

SOUTHERN CALIFORNIA GAS COMPANY

PY 2003 ENERGY EFFICIENCY  
PROGRAMS

FOURTH QUARTER STATUS REPORT

FEBRUARY 19, 2004

# Table of Contents

Statewide Residential Single Family Energy Efficiency Rebates Program.....	1
Statewide Residential Multifamily Energy Efficiency Rebates Program.....	6
Statewide Residential Home Energy Efficiency Surveys Program .....	13
Statewide Residential New Construction California ENERGY STAR <sup>®</sup> New Homes Program.....	19
Statewide Nonresidential Express Efficiency Program .....	30
Statewide Nonresidential Energy Audit Program.....	38
Statewide Nonresidential Building Operator Certification Program .....	44
Statewide Nonresidential New Construction Savings by Design Program .....	49
Statewide Crosscutting Education and Training Program .....	56
Statewide Crosscutting Emerging Technologies Program .....	67
Statewide Crosscutting Codes & Standards Program.....	73
Local Nonresidential Financial Incentives Program.....	78
Local Diverse Markets Outreach Program .....	83

**Statewide Residential Single Family Energy Efficiency  
Rebates Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Residential Single Family Energy Efficiency Rebates Program**

**I. Program Overview**

The Single Family Energy Efficiency Rebates program is a statewide program, administered by the four California investor owned utilities, which provides rebates on various home improvement products, heating and cooling equipment, appliances, and residential pool equipment.

**II. Program Summary**

1. Total program budget = \$4,142,000\*

Expenditures to date = \$4,079,435

\*The program budget has been adjusted to reflect the October 10, 2003 Commission's approval regarding SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055. Additionally, the Commission approved SoCalGas' request to increase the SFR program budget by \$1,200,000 to maintain incentive funding.

2. Total net demand reduction and energy savings:

	Net Peak kW	Net kWh	Net therms
Program Target*	758	2,675,121	952,328
Actual	944	4,619,211	1,574,255
Committed	0	0	0
Total Actual and Committed (Recorded)	944	4,619,211	1,574,255

3. Total number of customers served:

Projected: Projection of the number of customers to be served was not provided in the implementation plan.

Actual: 36,892 sites were completed year to date

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid: \$ 2,732,312

Committed = \$ 451,340

**III. Program Implementation Status**

1. Status of program delivery

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

In compliance with Decision 03-04-055, Statewide utilities worked jointly to launch the Single Family Rebate program following Commission approval on April 17<sup>th</sup>, 2003.

2. Customer enrollment

Sample copies of program applications were sent to the California Public Utilities Commission's Energy Division.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

There was no statewide training during the fourth quarter.

5. Marketing

- Coordinated marketing activities with the CPUC approved Direct Marketing Outreach Program.
- Updated web site information to show depletion of rebate funds.
- Conveyed information via SCG website to survey customers on methods of improving SCG Residential Rebates

6. Hard to Reach

The 2003 Hard-To-Reach target for Single Family Rebate is 23% of Single Family Rebate applications will be from Hard-To-Reach customers. Thru the Fourth quarter of 2003, Single Family Rebate has 25% of applications from Hard-To-Reach customers.

**IV. Program Accomplishments**

Statewide Fourth Quarter Activities

The statewide team worked jointly to continue aggressive implementation of the 2003 Single Family Rebate program. Statewide activities included:

- The CA HVAC Initiative team met in October at the 2003 ENERGY STAR<sup>®</sup> HVAC Partner Meeting in Portland, OR.
- The IOUs agreed to co-fund an approach for the implementation of a more sophisticated and user-friendly web based list of qualifying models for the program's HVAC measures.
- Participated in the Air-Conditioning and Refrigeration Institute (ARI) conferences held in Washington, DC and Boston. These meetings addressed the continuing

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

effort on behalf of the California utilities to persuade the trade organization to resume publication of EER data in the unitary product directory.

SCG Fourth Quarter Activities

- Coordinated marketing activities with the CPUC approved Direct Marketing Outreach Program.
- Updated web site information to show depletion of rebate funds.
- Implemented SCG website to survey customers on methods of improving SCG Residential Rebates
- Initiated Shutdown of Retailer Management efforts with over 377 local retailers which included notifying retailers about program closure.
- Worked with Lowe's and Home Depot to improve process for issuing in-store rebates in consideration of 2004 implementation.

**V. Program Challenges**

None.

**VI. Customer Disputes**

None.

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

*No party shall delay program commencement or preparation pending submission of or Commission action on these plans.*

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

D. 03-04-055, Ordering Paragraph 6 states:

*The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.*

Response:

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

SDG&E will work together with other utilities to market their statewide programs. To the extent SDG&E offers the same programs SDG&E will advertise them together with the other utilities. SDG&E's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 03-04-055, states:

*SDG&E proposes to reduce the requirements for pool pumps and motors to achieve statewide consistency. Specifically, SDG&E proposes to eliminate the requirements of (1) peak shifting and (2) reduction of filtering time.*

While statewide consistency is one program objective, it should not take precedence over goals relating to energy savings and cost-effectiveness. For that reason, we will deny SDG&E's proposal to eliminate its peak shifting and filtering time standards and instead require the other IOUs to adopt the standards used by SDG&E in 2002.

All IOUs shall maintain the unit goals proposed for PY2003. Their future quarterly reports should include kW and kWh projections corrected for the increased standard. The entries for those measures should be accompanied by an explanation of how the numbers were changed from the filed implementation plans.

Response:

SDG&E will apply 2002 shifting and filtering time standards to the 2003 program

Retracted Measures

*Energy Star® 80% AFUE furnaces will be removed from the list of measures eligible for incentives due to low customer demand for the measure.*

Response:

Effective 2003 - Energy Star® 80% AFUE furnaces were removed from the list of eligible measures.

**Statewide Residential Multifamily Energy Efficiency Rebates  
Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Residential Multifamily Energy Efficiency Rebates Program**

**I. Program Overview:**

The Multifamily Energy Efficiency Rebate program is a statewide consistent program, which provides a broad list of qualifying energy efficiency measures with prescribed rebates for the installation of qualifying energy-efficient improvements in apartment dwelling units and in the common areas of apartment and condominium complexes, and common areas of mobile home parks. Property owners and property managers of existing residential multifamily complexes with 5 or more dwelling units may qualify. The program is uniform throughout all the IOU's service areas, with consistent terms and requirements and implementation characteristics, including rebate levels and application procedures.

**II. Program Summary**

1. \*Total program budget = \$1,698,000\*

Expenditures to date = \$1,611,492

\*The program budget has been adjusted to reflect the October 10, 2003 Commission's approval regarding SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings

	Net Peak kW	Net kWh	Net Therms
Program Target*	1,863	1,695,044	755,503
Actual	83	4,150,800	705,780
Committed	0	0	0
Total Actual and Committed (Recorded)	83	4,150,800	705,780

3. Total number of customers served

Projected: Projection of the number of customers to be served was not provided in the implementation plan.

Actual: 538 rebate and reservation applications have been received YTD

4. Projected and actual number of units:

Please refer to the program activity tables shown in the corresponding program workbook.

5. Total rebate

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Paid = \$ 1,050,793

Committed = \$ 237,000

**III. Program Implementations Status**

1. Status of program delivery

In compliance with Decision 03-04-055, SCG launched the Statewide MultiFamily Rebate Program following Commission approval on April 17<sup>th</sup>, 2003.

2. Customer Enrollment

Sample copies of program applications were sent to the California Public Utilities Commission's Energy Division.

3. Workbook

Please refer to workbook for details of program expenditures and program activities

4. Training

No statewide training was offered during the fourth quarter of 2003

5. Marketing

<b>List Pieces</b>	<b>Quantity</b>	<b>Method of Delivery</b>	<b>Number Each Method</b>
2003 Multifamily Energy Efficiency Rebates Program application	1	Mail/Fax by Program Manager	52 Customers
	1	Website download	Not Available
	1	Mailed by Customer Call Center	Not Available
Statewide Advertising Placement	1 (Oct)	Multifamily Trends	30,000 circulation
Multifamily Energy Efficiency Rebates Program, Print Ad	1 (Oct, Nov, Dec)	Apartment Management Magazine	60,000 circulation
	1 (Oct, Nov, Dec)	Apartment Age	39,500 circulation
	1 (Oct, Nov, Dec)	Apartment Owners Association	62,000 circulation
	1 (Oct, Nov, Dec)	Apartment News – Orange County	3,000 circulation

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Additionally, SoCalGas's website, [www.socalgas.com](http://www.socalgas.com), continues to be a valuable resource by providing general program information about Multi Family Rebates to include downloadable application forms.

6. Hard to Reach

All hard-to-reach accomplishments will apply toward 2003 targets. The 2003 Hard-To-Reach target for Multi Family Rebate is 29% of Multi Family Rebate applications will be from Hard-To-Reach customers.

Year to date 2003, Multi Family Rebate has 30% of applications from Hard-To-Reach customers.

**IV. Program Accomplishments**

Statewide Fourth Quarter Activities

- With the implementation of the approved 2003 Multifamily Rebate program, the IOUs implemented a 45-day reservation system for property owners/managers. Property owners/managers can request a certain dollar amount be reserved for a period of 45 days. The program commits the units and dollars until the energy efficiency products are installed within 45 days from the date of the approved reservation and receipt of a completed application to the utility.
- IOUs developed and coordinated the submittal of a statewide Multifamily Rebate program full-page advertisement in the Multifamily Trends magazine that will be distributed at the Urban Land Institute's Fall Conference. These statewide advertising efforts continue to strengthen the program's prominence among industry actors and participants.

SoCalGas Fourth Quarter Activities

- Application submissions during the 4<sup>th</sup> quarter stayed at a brisk pace. By December 31<sup>st</sup>, applications representing over 10,000 Set Back Thermostats, 275 Hot Water Boilers, 150 controllers and 70,000 sq. ft of Attic/Wall insulation had been submitted for rebates
- As of December 31, 2003, the SCG-MF program has received applications for energy efficiency rebates representing the one-hundred percent of its incentive budget.
- SoCalGas continued its relationship with local Apartment membership organization. Advertising in association publications continues to be one of the more effective means of reaching customers. The program manager continues to take the time to present the program to interested parties, as requested.
- SoCalGas closed its program to new application submissions late in the fourth quarter in consideration of budget limits, commitments and reservations. Socalgas continued to pay rebates for as long as was possible even after full subscription to ensure that as much of the program dollars could be used to pay customer rebates.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**V. Program Challenges**

None.

**VI. Customer Disputes**

None

**VII. Compliance Items**

D. 03-04-055, Ordering Paragraph 3 states:

*No party shall delay program commencement or preparation pending submission of or Commission action on these plans.*

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

D. 03-04-055, Ordering Paragraph 6 states:

*The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.*

Response:

SCG will work together with other utilities to market their statewide programs. To the extent SCG offers the same programs SCG will advertise them together with the other utilities. SCG's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

D. 03-04-055, Ordering Paragraph 13 states:

*A utility shall not increase the dollar amounts of individual customer incentives above those approved in this decision and as filed in their approved Program Implementation Plans without securing first notifying all parties to this proceeding electronically and receiving approval from designated Commission staff, consistent with this order. A utility may lower customer incentives by notifying designated Commission staff and the service list of this proceeding. Increases to customer incentive amounts must be approved in advance by designated Commission staff following 20-day notice to staff and the service list of this proceeding.*

Response:

SCG will not increase the dollar amounts of individual customer incentives above those approved in this decision and as filed in their approved Program Implementation Plans

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

without first notifying all parties to this proceeding electronically and securing approval from designated Commission staff consistent with Ordering Paragraph 13 of D. 03-04-055. For increases to customer incentive amounts SCG will secure approval in advance by designated Commission staff following 20-day notice to staff and the service list of this proceeding.

SCG will lower customer incentives by notifying designated Commission staff and the service list of this proceeding.

Decision 03-04-055, page 5, states -

*Accordingly, the IOUs shall limit reservations for a single program participant (including installing contractors and property management companies) to no more than 5% of the available statewide incentive budget. In addition, reservations of funding should expire within 45 days if installations are not complete and final claims for incentives submitted. Participants may be provided with an extension to the 45-day period, at the discretion of the IOU.*

**Response**

In response to Decision 03-04-055, SoCalGas will apply the 5 percent cap to its program incentive budget. The cap will apply to the incentive budget shown in SoCalGas's approved program implementation plan and will not change during the year unless the incentive budget is modified.

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 2, IOU's added the following New Measures/Rebates to the PY 2003 Multifamily Energy Efficiency Rebate Program:

- Electric Water Heaters, R30 and R40 Reflector Lighting
- Expanded incentives for Energy Star® porch lights to include all exterior fluorescent lighting applications.
- Two levels of clothes washer rebates, one for machines installed in tenant units and the other for coin-operated units in common areas.
- Two levels of incentives for central system natural gas equipment controllers based upon specific display features of the equipment and the number of tenant units served.

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 2, IOU's retracted Energy Star® 80% AFUE furnaces from the list of measures eligible for incentives under the Multi-Family Energy Efficiency Rebate Program for PY 2003.

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 2, IOU's increased rebates for the measures listed below by the amounts prescribed for the PY 2003 Multi-Family Energy Efficiency Rebate Program:

- Energy Star® programmable thermostats rebates are increased
- High performance windows are increased
- Compact Fluorescent Lamps (CFL) are now tiered.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 2, IOU's decreased rebates for natural gas water heaters by the amount prescribed.

# **Statewide Residential Home Energy Efficiency Surveys Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Residential Home Energy Efficiency Surveys Program**

**I. Program Overview:**

The Home Energy Efficiency Survey program provides customer specific energy efficiency information for single-family residential customers. The program employs two delivery channels: Mail-In Surveys, which include targeted direct mailings, and the interactive online survey in English, and Spanish, which offers convenient results online to provide customers with valuable information to assist them with understanding, controlling and reducing energy use in their homes.

**II. Program Summary**

1. Total program budget =\$170,000\*

Expenditures to date = \$316,417

\*The program budget was revised from the forecast filing in accordance w/ D.03-04-055 Attachment 1”

2. Total net demand reduction and energy savings

Not applicable for this information program

3. Total number of customers served during fourth quarter

	Mail-In Survey	On Line Survey	Hard To Reach Mailing
Program Target*	6,000	N/A	3000 (50% Of Mail In target )
Actual	7,694	271	50,000

\*2003 targets were not set for the fourth quarter.

4. Projected and actual number of units:

Please refer to the program activity tables shown in the corresponding program workbook.

5. Total rebate

Not applicable to this information program

**III. Program Implementation Status**

1. Status of program delivery

In compliance with Decision 03-04-055, Statewide utilities worked jointly to launch the Home Energy Efficiency Program following Commission approval on April 17<sup>th</sup>, 2003.

2. Customer Enrollment

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

The following sample copies of audits were sent to the Commission's Energy Division:

- Mail-in survey - English and Spanish in all four IOU service territories
- Chinese in PG&E, SoCalGas, and SCE service territories, and
- Vietnamese in SDG&E's service

3. Workbook

Please refer to informational tables shown in the program workbook for details of program expenditures and program activities

4. Training

Customer training is typically not conducted due to the nature of the program. The energy audits are created in simplified form to help the customer's complete an energy audit.

5. Marketing

Marketing for the program during the fourth quarter was primarily done through participation at community events targeting large numbers of attending customers. (Laurie, this was done through the DMPO brochure that promoted the audit program) Display panels promoting the survey program were also set up at the LA. County Fair.

The new Spanish on line interactive survey was promoted through a customer bill insert, newspaper article and through the statewide Univision campaign, which ran a Home Energy Survey, 60-second commercial during the week of November 2-9, 2003.

Additionally, the SoCalGas website, [www.socalgas.com](http://www.socalgas.com) provides general program information about HEES and other programs, downloadable application forms, and audit surveys.

6. Hard to Reach

IOU's will work within the Commissions definition of hard to reach customers as defined in the October 2001 Energy Efficiency Policy Manual,<sup>1</sup> to actively target one

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<sup>1</sup> **Residential Hard-to-Reach:** Those customers who do not have easy access to program information or generally do not participate in energy efficiency programs due to a language, income, housing type, geographic, or home ownership (split incentives) barrier. These barriers are defined as:

- Language – Primary language spoken is other than English, and/or

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

or more of the customer segments for mailing. In compliance with D. 03-04-055, at least 50% of the following utility mail-in survey targets as defined by the Commission, will be sent to Hard To Reach customers:

Utility	2003 Mail In survey targets	<b>Hard To Reach mailings in fourth quarter</b>
PG&E	29,000	14,500
SCE	18,000	9000
SCG	6,000	<b>50,000</b>
SDGE	8,000	35,000

**IV. Program Accomplishments**

Statewide Fourth Quarter Accomplishments

Launched the statewide Spanish Online Interactive Survey. With the addition of the Spanish survey, the program has expanded its audience potential to include a larger segment of California's diverse population. According to the 2000 Census Report, 32.4% of Californians are of Hispanic decent compared to 12.5% nationwide. These customers who in the past have not had the tools necessary to participate in this type of program, will now have the ability to benefit equally. The English on line Interactive survey software was upgraded, corresponding with the new Spanish on line survey.

- Released a statewide joint news release for the Spanish language HEES program, in conjunction with UniVision. The statewide campaign, which included 60-second ads, which ran Nov 2 through Nov 9, 2003, the HEES communications piece were updated, the customer database was identified, the coordination efforts with the mail center were finalized and 50,000 HTR customers were mailed the HEES package.

**V. Program Challenges**

None

- 
- Income – Those customers who fall into the moderate income level (income levels less than 400% of federal poverty guidelines), and/or
  - Housing Type – Multi-Family and Mobile Home Tenants, and/or
  - Geographic – Residents of areas other than the San Francisco Bay Area, San Diego area, Los Angeles Basin or Sacramento, and/or
  - Homeownership – Renters

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**VI. Customer Disputes**

None

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

*No party shall delay program commencement or preparation pending submission of or Commission action on these plans.*

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

D. 03-04-055, Ordering Paragraph 6 states:

*The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.*

Response:

SDG&E will work together with other utilities to market their statewide programs. To the extent SDG&E offers the same programs SDG&E will advertise them together with the other utilities. SDG&E's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 02-03-056, states

*50% of all mailed statewide residential Home Energy Efficiency Surveys shall be sent to hard to reach customers. IOU's shall develop and make available a Spanish language version of the survey and a version in the most prevalent Asian language in the IOU's territory for both mailing and web posting within two months of the launch of their survey programs.*

Response:

IOU's actively targeted hard to reach customers via direct mailing efforts, based on each IOU's unique marketing strategy. For SDG&E this occurred in early fall 2002. IOU's met the Commission's mandate for having Spanish and Asian language version surveys available for mailing and web posting within two months of the programs launch date, or June 1, 2002.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Decision 03-04-055, states:

*We require each ( IOU ) to provide mailed and online surveys in Spanish. The IOUs should continue to send 50% of mail-in surveys to hard to reach customers.*

Response:

IOU's continue to work jointly to implement the Commissions mandate of a Spanish version interactive online survey. IOU's are targeting the third quarter 2003, for the addition of this component. IOU's continue to send at least 50% of mailed surveys to Hard To Reach customers.

**Statewide Residential New Construction California ENERGY  
STAR<sup>®</sup> New Homes Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program: Statewide Residential New Construction California ENERGY STAR® New Homes Program**

- Single family Program
- Low Rise Multifamily Program
- High Rise Multifamily Program

**I. Program Overview**

The California Energy Star New Homes Program (CESNHP) is designed to encourage single family and multifamily builders to construct homes that exceed compliance with the California Energy Code through a combination of education, design assistance and financial incentives. The program is open to single family residential new construction including custom homes and production housing. The program is also open to multifamily residential new construction including condominiums, town homes and rental apartments. Multifamily is open to both low rise and high rise construction.

The program is performance based and is designed to encourage construction that is 15% more energy efficient than required by the Energy Code by reducing the source energy usage of the proposed design from the standard design by a minimum of 15%. This energy savings level is recognized by the Environmental Protection Agency (EPA) as the standard for Energy Star Homes in California.

The program is offered statewide by the four Investor Owned Utilities (IOU): Pacific Gas & Electric (PG&E), San Diego Gas & Electric (SDG&E), Southern California Edison (SCE) and Southern California Gas (SoCalGas)

**II. Program Summary**

In compliance with Decision (D.) 03-01-038, all first quarter accomplishments will apply toward 2003 program targets.

1. Total Program budget = \$1,680,000 \*

Total Single family Program budget\* = \$692,338

Total Multifamily Program budget\* = \$987,662

Single family Expenditures and Commitments to date = \$577,160

Multifamily Expenditures and Commitments to date = \$1,118,189

\* The program budget has been adjusted to reflect the Commission's October 10, 2003, approval of SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

2. Total net demand reduction and energy savings:

Committed Projects through December 31, 2003:

Single family, 3 project, 675 dwelling units

Multifamily, 24 projects, 5,058 dwelling units.

**Multifamily**

	<b>Net Peak kW</b>	<b>Net kWh</b>	<b>Net Therms</b>
<b>Target *</b>	1,112	1,036,682	145,845
<b>Actual</b>	3,354	1,191,862	169,007
<b>Committed</b>	0	0	0
<b>Total Recorded</b>	3,354	1,191,862	169,007

\* The program energy targets were revised to reflect the change required in D.03-04-055, Attachment 2 page 10, as filed by SoCalGas on June 2, 2003, in compliance with D.03-04-055, Ordering Paragraph 14.

**Single Family**

	<b>Net Peak kW</b>	<b>Net kWh</b>	<b>Net MTherms</b>
<b>Target *</b>	0	0	0
<b>Actual</b>	514	478,386	10,584
<b>Committed</b>	0	0	0
<b>Total Recorded</b>	514	478,386	10,584

\* The program energy targets were revised to reflect the change required in D.03-04-055, Attachment 2 page 10, as filed by SoCalGas on June 2, 2003, in compliance with D.03-04-055, Ordering Paragraph 14.

3. Total number of customers served:

Single Family Projected: 675 dwelling units

Single Family Actual: 675 dwelling units

Multifamily Projected: 2,500 dwelling units

Multifamily Actual: 5,058 dwelling units

4. Projected and actual number of units:

Refer to tables in the corresponding program workbook.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

5. Total Incentive

Total Single family Incentives Paid = \$0

Total Single family Incentives Committed = \$337,500

Total Multifamily Incentives Paid = \$13,050

Total Multifamily Incentives Committed = \$745,650

**III. Program Implementation Status**

1. Status of Program Delivery

During the fourth quarter the program continued to be aggressively marketed to the single and multifamily building industry. SoCalGas reached and exceeded the forecasted goals for 2003 during the fourth quarter.

2. Customer Enrollment

Sample copies of the program applications were sent to the California Public Utilities Commission's Energy Division.

3. Workbook

Please refer to the workbook for details of program expenditures and program activities.

4. Training

SoCalGas conducted the following training sessions during the fourth quarter of 2003. The Manual D and Manual J training is run in conjunction with SoCalGas' Statewide Education and Training Program. During the fourth quarter, 25 classes were held. These classes were attended by a total of 488 individuals representing 350 firms. The specific attendance is detailed below with the class description.

- **ACCA Manual J Residential Load Calculation and Equipment**

The focus of this class is on performing room-by-room load calculations. Every participant receives a copy of the ACCA Manual J. Topics include:

- Using the ACCA Manual J workbook, worksheets and short form.
- How to use the manufacturer's cooling capacity sheets.
- Calculating required cubic feet per minute (CFM) based on loads.
- Selecting equipment based on loads and required CFM.
- Demonstration of how to use the Wrightsoft-brand computer software for performing Manual J calculations. This class prepares the attendee for the Manual D Residential Duct Design course and ends at the exact starting point of the Manual D class.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- Three classes held. 81 attendees presenting 53 firms.
  - **ACCA Manual D Residential Duct Design**

The focus of this class is on designing residential duct systems according to the ACCA Manual D specifications. Every participant will receive a copy of the ACCA Manual D and a flex duct calendar. Participants should first have attended the Manual J class, or have working knowledge of room-by-room load calculations. Topics include:

    - How to determine the static pressure and available static pressure.
    - Calculating total equivalent length of duct runs.
    - Determining friction rate based on total equivalent length and available static pressure.
    - Using a duct calculator to properly size ducts.
      - How registers are used to achieve desired air distribution within each room. This class will cover how to perform Manual D calculations both manually and by using the Wrightsoft-brand computerized Manual D Program.
- Five classes held. 90 attendees representing 65 firms.
  - **ACCA Manual D Residential Duct Design – Advanced**

Participants must have attended the ACCA Manual D duct design class.

This class steps beyond the introduction to ACCA Manual D to more advanced topics including how to perform Manual D calculations using the official Wrightsoft brand ACCA computer software program. The class is split between the classroom and the computer lab. Participants perform group exercises and have the opportunity to work, with instructor assistance, on individual problems. Class topics cover:

    - Homes with multiple HVAC systems.
    - Two-story homes with single systems.
    - Using the computer program to generate room-by-room load calculations and select HVAC equipment.
    - Learn how to use the graphic design module of the computer software, which automatically calculates room-by-room load calculations and provides Manual D duct design.
- One classes held. 7 attendees representing 6 firms.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- **High-Performance Duct Systems and 2001 Residential Energy Standards Overview**

Oriented toward builders, HVAC contractors and engineers, this class reviews changes to the Residential Energy Efficiency Standards. It includes a hands-on demonstration of duct-system testing that HVAC contractors and builders will be using to comply with the 2001 standards. Class topics include:

- A demonstration of high-performance glazing.
- A demonstration of radiant barrier roof sheathing.
- How to use the Home Energy Rating System (HERS) verification process.
- Performing an actual duct test in laboratory format.
- Six classes held. 147 attendees representing 102 firms.

- **HVAC System Air Flow and Static Pressure Diagnostics**

Participants in this hands-on class use a full-size horizontal HVAC system to measure airflow, static pressure and amperage under various system configurations. System variables include different filters, coils, variable size return ducts and different leakage amounts. Hands-on work in the class includes:

- Measuring static pressure.
- Measuring pressure drop.
- Identifying potential airflow problems.
- Instruments for testing and diagnostics.

Participants make changes to a model system and performing all tests under the guidance of the instructor. It is recommended that participants in this class first attend both the ACCA Manual J and Manual D classes.

- Two classes held. 56 attendees representing 21 firms.

- **Combined Hydronic Systems Sizing Guidelines**

This class reviews and explains how to use the Gas Research Institute Guidelines for Sizing and Installing Hydronic Systems. (A copy of the report and guidelines is included.) While system installations will be briefly reviewed, the primary focus of the class is on how to size hydronic systems. A demonstration hydronic system is displayed. The class covers:

- Water heating sizing for both hot water and space heating.
- Cooling and heating coil sizing guidelines.
- Air Flow recommendations for heating and cooling.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- One classes held. 12 attendees representing 12 firms.

5. Marketing

The following are projections on the quantities of items that will be available.

<b>List Pieces</b>	<b>Quantity</b>	<b>Method of Delivery</b>	<b>Number with Each Method</b>
Single Family Application	500	Direct Contact	500
Low Rise Multifamily Application	500	Direct Contact	500
High Rise Multifamily Application	500	Direct Contact	500
Training Program Calendars	9,000	Direct Mail	9,000

Other Marketing Activities:

- Outreach to the building industry through participation in regional chapter activity.
- Electronic mailbox, [californiaenergystar@semprautilities.com](mailto:californiaenergystar@semprautilities.com) specific to residential new construction in support of the California Energy Star New Homes Program. The mailbox is titled “California Energy Star Homes” and is accessible both independent of and through SoCalGas’ web page, and is intended to receive electronic compliance submittals, architectural plans as well as all program related documents that can be transmitted electronically. The mailbox also fields questions for both the single family and multifamily programs, responds to requests for applications a well as reply to general residential new construction questions.
- Program and training information is available from the following websites:
  - SoCalGas – <http://www.socalgas.com/construction/energystar.shtml> and <http://www.socalgas.com/construction/freeresources.shtml>
  - Institute of Heating and Air-conditioning Industries – <http://www.ihaci.org>
  - California Energy Commission – <http://www.energy.ca.gov/index>
  - California Building Energy Consultants – <http://www.cabec.org>
  - California Building Industry Association, <http://www.cbia.org>
- SoCalGas continues its outreach to the building industry through numerous individual meetings with the building industry.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

6. Hard-to-Reach

In 2003, the Hard-to-Reach target requires that, at a minimum, 20 percent of the direct implementation (DI) funds of both the Single Family and Multifamily programs be directed at Hard-to-Reach customers. The following table details the accomplishments through the fourth quarter, 2003.

Customer Type	Hard-to-Reach Target	Actual (YTD) of Committed Projects
Single Family	20% of DI	0%
Multifamily	20% of DI	100%

**IV. Program Accomplishments**

Statewide Accomplishments

- In the fourth quarter the IOUs submitted an Energy Star Awards application to the Environmental Protection Agency highlighting the 2003 statewide California Energy Star New Homes program accomplishments. The IOUs were notified that they will receive the Energy Star Award for “Regional, State and Community Leadership in Energy Efficiency.” The 2004 Energy Star Awards Ceremony will be held on March 2, 2004 in Washington D.C.

SoCalGas Accomplishments

- SoCalGas continues an aggressive marketing and design assistance program to the building industry. Through the field contact team and program management team, the design assistance offered by the utility has been very effective in educating the builder, design and mechanical community in methods that will increase the energy efficiency of residential new construction. This has been especially effective in the multifamily market where SoCalGas has had its primary focus. This market segment has been an area of increased activity in residential new construction. Through the design assistance offered, numerous projects have been able to qualify for the California Energy Star New Homes Program. Specific attention has been given to the Hard to Reach customers. Project such as the Los Adobes de Maria in Santa Maria built by People’s Self-Help and Oak Creek Commons, a co-housing project in Paso Robles and numerous senior housing projects demonstrates SoCalGas’ commitment to assisting this market segment in increasing energy efficiency.
- The training program offered by SoCalGas and mirrored by SDG&E offers a broad range of courses aimed at training the building industry players in HVAC technology, proper installation and diagnostics. These classes continue to be well received with demand for more classes and locations remaining high. During the fourth quarter, the

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

training program partnered with the Building Industry Association and regional building departments to offer classes in San Bernardino and Riverside County. This program will continue to be incorporated into the California Energy Star New Homes Program in 2004. These training classes support SoCalGas' commitment to the industry and to developing programs that promote energy efficiency.

**V. Program Challenges**

None.

**VI. Customer Disputes**

None.

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-01-038, Ordering Paragraph 3, states:

*“To prevent service disruption, we authorize the IOUs whose programs will expire at the end of 2002 to continue those programs through March 31, 2003, using Public Goods Charge collections from that period, in the amounts set forth in the body of this decision. If the Commission issues a decision on 2003 program applications prior to that time, this “bridge funding” shall expire upon issuance of that decision. If the IOUs incur expenses in 2003 before the Commission issues this decision, they should track those expenses and account for such expenses in their reports to the Commission on first quarter 2003 program results. The IOUs can request recovery of these expenditures through their respective PGC energy efficiency balancing accounts.”*

Response:

The IOUs continued the 2002 programs through March 31, 2003. Expenses prior to the issuance of the decision and bridge funding expenditures through March 31, 2003 are reported in each program's text and Workbook.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Decision 03-01-038, Ordering Paragraph 4, states:

*“The IOUs shall include the program accomplishments achieved during the bridge funding period toward the cumulative goals of their 2003 programs.”*

Response:

All accomplishments during the bridge funding period will be included toward the cumulative goals of the 2003 programs.

Decision 03-03-028, Ordering Paragraph 1, states:

*“To prevent program disruption, we authorize the utilities whose programs expire at the end of 2002 to continue those programs beyond March 31, 2003, using Public Goods Charge collections from associated periods, in the amounts set forth in the body of this decision.”*

Response:

The IOUs continued the 2002 programs beyond March 31, 2003.

Decision 03-03-028, Ordering Paragraph 2, states:

*“The utilities are hereby authorized additional bridge funding at a level of 7% a month against the total 2003 utility funding amounts set forth in Decision (D.) 03-01-038 so that the bridge funding, plus funding for new 2003 programs, equal the total amounts described in D. 03-01-038.”*

Response:

The IOUs continued the 2002 programs using the additional bridge funding at the level specified until Commission approval of the 2003 programs.

Decision 03-04-055, Ordering Paragraph 3, states:

*“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”*

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6, states:

*“The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.”*

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Response:

SoCalGas will work together with other utilities to market their statewide programs. To the extent SoCalGas offers the same programs, SoCalGas will advertise them together with the other utilities. SoCalGas' Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities will focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 03-04-055, Ordering Paragraph 14, states:

*“Where program changes are required by this order, the utilities shall submit revised sections of their previously filed program implementation plans incorporating those changes. Those revisions shall be submitted to Energy Division staff within 45 days of this order.”*

Response:

SoCalGas submitted a revised program implementation plan incorporating the program changes required by this order on June 2, 2003.

## **Statewide Nonresidential Express Efficiency Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Nonresidential Express Efficiency Program**

**I. Program Overview**

This statewide program offers nonresidential prescriptive rebates for specific, proven energy efficient measures including lighting, HVAC, refrigeration, agriculture, gas, LED lighting technology and motor retrofit measures. The program is limited to small and medium customers with an emphasis on the hard-to reach sector.

The Express Efficiency program at SoCalGas only offers rebates on selected gas measures. These measures include clothes washers, greenhouse curtains, boilers, water and space heaters, pipe and tank insulation and various cooking equipment.

**II. Program Summary**

In compliance with Decision (D.) 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget = \$3,255,000 \*

Expenditures to date = \$3,132,872

\* The program budget has been adjusted to reflect the October 10, 2003 Commission's approval regarding SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings

	<b>Net Peak kW</b>	<b>Net kWh</b>	<b>Net Therms</b>
<b>Target</b>	N\A	17,086	2,162,482
<b>Actual</b>	N\A	4,390,166	4,511,578
<b>Committed/Reserved **</b>	N\A	0	0
<b>Total Actual and Committed (Recorded)</b>	N\A	4,390,166	4,511,578

\*\* Not accounted for in Excel workbook

3. Total number of customers served

Projected: No projections in the Implementation Plan

Actual: 336 applications received

Reservations:

4. Projected and actual number of units

Please refer to the program activity tables shown in the corresponding program workbook.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- 5. Total rebates (\$) paid = \$ 1,548,697  
Total incentives (\$) committed = \$0

**III. Program Implementations Status**

- 1. Status of program delivery:

In compliance with D. 03-04-055, the 2003 program began in April 2003.

Beginning September 22, 2003, and for the remainder of PY 2003, the Commission's Energy Division granted the IOUs' request to increase Express Efficiency incentive rebate levels by up to 60 percent for measures that the joint utilities program managers deemed appropriate.

- 2. Customer Enrollment

Copies of the rebate applications were sent to the California Public Utilities Commission Energy Division.

- 3. Workbook

Please refer to informational tables shown in the program workbook for details of program expenditures and program activities.

- 4. Training

This program did not sponsor any external training during the quarter.

- 5. Marketing:

<b>List Pieces</b>	<b>Quantity</b>	<b>Method of Delivery</b>	<b># w/Each Method</b>
Express Efficiency application	7,781	US mail	6,625
		E-mail	462
		Hand delivered	684
		Fax	10
Chamber of Commerce publication with Express ad	300	Mailed to businesses on Chamber of Commerce mailing list	300
Cash Rebate Program is Back brochure aka Equipment replacement	2,688	US mail	2,313
		Hand delivered	300
		E-mail	75

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>List Pieces</b>	<b>Quantity</b>	<b>Method of Delivery</b>	<b># w/Each Method</b>
Express Efficiency application	7,781	US mail E-mail Hand delivered Fax	6,625 462 684 10
Letter Explaining Express Efficiency Program	7,884	US Mail E-Mail Fax	7,716 110 58
Summer Barbeque Vendor Mixer and Seminar Survey Evaluation	179	US Mail E-Mail	112 67
Rebate Program Update 2003 Letter	1704	E-Mail US Mail	1344 360
Revised Express Efficiency application	1,000	Hand delivered	250

- <http://www.socalgas.com/> - SoCalGas's Web home page
- [http://www.socalgas.com/business/cash\\_for\\_you/er\\_express\\_rebates.shtml](http://www.socalgas.com/business/cash_for_you/er_express_rebates.shtml) – SoCalGas's Express Efficiency Web site page

6. Hard to Reach

The PY2003 target is that 42% of the Express Efficiency applications will be from hard-to-reach customers. Through the fourth quarter 2003, 55% of the SoCalGas Express Efficiency applications were from hard-to-reach customers.

**IV. Program Accomplishments**

4th Quarter accomplishments include:

- In July, the IOU Team submitted a joint utility proposal to the Energy Division to increase incentive levels for certain energy efficient measures to focus on the needs of the smaller and medium sized customer. The incentive amounts were based upon the results of a study conducted on behalf of the IOUs. On September 22, 2003, the Energy Division granted IOUs to increase incentive rebate levels by up to 60 percent for Express measures that utility program managers deemed appropriate. The IOUs immediately announced the new rebate levels via emails, customer contacts and printed material.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- In December 2003, the Express Efficiency program received recognition from the American Council for an Energy-Efficient Economy (ACEEE) as an “exemplary program”. This is part of ACEEE’s national awards program to honor America’s best natural gas energy efficiency programs. Programs selected for this honor were deemed to be especially noteworthy for their effectiveness and innovation in helping customers achieve greater levels of energy efficiency.
- PG&E, San Diego Gas and Electric Company (SDG&E), and Southern California Electric Company (SCE) promoted the statewide Express Efficiency program by sponsoring a quarterly ad with the California Air Conditioning Contractors of America (Cal-ACCA) organization.
- Program offices, in order to make all IOU programs appear seamless to customers, channeled participants to the most appropriate IOU energy efficiency program.
- To assist customers needing project financing, Safe-Bidco, a nonprofit financier was identified. Coordinated efforts are now in progress.
- Regular IOU meetings and conference calls continued to ensure statewide consistency in all externally visible aspects of the Express Efficiency program.
- IOU program managers continuously identify ways to improve the program to make the future Express Efficiency program more focused toward the needs of small and medium customers as in the example of a toll free information and reservation phone number.
- SoCalGas’s Express Efficiency and Nonresidential Audit programs continued to closely coordinate activities to increase customer participation.
- SoCalGas promoted the Express program by participating in several trade shows such as Western Expo (targeted towards food service industry); Clean Show 2003 (targeted toward textile and dry cleaners industry); Pomona Fair; PWS Coin Operated Laundry Show; African American Black Business Expo 2003, Access City Hall (targeted towards Chamber of Commerce) and the Latin Business Expo.
- SoCalGas partnered with numerous vendors and distributors to promote Express such as Lowes Hardware, CWCI Insulation, Pride Marketing Procurement Group, Pacific Insulation and John Mansfield Insulation.
- SoCalGas also partnered with Metropolitan Water District, Sparklean and PWS specifically to promote the Horizontal Front Load Washers.
- Express was promoted through several associations such as Latin Business Association (website ad), Coin Laundry Association, and Insulation Contractor’s Association.
- In an effort to reach out to our ethnic community, SoCalGas advertised the Express Program through the Latin Business Association website in the 4<sup>th</sup> quarter.
- SoCalGas continued the sprint campaign, designed to contact all qualifying energy efficiency measure manufacturers, vendors, distributors and key sales personnel, to promote the specific features and benefits of the Statewide Express Efficiency and Local Nonresidential Financial Incentive Program. Contact priority was given to the

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

following energy efficiency measure vendors: pipe and tank insulation, water heaters, clothes washers, programmable set-back thermostats, food service equipment and boilers. Through December, the vendor outreach effort had successfully contacted 96 vendors.

- SoCalGas Account Executives and other field staff made 778 site visits to customer facilities to promote the Express Efficiency program during the fourth quarter. An additional 1,137 phone calls were made to customers as part of the marketing effort to promote this program.

**V. Program Challenges**

None

**VI. Customer Disputes**

None

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

*No party shall delay program commencement or preparation pending submission of or Commission action on these plans.*

Response:

The PY03 Statewide NR Express Efficiency program was kicked off after CPUC funding approval on April 17, 2003.

D. 03-04-055, Ordering Paragraph 6 states:

*The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.*

Response:

SoCalGas is working together with other utilities to market the statewide programs. To the extent SoCalGas offers the same programs SoCalGas will advertise them together with the other utilities. SoCalGas's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

D. 03-04-055, Ordering Paragraph 13 states:

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

*A utility shall not increase the dollar amounts of individual customer incentives above those approved in this decision and as filed in their approved Program Implementation Plans without securing first notifying all parties to this proceeding electronically and receiving approval from designated Commission staff, consistent with this order. A utility may lower customer incentives by notifying designated Commission staff and the service list of this proceeding. Increases to customer incentive amounts must be approved in advance by designated Commission staff following a 20-day notice to staff and the service list of this proceeding.*

Response:

SoCalGas will not increase the dollar amounts of individual customer incentives above those approved in this decision and as filed in their approved Program Implementation Plans without first notifying all parties to this proceeding electronically and securing approval from designated Commission staff consistent with Ordering Paragraph 13 of D. 03-04-055. For increases to customer incentive amounts, SoCalGas will secure approval in advance by designated Commission staff following 20-day notice to staff and the service list of this proceeding.

SoCalGas will lower customer incentives by notifying designated Commission staff and the service list of this proceeding.

On July 30, 2003, SDG&E, on behalf of PG&E, SCE and SoCalGas, filed a joint IOU request to increase customer incentive levels for certain measures. On September 22, 2003, the Energy Division issued a letter allowing the IOUs to "increase by up to 60 percent incentive rebate levels for Express Efficiency measures that utility program managers deem appropriate for such increases."

Response:

Rebate levels for certain measures have been increased by up to 60 percent.

D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 7, Express Efficiency Program states:

*7. Express Efficiency Program*

*In 2003 the utilities propose to replace the "Account Aggregation Rule" with a program eligibility limit of 500 kW per service account and limiting incentives to any single corporation or chain account customer to \$25,000.*

*We adopt the utility proposal to permit incentives of up to \$25,000 per corporation or chain account customer for work done on service accounts with loads not exceeding 500 kW. This proposal would apply to all utilities.*

Response:

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 7, SoCalGas's 2003 program replaces the "Account Aggregation Rule" by offering

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

incentives of up to \$25,000 per corporation or chain account customer for work done on service accounts with loads not exceeding 500 kW.

## **Statewide Nonresidential Energy Audit Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Nonresidential Energy Audit Program**

**I. Program Overview**

This statewide program offers free energy audits to nonresidential customers. The audit provides customer assistance in the form of information on the benefits of installing measures or adopting practices that can reduce the customer's utility bills. The energy audit recommendations are based on the customer's recent billing history and/or customer-specific information regarding equipment and building characteristics.

**II. Program Summary**

In compliance with Decision (D.) 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget = \$2,717,000 \*

Expenditures to date = \$ 2,265,312

\* The program budget has been adjusted to reflect the October 10, 2003 Commission's approval regarding SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings

Not applicable to this information program.

3. Total number of customers served

Energy Audits	Total	Mail-In	CD Rom	On-Line	Phone	On-Site
Projected	4,000	800	500	500	1,000	1,200
Actual	4,280	833	541	557	1,041	1,308

4. Projected and actual number of units

Please refer to the program activity tables shown in the corresponding program workbook.

5. Total rebates (\$) paid

Not applicable to this information program

**III. Program Implementations Status**

1. Status of program delivery:

The PY03 Statewide NR Audit program was kicked off after CPUC funding approval on April 17, 2003.

2. Customer Enrollment

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Sample copies of audits were sent to the California Public Utility Commission Energy Division.

3. Workbook

Please refer to informational tables shown in the program workbook for details of program expenditures and program activities.

4. Training

This program sponsored a “How to do an Energy Audit” seminar on August 13, 2003 through the Education and Training program.

5. Marketing

During the quarter, SoCalGas continued to offer the following energy audit options to business customers: online, mail in, phone audits, CD-ROM and on site. The on site audits were promoted on the SoCalGas web page, and by SoCalGas Account Executives and Field Service Representatives.

List Pieces	Quantity	Method of Delivery	# w/Each Method
CD-ROM audit	541	Mailed and handed out at events and door to door	541
Energy savings for your business. A free night at the movies for you.		June bill insert	230,000
		September bill insert	230,000
Mail in Audit Form		Mobile Energy Workshop	79
		Mailed to targeted customer	33,000
Serious savings for business owners flyer		Distributed at various events	733
Watch Your Mailbox! Mailer		Mailed to targeted customers in 8/03	33,000
It's Not Too Late mailer		Mailed to targeted customers in 10/03	13,000
Spanish Print Campaign in October		Hispanic online (regional) Yahoo en	910,000 impressions

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

List Pieces	Quantity	Method of Delivery	# w/Each Method
		Español	
		Latin Business Assoc. email newsletter	12,000
		Bi-lingual direct marketing postcard	52,000
		Ads in multiple community publications	55 insertions
Chinese Print Campaign for Phone Audits in October		Ads in business sections of multiple community publications	42 insertions

- <http://www.socalgas.com/> - SoCalGas' Web home page
- <http://www.energyguide.com/energysmartsbe/default.asp?bid=socalgas&trackid=eft%0A> – SoCalGas' on-line energy audit web site
- [http://socalgas.com/business/eep/ee\\_home.shtml](http://socalgas.com/business/eep/ee_home.shtml) - SoCalGas' on-site energy audit web site

6. Hard to Reach

Conduct 400 energy audits for hard-to-reach customers in 2003 as defined in the October 2001 Energy Efficiency Policy Manual. Through the fourth quarter of 2003, there were 475 hard-to-reach customer audits completed.

**IV. Program Accomplishments**

In the fourth quarter, the IOUs continued to offer audit services to all nonresidential customers. In addition, the IOUs promoted the on-line and mail-in audit, as well as phone, CD-ROM and on-site audit services via e-mails and US mail of energy audit kits and bill inserts to encourage customers to participate in these types of audits.

SoCalGas continued to utilize third party contractors to assist in distributing the mail-in audit forms and CD ROMs in the fourth quarter.

In October 2003, SoCalGas launched the Spanish online audit along with a promotional campaign targeting Spanish-speaking business customers. In addition, SoCalGas also started developing a Chinese version of the online audit to be released tentatively in early 2004.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

During the fourth quarter, SoCalGas expanded its hard-to-reach efforts by partnering with the Small Business Administration (SBA) and La Opinion to support the “Exito Empresarial.” The *Éxito Empresarial* series are SBA designed training courses offering basic instruction in marketing; accounting, financial planning, and business plan development for small businesses and entrepreneurs looking to build cornerstones of sound commercial management or strengthen existing business techniques. SoCalGas is using “Exito Empresarial” as a vehicle to reach small Hispanic business owners to promote participation in Energy Efficiency Audits, and the various education and training seminars available through the Energy Resource Center. It will also expose business owners to a full scope of other resources. SoCalGas looks forward to expanding this program in 2004

**V. Program Challenges**

None.

**VI. Customer Disputes**

None

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

*No party shall delay program commencement or preparation pending submission of or Commission action on these plans.*

Response:

The PY03 Statewide NR Audit program was kicked off after CPUC funding approval on April 17, 2003.

D. 03-04-055, Ordering Paragraph 6 states:

*The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.*

Response:

SoCalGas will work together with other utilities to market their statewide programs. To the extent SoCalGas offers the same programs SoCalGas will advertise them together with the other utilities. SoCalGas’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

D. 03-04-055, Ordering Paragraph 14 states:

*Where program changes are required by this order, the utilities shall submit revised sections of their previously filed program implementation plans incorporating those changes. Those revisions shall be submitted to Energy Division staff within 45 days of this order.*

Response:

SoCalGas will submit revised sections of their previously filed program implementation plans incorporating those program changes required by this order. Those revisions will be submitted to Energy Division staff within 45 days of D. 03-04-055, Ordering Paragraph 14.

D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 8 Nonresidential Energy Audit Program states:

8. Nonresidential Energy Audit Program

*[W]e will require that in exchange for approving the number of audits as proposed, the IOUs shall include in their revised program implementation plans and quarterly reports the numbers of the types of audits that are planned and conducted.*

Response:

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 8, SoCalGas's 2003 revised program implementation plan and quarterly report include the numbers of the types of audits that are planned and conducted.

# **Statewide Nonresidential Building Operator Certification Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Nonresidential Building Operator Certification Program**

**I. Program Overview**

This is a statewide training and certification program for operators of medium and large commercial buildings (including governmental and institutional buildings and complexes) that seeks to establish and support a professional credential for building operators in California. Certified operators will have the training and background to identify and implement energy savings opportunities as an integral part of their operations and maintenance activities. The BOC training course consists of eight days of training classes offered once per month over a seven-month period

**II. Program Summary**

In compliance with Decision (D.) 03-01-038, all accomplishments will apply toward 2003 program targets

1. Total program budget = \$150,000 \*

Expenditures to date = \$ 135,812

\* The program budget has been adjusted to reflect the October 10, 2003 Commission's approval regarding SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings

Categorized as an information program consistent with the California Public Utility Commission's 2002 Energy Policy Manual.

3. Total number of customers served

Projected: 20 students

Actual: 22 students

4. Projected and actual number of units:

Please refer to the program activity tables shown in the corresponding program workbook.

5. Total rebate (\$) paid

Not applicable for this information program.

**III. Program Implementations Status**

1. Status of program delivery

The PY03 Statewide BOC program was kicked off after CPUC funding approval on April 17, 2003. The 2003 BOC training courses began in July 2003 except at PG&E, where two course series began in late June 2003.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

2. Customer Enrollment

Not applicable for this information program.

3. Workbook

Please refer to informational tables shown in the program workbook for details of program expenditures and program activities.

4. Training

The 2003 BOC training courses at SoCalGas began in July 2003. SoCalGas offered one course series and held three class sessions during the fourth quarter.

The PY2002 BOC classes, which began in October and November 2002 in all four IOU service territories, held the final class in the second quarter of 2003. SoCalGas' final class of the PY2002 BOC series was held in April 2003.

5. Marketing

At SoCalGas, both SoCalGas and Northwest Energy Efficiency Council (NEEC) promote the BOC program. NEEC handles most of the marketing efforts for SoCalGas. The main informational source for the program is the NEEC Web site. SoCalGas also promotes the program by sending electronic notification of the BOC program to prospective attendees. The SoCalGas Account Executives promotes the BOC program to their nonresidential customers. The following marketing pieces were specific to the BOC program

List Pieces	Quantity	Method of Delivery	# w/Each Method
BOC Informational Meeting flyer		Distributed by Account Executives	250
BOC Registration forms		Distributed by Account Executives	250

- [http://socalgas.com/business/resource\\_center/erc\\_home.shtml](http://socalgas.com/business/resource_center/erc_home.shtml) - SoCalGas BOC Web site page

6. Hard-to-Reach

This program targets building operators of medium and large commercial facilities and is not designed for the small hard-to-reach business customers. Interested hard-to-reach nonresidential customers may participate in the training program if they have a building operator for their facility.

**IV. Program Accomplishments**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

The 2003 BOC training courses began in July 2003 except at PG&E, where two course series began in late June 2003. At SoCalGas, one Level I BOC course series began in July. There were three BOC classes from this series held in the fourth quarter.

**V. Program Challenges**

None

**VI. Customer Disputes**

None

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

*No party shall delay program commencement or preparation pending submission of or Commission action on these plans.*

Response:

The PY03 Statewide BOC program was kicked off after CPUC funding approval on April 17, 2003. The 2003 BOC training courses began in July 2003 except at PG&E, where two course series began in late June 2003.

D. 03-04-055, Ordering Paragraph 6 states:

*The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.*

Response:

SoCalGas will work together with other utilities to market their statewide programs. To the extent SoCalGas offers the same programs SoCalGas will advertise them together with the other utilities. SoCalGas's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 9, Building Operator Certification and Training Program states:

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

*9. Building Operator Certification and Training Program*

*The utilities offered Level I of the program in 2002. For 2003, the utilities propose to work with the program contractor to develop Level II, which would focus on enhanced energy savings strategies for building operators. The Commission fully supports this effort and encourages the utilities.*

Response:

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 9, during PY2003, SoCalGas is working with program contractors to develop Level II, which focuses on enhanced energy savings strategies for building operators.

# **Statewide Nonresidential New Construction Savings by Design Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Nonresidential New Construction Savings By Design Program**

**I. Program Overview**

The Savings By Design (SBD) program influences nonresidential building owners, tenants, and design teams to exceed current Title 24 standards (or industry standards for processes) by 10 percent or more for their new construction or renovation/remodel projects. SBD provides energy design education, design assistance, and cash incentives for all project types and sizes that meet the program's eligibility. SBD also leverages resources from industry relationships, strategic alliances, and other Public Goods Charge programs to accomplish the goals of energy savings, peak demand reductions, and long-term market change.

The program has three elements: the Whole-Building Approach, the Systems Approach, and education and outreach. The core strategy centers on an integrated design approach to optimize energy efficiency, known as the Whole-Building Approach. To include participants who would not normally consider a fully integrated design approach, the Systems Approach provides a simplified, performance-based method, which moves owners and design teams far beyond prescriptive approaches. Finally, program education and outreach strategies, focused on the successful Energy Design Resources (EDR) model, address market barriers by providing owners and designers with the information, education, and tools to help them make the best possible energy efficiency choices. All three elements support the California Energy Commission's (CEC) goals for market transition to the 2005 Title 24 code revision cycle.

The SBD program will continue to meet the California Public Utilities Commission's (Commission) goals and objectives for energy efficiency programs. SBD delivers cost-effective, permanent, and verifiable energy savings and peak demand reduction with long-term energy savings of between 16 and 20 years, far exceeding the Commission's minimum target of three years. Since 1999, the SBD program has involved thousands of participants and has worked with hundreds of projects and design teams. The program's innovative educational elements and implementation strategies have successfully overcome market barriers and failures.

**II. Program Summary**

In compliance with Decision (D.) 03-01-038, all first quarter accomplishments will apply toward 2003 program targets.

1. Total program budget \* = \$ 2,234,000  
Recorded Expenditures = \$1,033,498

\* The program budget has been adjusted to reflect the Commission's October 10, 2003, approval of SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

	Net Peak kW	Net kWh	Net Therms
Target	1651	8,554,703	111,976
Actual			
Systems	738	8,138,052	37,889
Whole Building	965	2,028,194	26,362
Total target	1,663	10,211,246	64,251
Committed			
Systems			
Whole Building			
Total Committed			
Total Actual and Committed (Recorded)	1,703	10,211,246	64,251

3. Total number of customers served

Projected: N/A

Actual: 126 projects are participating in the program and 66 potential project leads have been identified and followed up with owners and designers. Leads were entered into tracking system for qualifying projects. Year to date, 60 contracts have now been signed towards 2003 goals, 24 of which were signed during the 4th Quarter of 2003.

4. Projected and actual number of units:

Please refer to tables in the corresponding program workbook.

5. Total incentives paid = \$ 77,977

Total incentives committed = \$ 58,352

**III. Program Implementation Status**

1. Status of program delivery

The SBD program was rolled out to the public on Commission approval using agreed-to 2003 program rules. The program is on target and no major changes are anticipated.

2. Customer Enrollment

Copies of appropriate 2003 applications were sent to the Commission's Energy Division.

3. Workbook

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Please refer to workbook for details of program expenditures and program activities.

4. Training

Attendees	Category	Date	Location	Title	Delivery Method
24	Online courses (479,977 visits)	10/01/03-12/31/03	<a href="http://www.energydesignresources.com">www.energydesignresources.com</a>	Energy Design Resources Online Courses	Online
621	8 Classes/ Training/ Seminars	10/01/03-12/31/03	Energy Resource Center (ERC)	Energy Design Resources Classes on subjects including Preview of 2005 Title 24 Standards, LEED Intermediate Workshop and Building Commissioning Overview and Techniques	Lecture/ Classroom presentation

5. Marketing

List Pieces	Quantity Total Ordered	Method of Delivery	# w/Each Method 4th Quarter 2003
<b>SCG Specific Efforts</b>			
<b>SBD Brochure</b>	No additional copies ordered in 4 <sup>th</sup> Quarter	Customer Meetings Trade Shows Conferences	39 403
<b>SBD Fact Sheets</b>	No additional copies ordered in 4 <sup>th</sup> Quarter	Trade Show & Facility Manager's Show	35
<b>EDR Binders and CDs</b>	No additional copies ordered in 4 <sup>th</sup> Quarter	ERC training/seminars	45 CDs/Binders

- SBD maintains a statewide Web site at [www.savingsbydesign.com](http://www.savingsbydesign.com) that provides comprehensive program information, utility contacts, and a downloadable Participant Handbook outlining program policies and procedures as well as application guidelines.
- EDR, the educational and academic arm of SBD, maintains a comprehensive library of information and resources at [www.energydesignresources.com](http://www.energydesignresources.com), including electronic newsletters for the design community, freeware for design and financial analysis, and a series of American Institute of Architects (AIA) credited online courses.
- [www.socalgas.com](http://www.socalgas.com) features pages describing SBD that direct customers to program contacts and provide external links to the Statewide Web site for more information.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

6. Hard-to-Reach

SBD targets geographically hard-to-reach customers. The program identified the goal as a 25% increase over the percentage of participating projects from geographically hard-to-reach customers as identified in 2002. This means SBD program will increase the number of projects from HTR geographical areas to a 7.8% participation rate in 2003.

Through December 31, 2003, two projects that qualify as hard-to-reach under this definition were committed exceeding the 2003 goal.

**IV. Program Accomplishments**

4<sup>th</sup> Quarter accomplishments include:

Statewide

- SBD participated in the American Institute of Architects, California Council (AIACC) fall meeting at Squaw Valley in an effort reinforce AIACC support for integrated design principles.
- Savings By Design program management met with key personnel from the University of California, Office of the President (UCOP) to establish working practices for implementing the new UCOP directive mandating green buildings and clean energy including participation in the Savings By Design Program.
- SBD continued support for the development of the California Commissioning Collaborative as well as supporting ongoing Collaborative for High Performance Schools (CHPS) efforts with individual school districts
- Began developing the SBD outdoor lighting program element that would provide incentives for outdoor lighting that will be based upon the 2005 Title 24 Building Energy Standards.
- SBD's Web site attracted over 3,782 fourth quarter visits, 2,825 unique visitors, and 182,707 hits during the fourth quarter.
- EDR's Web site attracted 12,814 visits; 9,654 unique visitors; and 479,977 hits in the fourth quarter.

**SoCalGas Specific Accomplishments**

- Greening of Los Angeles Event: Attended the event where contacts were made with various "green" customers, agencies and organizations. Discussions were held on how SBD could assist them in achieving their "green" goals.
- Department of the Navy, Lemoore NAS: Presented various measures that could be used to increase the energy efficiency in the construction of new and renovated

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Navy facilities that included an above-Title 24 minimum requirement and commissioning.

- Los Angeles Chamber of Commerce: (Downtown LA)—The SoCalGas SBD team attended the Construction Industry Awards Luncheon where several Savings By Design customers and design teams were in attendance.
- 2003 Achievements:
  - SBD added five new staff members in 2003. This proved to be a key contributor towards the program's ability to achieve its goals. With only six months experience of working together the SBD team exceeded its electricity savings goals by 41% while expending 99.9% of its total budget.
  - The SBD team significantly enhanced its relationships with substantial customer groups such as the City of Los Angeles, Los Angeles Unified School District, Los Angeles Community College District, as well as forged new ones with organizations like Imperial Irrigation District. Coordination with design teams like Perkins & Will and Aurup has proven to be successful in obtaining optimal energy efficiency for our customer's projects.

**V. Program Challenges**

None.

**VI. Customer Disputes**

None.

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

*"No party shall delay program commencement or preparation pending submission of or Commission action on these plans."*

Response:

SoCalGas' 2003 program commencement and preparation were not delayed pending submission of or Commission action on these plans.

D. 03-04-055, Ordering Paragraph 6 states:

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

*“The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.”*

Response:

SoCalGas is working together with other utilities to market its statewide programs. To the extent SoCalGas offers the same programs, SoCalGas will advertise them together with the other utilities. SoCalGas’ Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. SoCalGas will focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

D. 03-04-055, Ordering Paragraph 13 states:

*“A utility shall not increase the dollar amounts of individual customer incentives above those approved in this decision and as filed in their approved Program Implementation Plans without securing first notifying all parties to this proceeding electronically and receiving approval from designated Commission staff, consistent with this order. A utility may lower customer incentives by notifying designated Commission staff and the service list of this proceeding. Increases to customer incentive amounts must be approved in advance by designated Commission staff following 20-day notice to staff and the service list of this proceeding.”*

Response:

SoCalGas will not increase the dollar amounts of individual customer incentives above those approved in this decision and as filed in their approved Program Implementation Plans without first notifying all parties to this proceeding electronically and securing approval from designated Commission staff consistent with Ordering Paragraph 13 of D. 03-04-055. For increases to customer incentive amounts, SoCalGas will secure approval in advance by designated Commission staff following 20-day notice to staff and the service list of this proceeding.

SoCalGas will lower customer incentives by notifying designated Commission staff and the service list of this proceeding.

## **Statewide Crosscutting Education and Training Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Education and Training Program**

**I. Program Overview**

The statewide Energy Efficiency Education and Training program continues to be offered in the service areas of Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), San Diego Gas & Electric Company (SDG&E), and Southern California Gas Company (SoCalGas). Overall, the program promotes energy efficiency to a variety of customer segments through energy centers (physical and virtual) and other informational programs.

The educational and information efforts of the energy centers and of SDG&E cover a broad spectrum of market actors including customers, midstream actors such as the design, engineering and contracting communities, and upstream market actors. The motivations to make use of education and training services include reducing operational costs, increasing productivity and profitability, and designing more efficient new buildings.

**II. Program Summary**

1. Total program budget

<b>2003</b>	<b>Amount</b>
Authorized Budget	\$1,909,000
Fundshift	if applicable
Revised Authorized Budget	if applicable
Program Expenditures (includes program commitments)*	\$1,859,289

\*Expenditures to date (including program commitments) = [actual + committed thru Dec. 31, 2003]

2. Total net demand reduction and energy savings:

	<b>Net kW*</b>	<b>Net kWh</b>
<b>Projected</b>	Per decision	Per decision
<b>Actual</b>	N/A	N/A
<b>Committed</b>	N/A	N/A
<b>Total Recorded</b>	N/A	N/A

3. Total number of customers served:

Projected: 137 Seminars

Actual YTD: 179

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

5. Total rebate (\$) paid:  
Not applicable to this program.

**III. Program Implementation Status**

1. Status of program delivery  
No changes were made to the program implementation plan.
2. Customer Enrollment  
Two blank copies of the program application forms were sent to the Commission's Energy Division.
3. Workbook  
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training  
59 seminars were conducted during the 4<sup>th</sup> Quarter.

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
11/18/03	Energy Pro Training: Envelope/Lighting/Windows - Explore advanced envelope design options, lighting analysis basics, the proper application of advanced fixture technologies to energy-efficient designs, and how cost-effective lighting designs can maximize potential energy-efficiency incentives. Learn about new fenestration requirements, and how to select windows for maximum energy efficiency and comfort.	21
11/19/03	Energy Pro Training: Mechanical - state-certified energy modeling software, to model mechanical system designs in commercial buildings and to document Title 24 compliance. Learn how easy it can be to integrate mechanical, lighting and envelope designs for peak energy efficiency performance.	25
11/19/03	Energy Pro Training Advanced - state-certified energy modeling software, to produce energy-efficient designs that perform better than the minimum Title 24 energy standards. Get hands-on experience in modeling and upgrading envelope, lighting and mechanical designs to maximize potential energy-efficiency incentives. Practice estimating utility	14

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
	energy costs, simple paybacks and life cycle costs.	
10/23/03	Building Operator Certification Class #103A - Training for operators of medium and large commercial/industrial buildings to identify and implement energy savings opportunities as an integral part of their operations and maintenance activities.	22
10/16/03 11/12/03 12/3/03	ACCA Manual "J" Training (various locations) – load calculations, equipment selection. Part of the Residential New Construction Title 24 Training Series.	77
10/1/03 10/17/03 11/13/03 12/4/03	ACCA Manual "D" Intro Residential Duct Design (various locations) – designing residential duct systems. Part of the Residential New Construction Title 24 Training Series.	88
10/2/03 11/20/03	Advanced ACCA Manual "D" (various locations) – advanced duct design topics, including training on use of computer software to generate load calculations and equipment selection. Part of the Residential New Construction Title 24 Training Series.	12
10/7/03 11/4/03 12/2/03	Combustion Seminar (various locations) - This seminar provides basic knowledge of gas, gas equipment, combustion and air quality guidelines and the safe and efficient use of gas-fired equipment while focusing on energy efficiency and conservation.	35
11/5/03	LEED Intermediate Workshop - This workshop will cover an introduction to green building design benefits and strategies and an intermediate-level technical review of each point in the LEED Green Building Rating System which requires energy efficiency in all LEED certified buildings.	78
11/24/03	Building Operator Certification Class #104 -Training for operators of medium and large commercial/industrial buildings to identify and implement energy savings opportunities as an integral part of their operations and maintenance activities.	22

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
10/28/03 10/29/03	CHPS High Performance Schools Workshop (various locations) – daylighting design and student productivity, high performance lighting and HVAC systems, sustainable site planning and materials and available tools for school districts and their design teams	81
10/8/03 11/17/03 11/18/03	HVAC System Air Flow/Pressure Static Diagnostics (various locations) - A hands-on class utilizing full-size horizontal HVAC system to measure airflow, static pressure and amperage under various system configurations to optimize energy efficiency performance.	55
10/17/03	Combined Hydronic System Sizing Guidelines (ERC) – review of GRI guidelines for sizing of combo systems for operational and energy efficiency. Part of the Residential New Construction Title 24 Training Series.	12
10/21/03	L.A. Steam Operator Training – comprehensive course provides overview of boiler maintenance and operation for peak efficiency in preparation for the L.A. Steam Operating Engineers License Examination.	42
10/15/03	Managing Your Title V Permit – Issuance and maintenance of air quality permit. Maximized operations increase efficiency and reduction of air pollutants.	20
12/17/03	Building Operator Certification Class # 105 -Training for operators of medium and large commercial/industrial buildings to identify and implement energy savings opportunities as an integral part of their operations and maintenance activities.	18
11/19/03	T24 Residential Zoning (Various locations)- Review equipment options and methodologies for residentially zoned systems. Discussion will include load calculations for each zone and how to determine the required components, as well as application and sizing of bypass ducts for designing energy efficient	6

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
	systems.	
10/22/03	Air Compression Seminar - Learn now the latest energy-efficient technologies and strategies can help reduce your operating costs while increasing system reliability.	31
10/3/03 10/15/03 10/21/03 11/17/03 12/2/03	Residential Energy Standards and High Performance Ducts - Oriented toward builders, HVAC contractors and engineers, this class will review changes to the Residential Energy Standards and will include a hands-on demonstration of duct system testing to optimize energy efficiency performance that HVAC contractors and builders will be using under the AB 970 standards.	130
10/2/03 10/7/03	Costco District Managers Seminar - This seminar provided Costco's district managers with up to date information on energy efficiency practices and guidelines in managing their food service operations. Included was a tour of the Food Service Equipment Center and the newly completed Ventilation and Bakery Lab.	61
10/1/03	Soil & Groundwater Remediation - This seminar offers the opportunity to find out how to address soil remediation problems involving perchlorate, MTBE, hexavalent chromium and other compounds. Discussion will cover the issues and regulations that stem from these compounds as well as explain the technologies that can help you deal with them	121
10/2/03	Understanding Boiler Basics - Owners and operators of boilers will receive an explanation of boiler controls, interlocks safeties and combustion air requirements. They will also be presented with techniques which may help improve boiler and distribution system efficiencies as well as energy efficiency. Air quality and boiler operation guidelines will also be discussed.	38

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
10/14/03	Turning Green Into Gold - This seminar is presented in partnership with The Gas Company's Savings By Design program and analyzes the return-on-investment for green buildings, demonstrating that while building green enhances the aesthetic look of a structure and improves worker productivity. It also means the potential for a 40% energy costs savings or more. With clients demanding more value for their money, this seminar will show that sustainability is not a frill but a competitive tool.	59
10/15/03	Advanced Moisture, Mold & The Building Envelope - Learn about moisture management for steel stud walls, specifying clear water repellents for concrete masonry & natural stone. Learn about what causes mold, how a commercial building works, and tools for designing better walls. Learn also about mold and how it's related to roofing and what the industry is doing. Mold growth in buildings is suspected to cause illness and greatly diminish energy efficiency.	74
10/17/03	Using LEED with Green Interior Design - This event is presented in partnership with The Gas Company's Savings By Design program. The conference will assist interior design students and design professionals in understanding what is sustainable or green interior design and how the LEED green building rating system helps to measure green building projects and make them healthier, more comfortable buildings. The expo will assist both audiences in understanding what makes a material "green" and what products are available for the LEED project.	188
11/5/03 11/12/03	Gas Heating - This course is specifically designed to review gas heating components and system operation. Trouble shooting techniques are discussed. Efficient operation of gas heating system is key to energy efficiency and energy conservation. Co-sponsored by The Institute of Heating and Air Conditioning Industries, Inc. (IHACI)	138

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
11/6/03	High Efficiency HVAC Troubleshooting - This class primarily utilizes open discussion to cover the "who, what, where, when, and how" for troubleshooting residential heating, cooling, and air distribution systems.	14
11/6/03	CEPE Training/Testing - Class Purpose - To instruct individuals to have technical as well as a working knowledge of the California State Residential and/or Non-Residential Energy Standards and demonstrating such by successfully passing a comprehensive exam based on these standards.	11
11/7/03	EnergyPro Workshop – Residential instruction on latest version of "EnergyPro", the popular software designed to document Residential Title 24 energy efficiency compliance.	23
12/11/03	LEED Advanced Workshop - Brought to you by The Gas Company's Savings By Design program and the U.S. Green Building Council Los Angeles Chapter. This full-day workshop provides in-depth instruction and hands on exercises to prepare design and construction professionals for pursuing LEED project certification by building on their knowledge of the LEED Rating System criteria, tools and resources.	45
12/16/03	Preview of 2005 Title 24 Nonresidential Standards - In partnership with the Savings By Design program, is offering this workshop to discuss the future of commercial new construction in California by previewing the proposed 2005 Title 24 standards for energy efficiency. The state adopted the updated standards on September 1, 2003. Implementation is scheduled for 2005. Learn how these changes will affect your commercial new construction projects.	53
10/7/03	Pastry Chef Stanton Ho's "Sweet Success – Considered a master craftsman in the culinary arts of patisserie, chocolate, ice carving and pulled and blown sugar. This world-renowned expert creates Sweet Success using some of the most up-to-date, energy efficient equipment and technology available.	152

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
10/15/03	Culinary Connections – Braising Pans & Kettles are both great for making wonderful tasting soups and sauces with little effort. Their ample size makes them excellent, energy efficient additions to the equipment of large facilities. Learn more about the many features and accessories for these versatile tools.	7
10/27/03	Dietetic Internship Coalition Seminar - Sixty dietetic interns from throughout southern California met at the FSEC to for a detailed tour through the center's unique kitchen and new Ventilation and Baking Lab, and to learn about the latest technological developments in energy efficient gas-fired commercial kitchen equipment.	49
11/12/03	Culinary Connections – Cooking with Steam – This great method has been gaining popularity once again as a health-conscious cooks are sidelining frying pans and roasting trays in favor of the steamer. Excellent for a wide variety of foods, steam cooking is not only quick and energy efficient, but can also preserve many of the nutrients often lost through other cooking methods.	9
11/13/03	Clearing the Air Via Venting – Find out where design makes the difference. Learn about new and improved kitchen ventilation concepts designed to improve air quality and reduce system costs and learn how to design and install a more effective system for today’s food service operators.	52
11/13/03	Advanced Ventilation System Seminar - This seminar follows in the wake of the "Clearing the Air Via Venting" session, held earlier the same day.  This seminar will give attendees hands-on equipment demonstrations and briefings by experts from the following participating energy efficient ventilation system manufacturers: Captive Air; Exhusto; Gaylord; Greenheck; Melink; Spring Air; and VentMaster.	49

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Class/Description</b>	<b>Attendees</b>
12/3/03	Ho-Ho Holiday Baking Seminar – Learn about energy –efficient convection ovens while you bake an assortment of cookies sponsored by Hope’s Cookies and Chef Craig Smith will share helpful baking techniques for holiday pies.	149

**5. Marketing**

During the fourth quarter of 2003, 11 flyers have been printed and distributed through direct mail or e-mail for a variety of energy efficiency seminars and workshops. About 17,400 flyers were printed with more than 15,186 distributed by direct mail alone. More than 15,296 customers received flyers distributed via e-mail. 10,000 ERC quarterly events calendars were also printed and distributed in the fourth quarter. Please refer to the corresponding program workbook for details of fourth quarter activities.

The ERC’s website contains information about the training facilities and courses available, and can be accessed through the link below:

[http://www.socalgas.com/business/resource\\_center/erc\\_home.shtml](http://www.socalgas.com/business/resource_center/erc_home.shtml)

[www.energyefficiencycenter.com](http://www.energyefficiencycenter.com)

**6. Hard to Reach**

Fourth quarter HTR accomplishments will apply toward 2003 targets. For 2003, SoCalGas proposed to target 40 energy efficiency events to hard to reach customers.

During the fourth quarter of 2003, SoCalGas has provided 37 events for the hard to reach markets.

**IV. Program Accomplishments**

In 2003, the program continued to offer seminars/workshops focused on promoting energy efficiency to customers. In support of this activity, SoCalGas proposed that it would conduct 137 seminars/workshops during 2003. During the fourth quarter of 2003, SoCalGas conducted 59 such seminars or workshops.

**V. Program Challenges**

None

**VI. Customer Disputes**

None

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**VII. Compliance Items**

There is no new California Public Utilities Commission regulatory compliance items directly related to this program.

## **Statewide Crosscutting Emerging Technologies Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Emerging Technologies**

**I. Program Overview**

Southern California Gas Company's (SoCalGas) Statewide Emerging Technologies (ET) program is an information-only program that seeks to accelerate the introduction of energy efficient technologies, applications, and analytical tools that are not widely adopted in California. The program addresses all market segments, and is composed of two parts: Demonstration & Information Transfer, and the Emerging Technologies Coordinating Council (ETCC). The program's assessment activities focus on near commercial and commercial energy efficient applications with low market penetration. The projects help to measure, verify, analyze, and document the potential energy savings and demand reduction of specific applications in different market segments. Information Transfer efforts disseminate project results, and are often quite customized to the targeted markets. The ETCC is a statewide information exchange and coordination effort between the investor owned utilities (IOUs) and the California Energy Commission's (CEC) Public Interest Energy Research (PIER) program. Program efforts to select technology applications for assessment projects include working with PIER as well as, but not limited to, members of the research and design communities, manufacturers, energy efficiency advocates, customer groups, universities, professional societies, national laboratories, government agencies, engineering firms, and industry and trade groups.

**II. Program Summary**

1. Total program budget = \$779,000

Program Expenditures = \$ 651,286

\* The program budget has been adjusted to reflect the Commission's October 10, 2003, approval of SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to provide energy savings targets.

3. Total number of customers served:

**Projected:** The program will initiate a limited number of customer site demonstration projects in 2003, since not all emerging technology assessments require customer site testing and multiple assessments may be performed at a single customer site. As a target, we anticipated six new customer site demonstrations would be initiated by year-end.

**Actual:** SoCalGas initiated eight Emerging Technology Application Assessments during PY2003.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

4. Projected and actual number of units:  
Not applicable.
5. Total rebate (\$) paid:  
The program does not provide customer rebates.

**III. Program Implementation Status**

1. Status of program delivery

The program staff is pursuing new ET application assessments, and coordinating activities with the California IOUs and the CEC PIER program through the ETCC. Program staff provided SoCalGas' energy efficiency program managers supporting information on emerging technologies that might be added into the 2004 energy efficiency programs.

2. Customer Enrollment

The program does not use application forms to enlist customers in the program. Due to the nature of the program and the limited number of customer site demonstrations, customized agreements are negotiated with each customer for each project.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

The program neither sponsored nor conducted any training during the fourth quarter.

5. Marketing

The program did not engage in any marketing activities during the quarter.

6. Hard-to-Reach

The program does not have specific goals for the hard-to-reach market segments. In general, the information the program generates through its demonstration activities tends to benefit all customers. One of the objectives of an ET program is to explore the application a new technology has in various market segments in an effort to characterize the widest possible deployment opportunities. Thus, the program seeks opportunities to host appropriate demonstration projects at hard-to-reach customer sites.

**IV. Program Accomplishments**

ETCC Activities

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- The ETCC was unable to meet during the fourth quarter, but a meeting has been scheduled for early January 2004 at PG&E's Energy Center.

ET Database Updates

Each member updated the database by the close of the fourth quarter.

*Emerging Technology Application Assessments*

SoCalGas has initiated eight Emerging Technology Application Assessments during PY2003. They cover a wide range of technologies and market segments:

- **Bowman Microturbine – Combined Heat and Power (CHP) Application.** This project will investigate the gain in overall system energy efficiency where heat is recovered from 3 Bowman 80KW microturbines that provide a fraction of plant power needs and the heat is used to preheat combustion air for the gas burner group of a production brick kiln.
- **Forced Internal Recirculation (FIR) Burner Demo 350 HP Boiler.** A customer application of a new Johnston Boiler featuring this new burner is one of several anticipated projects related to advanced, low NO<sub>x</sub> burner technology. This particular evaluation is expected to begin providing data by early 2004. Emissions levels are expected to be the lowest ever seen for a simple burner system approach that maintains high boiler efficiency. The CEC contributed to the development of the technology by GTI.
- **Performance and Continuous Recommissioning Analysis Tool (PACRAT) Demonstrations.** Three separate agreements have evolved with USC Campus Facility management, Cedars Sinai Hospital, and UC Santa Barbara. The objective of these projects is an evaluation of the effectiveness of PACRAT in identifying and diagnosing failures and inefficient performance of chiller/heater system elements in multiple buildings on each campus. Results are expected by the end of 2004.
- **Miele Aqueous Cleaning System.** This project supports our collaboration with Occidental College and SCE to investigate the energy impacts of change over to alternatives to 'dry' professional garment care systems. This is an advanced water-based system from Germany that merits investigation as the highest efficiency alternative. Several other stores will be evaluated in PY2004-05 to confirm very encouraging initial results.
- **Nishiyodo Adsorption Chiller – CHP heat recovery.** This project resulted from the customer's choice of a novel heat recovery option for their power cogeneration system. SoCalGas is evaluating the performance of the 185 RT silica gel-based chiller from heat recovered from a 3-engine power generation system

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

producing ~ 1 MW. The system seems reliable, but has yet to be tested at capacity. Additional tests are planned for 2004.

- **Advanced Thermal Oxidizer – Printer VOC Destruction.** Printers typically capture the fugitive VOC emissions from the drying inks used in press-specific thermal oxidizers. This project at a printer in Los Alamitos is designed to centralize and optimize the regenerative thermal oxidizer system to achieve maximum overall natural gas savings compared with the old system. The system was commissioned in late 2003. Tests will be run throughout 2004.
- **Lean Burn Engine (Westport/Cummins) Demonstration.** This collaboration of Westport Innovations and Cummins Engine has resulted in a 1.5 MW lean burn engine, sited at the Anaheim Convention Center and managed by the city of Anaheim, fired with 90-95% natural gas and co-fired with diesel fuel. It is controlled in a way to produce very low emissions and high overall efficiency. This project is one of several emerging lean burn engine technologies we expect to test in the coming years that take shaft hp efficiency from 30-34% to 42%+. We hope to learn with Anaheim how stable and durable this particular system is.
- **Bio-fuel / natural gas blend for Microturbine-CHP.** SoCalGas is collaborating with Cal Poly SLO investigating the effectiveness of blending natural gas produced by lagooning dairy cow waste with commercial natural gas fuel to optimize bio-gas use, but also stabilize power output and system performance. We expect preliminary results by mid-2004.

Several technology assessments and other activities and studies begun in prior years are on-going and include:

- Capstone Microturbine performance (single and clusters)
- Engines with heat recovery in various applications
- Infrared gas burners for powder coating curing and plastic shaping
- Ventilation Lab for Commercial Kitchen ‘Make-up’ Air design workshops
- Solar Photovoltaic Panel Demonstration at the ERC
- Energy efficiency gains due to ‘Recommissioning’ a LEED Building

SoCalGas ET staff continues to work to identify and initiate additional assessment projects moving into PY 2004 in the following emerging technologies areas:

- Infrared burners for various applications,
- Advanced engine controls for pollution control and efficiency improvements,

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- New 'lean burn' engines demonstrating 40% shaft efficiency,
- New prime movers coming to market such as stirling engines,
- Additional low NOx, high efficiency boiler burner alternatives,
- Opportunities to study new software and sensors to accomplish continuous building energy monitoring and diagnostics,
- Energy impacts of changing from perchloro-ethylene 'dry' cleaner technology to aqueous, *Green Earth*<sup>TM</sup>, CO<sub>2</sub> or petroleum solvent based alternatives, and
- Assessments of the performance of heat recovered engines in air compression and refrigeration applications.

**V. Program Challenges**

There were no specific program challenges during the fourth quarter.

**VI. Customer Disputes**

There were no customer disputes during the fourth quarter.

**VII. Compliance Items**

Based on Decision D.03-04-055, there is no California Public Utilities Commission regulatory compliance item directly related to this program.

## **Statewide Crosscutting Codes & Standards Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Statewide Crosscutting Codes and Standards Program**

**I. Program Overview**

Southern California Gas Company's (SoCalGas) Statewide Codes and Standards (C&S) Advocacy program promotes enhancements to, and enforcement of, energy efficiency standards and codes. Codes and Standards Enhancement (CASE) studies are performed for promising design practices and technologies. The study results are presented to standards and code-setting bodies during the public rulemaking process to encourage adoption of energy efficiency measures. Expert witness testimony and additional analysis are provided throughout the rulemaking process as needed. Enforcement activities include participation in development of standards documents and strategic education efforts.

**II. Program Summary**

In compliance with Decision (D.) 03-01-038, all first accomplishments will apply toward 2003 program targets.

1. Total program budget = \$150,000 \*  
Expenditures for the year = \$ 109,703

\* The program budget has been adjusted to reflect the Commission's October 10, 2003, approval of SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings:

Categorized as an information program consistent with the California Public Utilities Commission's 2002 Energy Efficiency Policy Manual, energy savings are not applicable to this program.

3. Total number of customers served:

The Statewide C&S program focuses on upgrades and enhancements in the energy efficiency standards and codes thereby benefiting all Californians.

4. Projected and actual number of units:

Not applicable to this information program.

5. Total rebate (\$) paid:

Not applicable to this information program.

**III. Program Implementation Status**

1. Status of program delivery

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

Program approval was received on April 17, 2003, and no program changes have been made since then.

2. Customer Enrollment

Due to the nature of the program, there are no customer enrollment forms.

3. Workbook

Please refer to the program workbook for details of program expenditures and program activities.

4. Training

Customer training is typically not conducted due to the nature of the program. However, there are numerous workshops associated with codes and standards advocacy. These workshops are listed under the Program Accomplishments section shown below.

5. Marketing

The program did not conduct any marketing activities in the fourth quarter of 2003.

6. Hard-to-Reach

C&S activities support hard-to-reach market segments by advocating cost effective code enhancements that promote energy efficiency for all building types and appliances included in the California standards.

**IV. Program Accomplishments**

Participated in workshops and business on dates listed below. Performed advocacy for code enhancements in the subject area addressed at each workshop.

10/08/03	Represented SoCalGas at the California Energy Commission (CEC) for Title 24 15-day language for 2005 standards
10/15/03	Represented SoCalGas at CEC AB 549 workshop on energy efficiency standards in existing buildings
11/05/03	Represented SoCalGas at CEC Title 24 adoption hearing for 2005 standards

During the third/fourth quarters, SoCalGas completed work on one CASE study, "Gas Cooling Compliance Options for Residential and Non-Residential Buildings."

**V. Program Challenges**

None encountered to date.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**VI. Customer Disputes**

None.

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-01-038, Ordering Paragraph 3, states:

*“To prevent service disruption, we authorize the IOUs whose programs will expire at the end of 2002 to continue those programs through March 31, 2003, using Public Goods Charge collections from that period, in the amounts set forth in the body of this decision. If the Commission issues a decision on 2003 program applications prior to that time, this “bridge funding” shall expire upon issuance of that decision. If the IOUs incur expenses in 2003 before the Commission issues this decision, they should track those expenses and account for such expenses in their reports to the Commission on first quarter 2003 program results. The IOUs can request recovery of these expenditures through their respective PGC energy efficiency balancing accounts.”*

Response:

The IOUs continued the 2002 programs through March 31, 2003. Expenses prior to the issuance of the decision and bridge funding expenditures through March 31, 2003 are reported in each program’s text and Workbook.

Decision 03-01-038, Ordering Paragraph 4, states:

*“The IOUs shall include the program accomplishments achieved during the bridge funding period toward the cumulative goals of their 2003 programs.”*

Response:

All accomplishments during the bridge funding period will be included toward the cumulative goals of the 2003 programs.

Decision 03-03-028, Ordering Paragraph 1, states:

*“To prevent program disruption, we authorize the utilities whose programs expire at the end of 2002 to continue those programs beyond March 31, 2003, using Public Goods Charge collections from associated periods, in the amounts set forth in the body of this decision.”*

Response:

The IOUs continued the 2002 programs beyond March 31, 2003.

Decision 03-03-028, Ordering Paragraph 2, states:

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

*“The utilities are hereby authorized additional bridge funding at a level of 7% a month against the total 2003 utility funding amounts set forth in Decision (D.) 03-01-038 so that the bridge funding, plus funding for new 2003 programs, equal the total amounts described in D. 03-01-038.”*

Response:

The IOUs continued the 2002 programs using the additional bridge funding at the level specified.

Decision 03-04-055, Ordering Paragraph 3, states:

*“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”*

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6, states:

*“The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.”*

Response:

SoCalGas will work together with other utilities to market their statewide programs. To the extent SoCalGas offers the same programs, SoCalGas will advertise them together with the other utilities. SoCalGas' Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

## **Local Nonresidential Financial Incentives Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Nonresidential Financial Incentives Program**

**I. Program Overview**

The Nonresidential Financial Incentives program (NRFIP) is a local program focusing on small to medium nonresidential (commercial and industrial) gas customers. The program includes technical support, education, training, outreach, contractor referral, bulk procurement, prescriptive rebates and incentives.

The Nonresidential Financial Incentives program comprises three program elements:

- The “Purchase-Apply-Receive Rebate” (PARR) prescriptive rebate element is targeted to the very small, small and medium nonresidential core schedule market segments. The primary focus is prescriptive measures for foodservice type equipment.
- The “Nonresidential Equipment Replacement “ (NRER) incentive element is also targeted to the small and medium nonresidential core schedule market segments. This element is limited to “kind-for-kind” replacement of old, inefficient commercial or industrial end-use gas-fired technology with higher efficiency alternatives.
- The “Nonresidential Energy Conservation” (NREC) incentive element is also targeted to the small and medium nonresidential core schedule market segments. This element provides qualified customers with a financial incentive to implement comprehensive energy saving commercial building envelope or industrial process changes on a unique, site specific, “case-by-case” basis.

**II. Program Summary**

Please note that the results in this section are preliminary and will be updated in the 2003 Energy Efficiency Annual Report.

1. Total program budget = \$1,121,000 \*

Expenditures to date = \$ 1,097,086

\* The program budget has been adjusted to reflect the October 10, 2003 Commission's approval regarding SoCalGas' Motion to replace funds inadvertently removed from SoCalGas' PY 2003 statewide and local program budgets in D.03-04-055.

2. Total net demand reduction and energy savings

	<b>Net Peak kW</b>	<b>Net kWh</b>	<b>Net Therms</b>
<b>Target</b>	N/A	N/A	1,453,639
<b>Actual</b>	N/A	N/A	2,914,440
<b>Committed **</b>	N/A	N/A	0
<b>Total Actual and Committed (Recorded)</b>	N/A	N/A	2,914,440

\*\* Not accounted for in Excel workbook



**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>List Pieces</b>	<b>Quantity</b>	<b>Method of Delivery</b>	<b># w/Method</b>
		mailing list	
2003 Energy Efficiency Programs and Services for Business Customers	2,052	US Mail E-Mail Hand Delivered Fax	1,729 110 155 58
2003 Energy Efficiency Programs and Services for Business Customers	500	US Mail and E-Mail	500
Equipment and Efficiency Rebates and Incentives are Back for a Limited Time Only Mailer/Brochure	700	US Mailed, E-mail and Hand delivered	700
Letter Explaining Program	1000	US Mail/Fax	1000
Summer Barbeque Vendor Mixer and Seminar Survey & Evaluation	150	US Mail and E-Mail	150
Flyer on Food Service Equipment Center "Rebate Program Update 2003"	50	E-Mail and US Mail	50

- <http://www.socalgas.com/> - Southern California Gas Company's Web home page.
- [http://www.socalgas.com/business/cash\\_for\\_you/parr.shtml](http://www.socalgas.com/business/cash_for_you/parr.shtml) – Southern California Gas' PARR rebate element of the NRFIP local program for commercial foodservice Web site page.
- [http://www.socalgas.com/business/cash\\_for\\_you/ic\\_home.shtml](http://www.socalgas.com/business/cash_for_you/ic_home.shtml) – SoCalGas's NRER and NREC incentive elements of the NRFIP local program for very small to medium commercial and industrial customers Web site page.

6. Hard to Reach

SoCalGas' Nonresidential Financial Incentives local program was not filed with a formal hard to reach target nor did D. 02-05-046 specify a hard to reach target. SoCalGas remains committed to outreach to hard-to-reach customers in this program.

**IV. Program Accomplishments**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

SoCalGas continued to rely on their Account Executives to promote this program to nonresidential customers. Other promotional and delivery vehicles included participation in trade shows, seminars, outreach, and program information on the SoCalGas website.

SoCalGas' NRFIP and Nonresidential Audit programs continued to closely coordinate activities to increase customer participation in both programs. Audit participants are informed about the NRFIP rebate opportunities.

**V. Program Challenges**

None

**VI. Customer Disputes**

None

**VII. Compliance Items**

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

*No party shall delay program commencement or preparation pending submission of or Commission action on these plans.*

Response:

The PY03 local Nonresidential Financial Incentive program was kicked off after CPUC funding approval on April 17, 2003.

## **Local Diverse Markets Outreach Program**

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**Program Title: Diverse Market Outreach Program (DMOP)**

**I. Program Overview**

The DMOP program is a crosscutting, multi-lingual, multi-cultural, marketing and outreach program that provides residential and business customers with information about the breadth of energy efficiency resources available to improve the energy efficiency of their homes and businesses. The program promotes the full range of SoCalGas energy efficiency programs as well as other investor owned utility and municipal utility programs, third party energy efficiency programs and energy efficiency financing and funding resources. Through DMOP, information is provided to customers in a variety of languages, including Spanish, Chinese, Vietnamese and Korean. DMOP also supports the SoCalGas residential Call Center staff and nonresidential Energy Efficiency InfoCenter (Help Desk) staff by providing information they can relay to customers seeking energy efficiency advice. A new market segment that was targeted in the third quarter was non-profit organizations and the accompanying new program materials were launched.

**II. Program Summary**

1. Total approved program budget = \$1,222,000\*

Recorded Expenditures = \$ 1,100,962

(Recorded Expenditures = expenditures + commitments)

*\* The program budget has been revised, per ALJ Malcolm's October 10, 2003 ruling, granting replacement of EM&V funds, effectively modifying D.03-04-055 approved DMOP budget to be consistent with the forecast budget.*

2. Total net demand reduction and energy savings

*Not applicable for this information program.*

3. Total number of customers reached

Projected: Commercial: 40,000

Residential: 200,000

Actual Fourth Quarter: Commercial: 8,123

Residential: 444,000

4. Total rebate (\$) paid:

*Not applicable for this information program.*

**III. Program Implementation Status**

1. Status of program delivery

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

No changes from the approved implementation plan as filed on November 4, 2002 and approved on April 17, 2003 in D.03-04-055.

2. Customer Enrollment

*Not applicable.*

3. Workbook

*Please refer to the program workbook for details of program expenditures and program activities.*

4. Training

All internal training for the Residential and Commercial and Industrial DMOP programs were conducted in Q1, Q2; and Q3.

5. Communications and Outreach

The Communication and Outreach effort is a two pronged effort utilizing Mass Market and Direct Outreach techniques.

**Mass Market efforts during the fourth quarter included:**

**A. On-line Workshop**

The “*Clean Profits – Dry Cleaning and Coin-Operated Laundry Workshop*”, an on-line workshop targeting small dry cleaning and coin-operated laundry customers was launched during the third quarter. This is an online workshop designed to help Dry Cleaning and Coin-Operated Laundry customers cut their costs through energy efficiency. The workshop went live in December, and can be accessed directly from the SoCalGas Business web page (direct access at [www.cleanprofit.org](http://www.cleanprofit.org)).

**B. Seminar Series**

“Exitto Empresarial”, a series of Spanish language seminars, was co-funded with “La Opinion,” the Spanish language newspaper. The five-part seminars are designed to equip aspiring business owners with the knowledge skills and resources they need to start and build a successful business. As a sponsor of this grass roots program SoCalGas will run advertorials promoting SoCalGas’ *Energy Savings Finder* (on-line energy efficiency audit) and other nonresidential energy efficiency rebate programs.

**C. Direct Mail**

Certain components of the *Business Information Packet* were updated as follows:

- Cover Letter (Attachment A)
- Commercial & Industrial Energy Saving Tips (Attachment B)

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

- DMOP Program listing guide for business customers of the Gas Company (Attachment C)
- DMOP Program listing guide for business customers of Los Angeles Department of Water and Power (Attachment D)
- DMOP Program listing guide for business customers of Southern California Edison (Attachment E)

7,939 customized Business Information Packets were mailed to customers during the 4th quarter. These were distributed through referrals created by the Energy Efficiency InfoCenter, the Nonresidential Audit Program, MEW and other program referrals. This brings the total to 11,644 for PY2003, surpassing our goal of 10,000.

**Direct Outreach efforts during the third quarter included:**

**A. Community Events**

SoCalGas sponsored and staffed booths at 18 community events during the fourth quarter, reaching approximately 11,000 customers. At multi-cultural events, bi-lingual booth staffers distributed in-language and English program materials and answered questions about energy efficiency programs.

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Attendance</b>
Oct. 10, 2003	Community Issues Forum "The Greening of LA"	Los Angeles	100
Oct. 18, 2003	Maywood Arts and Crafts Fair	Maywood, CA	100
Oct 21-22, 2003	Latin Business Expo	Los Angeles	6000
Oct. 23, 2003	Los Angeles Area Hotel and Lodging Association Luncheon (LAAHLA) (Board meeting)	Los Angeles	15
Oct. 23, 2003	Community Coalition Gala and Awards	Los Angeles	200
Oct 22, 2003	Asian Pacific Islander Small Business Luncheon	Los Angeles	250
Oct 23, 2003	Asian Pacific Islander Small Business Expo	Los Angeles	500
Oct 25, 2003	Black Women's Network Annual Breakfast Forum	Los Angeles	100

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Attendance</b>
Oct 29, 2003	Los Angeles African American Women's PAC	Los Angeles	50
Nov 1, 2003	Celebrating Our Community	Hawthorne, CA	200
Nov 2, 2003	Brawley's Cattle Call	Brawley, CA	500
Nov 6, 2003	LA Neighborhood Housing Services Annual Luncheon	Los Angeles	400
Nov 13, 2003	Los Angeles Area Hotel and Lodging Association (LAAHLA) Internet strategy luncheon	Los Angeles	100
Nov 19, 2003	LA City Council Goes to Watts	Los Angeles	200
Nov. 14, 2003	Community Clinic Association of Los Angeles County (CCALAC) Ambulatory Care symposium	Los Angeles	400
Dec. 3, 2003	Southern California Visitor Industry Conference	Long Beach	700
Dec 6, 2003	Latino Book and Family Festival	Ontario, CA	1000

**B. Small Group Presentations**

DMOP continued to deliver its successful bi-lingual presentations and workshops that promote the concept of energy efficiency and programs available to the residential customers. The innovative and successful collaboration with the University of Southern California's Sustainable Cities Program was continued with 14 presentations of *We're All in This Together: Sustainability Starts at Home*. SoCalGas' Public Affairs team also delivered 3 energy efficiency presentations to special interest groups and key community leaders.

<b>Date</b>	<b>Group</b>	<b>Location</b>	<b>Attendance</b>
Oct 4, 2003	Los Angeles Neighborhood Housing Services New Homebuyers Presentation	Los Angeles, CA	20
Oct 10, 2003	Operation Hope--training session for homebuyer counselors	Los Angeles, CA	8
Oct 11, 2003	New Economics for Women Homebuyers Seminar (presentation)	Los Angeles, CA	15
Oct 18, 2003	LA Neighborhood Housing Services	Los Angeles, CA	25

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

<b>Date</b>	<b>Group</b>	<b>Location</b>	<b>Attendance</b>
Oct 25, 2003	New Economics for Women Homebuyers Seminar (presentation)	Los Angeles, CA	20
Oct 29, 2003	Los Angeles Neighborhood Housing Services/ Train the Trainer presentation	Los Angeles, CA	2
Nov 1, 2003	LA Neighborhood Housing Services New Homebuyers Club	Los Angeles, CA	20
Nov 6, 2003	LA Neighborhood Housing Services New Homebuyers Club	Los Angeles, CA	10
Nov 5, 2003	Pasadena Chamber of Commerce	Altadena, CA	59
Nov 8, 2003	New Economics for Women Homebuyers Seminar (presentation)	Los Angeles, CA	5
Nov 8, 2003	LA Neighborhood Housing Services New Homebuyer's Club	Los Angeles, CA	18
Nov 13, 2003	Burbank Chamber of Commerce	Burbank, CA	60
Nov 14, 2003	Tomorrow's Leaders Train the Trainer presentation	Los Angeles, CA	63
Nov 22, 2003	New Economics for Women Homebuyers Seminar (presentation)	Los Angeles, CA	17
Dec 6, 2003	New Economics for Women Homebuyers Seminar (presentation)	Los Angeles, CA	15
Dec 6, 2003	LA Neighborhood Housing Services New Homebuyer's Club	Los Angeles, CA	25
12/13/2003	LA Neighborhood Housing Services New Homebuyer's Club	Los Angeles, CA	12

**C. Mobile Energy Workshops**

All *Mobile Energy Workshops* (MEWs) goals were surpassed by the end of Q3, so no additional MEWs were conducted. A total of 167 MEWs were completed during 2003 with 2,010 businesses participating during PY2003, surpassing our goal of 160.

**D. Marketing Collateral**

An additional 6,000 copies of the DMOP/Energy Efficiency InfoCenter brochure were printed during Q4, bringing the total to 19,500 (submitted as "Attachment L" in the 3Q report) Public Affairs Managers requested more than 10,500 for distribution at various civic and community events. These brochures were also distributed at various outreach events during Q4.

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

As mentioned above, 7,939 customized Business Information Packets were mailed to customers during the 4th quarter.

DMOP program listing guides, "Energy Saving Quick Tips", and the Info Packet Cover letter, which were included in the aforementioned Business Info Packets, were redesigned and reprinted during Q4. (Attachments A-E)

**E. Energy Efficiency InfoCenter AND Call Center**

The Energy Efficiency InfoCenter (EEIC) provides commercial customers energy efficiency information to regarding SoCalGas' energy efficiency programs as well as for all utility, municipalities, and third party contractors serving customers in the SoCalGas service territory. The EEIC received 184 phone contacts during the fourth quarter of 2003, bringing the YTD total to 959. This represents more than a 400% increase over PY2002.

**6. Hard to Reach (HTR)**

*In compliance with Decision (D.) 03-01-038, all hard-to-reach accomplishment will apply toward 2003 targets.*

**Goal:** Outreach efforts in 2003 to residential customers will reach at least 200,000 households, representing approximately 10 percent of the hard-to reach residential sector.

**Status:** HTR Residential customer participation in DMOP presentations and events together with advertising impressions in Q4 was 266,000, bringing the annual total of HTR residential customers' participations to 822,028.

**Goal:** Outreach efforts in 2003 to commercial customers will reach at least 40,000 businesses, representing approximately 20 percent of the hard-to-reach commercial sector.

**Status:** 8,123 HTR Commercial and Industrial customers participated in DMOP programs during Q4 2003, bringing the annual total of HTR commercial customers' participation to 53,684.

**IV. Program Accomplishments \***

DMOP's outreach into the community has continued, unabated from 2002 and has exceeded the goals set for 2003. A new on-line seminar was added, targeting small dry cleaning and coin operated laundry businesses and participation in a Spanish language business seminar provided access to this hard to reach commercial segment. The Energy Efficiency InfoCenter and Call Center representatives contact has increased by 400%

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

over 2002 as a result of direct mail marketing efforts and program participation in community events and seminars where marketing materials were distributed.

\* In compliance with Decision (D.) 03-01-038, all accomplishments will apply toward 2003 program targets.

**V. Program Challenges**

None to report.

**VI. Customer Disputes**

None to report.

**VII. Compliance Items**

None

**PY 2002-2003 Energy Efficiency Quarterly Report Narrative  
Southern California Gas Company**

**Program Specific Report to December 31, 2003**

**List of DMOP Attachments**

Attachment A	Cover Letter
Attachment B	Commercial & Industrial Energy Saving Tips
Attachment C	DMOP Program listing guide for business customers of the Gas Company
Attachment D	DMOP Program listing guide for business customers of Los Angeles Department of Water and Power
Attachment E	DMOP Program listing guide for business customers of Southern California Edison