



A  Sempra Energy utilitySM

Leveraging and Outreach for Utility Discount Program: **CARE**

(California Alternate Rates for Energy)



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NEUAC

San Antonio, TX

6/16/2010



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CARE

California Alternate Rate for Energy



The flyer features the Southern California Gas Company logo at the top left. The main heading is "SAVE 20%". Below this, it states: "SEE IF YOUR HOUSEHOLD QUALIFIES. IF YOU'RE RECENTLY UNEMPLOYED YOU MAY ALSO BE ELIGIBLE." and "VEA SI SU HOGAR CALIFICA. SI SE ENCUENTRA USTED RECIENTEMENTE DESEMPLEADO USTED TAMBIÉN PODRÍA CALIFICAR PARA EL DESCUENTO." A blue button says "APPLY TODAY!". Below the button, it says "See inside for program details." and lists "California Alternate Rates for Energy (CARE) - 20% DISCOUNT APPLICATION INSIDE OR APPLY AT WWW.SOCALGAS.COM/ASSISTANCE/" and "Tarifas Alternas para Energía de California (CARE) - DESCUENTO DEL 20% EN SU TARIFA DE GAS NATURAL SOLICITUD ADENTRO O APLIQUE EN WWW.SOCALGAS.COM/SP/ASISTENCIA/".

Provides a 20% discount on monthly energy bills to eligible residential customers, non-profit group living and agricultural housing facilities. *To qualify:*

Total gross household income must not exceed 200% of the Federal Poverty Guidelines (FPG).

OR

A household member is receiving benefits from an approved public assistance program (e.g. SNAP or WIC)



CARE

TWO WAYS TO QUALIFY



PUBLIC ASSISTANCE PROGRAMS:

If customer or other member of household receives benefits from any of the following programs:

Medi-Cal / Medicaid

Healthy Families Categories A&B

Women, Infants & Children (WIC)

TANF or Tribal TANF

Head Start Income Eligible – Tribal Only

Bureau of Indian Affairs General Assistance

Food Stamps / SNAP

National School Lunch's Free Lunch Program

LIHEAP

Supplementary Security Income (SSI)

MAXIMUM HOUSEHOLD INCOME:

(Effective June 1, 2010 to May 31, 2011)

# of Persons in Household	Total Annual Income
1-2	\$31,300
3	\$36,800
4	\$44,400
5	\$52,000
6	\$59,600
For each additional household member, add \$7,600	
*Includes current household income from all sources before deductions.	



CARE

Program Highlights



- Created in 1989 by order of the California Public Utility Commission for administration by all state investor-owned utilities
- Rate payer funded program
- Currently helping over 1.63 million SoCalGas customers
- Average annual bill discount ranges from \$87 to \$62 (5 year avg.)
- 90% Customer Satisfaction Rating
- Enrollment by self certification
 - 2 year recertification period
 - Random post enrollment verification

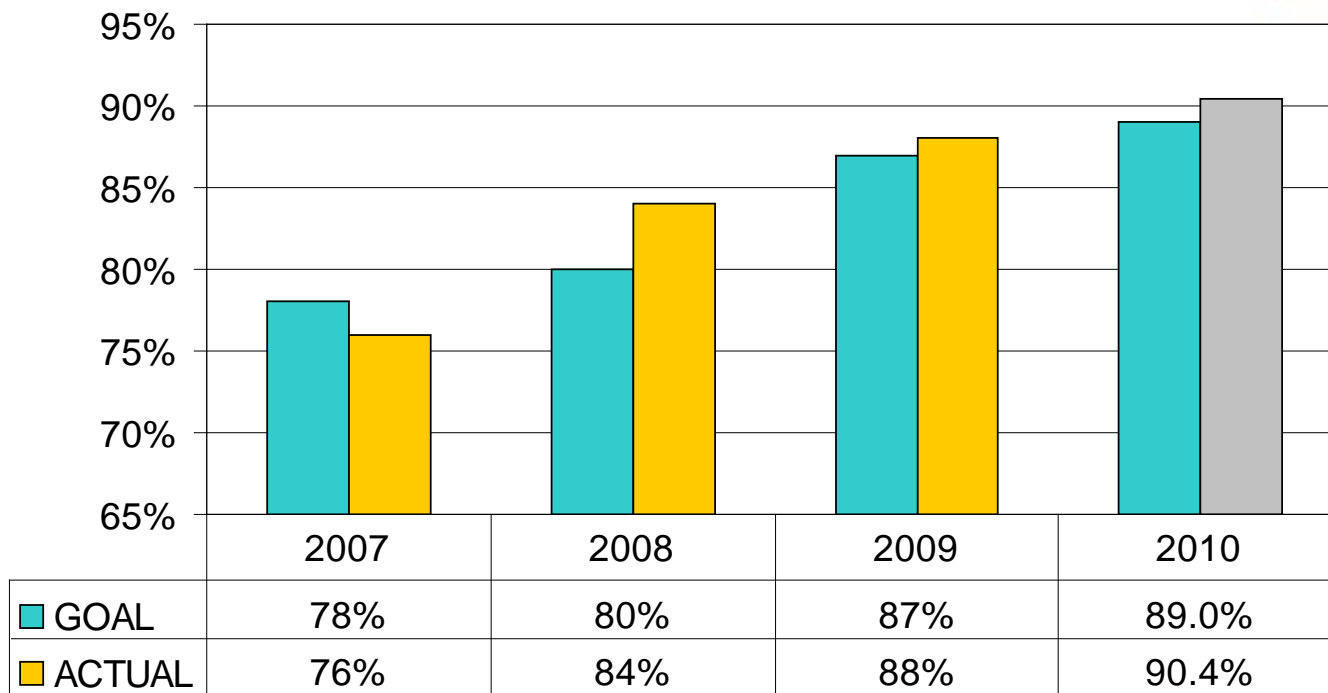


CARE

Goal vs. Actual



CARE Penetration Rate



End of May

Number of CARE customers enrolled / eligible (in millions)

1.34 / 1.76	1.44 / 1.71	1.56 / 1.77	1.63 / 1.80
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CARE

Outreach Strategy



Develop and administer an annual marketing plan based on the following practices:

1. Make decisions based on good information
2. Lead when advantageous, follow when appropriate
3. Create, improve and adapt

And our program goal is to:

Maximize program participation, customer satisfaction (including non-eligible customers) and minimize rate payer costs



CARE

Outreach Tactics



At the conclusion of 2009, SoCalGas' CARE outreach efforts produced *415k new enrollments and over 561k re-enrollments, and this is how we did it.....*

- Targeted Direct Mail (943k pieces)
- Automated Voice Messages (1 million calls)
- Bill Inserts (9 million pieces)
- Professional Door-to-Door Solicitation (250k customer contacts)
- Web Based Communications (E-mails & E-Newsletters)
- Multi-Channel Mass Media Campaigns (Demographic/Geographic)
- Leveraged Partnerships (117k enrollments)



Leverage Other SoCalGas Assistance Programs and Services



Gas Assistance Fund (GAF)	Income-qualified customers may receive one-time annual assistance grant during the winter months to pay their winter bill.
Level Pay Plan	Averages usage and costs over a 12 month period allowing customers to pay an average bill amount each month instead of actual charges.
Third-Party Notification	Customers can designate another person or agency (third party) to receive a copy of past-due or shut-off notices to help avoid loss of service.
Medical Baseline	If customer or any member of the household has a medical condition that requires the use of continuous natural gas heating, the household may qualify for additional gas at SoCalGas' lowest rate.



Other Helpful Services



<p>211 Dial 211 or visit www.211.org</p>	<p>California's 211 system is a network of county based agencies that provide callers with information and referrals for health and human services programs 24 hours per day, 7 days a week.</p>
<p>LIHEAP 1-866-675-6623</p>	<p>Federally funded program that provides low income residents with utility bills assistance and home weatherization services.</p>
<p>WEConnect <i>WEb Connector</i> www.WEConnect.net</p>	<p>WeConnect's <i>WEb Connector</i>, is an internet based system that offers residents information and referrals for programs such as the Earned Income Tax Credit (EITC), Child Tax Credit (CTC), Lifeline Telephone Service, California's Low-Cost Auto Insurance, SoCalGas' CARE program and many more.</p>



How we keep our partners informed

Latest effort...



OUTREACH
Around the Region

SoCalGas Going Extra Mile to Help Their Customers

We understand that California's continuing double digit unemployment rate has left some of our customers struggling to make ends meet, and we really want to help. [Read More »](#)

Expansion of DAP Contractor Team

Southern California Gas Company's (SoCalGas®) Direct Assistance Program (DAP) is looking forward to another challenging but rewarding year and wants your help! [Read More »](#)



Dial 211 LA County's One Stop Shop for Customer Assistance

Looking for assistance can be a difficult task in the best of circumstances, but for Los Angeles County's low income and/or special needs residents it can be overwhelming.

[Read More »](#)

Face of the Company



Meet Carmen Rudshagen, California Alternate Rate for Energy (CARE) Manager

Carmen Rudshagen manages Southern California Gas Company's (SoCalGas) California Alternate Rate for Energy (CARE) 20% discount program. [Read More »](#)





Thank You!

