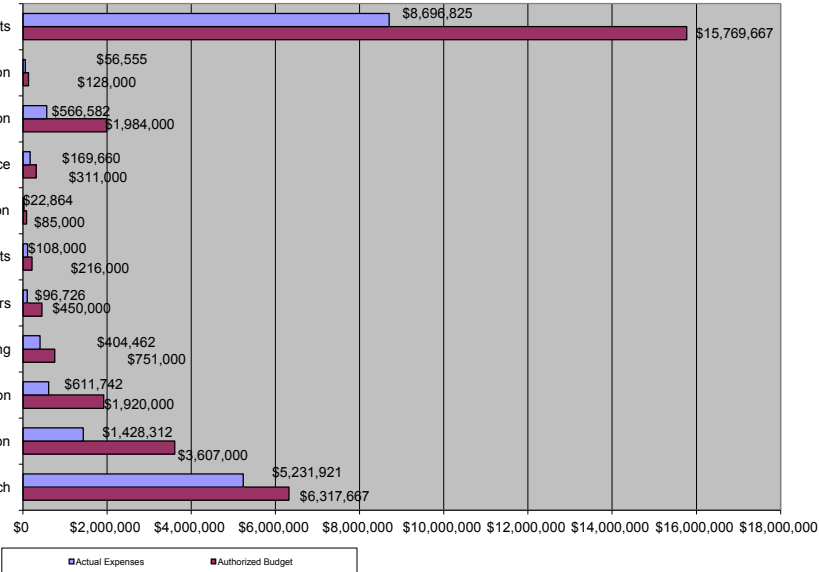
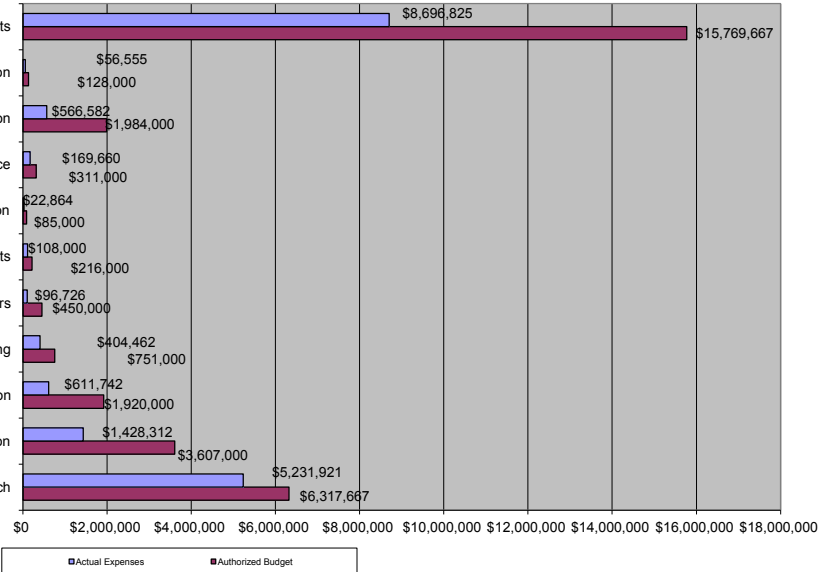
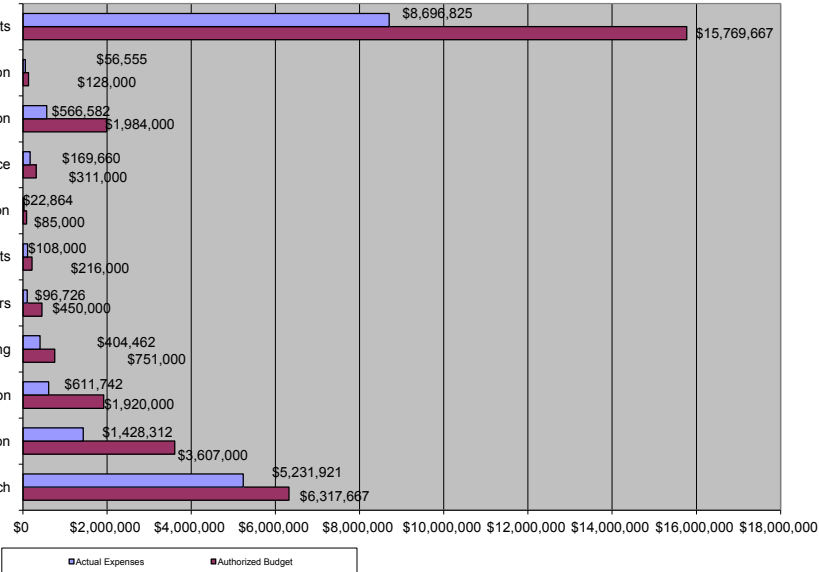
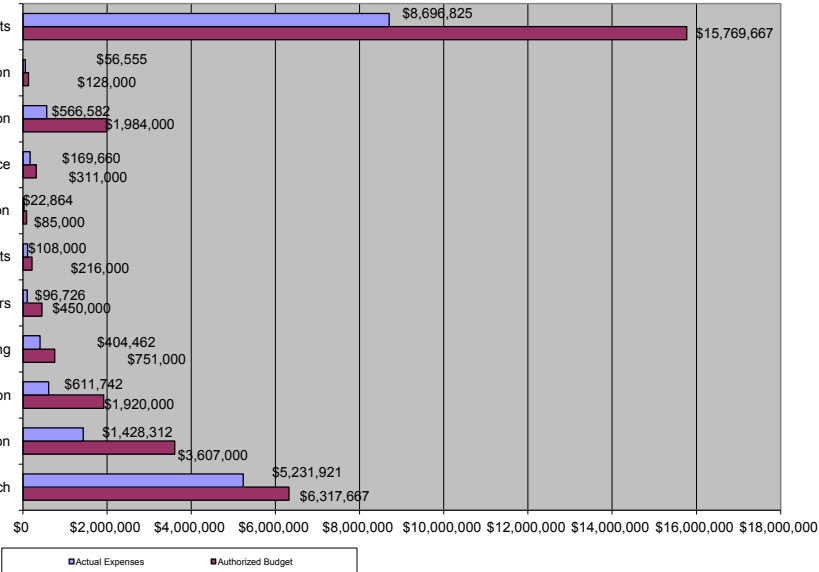
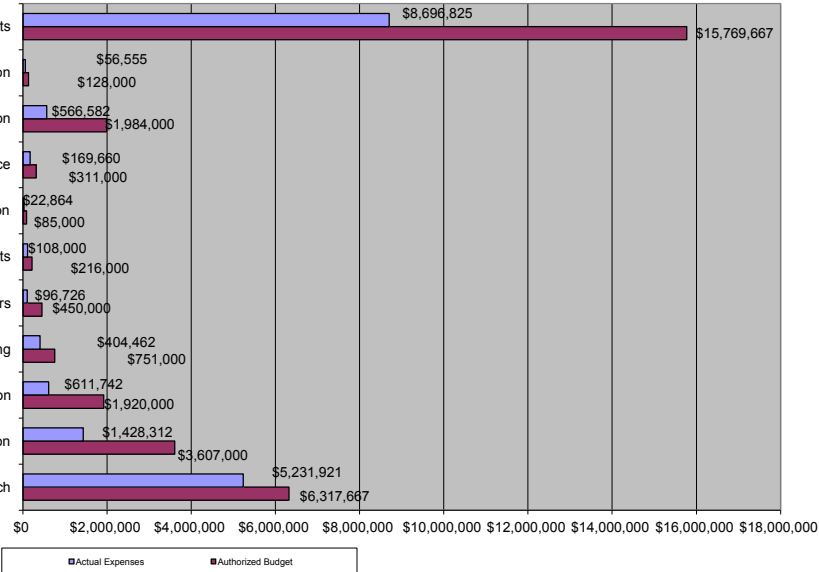
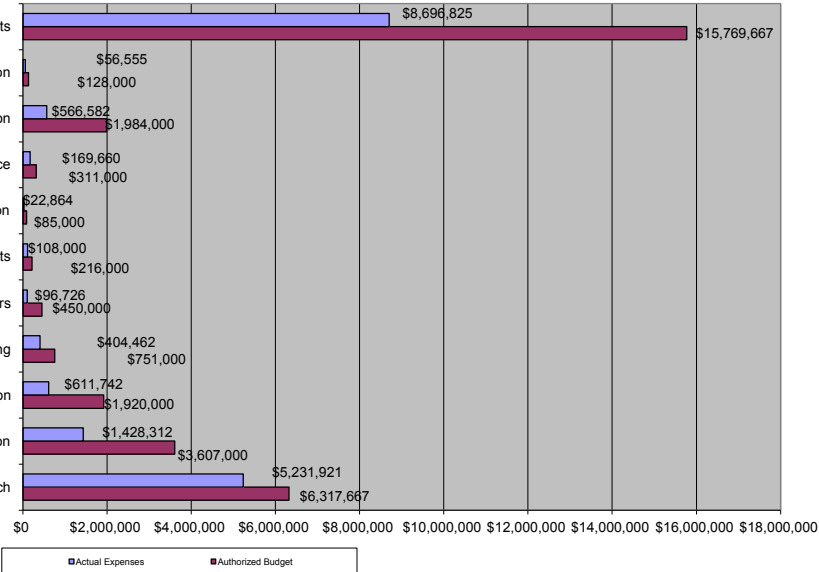
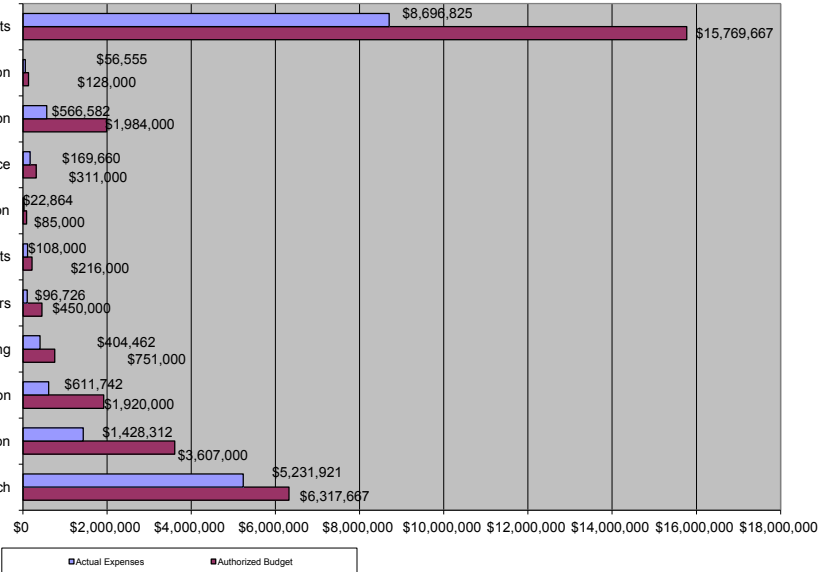
# Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
77	Attic Insulation : GSH w/o AC w/CZ2 w/SF	2	0.17	0.15	0.13	174	\$237,410	\$28,421
78	Attic Insulation : GSH w/o AC w/CZ3 w/MF	3A	0.06	0.05	0.05	20	\$27,289	\$1,138
79	Attic Insulation : GSH w/o AC w/CZ3 w/MF	3B	0.06	0.05	0.05	11	\$15,009	\$626
80	Attic Insulation : GSH w/o AC w/CZ3 w/SF	3A	0.16	0.13	0.12	773	\$1,054,701	\$115,456
81	Attic Insulation : GSH w/o AC w/CZ3 w/SF	3B	0.16	0.13	0.12	637	\$869,139	\$95,143
82	Attic Insulation : GSH w/o AC w/CZ4 w/MF	4	0.06	0.05	0.04	126	\$171,918	\$6,382
83	Attic Insulation : GSH w/o AC w/CZ4 w/SF	4	0.14	0.12	0.11	858	\$1,170,677	\$114,127
84	Attic Insulation : GSH w/o AC w/CZ5 w/SF	5	-	-	-	-	\$0	\$0
85	Attic Insulation : OGS w/o AC w/CZ11 w/SF	11	0.16	0.14	0.13	2	\$2,729	\$311
86	Attic Insulation : OGS w/o AC w/CZ12 w/SF	12	0.14	0.12	0.11	5	\$6,822	\$686
87	Attic Insulation : OGS w/o AC w/CZ13 w/SF	13	0.13	0.11	0.10	1	\$1,364	\$122
88	Attic Insulation : OGS w/o AC w/CZ16 w/SF	16	0.16	0.14	0.13	1	\$1,364	\$152
89	Attic Insulation : OGS w/o AC w/CZ3 w/SF	3A	0.15	0.13	0.12	2	\$2,729	\$299
90	Attic Insulation : OGS w/o AC w/CZ3 w/SF	3B	0.16	0.13	0.12	1	\$1,364	\$149
91	Duct Sealing - ESH & AC w/CZ11 w/MH	11	-	-	-	1	\$769	\$0
92	Duct Sealing - ESH & AC w/CZ11 w/SF	11	-	-	-	1	\$769	\$0
93	Duct Sealing - ESH & AC w/CZ12 w/MH	12	-	-	-	1	\$769	\$0
94	Duct Sealing - ESH & AC w/CZ12 w/SF	12	-	-	-	4	\$3,077	\$0
95	Duct Sealing - ESH & AC w/CZ13 w/MH	13	-	-	-	1	\$769	\$0
96	Duct Sealing - ESH & AC w/CZ13 w/SF	13	-	-	-	13	\$10,001	\$0
97	Duct Sealing - ESH & AC w/CZ4 w/SF	4	-	-	-	2	\$1,539	\$0
98	Duct Sealing - ESH w/o AC w/CZ12 w/SF	12	-	-	-	2	\$1,539	\$0
99	Duct Sealing - GSH & AC w/CZ11 w/MH	11	-	-	-	7	\$5,385	\$0
100	Duct Sealing - GSH & AC w/CZ11 w/SF	11	-	-	-	10	\$7,693	\$0
101	Duct Sealing - GSH & AC w/CZ12 w/MH	12	-	-	-	57	\$43,848	\$0
102	Duct Sealing - GSH & AC w/CZ12 w/SF	12	-	-	-	969	\$745,422	\$0
103	Duct Sealing - GSH & AC w/CZ13 w/MH	13	-	-	-	17	\$13,078	\$0
104	Duct Sealing - GSH & AC w/CZ13 w/SF	13	-	-	-	862	\$663,111	\$0
105	Duct Sealing - GSH & AC w/CZ2 w/MH	2	-	-	-	2	\$1,539	\$0
106	Duct Sealing - GSH & AC w/CZ2 w/SF	2	-	-	-	25	\$19,232	\$0
107	Duct Sealing - GSH & AC w/CZ3 w/SF	3A	-	-	-	36	\$27,694	\$0
108	Duct Sealing - GSH & AC w/CZ3 w/SF	3B	-	-	-	66	\$50,772	\$0
109	Duct Sealing - GSH & AC w/CZ4 w/MH	4	-	-	-	2	\$1,539	\$0
110	Duct Sealing - GSH & AC w/CZ4 w/SF	4	-	-	-	130	\$100,005	\$0
111	Duct Sealing - GSH w/o AC w/CZ1 w/MH	1	-	-	-	1	\$769	\$0
112	Duct Sealing - GSH w/o AC w/CZ1 w/SF	1	-	-	-	21	\$16,155	\$0
113	Duct Sealing - GSH w/o AC w/CZ11 w/MH	11	-	-	-	2	\$1,539	\$0
114	Duct Sealing - GSH w/o AC w/CZ11 w/SF	11	-	-	-	1	\$769	\$0
115	Duct Sealing - GSH w/o AC w/CZ12 w/MH	12	-	-	-	5	\$3,846	\$0
116	Duct Sealing - GSH w/o AC w/CZ12 w/SF	12	-	-	-	274	\$210,780	\$0
117	Duct Sealing - GSH w/o AC w/CZ13 w/MH	13	-	-	-	6	\$4,616	\$0
118	Duct Sealing - GSH w/o AC w/CZ13 w/SF	13	-	-	-	14	\$10,770	\$0
119	Duct Sealing - GSH w/o AC w/CZ2 w/MH	2	-	-	-	6	\$4,616	\$0
120	Duct Sealing - GSH w/o AC w/CZ2 w/SF	2	-	-	-	50	\$38,463	\$0
121	Duct Sealing - GSH w/o AC w/CZ3 w/MH	3B	-	-	-	1	\$769	\$0
122	Duct Sealing - GSH w/o AC w/CZ3 w/SF	3A	-	-	-	298	\$229,242	\$0
123	Duct Sealing - GSH w/o AC w/CZ3 w/SF	3B	-	-	-	255	\$196,164	\$0
124	Duct Sealing - GSH w/o AC w/CZ4 w/MH	4	-	-	-	4	\$3,077	\$0
125	Duct Sealing - GSH w/o AC w/CZ4 w/SF	4	-	-	-	384	\$295,400	\$0
126	HTG Sys Repair/Replace : GSH w/CZ1 w/SF	1	-	0.05	-	31	\$31,648	\$0
127	HTG Sys Repair/Replace : GSH w/CZ11 w/MH	11	-	0.05	-	1	\$1,021	\$0
128	HTG Sys Repair/Replace : GSH w/CZ11 w/SF	11	-	0.05	-	70	\$71,462	\$0
129	HTG Sys Repair/Replace : GSH w/CZ11 w/SF	11	-	0.05	-	22	\$22,460	\$0
130	HTG Sys Repair/Replace : GSH w/CZ12 w/MH	12	-	0.05	-	1	\$1,021	\$0
131	HTG Sys Repair/Replace : GSH w/CZ12 w/MH	12	-	0.05	-	1	\$1,021	\$0
132	HTG Sys Repair/Replace : GSH w/CZ12 w/SF	12	-	0.05	-	776	\$792,210	\$0
133	HTG Sys Repair/Replace : GSH w/CZ12 w/SF	12	-	0.05	-	195	\$199,073	\$0
134	HTG Sys Repair/Replace : GSH w/CZ13 w/SF	13	-	0.05	-	361	\$368,541	\$0
135	HTG Sys Repair/Replace : GSH w/CZ13 w/SF	13	-	0.05	-	147	\$150,071	\$0
136	HTG Sys Repair/Replace : GSH w/CZ16 w/SF	16	-	0.05	-	2	\$2,042	\$0
137	HTG Sys Repair/Replace : GSH w/CZ2 w/MH	2	-	0.05	-	1	\$1,021	\$0
138	HTG Sys Repair/Replace : GSH w/CZ2 w/SF	2	-	0.05	-	26	\$26,543	\$0
139	HTG Sys Repair/Replace : GSH w/CZ2 w/SF	2	-	0.05	-	76	\$77,588	\$0
140	HTG Sys Repair/Replace : GSH w/CZ3 w/MF	3A	-	0.05	-	2	\$2,042	\$0
141	HTG Sys Repair/Replace : GSH w/CZ3 w/MF	3B	-	0.05	-	2	\$2,042	\$0
142	HTG Sys Repair/Replace : GSH w/CZ3 w/SF	3A	-	0.05	-	32	\$32,668	\$0
143	HTG Sys Repair/Replace : GSH w/CZ3 w/SF	3A	-	0.05	-	241	\$246,034	\$0
144	HTG Sys Repair/Replace : GSH w/CZ3 w/SF	3B	-	0.05	-	304	\$310,350	\$0
145	HTG Sys Repair/Replace : GSH w/CZ4 w/MH	4	-	0.05	-	3	\$3,063	\$0
146	HTG Sys Repair/Replace : GSH w/CZ4 w/SF	4	-	0.05	-	81	\$82,692	\$0
147	HTG Sys Repair/Replace : GSH w/CZ4 w/SF	4	-	0.05	-	364	\$371,604	\$0
148	Water Heater Repair & Replacement - GWH w/CZ	System	-	-	-	3	\$2,415	\$0
149	Water Heater Repair & Replacement - GWH w/CZ	System	-	-	-	76	\$61,191	\$0
150	Water Heater Repair & Replacement - GWH w/CZ	System	-	-	-	1,355	\$1,090,965	\$0
151								
152	TOTAL					18,047	14,588,554	592,043
153	[1] Based on Appendix H.1 and H.2 in D.12-08-044.							
154								

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I
1	<b>PY 2012 Energy Savings Assistance Program Annual Report</b>								
2	<b>ESAP Table 19</b>								
3	<b>ESA Fund Shifting</b>								
4	<b>PACIFIC GAS AND ELECTRIC COMPANY</b>								
5									
6	<b>Program Year 2012</b>	<b>Total Authorized [1]</b>	<b>Total Shifted [2]</b>	<b>% of Authorized Total [3]</b>	<b>Carried Forward/Carried Back</b>	<b>To/From Year</b>	<b>To/From Category-Subcategory</b>	<b>Adjusted 2012 Balances</b>	
7	<b>ESA Program:</b>								
8	Energy Efficiency								
9	- Gas Appliances	\$14,034,550	\$1,574,856	11.2%		2012	To Weatherization	\$12,459,694	
10	- Electric Appliances	\$62,644,318	\$282,909	0.5%		2012	To Weatherization	\$62,361,409	
11	- Weatherization	\$45,842,298	\$1,857,765	4.1%		2012	From Gas and Electric Appliances	\$47,700,063	
12	- Outreach and Assessment	\$1,658,051							
13	- In Home Energy Education	\$14,226,810							
14	- Education Workshops								
15	- Pilot								
16	<b>Energy Efficiency TOTAL</b>	<b>\$138,406,027</b>							
17									
18	Training Center	\$914,000							
19	Inspections	\$5,610,316							
20	Marketing	\$1,900,870							
21	M&E Studies	\$200,000							
22	Regulatory Compliance	\$346,000							
23	General Administration	\$3,550,000							
24	CPUC Energy Division	\$55,000							
25									
26	<b>Total Program Costs</b>	<b>\$150,982,213</b>							
27									
28	[1] Total authorized funding allocation as approved in D.12-08-044. This Decision approved a 42% gas and 58% electric funding allocation.								
29	[2] Amounts shown in 'Total Shifted' column are 2012 unspent amounts that were shifted from other 2012 categories.								
30	[3] The 'Percent of Authorized Total' is the percentage of the total authorized budget that PG&E is fund shifting within PY 2012 to cover the over spend in the								
31	in the "Weatherization" category								
32									
33	<b>Note:</b> As noted in ESAP Table 1, there is \$19,836,694 of unspent funds for 2012 to carry forward.								
34									

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
1	<b>2012 CARE Annual Report</b>							
2	<b>CARE Table 1 - Overall Program Expenses</b>							
3	<b>Pacific Gas and Electric Company</b>							
4	<b>Standardized CARE Administrative Cost Reporting Categories</b>							
5	<b>2012 Costs by Energy Source</b>							
6	<b>Category</b>	<b>Residential</b>		<b>Expanded</b>		<b>Total</b>	<b>Authorized Budget</b>	<b>% of Budget Spent<sup>(1)</sup></b>
7		<b>Electric</b>	<b>Gas</b>	<b>Electric</b>	<b>Gas</b>			
8	Outreach	\$4,237,856	\$994,065	\$0	\$0	\$5,231,921	\$6,317,667	83%
9	Processing, Certification, Recertification	\$1,156,933	\$271,379	\$0	\$0	\$1,428,312	\$3,607,000	40%
10	Post Enrollment Verification	\$495,511	\$116,231	\$0	\$0	\$611,742	\$1,920,000	32%
11	IT Programming	\$327,614	\$76,848	\$0	\$0	\$404,462	\$751,000	54%
12	Cool Centers	\$96,726	\$0	\$0	\$0	\$96,726	\$450,000	21%
13	Pilots	\$87,480	\$20,520	\$0	\$0	\$108,000	\$216,000	50%
14	Measurement & Evaluation	\$18,520	\$4,344	\$0	\$0	\$22,864	\$85,000	27%
15	Regulatory Compliance	\$137,424	\$32,235	\$0	\$0	\$169,660	\$311,000	55%
16	General Administration	\$458,931	\$107,651	\$0	\$0	\$566,582	\$1,984,000	29%
17	CPUC Energy Division	\$45,810	\$10,745	\$0	\$0	\$56,555	\$128,000	44%
18								
19	<b>TOTAL Program Costs</b>	<b>\$7,062,806</b>	<b>\$1,634,019</b>	<b>\$0</b>	<b>\$0</b>	<b>\$8,696,825</b>	<b>\$15,769,667</b>	<b>55%</b>
20								
21	CARE Rate Discount	\$596,871,138	\$97,469,154	\$6,717,071	\$1,011,493	\$702,068,856	\$660,220,000	106%
22	Service Establishment Charge Discount	\$0	\$0	\$0	\$0	\$0	\$0	0%
23								
24	<b>TOTAL PROGRAM COSTS &amp; CUSTOMER DISCOUNTS</b>	<b>\$603,933,944</b>	<b>\$99,103,172</b>	<b>\$6,717,071</b>	<b>\$1,011,493</b>	<b>\$710,765,680</b>	<b>\$675,989,667</b>	<b>105%</b>
25								
26	[1] See CARE Table 13 for fund shifting information regarding categories that were overspent, if any.							
27								
28	<b>Bar Chart 1 - Total Authorized Budget vs. Actual Expenses by Category</b>							
29								
30	<b>Total Authorized Budget vs. Actual Expenses</b>							
31								
32								
33	TOTAL Program Costs							
34								
35								
36	CPUC Energy Division							
37								
38	General Administration							
39								
40	Regulatory Compliance							
41								
42	Measurement & Evaluation							
43								
44	Pilots							
45								
46	Cool Centers							
47								
48	IT Programming							
49								
50	Post Enrollment Verification							
51								
52	Processing, Certification, Recertification							
53								
54	Outreach							
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58								
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62								

# Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	2012 CARE Annual Report																	
2	CARE Table 2 - Enrollment, Recertification, Attrition, & Penetration																	
3	Pacific Gas and Electric Company																	
4	2012	Gross Enrollment										Attrition (Drop Offs)	Enrollment		Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (P/Q)	
5		Automatic Enrollment						Capitation	Other Sources <sup>5</sup>	Total (G+H+I)	Recertification		Total Adjusted (J+K)	Net (L-M)				Net Adjusted (N-K)
6		Inter-Utility <sup>1</sup>	Intra-Utility <sup>2</sup>	Leveraging <sup>3</sup>	One-e-App <sup>4</sup>	SB580	Combined (B+C+D+E+F)											
7	January	0	1,967	0	0	0	1,967	391	33,446	35,804	51,520	87,324	38,234	49,090	-2,430	1,530,262	1,663,059	92%
8	February	0	2,136	0	0	0	2,136	256	28,912	31,304	36,144	67,448	28,888	38,560	2,416	1,532,678	1,663,059	92%
9	March	0	2,429	0	0	0	2,429	282	37,792	40,503	57,135	97,638	31,736	65,902	8,767	1,541,445	1,663,059	93%
10	April	839	2,436	0	0	0	3,275	339	27,129	30,743	46,915	77,658	30,146	47,512	597	1,542,042	1,663,059	93%
11	May	0	2,308	0	0	0	2,308	362	29,196	31,866	44,255	76,121	37,671	38,450	-5,805	1,536,237	1,663,059	92%
12	June	75	2,532	0	0	0	2,607	288	23,813	26,708	41,761	68,469	35,262	33,207	-8,554	1,527,683	1,663,059	92%
13	July	0	2,090	0	0	0	2,090	111	25,631	27,832	50,630	78,462	38,417	40,045	-10,585	1,517,098	1,663,059	91%
14	August	0	2,262	0	0	0	2,262	151	30,266	32,679	46,414	79,093	31,274	47,819	1,405	1,518,503	1,663,059	91%
15	September	0	2,243	0	0	0	2,243	67	28,335	30,645	43,351	73,996	42,082	31,914	-11,437	1,507,066	1,663,059	91%
16	October	0	1,954	0	0	0	1,954	178	28,152	30,284	44,154	74,438	34,599	39,839	-4,315	1,502,751	1,663,059	90%
17	November	0	1,484	0	0	0	1,484	133	23,692	25,309	43,598	68,907	30,045	38,862	-4,736	1,498,015	1,663,059	90%
18	December	0	2,012	0	0	0	2,012	96	27,563	29,671	39,520	69,191	36,273	32,918	-6,602	1,491,413	1,663,059	90%
19	YTD Total	914	25,853	0	0	0	26,767	2,654	343,927	373,348	545,397	918,745	414,627	504,118	-41,279	1,491,413	1,663,059	90%
20																		
21	<sup>1</sup> Enrollments via data sharing between the IOUs.																	
22	<sup>2</sup> Enrollments via data sharing between departments and/or programs within the utility.																	
23	<sup>3</sup> Enrollments via data sharing with programs outside the IOU that serve low-income customers.																	
24	<sup>4</sup> One-e-App is a pilot program set up by The Center to Promote Healthcare Access (The Center) and PG&E. The pilot will occur within two PG&E counties to implement a strategy of automatic enrollment for low income customers into the CARE program based on customers' applications or reapplications for related low income health and social welfare services (e.g., MediCAL, Healthy Families, CALKids, etc.). The goal is to develop another means by which low income families can be introduced into the CARE program and, depending on the success of the pilot, possibly expand this pilot to other counties within PG&E's service area as well as to the other IOUs.																	
25	<sup>5</sup> Not including Recertification.																	

Pacific Gas and Electric Company Energy Savings Assistance Programand CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I
1	<b>2012 CARE Annual Report</b>								
2	<b>CARE Table 3 - Standard Random Verification Results</b>								
3	<b>Pacific Gas and Electric Company</b>								
4	<b>2012</b>	<b>Total CARE Population</b>	<b>Participants Requested to Verify</b>	<b>% of Population Total</b>	<b>Participants Dropped (Due to no response)</b>	<b>Participants Dropped (Verified as Ineligible)</b>	<b>Total Dropped</b>	<b>% Dropped through Random Verification</b>	<b>% of Total Population Dropped</b>
5	January	1,530,262	7,401	0.48%	4,447	529	4,976	67.23%	0.33%
6	February	1,532,678	5,952	0.39%	3,666	334	4,000	67.20%	0.26%
7	March	1,541,445	8,999	0.58%	5,506	453	5,959	66.22%	0.39%
8	April	1,542,042	7,676	0.50%	4,647	554	5,201	67.76%	0.34%
9	May	1,536,237	13,151	0.86%	6,616	2,489	9,105	69.23%	0.59%
10	June	1,527,683	15,814	1.04%	8,627	2,441	11,068	69.99%	0.72%
11	July	1,517,098	10,233	0.67%	5,457	1,650	7,107	69.45%	0.47%
12	August	1,518,503	12,955	0.85%	7,014	1,703	8,717	67.29%	0.57%
13	September	1,507,066	11,725	0.78%	6,719	1,276	7,995	68.19%	0.53%
14	October	1,502,751	13,821	0.92%	7,468	1,946	9,414	68.11%	0.63%
15	November	1,498,015	10,992	0.73%	6,291	1,181	7,472	67.98%	0.50%
16	December	1,491,413	10,957	0.73%	6,420	1,177	7,597	69.33%	0.51%
17	<b>YTD Total</b>	<b>1,491,413</b>	<b>129,676</b>	<b>8.69%</b>	<b>72,878</b>	<b>15,733</b>	<b>88,611</b>	<b>68.33%</b>	<b>5.94%</b>

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G
1	<b>2012 CARE Annual Report</b>						
2	<b>CARE Table 4 - CARE Self-Certification and Self-Recertification Applications</b>						
3	<b>Pacific Gas and Electric Company</b>						
4		<b>Provided <sup>2</sup></b>	<b>Received</b>	<b>Approved</b>	<b>Denied</b>	<b>Pending/ Never Completed</b>	<b>Duplicates</b>
5	<b>Total <sup>1</sup></b>	18,264,732	819,614	745,030	27,443	47,141	131,053
6	<b>Percentage <sup>3</sup></b>		100.00%	90.90%	3.35%	5.75%	15.99%
7	Footnotes: <sup>1</sup> Includes sub-metered customers. <sup>2</sup> Includes the 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. <sup>3</sup> Percent of Received. Duplicates are also counted as Approved, so the total will not add up to 100%.						
8							
9							
10							
11							



Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H	I	J
1	<b>2012 CARE Annual Report</b>									
2	<b>CARE Table 5 - Enrollment by County</b>									
3	<b>Pacific Gas and Electric Company</b>									
4	County	Estimated Eligible			Total Participants			Penetration Rate		
5		Urban	Rural <sup>[1]</sup>	Total	Urban	Rural <sup>[1]</sup>	Total	Urban	Rural <sup>[1]</sup>	Total
6	ALAMEDA	155,165	6	155,171	137,075	6	137,081	88%	92%	88%
7	ALPINE	0	239	239	0	18	18	n/a	8%	8%
8	AMADOR	2	5,198	5,200	0	4,254	4,254	0%	82%	82%
9	BUTTE	27,037	12,864	39,901	25,182	13,083	38,265	93%	102%	96%
10	CALAVERAS	33	8,975	9,008	42	6,103	6,145	126%	68%	68%
11	COLUSA	11	2,997	3,009	10	3,238	3,248	90%	108%	108%
12	CONTRA COSTA	90,333	0	90,334	87,405	1	87,406	97%	245%	97%
13	EL DORADO	7,281	6,460	13,741	6,038	6,088	12,126	83%	94%	88%
14	FRESNO	136,564	195	136,758	142,547	175	142,722	104%	90%	104%
15	GLENN	0	4,689	4,689	1	4,844	4,845	n/a	103%	103%
16	HUMBOLDT	0	22,960	22,961	0	21,010	21,010	0%	92%	92%
17	KERN	36,728	57,079	93,807	39,412	57,568	96,980	107%	101%	103%
18	KINGS	241	8,712	8,953	140	8,616	8,756	58%	99%	98%
19	LAKE	1	16,659	16,660	1	12,832	12,833	77%	77%	77%
20	LASSEN	0	230	230	0	189	189	n/a	82%	82%
21	MADERA	13,391	5,955	19,345	15,488	5,375	20,863	116%	90%	108%
22	MARIN	21,714	0	21,714	13,974	0	13,974	64%	n/a	64%
23	MARIPOSA	18	3,098	3,115	18	2,629	2,647	102%	85%	85%
24	MENDOCINO	28	17,337	17,366	6	11,771	11,777	21%	68%	68%
25	MERCED	19,127	19,121	38,247	19,274	19,700	38,974	101%	103%	102%
26	MONTEREY	43,472	4,803	48,275	34,718	5,381	40,099	80%	112%	83%
27	NAPA	15,334	0	15,334	12,083	0	12,083	79%	n/a	79%
28	NEVADA	14	13,471	13,485	4	9,828	9,832	29%	73%	73%
29	PLACER	18,497	11,508	30,005	13,947	8,469	22,416	75%	74%	75%
30	PLUMAS	136	3,366	3,502	16	1,912	1,928	12%	57%	55%
31	SACRAMENTO	144,269	0	144,269	119,271	0	119,271	83%	n/a	83%
32	SAN BENITO	128	5,648	5,776	86	4,906	4,992	67%	87%	86%
33	SAN BERNARDINO	54	382	436	48	298	346	89%	78%	79%
34	SAN FRANCISCO	85,002	0	85,002	69,599	0	69,599	82%	n/a	82%
35	SAN JOAQUIN	74,740	10,141	84,880	76,691	9,219	85,910	103%	91%	101%
36	SAN LUIS OBISPO	14,490	21,142	35,633	6,780	15,467	22,247	47%	73%	62%
37	SAN MATEO	50,239	0	50,239	40,032	0	40,032	80%	n/a	80%
38	SANTA BARBARA	16,684	1,373	18,057	16,676	801	17,477	100%	58%	97%
39	SANTA CLARA	123,890	3,926	127,816	114,862	2,945	117,807	93%	75%	92%
40	SANTA CRUZ	27,277	10	27,286	22,012	1	22,013	81%	10%	81%
41	SHASTA	13,834	13,623	27,457	12,470	10,990	23,460	90%	81%	85%
42	SIERRA	5	339	345	1	158	159	19%	47%	46%
43	SISKIYOU	0	27	27	0	10	10	n/a	38%	38%
44	SOLANO	39,783	0	39,783	40,155	0	40,155	101%	n/a	101%
45	SONOMA	54,796	3,261	58,057	43,256	2,790	46,046	79%	86%	79%
46	STANISLAUS	35,251	28,811	64,063	29,687	25,738	55,425	84%	89%	87%
47	SUTTER	13,257	1	13,257	13,695	0	13,695	103%	0%	103%
48	TEHAMA	13	12,279	12,292	11	11,884	11,895	86%	97%	97%
49	TRINITY	1	470	471	0	357	357	0%	76%	76%
50	TULARE	651	7,567	8,218	365	8,661	9,026	56%	114%	110%
51	TUOLUMNE	1	12,201	12,202	0	7,723	7,723	0%	63%	63%
52	YOLO	25,445	1	25,447	21,573	1	21,574	85%	75%	85%
53	YUBA	10,899	98	10,996	11,606	117	11,723	106%	120%	107%
54										
55	<b>Total</b>	<b>1,315,837</b>	<b>347,222</b>	<b>1,663,059</b>	<b>1,186,257</b>	<b>305,156</b>	<b>1,491,413</b>	<b>90%</b>	<b>88%</b>	<b>90%</b>
56										
57	[1] "Rural" includes ZIP Codes classified as such by either the Rural Health Council or the Goldsmith modification that was developed to									
58	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 Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
1	<b>2012 CARE Annual Report</b>							
2	<b>CARE Table 6 - Recertification Results</b>							
3	<b>Pacific Gas and Electric Company</b>							
4	<b>2012</b>	<b>Total CARE Population</b>	<b>Participants Requested to Recertify <sup>1</sup></b>	<b>% of Population Total</b>	<b>Participants Recertified <sup>2</sup></b>	<b>Participants Dropped <sup>2</sup></b>	<b>Recertification Rate % (E/C)</b>	<b>% of Total Population Dropped (F/B)</b>
5	January	1,530,262	32,967	2.15%	23,195	9,772	70.36%	0.64%
6	February	1,532,678	43,603	2.84%	29,615	13,988	67.92%	0.91%
7	March	1,541,445	37,735	2.45%	26,148	11,587	69.29%	0.75%
8	April	1,542,042	29,124	1.89%	20,555	8,569	70.58%	0.56%
9	May	1,536,237	1,070	0.07%	671	399	62.71%	0.03%
10	June	1,527,683	65,159	4.27%	44,797	20,362	68.75%	1.33%
11	July	1,517,098	27,912	1.84%	18,224	9,688	65.29%	0.64%
12	August	1,518,503	31,671	2.09%	21,622	10,049	68.27%	0.66%
13	September	1,507,066	29,885	1.98%	19,580	10,305	65.52%	0.68%
14	October	1,502,751	32,882	2.19%	23,353	9,529	71.02%	0.63%
15	November	1,498,015	31,599	2.11%	20,134	11,465	63.72%	0.77%
16	December	1,491,413	29,703	1.99%	18,710	10,993	62.99%	0.74%
17	<b>YTD Total</b>	<b>1,491,413</b>	<b>393,310</b>	<b>26.37%</b>	<b>266,604</b>	<b>126,706</b>	<b>67.78%</b>	<b>8.50%</b>
18								
19	<sup>1</sup> Does not include participants who closed their accounts during the 90-day response period.							
20	<sup>2</sup> Results are based on the month initiated.							

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
1	<b>2012 CARE Annual Report</b>							
2	<b>CARE Table 7 - Capitation Contractors</b>							
3	<b>Pacific Gas and Electric Company</b>							
4	Contractor Name	Contractor Type (Check one or more if applicable)				Year to Date Enrollments		
5		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
6	Advancing Vibrant Communities, Inc.					0	0	0
7	Allen Temple Health and Social Services Ministries		X			0	6	6
8	Amador-Tuolumne Community Action Agency		X			31	1	32
9	American Canyon Family Resource Center		X			0	2	2
10	American Red Cross Bay Area Chapter					0	19	19
11	Anderson Cottonwood Christian Assistance					4	12	16
12	Arc of San Francisco					0	0	0
13	Area 12 Agency on Aging					1	0	1
14	Area Agency on Aging Serving Napa and Solano					0	0	0
15	Arriba Juntos					0	3	3
16	Asian Community Center		X			0	37	37
17	Asian Community Mental Health Services		X			0	3	3
18	Asian Pacific American Community Center		X			0	5	5
19	Asian Resources					0	12	12
20	Berkeley Housing Authority	X				0	17	17
21	Breathe California of the Bay Area					0	1	1
22	Building A Generation					0	0	0
23	California Association of Area Agencies on Aging	X			X	63	247	310
24	California Council of the Blind					0	0	0
25	California Human Development Corporation					0	5	5
26	Canal Alliance		X			0	1	1
27	Capture the Dream, Inc.					0	0	0
28	Catholic Charities Diocese of Fresno					4	153	157
29	Catholic Charities of the Diocese of Stockton					0	0	0
30	Catholic Council for the Spanish Speaking of the Diocese of Stockton					1	23	24
31	Center for Training and Careers, Inc.					0	4	4
32	Center of Vision Enhancement					0	2	2
33	Central California Legal Services, Inc.					0	8	8
34	Central Coast Energy Services, Inc.					27	297	324
35	Central Valley Opportunity Center					0	4	4
36	Centro La Familia Advocacy Services					0	3	3
37	Child Abuse Prevention Council of San Joaquin County					0	1	1
38	Child Care Links					0	2	2
39	Chinese Christian Herald Crusades					0	6	6
40	Chinese Newcomers Service Center					0	10	10
41	Communication Services, LLC					3	42	45
42	Community Action Marin		X			3	261	264
43	Community Action of Napa Valley		X			0	3	3
44	Community Action Partnership of Madera County, Inc.		X		X	13	82	95
45	Community Legal Services in East Palo Alto, Inc.					0	0	0
46	Community Pantry of San Benito County		X			4	0	4
47	Community Resource Project, Inc.		X		X	1	361	362
48	Community Resources for Independent Living		X			0	3	3
49	County of San Benito					12	0	12
50	CSU Chico Research Foundation - Passages					0	0	0
51	Davis Street Community Center		X			0	4	4
52	Delta Community Services, Inc.		X			0	2	2
53	Disability Resource Agency for Independent Living					1	2	3
54	Dixon Family Services					0	2	2
55	Ebony Counseling Center					1	5	6
56	Familia Center					0	3	3
57	Filipino American Development Foundation					0	2	2
58	Folsom Cordova Community Partnership		X			0	0	0
59	Fort Ord Environment Justice Network					0	0	0
60	Fresno Center for New Americans		X			0	8	8

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
2	<b>CARE Table 7 - Capitation Contractors</b>							
3	<b>Pacific Gas and Electric Company</b>							
4	Contractor Name	Contractor Type (Check one or more if applicable)				Year to Date Enrollments		
5		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
61	Friends of Emeryville Senior Center					0	0	0
62	Global Center for Success					0	3	3
63	GOD Financial Plan, Inc.					1	58	59
64	Golden Umbrella					2	1	3
65	Greater Hill Zion Missionary Baptist Church					0	0	0
66	Habitat for Humanity, Stanislaus					0	0	0
67	Help Line Information & Assistance/Area 4 Agency on Aging					4	0	4
68	Heritage Institute for Family Advocacy					0	58	58
69	Hip Housing Human Investment Project, Inc.					0	3	3
70	Housing Authority of Alameda County	X				0	5	5
71	Housing Authority of Kings County					0	0	0
72	Housing Authority of the City of Fresno	X				0	8	8
73	Housing Authority of the County of Kern	X				50	21	71
74	Independent Living Center of Kern County, Inc.					4	4	8
75	Independent Living Services of Northern California					0	0	0
76	Indian Health Center of Santa Clara Valley					0	0	0
77	Instituto Laboral de la Raza					0	0	0
78	International Humanities Center dba The Companion Line					0	0	0
79	KidsFirst					0	1	1
80	Kimochi, Inc.					0	1	1
81	Kings Community Action Organization, Inc.		X			9	0	9
82	La Luz Center					0	9	9
83	Lao Khmu Association., Inc.		X			0	27	27
84	Lighthouse Learning Resource Center, Inc.					0	0	0
85	Marin Center for Independent Living					0	0	0
86	Mendocino Latinos Para La Comunidad, Inc.					1	0	1
87	Merced County Community Action Agency		X	X	X	26	22	48
88	Merced Lao Family Community Inc.		X			3	25	28
89	Moncada Outreach	X				0	5	5
90	Monument Crisis Center					0	6	6
91	Mutual Assistance Network of Del Paso Heights		X	X	X	0	10	10
92	National Alliance on Mental Illness-Santa Clara County					0	1	1
93	National Asian American Coalition					0	1	1
94	Native American Health Center					0	0	0
95	New Connections					0	0	0
96	North Peninsula Neighborhood Services Center					0	3	3
97	Northeast Community Federal Credit Union					0	1	1
98	NuGate Group					0	0	0
99	Oakland Citizens Committee for Urban Renewal (OCCUR)		X			0	65	65
100	Opportunity Junction		X			0	1	1
101	People of Purpose					0	0	0
102	Plumas County Community Development Commission					2	0	2
103	Plumas Crisis Intervention & Resource Center					1	0	1
104	Project Access, Inc.					0	2	2
105	REDI (Renewable Energy Development Institute)					3	0	3
106	Redwood Community Action Agency		X			8	0	8
107	Resources for Independence - Central Valley					0	3	3
108	Resources for Independent Living Inc. - Sacramento					0	2	2
109	Richland School District	X				2	0	2
110	Rising Sun Energy Center		X			0	5	5
111	Ritter Center					0	2	2
112	Roseville Housing Authority	X				0	2	2
113	Sacramento Housing and Redevelopment Agency		X			0	8	8
114	Sacred Heart Community Service		X		X	1	80	81
115	Salvation Army Golden State Divisional Headquarters					20	106	126
116	San Francisco Community Power					0	38	38

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
2	<b>CARE Table 7 - Capitation Contractors</b>							
3	<b>Pacific Gas and Electric Company</b>							
4	Contractor Name	Contractor Type (Check one or more if applicable)				Year to Date Enrollments		
5		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
117	Second Harvest Food Bank of Santa Cruz County					0	1	1
118	Self-Help for the Elderly		X	X	X	0	19	19
119	Shasta County Child Abuse Prevention Council		X			0	0	0
120	Shasta Women's Refuge					0	0	0
121	Silicon Valley Independent Living Center					0	1	1
122	Southeast Asian Community Center		X			0	3	3
123	St. Helena Family Center					0	13	13
124	Suscol Intertribal Council					1	1	2
125	Transitions Mental Health Association					2	3	5
126	United Way of Fresno County					0	9	9
127	Upwardly Global					1	0	1
128	Valley Oak Children's Services, Inc.					11	13	24
129	Vietnamese Elderly Mutual Assistant Association					0	0	0
130	Volunteer Center of Sonoma County					0	3	3
131	West Valley Community Services		X			0	2	2
132	YMCA of the East Bay West Contra Costa Branch		X			0	0	0
133	Yolo County Housing Authority	X				0	9	9
134	Yolo Family Resource Center					0	5	5
135	Yuba Sutter Legal Center					0	0	0
136	<b>Total Enrollments and Expenditures</b>					<b>321</b>	<b>2,333</b>	<b>2,654</b>

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G	H
1	<b>2012 CARE Annual Report</b>							
2	<b>CARE Table 8 - Participants per Month</b>							
3	<b>Pacific Gas and Electric Company</b>							
4	<b>2012</b>	<b>Gas and Electric</b>	<b>Gas Only</b>	<b>Electric Only</b>	<b>Total</b>	<b>Eligible Households</b>	<b>Penetration Rate</b>	<b>% Change</b>
5	January	902,680	263,341	364,241	1,530,262	1,663,059	92%	-0.2%
6	February	903,085	264,803	364,790	1,532,678	1,663,059	92%	0.2%
7	March	908,389	266,239	366,817	1,541,445	1,663,059	93%	0.6%
8	April	907,502	266,683	367,857	1,542,042	1,663,059	93%	0.0%
9	May	903,288	266,165	366,784	1,536,237	1,663,059	92%	-0.4%
10	June	897,746	265,105	364,832	1,527,683	1,663,059	92%	-0.6%
11	July	891,283	262,834	362,981	1,517,098	1,663,059	91%	-0.7%
12	August	894,093	261,691	362,719	1,518,503	1,663,059	91%	0.1%
13	September	887,964	258,294	360,808	1,507,066	1,663,059	91%	-0.8%
14	October	885,714	257,091	359,946	1,502,751	1,663,059	90%	-0.3%
15	November	883,055	256,744	358,216	1,498,015	1,663,059	90%	-0.3%
16	December	878,169	256,060	357,184	1,491,413	1,663,059	90%	-0.4%

	A	B	C	D
1	<b>2012 CARE Annual Report</b>			
2	<b>CARE Table 9 - Average Monthly Usage &amp; Bill</b>			
3	<b>Pacific Gas and Electric Company</b>			
4				
5	<b>Average Monthly Gas / Electric Usage</b>			
6	<b>Residential Non-CARE vs. CARE Customers<sup>1</sup></b>			
7	<b>Customer</b>	<b>Gas Therms</b>	<b>Gas Therms</b>	<b>Total</b>
8		<b>Tier 1</b>	<b>Tier 2</b>	
9	Non-CARE	25.6	12.4	38.0
10	CARE	24.7	9.1	33.8
11	<b>Customer</b>	<b>Electric KWh</b>	<b>Electric KWh</b>	<b>Total</b>
12		<b>Tier 1</b>	<b>Tier 2<sup>2</sup></b>	
13	Non-CARE	317	229	546
14	CARE	358	218	576
15				
16				
17	<b>Average Monthly Gas / Electric Bill</b>			
18	<b>Residential Non-CARE vs. CARE Customers<sup>1</sup></b>			
19	<b>(Dollars per Customer)</b>			
20	<b>Customer</b>	<b>Gas</b>	<b>Electric</b>	
21	Non-CARE	\$42.23	\$101.23	
22	CARE	\$28.87	\$54.99	
23				
24	<sup>1</sup> Excludes master-meter usage			
25	<sup>2</sup> All usage above baseline			

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F
1	2012 CARE Annual Report					
2	CARE Table 10 - CARE Surcharge & Revenue					
3	Pacific Gas and Electric Company					
4						
5	Electric					
6	CARE Surcharge and Revenue Collected by Customer Class					
7	Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
8		CARE	Monthly Bill			
9		Surcharge				
10	Residential <sup>1</sup>	\$5.02	\$102.09	4.92%	\$201,364,013.77	29.03%
11	Commercial	\$46.19	\$740.46	6.24%	\$296,174,764.19	42.69%
12	Agricultural	\$54.84	\$883.21	6.21%	\$55,894,114.75	8.06%
13	Large/Indust	\$9,185.21	\$92,691.73	9.91%	\$140,298,272.14	20.22%
14						
15						
16	Gas					
17	CARE Surcharge and Revenue Collected by Customer Class					
18	Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
19		CARE	Monthly Bill			
20		Surcharge				
21	Residential <sup>1</sup>	\$1.13	\$42.23	2.67%	\$44,952,365.68	36.18%
22	Commercial	\$9.30	\$183.38	5.07%	\$24,464,516.68	19.69%
23	NG Vehicle	\$16.61	\$341.32	4.87%	\$714,814.83	0.58%
24	Industrial <sup>2</sup>	\$7,208.00	\$31,627.88	22.79%	\$54,125,092.47	43.56%
25						
26	<sup>1</sup> Excludes CARE customers.					
27	<sup>2</sup> Includes both G-NT(D), G-NT(T), G-NT(BB), and GNGV4 and is net of volumes qualifying for G-COG.					



Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F
1	<b>2012 CARE Annual Report</b>					
2	<b>CARE Table 11 - CARE Capitation Applications</b>					
3	<b>Pacific Gas and Electric Company</b>					
4	<b>Entity</b>	<b>Total Received</b>	<b>Approved</b>	<b>Denied</b>	<b>Pending/ Never Completed</b>	<b>Duplicate</b>
5	Allen Temple Health and Social Services Ministries	13	6	0	0	7
6	Amador-Tuolumne Community Action Agency	50	32	8	0	10
7	American Canyon Family Resource Center	4	2	1	0	1
8	American Red Cross Bay Area Chapter	32	19	13	0	0
9	Anderson Cottonwood Christian Assistance	60	16	22	0	22
10	Area 12 Agency on Aging	5	1	1	0	3
11	Area Agency on Aging Serving Napa and Solano	1	0	0	0	1
12	Arriba Juntos	11	3	2	0	6
13	Asian Community Center	63	37	6	0	20
14	Asian Community Mental Health Services	12	3	0	0	9
15	Asian Pacific American Community Center	11	5	1	0	5
16	Asian Resources	26	12	2	0	12
17	Berkeley Housing Authority	34	17	4	0	13
18	Breathe California of the Bay Area	40	1	25	0	14
19	California Association of Area Agencies on Aging	1,689	310	342	0	1,037
20	California Human Development Corporation	13	5	5	0	3
21	Canal Alliance	2	1	0	0	1
22	Catholic Charities Diocese of Fresno	359	157	53	0	149
23	Catholic Council for the Spanish Speaking of the Diocese of Stockton	83	24	14	0	45
24	Center for Training and Careers, Inc.	15	4	4	0	7
25	Center of Vision Enhancement	3	2	0	0	1
26	Central California Legal Services, Inc.	12	8	1	0	3
27	Central Coast Energy Services, Inc.	1,731	324	251	0	1,156
28	Central Valley Opportunity Center	9	4	2	0	3
29	Centro La Familia Advocacy Services	15	3	5	0	7
30	Child Abuse Prevention Council of San Joaquin County	2	1	1	0	0
31	Child Care Links	2	2	0	0	0
32	Chinese Christian Herald Crusades	16	6	2	0	8
33	Chinese Newcomers Service Center	14	10	1	0	3
34	Communication Services, LLC	74	45	5	0	24
35	Community Action Marin	387	264	44	0	79
36	Community Action of Napa Valley	9	3	2	0	4
37	Community Action Partnership of Madera County, Inc.	140	95	20	0	25
38	Community Legal Services in East Palo Alto, Inc.	1	0	1	0	0
39	Community Pantry of San Benito County	10	4	0	0	6
40	Community Resource Project, Inc.	624	362	57	0	205
41	Community Resources for Independent Living	7	3	0	0	4
42	County of San Benito	22	12	3	0	7
43	CSU Chico Research Foundation - Passages	1	0	0	0	1
44	Davis Street Community Center	6	4	0	0	2
45	Delta Community Services, Inc.	3	2	0	0	1
46	Disability Resource Agency for Independent Living	9	3	2	0	4
47	Dixon Family Services	5	2	1	0	2
48	Ebony Counseling Center	10	6	2	0	2
49	Familia Center	7	3	3	0	1
50	Filipino American Development Foundation	21	2	4	0	15
51	Fort Ord Environment Justice Network	1	0	1	0	0
52	Fresno Center for New Americans	24	8	8	0	8
53	Friends of Emeryville Senior Center	2	0	1	0	1
54	Global Center for Success	4	3	0	0	1
55	GOD Financial Plan, Inc.	94	59	7	0	28
56	Golden Umbrella	10	3	1	0	6
57	Help Line Information & Assistance/Area 4 Agency on Aging	7	4	2	0	1
58	Heritage Institute for Family Advocacy	157	58	40	0	59
59	Hip Housing Human Investment Project, Inc.	4	3	0	0	1
60	Housing Authority of Alameda County	11	5	3	0	3
61	Housing Authority of the City of Fresno	14	8	1	0	5
62	Housing Authority of the County of Kern	158	71	36	0	51
63	Independent Living Center of Kern County, Inc.	18	8	3	0	7
64	Independent Living Services of Northern California	2	0	0	0	2

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1	<b>2012 CARE Annual Report</b>					
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3	<b>Pacific Gas and Electric Company</b>					
4	<b>Entity</b>	<b>Total Received</b>	<b>Approved</b>	<b>Denied</b>	<b>Pending/ Never Completed</b>	<b>Duplicate</b>
65	KidsFirst	3	1	0	0	2
66	Kimochi, Inc.	1	1	0	0	0
67	Kings Community Action Organization, Inc.	22	9	9	0	4
68	La Luz Center	26	9	0	0	17
69	Lao Khmu Association., Inc.	55	27	8	0	20
70	Marin Center for Independent Living	2	0	0	0	2
71	Mendocino Latinos Para La Comunidad, Inc.	1	1	0	0	0
72	Merced County Community Action Agency	115	48	18	0	49
73	Merced Lao Family Community Inc.	41	28	4	0	9
74	Moncada Outreach	16	5	5	0	6
75	Monument Crisis Center	19	6	1	0	12
76	Mutual Assistance Network of Del Paso Heights	29	10	5	0	14
77	National Alliance on Mental Illness-Santa Clara County	2	1	1	0	0
78	National Asian American Coalition	2	1	1	0	0
79	North Peninsula Neighborhood Services Center	5	3	1	0	1
80	Northeast Community Federal Credit Union	2	1	0	0	1
81	Oakland Citizens Committee for Urban Renewal (OCCUR)	194	65	61	0	68
82	Opportunity Junction	3	1	1	0	1
83	Plumas County Community Development Commission	3	2	0	0	1
84	Plumas Crisis Intervention & Resource Center	5	1	0	0	4
85	Project Access, Inc.	3	2	0	0	1
86	REDI (Renewable Energy Development Institute)	4	3	1	0	0
87	Redwood Community Action Agency	27	8	10	0	9
88	Resources for Independence - Central Valley	4	3	0	0	1
89	Resources for Independent Living Inc. - Sacramento	2	2	0	0	0
90	Richland School District	3	2	0	0	1
91	Rising Sun Energy Center	16	5	4	0	7
92	Ritter Center	2	2	0	0	0
93	Roseville Housing Authority	6	2	1	0	3
94	Sacramento Housing and Redevelopment Agency	11	8	0	0	3
95	Sacred Heart Community Service	277	81	46	0	150
96	Salvation Army Golden State Divisional Headquarters	454	126	68	0	260
97	San Francisco Community Power	63	38	16	0	9
98	Second Harvest Food Bank of Santa Cruz County	2	1	0	0	1
99	Self-Help for the Elderly	27	19	2	0	6
100	Shasta County Child Abuse Prevention Council	1	0	0	0	1
101	Silicon Valley Independent Living Center	3	1	1	0	1
102	Southeast Asian Community Center	3	3	0	0	0
103	St. Helena Family Center	23	13	7	0	3
104	Suscol Intertribal Council	6	2	2	0	2
105	Transitions Mental Health Association	8	5	1	0	2
106	United Way of Fresno County	22	9	1	0	12
107	Upwardly Global	2	1	0	0	1
108	Valley Oak Children's Services, Inc.	45	24	6	0	15
109	Volunteer Center of Sonoma County	6	3	1	0	2
110	West Valley Community Services	5	2	0	0	3
111	YMCA of the East Bay West Contra Costa Branch	1	0	1	0	0
112	Yolo County Housing Authority	17	9	3	0	5
113	Yolo Family Resource Center	13	5	3	0	5
114	<b>Totals</b>	<b>7,771</b>	<b>2,654</b>	<b>1,302</b>	<b>0</b>	<b>3,815</b>

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E	F	G
1	2012 CARE Annual Report						
2	CARE Table 12 - CARE Expansion Program						
3	Pacific Gas and Electric Company						
4							
5	Participating Facilities by Month						
6	2012	Gas			Electric		
		CARE Residential Facilities	CARE Commercial Facilities	Total Gas	CARE Residential Facilities	CARE Commercial Facilities	Total Electric
7							
8	January	3,750	570	4,320	4,294	891	5,185
9	February	3,751	577	4,328	4,294	894	5,188
10	March	3,776	577	4,353	4,281	896	5,177
11	April	3,771	578	4,349	4,286	899	5,185
12	May	3,770	574	4,344	4,282	901	5,183
13	June	3,773	580	4,353	4,297	911	5,208
14	July	3,790	582	4,372	4,343	917	5,260
15	August	3,787	583	4,370	4,345	918	5,263
16	September	3,799	581	4,380	4,360	915	5,275
17	October	3,801	583	4,384	4,363	915	5,278
18	November	3,813	584	4,397	4,414	908	5,322
19	December	3,813	584	4,397	4,414	908	5,322
20							
21							
22	Average Monthly Gas / Electric Usage						
23	Customer	Gas	Electric				
24		Therms	KWh				
25	Residential Facilities	45	670				
26	Commercial Facilities	600	7,911				
27							
28							
29	CARE Expansion Self-Certification and Self-Recertification Applications						
30		Received	Approved	Denied	Pending/Never Completed	Duplicates	
31	Total	394	313	18	59	4	
32	Percentage	100.00%	79.44%	4.57%	14.97%	1.02%	

Pacific Gas and Electric Company Energy Savings Assistance Program and CARE 2012 Annual Report

	A	B	C	D	E
1	<b>2012 CARE Annual Report</b>				
2	<b>CARE Table 13 - Fund shifting by Category</b>				
3	<b>Pacific Gas and Electric Company</b>				
4	<b>Category</b>	<b>Total Authorized</b>	<b>Total Shifted</b>	<b>% of Authorized Total</b>	<b>Shifted to/from?</b>
5	Outreach	\$6,317,667	\$ -	0%	
6	Processing, Certification, Recertification	\$3,607,000	\$ -	0%	
7	Post Enrollment Verification	\$1,920,000	\$ -	0%	
8	IT Programming	\$751,000	\$ -	0%	
9	Cool Centers	\$450,000	\$ -	0%	
10	Pilots	\$216,000	\$ -	0%	
11	Measurement & Evaluation	\$85,000	\$ -	0%	
12	Regulatory Compliance	\$311,000	\$ -	0%	
13	General Administration	\$1,984,000	\$ -	0%	
14	CPUC Energy Division	\$128,000	\$ -	0%	
15					
16	Total Expenses	\$15,769,667			
17	Subsidies and benefits	\$660,220,000			
18					
19	Total Program Costs and Discounts <sup>[1]</sup>	\$675,989,667			
20	<sup>[1]</sup> Total administrative expenses did not exceed the overall authorized budget. The CARE discount exceeded the authorized amount by \$41,848,856. Per D.02-09-021, PG&E can recover the full value of the discount through the CARE 2-way balancing account without a reasonableness review. PG&E continues to report CARE expenses against the authorized budget in CARE Table 1. This table is for illustrative purposes only, to disclose how funds from the overall authorized budget can be shifted between categories per Section 6.2 in D.12-08-044.				
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