

Company: Southern California Gas Company

Application: A.25-03-XXX

Exhibit: SCG-02

SOUTHERN CALIFORNIA GAS COMPANY

EXHIBIT 2

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

March 16, 2026

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Program Name: Agricultural Energy Efficiency Program		Card # 01
Program ID: SCG3995 (previously SCG3890) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Agricultural	Customer Group(s): All agricultural customer groups	
Sector Challenges: <ul style="list-style-type: none"> • Labor shortages • Supply chain disruptions • Environmental/climate risks • Rising input cost • Infrastructure budgets re-evaluated • Regulatory and compliance pressure 	Sector Opportunities (Expected Outcome(s)): Increased participation in the energy efficiency program and adoption of energy efficiency measures and practices	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Agricultural Energy Efficiency (AgEE) Program will identify and service small, medium, and large SoCalGas customers within the agriculture sector. AgEE will educate customers about energy efficiency and offer deemed measure rebates, custom measure incentives, and meter-based savings to participants. It will provide a direct installation option for equity-classified customers. AgEE will also seek, apply for, and implement a research grant to increase knowledge of energy efficiency opportunities in the agriculture sector.		
Known Equity Concerns in the Selected Markets (if applicable): N/A	Proposed Solutions to Equity Concerns (if applicable): N/A	
Intervention Strategy: Marketing & Outreach, Audit, Finance, Rebate/Incentive, and Direct Install	Delivery Type: Downstream, Downstream – Direct Install	
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$28,598,204	

Program Name: Agricultural Energy Efficiency Program		Card # 01
Annual Budgets for 2028-2031: 2028: \$4,155,000 2029: \$4,155,000 2030: \$4,155,000 2031: \$4,155,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 1.60 PAC: 1.75	
Anticipated directional and scale changes in budget for years 2032-2035: Increase in budget for the 2032-2035 period, depending on program performance.	Market Actors necessary for success: <ul style="list-style-type: none"> • Trade Professionals • Contractors 	
High-level description of delivery workforce including necessary scale and its risks: Workforce requirements are limited to contractors performing the work. Some materials are manufactured internationally, which may lead to significant delays and/or project postponement, and increased cost of goods.		
Near-term Program Output(s) (1-4 years): Perform energy audits. Install high-efficiency energy-efficient equipment at agricultural facilities. Provide direct install services. Increase customer participation, including in equity-classified groups. Cost-effective energy savings and TSB.		
Long Term Outcome (5-10 years): Reduce overall energy use and help modernize the agricultural sector by adopting high-efficiency equipment.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Cost-effectiveness • External funding made available to customers • Improved customer satisfaction • Energy savings achieved • Cost per unit saved • Number of EE projects • Percent of enrollments converted to completed projects • Market knowledge of program measures • Percent of equity-classified customers 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3513/mainchange_summary%7Cmain%7Credline/	

Program Name: Small & Medium Commercial Program		Card # 02
Program ID: SCG3996 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Commercial	Customer Group(s): Small/Medium Commercial	
Sector Challenges: Small- and medium-sized businesses (SMB) often have limited capital available to cover the upfront cost of energy-efficient equipment.	Sector Opportunities (Expected Outcome(s)): A range of energy efficiency measures drives increased participation in the program.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The target customer base is SMBs (therm usage up to 50,000 therms per year), with an emphasis on customer segments with predominantly high natural gas loads, such as hospitality, restaurants, laundries, small medical facilities, and office buildings. C-BEST will utilize a multi-level outreach strategy that leverages Contractor’s national account management team, local contractor/trade allies, community-based outreach serving small commercial customers, and phone-based Business Energy Advisor support to increase energy efficiency adoption among this customer group.		
Known Equity Concerns in the Selected Markets (if applicable): A high proportion of equity-classified customers may face language barriers and a lack of awareness of energy efficiency opportunities.	Proposed Solutions to Equity Concerns (if applicable): Explore outreach opportunities in service-territory areas with higher concentrations of equity-classified customers, using available multilingual collateral.	
Intervention Strategy: Direct Install, Incentive/Rebate, Finance, Marketing and Outreach/Information	Delivery Type: Downstream, Direct Install	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$56,703,061	

Program Name: Small & Medium Commercial Program		Card # 02
Annual Budgets for 2028-2031: 2028: \$6,225,000 2029: \$6,225,000 2030: \$6,225,000 2031: \$6,225,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 2.11 PAC: 2.33	
Anticipated directional and scale changes in budget for years 2032-2035: Comparable in scale to the proposed 2028-2031 budgets.	Market Actors necessary for success: Contractors Community-based Organizations	
High-level description of delivery workforce including necessary scale and its risks: The delivery workforce includes third-party implementers, their trade ally networks, and community-based organizations.		
Near-term Program Output(s) (1-4 years): Increased program participation, including equity-classified customer groups. Energy audits were performed. Energy savings are achieved. Cost-effective TSB achieved. Interest in deeper energy savings opportunities. Lower energy bills.		
Long Term Outcome (5-10 years): Customers install deeper energy efficiency projects. Further reduction in energy bills.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, this program interacts with On Bill Financing, which is available to customers who could use financial support for larger energy efficiency projects.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Energy savings • Cost-effectiveness • Projects completed • Customer service 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: n/a	

Program Name: Large Commercial Program		Card # 03
Program ID: SCG3997 (previously SCG3892) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Commercial	Customer Group(s): Large Commercial	
Sector Challenges: Rising equipment and labor costs have increased project expenses, making it more challenging for customers to pursue energy efficiency investments.	Sector Opportunities (Expected Outcome(s)): Increased participation in the energy efficiency program and adoption of energy efficiency measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Large Commercial Program will target the downstream market channel, as it is ideal for meter-based, direct install, and customer-installed (DIY) strategies. The Program will be open to all customers (using >50,000 therms annually at the premises level) across the Company's territory, delivering natural gas savings.		
Known Equity Concerns in the Selected Markets (if applicable): Most large commercial customers do not fall into the equity-classified groups, given their higher revenues, established facility management teams, fewer language-access barriers, and more stable tenancy and ownership. However, some customers may still meet the criteria (e.g., Disadvantaged Communities).	Proposed Solutions to Equity Concerns (if applicable): While there may be large commercial customers that do not meet the equity-classified criteria, some businesses do qualify. Targeted outreach and engagement can help ensure these customers are aware of available opportunities and better supported in accessing program benefits.	
Intervention Strategy: Marketing & Outreach, Finance, and Incentive/Rebate	Delivery Type: Downstream	
Measurement and Verification Methods: Deemed, Custom, NMEC	Program Total System Benefit (TSB) for 2028-2031: \$56,067,154	

Program Name: Large Commercial Program		Card # 03
Annual Budgets for 2028-2031: 2028: \$3,900,000 2029: \$3,900,000 2030: \$3,900,000 2031: \$3,900,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 2.09 PAC: 3.46	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.	Market Actors necessary for success: Trade Professionals	
High-level description of delivery workforce including necessary scale and its risks: The delivery workforce includes a trade ally network.		
Near-term Program Output(s) (1-4 years): Increased number of energy audits. Energy savings are realized. Cost-effective TSB achieved. Increase program participation, including equity-classified customers. Reduced customer energy bills.		
Long Term Outcome (5-10 years): Deeper energy efficiency solutions are adopted. Further reductions in energy bills. Broader uptake of decarbonization solutions		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, this program interacts with On Bill Financing, available to customers who could use financial support for larger projects.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • First Year Therm Savings Delivered • TSB Delivery • TSB Delivery – NMEC • Program participation, equity-classified customer groups • Cost-effectiveness 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: No existing link (pending AL approval)	

Program Name: Point of Sale Food Service		Card # 04
Program ID: SW_FS New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector (all nonresidential sectors, primarily commercial)	Customer Group(s): All nonresidential customers, primarily commercial food service	
Sector Challenges: Increasing code requirements reduces the potential energy savings of measures. Diverse customer segments and diffused customer decision-making regarding energy efficiency upgrades.	Sector Opportunities (Expected Outcome(s)): Strengthening emerging market segments, including convenience stores, hospitals, and higher education. Increasing participation from chains and national-level market actors.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The California Foodservice Instant Rebates Program (Program) works with midstream market actors to offer point-of-sale (POS) rebates to Investor-Owned Utility (IOU) end-use customers. All customers with a nonresidential rate structure served by one of the four IOUs are eligible for POS rebates. The Program offers deemed POS rebates to customers and incentives to midstream market actors for facilitating and influencing the sale of a wide variety of high-efficiency commercial kitchen and refrigeration equipment. Commercial foodservice (CFS) equipment dealers, manufacturers, contractors, and distributors (collectively, Participants) who make sales directly to end-use customers are eligible to enroll in the Program. Once enrolled, Participants will promote and upsell eligible equipment, offer their customers the POS rebate as a discount on their sales invoice at the time of sale, and then submit their sales information to receive reimbursement.		
Known Equity Concerns in the Selected Markets (if applicable): Outreach and participation to small and medium businesses, hard-to-reach customers, and customers residing in Disadvantaged Communities.	Proposed Solutions to Equity Concerns (if applicable): Engage contractors and distributors residing in Disadvantaged Communities and ensure equity-classified customers participate in the program.	

Program Name: Point of Sale Food Service		Card # 04
Intervention Strategy: Marketing & Outreach/Information, Finance, and Incentive/Rebate	Delivery Type: Manufacturer Upstream, Midstream-Distributor, Midstream-Retail	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$156,325,574 (Statewide) \$41,473,175 (SoCalGas)	
Annual Budgets for 2028-2031: 2028: \$19,000,000 2029: \$19,000,000 2030: \$19,000,000 2031: \$19,000,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 1.44 PAC: 2.09	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, assuming program performance continues.	Market Actors necessary for success: Commercial foodservice equipment dealers, manufacturers, contractors, and distributors	
High-level description of delivery workforce including necessary scale and its risks: Program staff, participating manufacturers, and dealers/vendors are sufficient with limited risks due to diverse supply chain support.		
Near-term Program Output(s) (1-4 years): Purchase and installation of energy efficiency equipment. Achieve cost-effective TSB, energy savings, lower customer energy bills, and emissions reductions. Increase participation from supply chain market actors.		
Long Term Outcome (5-10 years): Increased dealer and national-account participation, program outreach, and online program presence. Greater availability of energy-efficient equipment. Higher customer awareness of the benefits of energy-efficient equipment. Increased customer adoption of energy-efficient equipment.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. Because measures may overlap across programs, the program relies on SoCalGas's EECF system configuration and reporting to ensure coordination with other offerings.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Total System Benefit • net therm savings • net kWh savings 		

Program Name: Point of Sale Food Service		Card # 04
<ul style="list-style-type: none"> • Cost Effectiveness (TRC ratio) • Cost Per Unit Saved • Participation from Disadvantaged Communities and HTR customers • Participant Enrollment • Participant Satisfaction • Customer Satisfaction 		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3523/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Midstream Commercial Water Heating		Card # 05
Program ID: SW_MCWH New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector (all nonresidential, primarily commercial)	Customer Group(s): All nonresidential customers, primarily commercial	
Sector Challenges: Identify new construction MF eligibility, DOE new changes with increasing baselines versus what's accurately represented in the marketplace, and the competitive landscape	Sector Opportunities (Expected Outcome(s)): Deeper market penetration with underperforming building types, Deeper market penetration and relationships with contractor network, enhance targeting on underserved markets	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Statewide Midstream Water Heating Program helps business owners and building managers purchase high-efficiency commercial water heating products at reduced prices, and contractors build lower-cost equipment into their bids. Distributors can receive incentives and program support for offering instant point-of-sale rebates to eligible customers of the four California IOUs.		
Known Equity Concerns in the Selected Markets (if applicable): Outreach and participation to small and medium businesses, hard-to-reach customers, and customers residing in disadvantaged communities.	Proposed Solutions to Equity Concerns (if applicable): Engage contractors and distributors residing in disadvantaged communities and encourage other equity-classified customers to participate in the program.	
Intervention Strategy: Marketing & Outreach/Information, Incentive/Rebate, Finance, and Industry Partnering (Manufacturers, Distributors)	Delivery Type: Manufactured Upstream, Midstream-Distributor, Midstream-Retail	

Program Name: Midstream Commercial Water Heating		Card # 05
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$543,612,063 (Statewide) \$144,220,280 (SoCalGas)	
Annual Budgets for 2028-2031: 2028: \$21,000,000 2029: \$21,000,000 2030: \$21,000,000 2031: \$21,000,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 4.34 PAC: 5.17	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.	Market Actors necessary for success: Distributors, manufacturers, dealers/ vendors	
High-level description of delivery workforce including necessary scale and its risks: Program staff and participating manufacturers, dealers/vendors have very limited risk to the diversity of the supply chain.		
Near-term Program Output(s) (1-4 years): Continuous customer participation, including equity-classified customer groups. Growth in participating market actors. Cost-effective TSB and energy savings achieved. Lower customer energy bills and reduced emissions.		
Long Term Outcome (5-10 years): Maximize engagement with distributors, contractors, and representatives to promote incentives for high-efficiency equipment and strengthen long-term relationships that support continued technology adoption. Higher customer awareness of the benefits of energy-efficient equipment. Increased customer adoption of energy-efficient equipment.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. Because measures may overlap across programs, the program relies on SoCalGas's EECP system configuration and reporting to ensure coordination with other offerings.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Total System Benefit • net therm savings • net kWh savings • Cost Effectiveness (TRC ratio) • Cost Per Unit Saved • Participation from Disadvantaged Communities and HTR customers • Participant Enrollment 		

Program Name: Midstream Commercial Water Heating		Card # 05
<ul style="list-style-type: none"> • Participant Satisfaction • Customer Satisfaction 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3524/mainchange_summary%7Cmain%7Credline/	

Program Name: Industrial Energy Efficiency Program		Card # 06
Program ID: SCG3998 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Industrial	Customer Group(s): Textile/Wood/Mining and Others Food & Beverage Refineries	
Sector Challenges: Customers' capital projects do not fit within program policy (i.e., need quick turnaround, AQMD requirements, project includes more than just the EE portion, facility already updated, etc). Overlap with SEM programs is possible. Long lead times with local and state permits. Pattern for large companies to set aggressive net-zero emission goals.	Sector Opportunities (Expected Outcome(s)): Increased participation in energy efficiency programs and adoption of energy efficiency measures. Focus on customers with emission-reduction goals but without the financial resources to implement drastic facility changes. Target medium-sized facilities (700K-2M therms annually)	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Industrial Energy Efficiency Program provides energy-efficiency services, industry-specific technical assistance, and energy-savings upgrades to help industrial facilities reduce energy costs. The Program is available to established industrial customers with an active SoCalGas meter. The program is a third-party initiative designed to deliver comprehensive, sustained energy savings through downstream energy and operational savings, while building a culture of energy management excellence within the organization, with a focus on operational efficiency.		
Known Equity Concerns in the Selected Markets (if applicable): Small- and medium-sized customers face greater challenges in implementing measures due to budget constraints.	Proposed Solutions to Equity Concerns (if applicable): Explore more deemed rebates to help customers quickly access financial assistance from energy efficiency programs.	
Intervention Strategy: Marketing & Outreach, Finance, Technical Assistance, Audit, Direct Install and Incentives	Delivery Type: Downstream, Direct Install	

Program Name: Industrial Energy Efficiency Program		Card # 06
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$96,351,235	
Annual Budgets for 2028-2031: 2028: \$6,085,000 2029: \$6,085,000 2030: \$6,085,000 2031: \$6,085,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 3.03 PAC: 4.05	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance.	Market Actors necessary for success: <ul style="list-style-type: none"> • Trade Professionals • Contractors • Local government 	
High-level description of delivery workforce including necessary scale and its risks: The program will use a combination of strategies to deliver program offerings, including email marketing, search engine optimization, and geo-targeted social media advertising. A larger customer base will be reached by partnering with SoCalGas's major account executives, delivering presentations at trade shows, and working with equipment suppliers. There is a dependency on local government, as permits are required to move forward on most projects. Long permitting delays could delay project completion.		
Near-term Program Output(s) (1-4 years): Increased program participation, including among small and medium-sized businesses. More energy audits completed. More energy efficiency projects delivered. Energy savings realized. Cost-effective TSB achieved. Lower customer energy bills. Reduced carbon emissions. Strong customer engagement through webinars, in-person events, cold calls, trade allies, Account Executive support, and coordination with other programs. Improved custom project workflow to shorten development timelines.		
Long Term Outcome (5-10 years): Deeper, more comprehensive energy efficiency projects completed. Further reductions in customer energy bills. Continued reductions in carbon emissions.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, the program interacts with the Business Energy Efficiency Survey program. The B.E.E.S program provides potential customer leads from thorough energy efficiency audits. On-bill Financing (OBF) is available to customers who could use financial support for larger projects. Strategic Energy Management (SEM) projects are routed through the SEM standalone program and coordinated with other programs.		

Program Name: Industrial Energy Efficiency Program		Card # 06
Program Metrics and Indicators (KPIs):		
<ul style="list-style-type: none"> • Energy Savings - first year net therm • Energy Savings - lifecycle net therm • Program Performance - percent of energy savings goal relative to budget • Program Performance - TRC ratio alignment • Customer Satisfaction – Customer satisfaction survey • Program Performance - percent of savings in DAC markets • Program Performance – percent of Custom first year net therms 		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No		

Program Name: Public Direct Install Program (PDIP)		Card # 07
Program ID: SCG3999 (Previously SCG3886) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Public	Customer Group(s): Small/Medium Public	
Sector Challenges: This sector has traditionally faced challenges in obtaining approval from the board of education	Sector Opportunities (Expected Outcome(s)): Increased participation in the energy efficiency program and adoption of measures	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Public Direct Install Program (PDIP) is a turnkey, cost-effective, end-to-end solution for SoCalGas that serves very small, small, and medium local government, federal government, and education (K-12) facilities. In addition to no-cost direct-install technologies, the program offers advanced energy efficiency improvements that can be financed.		
Known Equity Concerns in the Selected Markets (if applicable): High population of equity-classified customers spread over a broad geographic region	Proposed Solutions to Equity Concerns (if applicable): Working with local organizations to spread awareness of no-cost and low-cost energy efficiency opportunities.	
Intervention Strategy: Marketing & Outreach, Audit, Finance, and Incentives	Delivery Type: Downstream, Direct Install	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$80,389,596	
Annual Budgets for 2028-2031: 2028: \$5,150,000 2029: \$5,150,000 2030: \$5,150,000 2031: \$5,150,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 4.02 PAC: 4.02	

Program Name: Public Direct Install Program (PDIP)		Card # 07
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.</p>	<p>Market Actors necessary for success:</p> <p>K-12 Schools, Cities, Counties, Federal Facilities</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>Synergy is a vertically integrated company that employs staff to address each step of the process. They need to anticipate market demand to ensure their staff can meet it.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Energy audits completed. Greater participation, including equity-classified customer groups. Energy savings achieved. Cost-effective TSB delivered. Installed energy-efficiency measures. Lower customer energy bills and reduced carbon emissions.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Deeper, more comprehensive energy efficiency measures adopted. Further reductions in customer energy bills and carbon emissions.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>SoCalGas has two programs that share mutual customers who own and operate different facility types and locations. These programs communicate referrals and awareness when they cannot meet the customer's needs through their scope of work.</p>		
<p>Program Metrics and Indicators (KPIs):</p> <ul style="list-style-type: none"> • Energy Savings Delivered • Project Installations Delivered • Goals/ Expenditure Alignment • Equity-classified Customer Groups • Total System Benefit (TSB) • Cost-effectiveness 		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3505/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Large Public Energy Efficiency Program		Card # 08
Program ID: SCG4000 (Previously SCG3899) New / Existing: Existing Expected Program Duration: 2028 - 2031		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Public	Customer Group(s): Large Public	
Sector Challenges: Several public sector customers have experienced budget reductions. These budget reductions have affected key markets, including the public school system. Uncertainties with the current political climate.	Sector Opportunities (Expected Outcome(s)): <ul style="list-style-type: none"> • Increased participation in the program • Energy Savings and Cost Reduction • Greenhouse Gas Emission Reduction • Infrastructure Modernization • Financial and Budgetary Benefits 	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Large Public Energy Efficiency Program (LPS) program serves local government, cities, counties, county hospitals, health districts, federal government, K-12 education, special districts, public-owned utilities, transportation, public housing, water/wastewater (not statewide), and correctional facilities (non-state facilities). These customers must have an active SoCalGas account and use at least 50,000 therms annually.		
Known Equity Concerns in the Selected Markets (if applicable): Disadvantaged Communities (DAC)- Many public entities (e.g., schools, public housing, water/wastewater facilities) are located in DACs, which face higher energy burdens and limited access to efficiency programs. Communities may lack resources to navigate complex application processes or fund upfront costs. Hard-to-Reach (HTR) Customers: Certain sectors, such as correctional facilities, rural water districts, and small municipalities, may have limited staff or technical expertise, making participation challenging. Geographic	Proposed Solutions to Equity Concerns (if applicable): Explore remote, virtual options to engage with customers; select appropriate vendors ready to serve this region. Targeted Outreach and Engagement - Partner with Community-Based Organizations (CBOs) to reach Disadvantaged Communities (DAC) and Hard-to-Reach (HTR) customers. Provide multilingual materials and culturally relevant messaging to overcome language and cultural barriers.	

Program Name: Large Public Energy Efficiency Program		Card # 08
isolation can increase project costs and reduce program accessibility.		
Intervention Strategy: Marketing & Outreach, Audit, Finance, and Incentive/Rebate	Delivery Type: Downstream, Downstream – Direct Install	
Measurement and Verification Methods: Deemed, Custom, NMEC	Program Total System Benefit (TSB) for 2028-2031: \$15,821,613	
Annual Budgets for 2028-2031: 2028: \$1,850,000 2029: \$1,850,000 2030: \$1,850,000 2031: \$1,850,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 1.65 PAC: 2.18	
Anticipated directional and scale changes in budget for years 2032-2035: Increase contingent on verified therm savings and cost-effectiveness.	Market Actors necessary for success: Distributors/ Wholesalers Manufacturers/ OEMs Trade Allies/ Contractors Financing Partner	
High-level description of delivery workforce including necessary scale and its risks: This is a SoCalGas Program Advisor-led EE Program with an implementer, trade ally network, and Large public accounts.		
Near-term Program Output(s) (1-4 years): <ul style="list-style-type: none"> • Audits/assessments at 100+ public facilities (gas end uses- space heating, DHW, process heat, steam systems, kitchens). • Install gas EE measures at ≥30 sites, including at least 1 or 2 custom projects • Achieve cost-effective TSB and energy savings. • Realize lower customer energy bills and reduced carbon emissions. 		
Long Term Outcome (5-10 years): <ul style="list-style-type: none"> • ≥50% of participating public sector sites upgrade to high-efficiency gas equipment and optimized distribution/controls at the end of life. • Cumulative savings: 2.0–3.5 million therms • Peak heating demand reduction via controls optimization and scheduling (documented through billing and interval data where available). • Deeper, more comprehensive energy efficiency is realized. • Further reductions in customer energy bills and carbon emissions are realized. 		
Does this program interact with other programs in this PA portfolio? If so, describe: <ul style="list-style-type: none"> • On-Bill Financing (OBF): Accelerates large boiler/DHW and steam projects. 		

Program Name: Large Public Energy Efficiency Program		Card # 08
<ul style="list-style-type: none"> • Workforce Education & Training (WE&T): Gas-side O&M, combustion safety, and steam system courses. • Building Decarbonization: Where appropriate, pair envelope/controls improvements to reduce future heating • Water–Wastewater Optimization Programs: Align process heat opportunities (e.g., digester heating optimization) and thermal recovery. 		
Program Metrics and Indicators (KPIs):		
<ul style="list-style-type: none"> • Pipeline & Delivery: # of audits completed • First-year and lifecycle therm savings • Total Resource Cost/Program Administrator Cost Test • Quality & Persistence: Post-install training completion and operator competency indicators 		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/2923/mainchange_summary%7Cmain%7Credline/	

Program Name: Regional Energy Pathways		Card # 09
Program ID: SCG4001 (previously SCG3912) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Public	Customer Group(s): Local/Regional government agencies; Local/Regional correctional facilities; Regional-wide K-12 education facilities	
Sector Challenges: Public customers serving rural and disadvantaged communities are particularly impacted, as demonstrated by low energy efficiency adoption levels	Sector Opportunities (Expected Outcome(s)): Increase energy efficiency levels among public sector customers serving rural and disadvantaged communities	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): Public Sector Regional Energy Pathways (REP) program is an existing program that contracts with regional community ‘Ambassador’ groups for the purpose of creating greater penetration into rural and hard-to-reach communities to generate customer leads in local/regional government institutions and K-12 facilities, EE program enrollment, and market support to implementers serving this sector. The Regional Energy Pathways program promotes valuable programs and services to Public Sector customers, to maintain sustainable relations and provide support to local government institutions, facilities, and associated properties. The model enables greater personal engagement in maintaining direct contact to track and monitor local government plans and local community needs.		
Known Equity Concerns in the Selected Markets (if applicable): Generating interest, engagement, and energy efficiency adoption in programs at little to no cost for increasing workforce participation, energy efficiency installations, and practices	Proposed Solutions to Equity Concerns (if applicable): Explore accessibility through mobilization options to engage with customers; recruit vendors willing to dedicate appropriate service to this region and sector	
Intervention Strategy: Partnering: Governments (local/state/fed) Partnering: Regional Ambassadors Partnering: Public Agencies and Municipality	Delivery Type: Downstream	

Program Name: Regional Energy Pathways		Card # 09
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: Not Applicable	
Annual Budgets for 2028-2031: 2028: \$1,875,000 2029: \$1,875,000 2030: \$1,875,000 2031: \$1,875,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate a minimal increase in budget for this program for the 2032-2035 period.	Market Actors necessary for success: The program relies on Regional Ambassadors (local community groups) entrenched in urban, rural and disadvantaged communities connected to local government agencies and facilities in need of energy upgrades.	
High-level description of delivery workforce including necessary scale and its risks: SoCalGas will provide support through the Public Sector Regional Ambassadors, leveraging the relationships these organizations have with public sector customers.		
Near-term Program Output(s) (1-4 years): Increase participation, reach, and geographic penetration of WE&T events and activities and identify ways to indirectly advance TSB goals.		
Long Term Outcome (5-10 years): Increase participation, reach, and geographic penetration of WE&T events and activities and identify ways to directly advance TSB goals.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. The Regional Energy Pathways program serves as a lead-generation program for Public Sector projects, relying on incentive program portfolio offerings, engineering support from EE Engineering, and technical support from the Customer Energy Solutions team.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • EE generated leads • Completed EE projects initiated 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3483/mainchange_summary%7Cmain%7Credline/	

Program Name: Multifamily Direct Install Program		Card # 10
Program ID: SCG4002 (previously SCG3889) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential	Customer Group(s): Multifamily	
Sector Challenges: Low participation across the residential sector, especially in the equity-classified customer groups.	Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity customers.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program provides outreach and customer screening services for other SoCalGas Multifamily offerings and provides a limited set of measures to customers who do not qualify for the ESA Program for Common Area Measures or who are not yet ready to complete larger-scale upgrades through the Multifamily Whole Building program. Using a one-stop-shop approach to working with the multifamily property owner/manager customer segment, the program drives interest in energy efficiency upgrades, directs customers to the appropriate program, and provides ongoing outreach and education that encourages customers to continue their energy efficiency journey with SoCalGas through additional program participation options. The program will seek to achieve at least 50 percent participation by equity-classified properties/owners.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to outreach and provide energy efficiency solutions to equity-classified customers.	Proposed Solutions to Equity Concerns (if applicable): The program will seek to achieve at least 50 percent participation from equity-classified properties/owners, using data analytics to support the program's account management and community/ethnicity-based outreach teams.	
Intervention Strategy: Direct Install, Deemed and Custom, Incentives, Finance, Outreach & Awareness	Delivery Type: Direct Install	

Program Name: Multifamily Direct Install Program		Card # 10
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$13,898,364	
Annual Budgets for 2028-2031: 2028: \$4,700,000 2029: \$4,700,000 2030: \$4,700,000 2031: \$4,700,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.75 PAC: 0.77	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with the portfolio trend.	Market Actors necessary for success: Multifamily Account Executives and single-point-of-contracts, third-implementer staff, trade allies, including contractors, distributors, vendors, professional organizations, etc.	
High-level description of delivery workforce including necessary scale and its risks: The program manages project installations through participating trade allies. These trade allies are selected through a thorough evaluation process that includes a documented commitment to providing job access to disadvantaged workers measured by six unique criteria.		
Near-term Program Output(s) (1-4 years): Continue to work with industry trade allies to create awareness and participation within equity-classified customer groups.		
Long Term Outcome (5-10 years): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • DAC, HTR, Underserved Enrollment • Energy Savings • Total System Benefit • GHG Reduction • Depth of Intervention 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3506/mainchange_summary%7Cmain%7Credline/	

Program Name: Mobile Home Direct Install Program		Card # 11
Program ID: SCG4003 (Previously SCG3884) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Equity	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Manufactured Housing
Sector Challenges: Low participation across the residential sector, especially in the equity-classified and underserved customer groups.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of deeper, more comprehensive energy-efficient solution.
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program is a comprehensive, advanced clean energy solution for manufactured home customers residing in Ventura, Los Angeles, Orange, Riverside, San Bernardino, and Imperial Counties. The program strategy encourages deeper energy savings by offering more comprehensive energy efficiency measures. The program path begins with the delivery of cost-effective, therm-rich direct install measures that transition to an advanced clean energy opportunity for manufactured home customers, which can be financed by external sources. The program delivers natural gas energy efficiency, clean energy, and carbon emission solutions.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers.		Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to equity-classified customers through direct install measures and co-pay opportunities for deeper savings measures.
Intervention Strategy: Direct Install (Co-Payments), Comprehensive Direct Install, Single Point-of-Contact		Delivery Type: Direct Install
Measurement and Verification Methods: Deemed		Program Total System Benefit (TSB) for 2028-2031: \$7,938,809

Program Name: Mobile Home Direct Install Program		Card # 11
Annual Budgets for 2028-2031: 2028: \$3,885,000 2029: \$3,885,000 2030: \$3,885,000 2031: \$3,885,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.53 PAC: 0.53	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trends.	Market Actors necessary for success: Third-party implementers and their contractors. Outreach activities are critical to program success.	
High-level description of delivery workforce including necessary scale and its risks: Third-party implementers and their contractors are responsible for installing energy efficiency measures and technologies.		
Near-term Program Output(s) (1-4 years): Continue delivering gas energy savings for our customers by offering no-cost measures and co-pay measures.		
Long Term Outcome (5-10 years): Educate customers and continue seeking and adding new affordable measures to local offerings. Proactively partner with air quality management districts and water agencies.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • DAC, HTR, Underserved Enrollment • Energy Savings • Total System Benefit • GHG Reduction 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3555/mainchange_summary%7Cmain%7Credline/	

Program Name: Community Language Efficiency Outreach Program		Card # 12
Program ID: SCG4004 (previously SCG3861) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Equity	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Single-family Residential
Sector Challenges: Low participation across the residential sector, especially in the equity-classified customer groups.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>The program provides residential in-language marketing, education and outreach, and direct installation of residential energy efficiency measures, targeting equity-classified customer groups and Chinese, Vietnamese, Korean, Hispanic, and other ethnic communities in Los Angeles and Orange Counties.</p>		
Known Equity Concerns in the Selected Markets (if applicable): Outreach and customer awareness of energy efficiency solutions to equity-classified customers.		Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to HTR, DAC and underserved customers through direct install and co-pay opportunities for deeper savings.
Intervention Strategy: Intelligent Outreach Intelligent Outreach: Equity Customers Direct Install: Customer Co-Payments		Delivery Type: Direct Install
Measurement and Verification Methods: Deemed		Program Total System Benefit (TSB) for 2028-2031: \$11,266,561

Program Name: Community Language Efficiency Outreach Program		Card # 12
Annual Budgets for 2028-2031: 2028: \$5,545,000 2029: \$5,545,000 2030: \$5,545,000 2031: \$5,545,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.53 PAC: 0.53	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with the portfolio trend.	Market Actors necessary for success: Third-party implementers and their contractors. Outreach activities are critical to program success.	
High-level description of delivery workforce including necessary scale and its risks: The delivery workforce includes third-party implementers and their contractors, as well as the outreach network.		
Near-term Program Output(s) (1-4 years): Continue targeting equity-classified communities, including rural and non-English-speaking communities.		
Long Term Outcome (5-10 years): Educate customers and continue seeking and adding new affordable measures to local offerings. Proactively partner with air quality management districts and water agencies.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): DAC, HTR, and Underserved Customer Enrollment and Penetration Measure Installations Energy Savings Total System Benefit GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3554/mainchange_summary%7Cmain%7Credline/	

Program Name: Multifamily Whole Building Program		Card # 13
Program ID: SCG4005 (Previously SCG3705) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Equity	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Multifamily
Sector Challenges: Low participation across the residential sector, especially in the equity-classified customer groups.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Multifamily Whole Building Program aims to deliver comprehensive energy efficiency upgrades tailored to the needs of existing multifamily dwellings, their owners, tenants, and management companies. The Program seeks to promote long-term energy benefits through comprehensive whole-building energy efficiency retrofit measures, including building shell upgrades, high-efficiency HVAC units, central heating and cooling systems, central domestic hot water heating, and other deep energy-reduction opportunities. These energy efficiency measures would be identified through an investment-grade assessment. The Program will coordinate with the ESA Program and other energy efficiency programs to present a unified, streamlined approach for multifamily tenants, property owners, and property managers.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers.		Proposed Solutions to Equity Concerns (if applicable): Offering additional incentives for property owners for equity-classified properties; Establishing a direct install approach for a set of measures that will reduce some of the challenges customers face when deciding whether to proceed with a comprehensive project.

Program Name: Multifamily Whole Building Program		Card # 13
Intervention Strategy: Customer Incentives: Bundled Measures Energy Audits & Technical Assistance Financing & Alternative Funding	Delivery Type: Downstream-Direct Install	
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$18,898,311	
Annual Budgets for 2028-2031: 2028: \$4,200,000 2029: \$4,200,000 2030: \$4,200,000 2031: \$4,200,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 1.04 PAC: 1.12	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trend.	Market Actors necessary for success: Industry trade allies.	
High-level description of delivery workforce including necessary scale and its risks: Workforce requirements include cashiers, delivery drivers, etc. There are high quantities of these workers in place. A closure or suspension of regular services of one or more major retailers could pose a risk to program effectiveness.		
Near-term Program Output(s) (1-4 years): Continue to work with industry trade allies to raise awareness and increase participation among equity-classified customers.		
Long Term Outcome (5-10 years): Encourage customers to bring in additional projects in their portfolio to conduct further upgrades with a high level of comfort and trust in the program process.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): DAC, HTR and Underserved Enrollment Energy Savings Total System Benefit GHG Reduction Depth of Intervention		

Program Name: Multifamily Whole Building Program		Card # 13
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3503/mainchange_summary%7Cmain%7Credline/	

Program Name: Residential Energy Advisor Program		Card # 14
Program ID: SCG4007 (previously SCG3701) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Residential	Customer Group(s): All residential segments	
Sector Challenges: <ul style="list-style-type: none"> Lack of awareness of program offerings and solutions 	Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Residential Energy Advisor Program is delivered as a suite of energy- and cost-saving tools for residential customers within SoCalGas' service territory. The offering includes personalized recommendations generated from an online survey typically completed by the account holder. Survey results provide customers with tailored tips, recommendations, and links to available rebates and program services. Energy Advisor surveys are administered through SoCalGas' Universal Audit Tool.		
Known Equity Concerns in the Selected Markets (if applicable): N/A	Proposed Solutions to Equity Concerns (if applicable): N/A	
Intervention Strategy: Energy Audits: Online Audits & Technical Assistance Marketing & Outreach/Information Data Analytics and customer targeting	Delivery Type: Downstream	
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: N/A	

Program Name: Residential Energy Advisor Program		Card # 14
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$500,000 2029: \$500,000 2030: \$500,000 2031: \$500,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:</p> <p>TRC: 0.00 PAC: 0.00</p>	
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>To ensure the program continues to deliver meaningful information to customers, it is essential to consistently market it to new audiences. Ongoing outreach helps grow program participation and ensures all customers are aware of the tools available to help them save energy and money.</p>	<p>Market Actors necessary for success:</p> <ul style="list-style-type: none"> • Contractors • Retailers/distributors 	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>The Program will leverage data analytics to identify and target customers who are not currently participating in the program, enabling more strategic outreach and improved program performance. Effective execution of this strategy requires coordinated support across IT, Marketing, and Program Administration. A key operational risk includes potential downtime of the Energy Advisor platform during necessary updates or tool enhancements, which may temporarily limit customer access. Close collaboration with IT will be essential to plan and minimize disruptions. Marketing and program administrators will play a critical role in customer engagement, ensuring that outreach efforts are aligned, timely, and responsive to customer needs.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Continue improving the Energy Advisor online survey questions to increase customer engagement.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Cross-promote the Energy Advisor Program with other energy efficiency programs, and vice versa.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>The Energy Advisor program reinforces participation in energy efficiency offerings by cross-promoting related programs. When customers receive personalized recommendations—such as tailored savings tips, relevant programs, and available rebates—it drives awareness and encourages engagement in those initiatives.</p>		

Program Name: Residential Energy Advisor Program		Card # 14
Program Metrics and Indicators (KPIs):		
<p>Program success is measured by customers’ sustained participation and engagement over time. Continuous marketing communication—such as targeted emails and bill inserts—helps maintain involvement and drives measurable outcomes, including higher clickthrough rates and increased online engagement with program tools and resources.</p>		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/2667/mainchange_summary%7Cmain%7Credline/	

Program Name: Residential Energy Efficiency Program		Card # 15
Program ID: SCG4008 (Previously SCG3702) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Residential	Customer Group(s): Single Family, Multifamily	
Sector Challenges: Lack of awareness of program offerings and services.	Sector Opportunities (Expected Outcome(s)): Increased customer awareness of the availability and access to both statewide and local offerings.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Residential Energy Efficiency program (REEP) is a deemed, downstream equipment/product rebate program that offers incentives for the purchase and installation of the most energy-efficient, natural gas equipment. The Home Energy Efficiency Rebate Program (HEER) component of REEP offers single-family residential customers energy efficiency rebate incentives that encourage and support them in making energy-efficient appliance choices. The Multifamily Energy Efficiency Rebates Program (MFEER) component of REEP encourages multifamily property owners and managers to make energy-efficient improvements during property upgrades. The Energy Efficient New Homes Program (EENH) component of REEP delivers EE solutions for residential new construction. It encourages the use of energy efficiency equipment to improve homes' energy savings beyond CA Title 24 requirements.		
Known Equity Concerns in the Selected Markets (if applicable): Provide energy efficiency solutions and increase the adoption of natural gas energy efficiency equipment and products among equity-classified customers.	Proposed Solutions to Equity Concerns (if applicable): Cross-promote other programs to provide the most comprehensive energy efficiency solutions that deliver maximum energy savings for equity-classified customers.	
Intervention Strategy: Customer Incentive: Deemed Incentives Online Marketplace Intelligent Outreach: Single Point-of-Contact	Delivery Type: Downstream	

Program Name: Residential Energy Efficiency Program		Card # 15
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$46,282,516	
Annual Budgets for 2028-2031: 2028: \$20,334,188 2029: \$20,302,634 2030: \$20,317,761 2031: \$20,377,838	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.53 PAC: 0.59	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in the program’s budget for the 2032-2035 period, consistent with the portfolio trend.	Market Actors necessary for success: Work with Energy Centers to design and develop relevant training for retailers and contractors. In addition, work with the training staff to identify necessary training to support the workforce of the future. Educate trade allies, have them act as “ambassadors” for the rebates, and raise awareness among customers.	
High-level description of delivery workforce including necessary scale and its risks: A closure or suspension of regular services of one or more major retailers could pose a risk to program effectiveness.		
Near-term Program Output(s) (1-4 years): Work with other programs and IOU’s to develop an integrated marketing plan for all Californians; create partnerships and engage private industry to help motivate consumer and business action.		
Long Term Outcome (5-10 years): Deliver comprehensive EE solutions to meet individual and portfolio-wide capital improvement needs, consistently moving customers toward a deeper whole-building intervention.		
Does this program interact with other programs in this PA portfolio? If so, describe: This program is complemented by the broader residential portfolio, which largely consists of third-party programs targeting specific subsets of the customer base. There is some minimal interaction with other residential programs in the portfolio, primarily to ensure customers are not “double-dipping.” This includes verifying eligibility by reviewing previous customer participation across programs. Additionally, this program engages trade allies who may serve as “Ambassadors” to promote rebates and raise customer awareness. This interaction is general and not tied to any specific program within the portfolio. There may be opportunities to work with other programs to		

Program Name: Residential Energy Efficiency Program		Card # 15
develop integrated marketing strategies and partnerships to help further motivate customers or to discuss best practices. Overall, any interaction with other programs is tangential, rather than direct.		
Program Metrics and Indicators (KPIs):		
<ul style="list-style-type: none"> • Energy Savings • Total System Benefit • Cost-Effectiveness • GHG Reduction • Participation from equity-classified customers 		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/3600/mainchange_summary%7Cmain%7Credline/	

Program Name: Single Family Direct Install Program		Card # 16
Program ID: SCG4009 (Previously SCG3883) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Single-family
Sector Challenges: Deeper, more comprehensive energy efficiency solutions are too costly for customers, and cost-effectiveness is difficult to achieve due to the high first cost.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of deeper, more comprehensive energy-efficient solutions.
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program is a comprehensive, advanced clean energy solution for single-family customers. The advanced clean energy path begins with the delivery of cost-effective, therm-rich direct install measures that transition to an advanced clean energy opportunity for the single-family customer, which external sources can finance. The program is designed to be replicable across residential segments and seeks to be transformational rather than transactional. It will transform the customer into a wiser, more knowledgeable steward by instilling a behavior that improves their home, reduces their carbon footprint, and increases their comfort. The program leverages IOU and POU electric and local-agency single-family opportunities when possible.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers		Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to single-family customers through direct install measures and co-pay opportunities for deeper savings measures
Intervention Strategy: Direct Install: Customer Co-Payments Direct Install: Comprehensive Direct Install Financing and Alternative Funding		Delivery Type: Direct Install
Measurement and Verification Methods: Deemed		Program Total System Benefit (TSB) for 2028-2031: \$16,807,815

Program Name: Single Family Direct Install Program		Card # 16
Annual Budgets for 2028-2031: 2028: \$7,615,000 2029: \$7,615,000 2030: \$7,615,000 2031: \$7,615,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.57 PAC: 0.57	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with the portfolio trend.	Market Actors necessary for success: Contractors, equipment distributors	
High-level description of delivery workforce including necessary scale and its risks: The delivery workforce includes third-party implementers and their trade ally networks.		
Near-term Program Output(s) (1-4 years): Continue to deliver gas energy savings to customers by offering no-cost and co-pay measures.		
Long Term Outcome (5-10 years): Educate customers and continue seeking and adding new affordable measures to local offerings that reduce GHG emissions. Proactively partner with air quality management districts and water agencies.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • DAC, HTR, and Underserved Enrollment • Energy Savings • Total System Benefit • GHG Reduction • Depth of Intervention 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/2914/mainchange_summary%7Cmain%7Credline/	

Program Name: Retail Channel Support		Card # 17
Program ID: SCG4010 (previously SCG3830) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential, SMB	Customer Group(s): Single Family, Multi-Family, Small & Medium Business (SMB), Food Service	
Sector Challenges: Residential and Nonresidential – Serving equity-classified retail sites	Sector Opportunities (Expected Outcome(s)): Increased program participation and adoption of energy efficiency measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Retail Channel Support program targets companies that operate a public storefront (retailer) for products or services that support energy efficiency. Program implementer staff visit these participating companies to conduct training and place rebate collateral on site. Increased participation in SoCalGas EE programs is an objective of this program.		
Known Equity Concerns in the Selected Markets (if applicable): High population of equity-classified customers and retailers spread over a broad geographic region.	Proposed Solutions to Equity Concerns (if applicable): Program implementer staff to cover specific regions of the SoCalGas service territory.	
Intervention Strategy: Marketing & Outreach	Delivery Type: Midstream - Retail	
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: Not applicable	
Annual Budgets for 2028-2031: 2028: \$1,170,000 2029: \$1,170,000 2030: \$1,170,000 2031: \$1,170,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	

Program Name: Retail Channel Support		Card # 17
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Anticipate an increase in budget for this program for the 2032-2035 period, if or when this program shifts to a cross-cutting program that serves both residential and non-residential companies.</p>	<p>Market Actors necessary for success:</p> <p>Participating retailers must allow training and rebate placement.</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>The program implementer's workforce requirements include outreach and networking activities.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>The program is expected to serve 800 store locations each year with a focus on equity-classified retail locations. The program expects to interact with 400 store associates and formally train 200 store associates each year.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Coordinate retail store support through our entire sales territory. Host and support customer events through the entire service territory.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>Yes, the Retail Channel Support is a cross-cutting program serving both residential and non-residential sectors. Residential and non-residential program activity serves retailers selling energy-efficient products.</p>		
<p>Program Metrics and Indicators (KPIs):</p> <ul style="list-style-type: none"> • # of stores visited • # of equity-classified stores visited • # of interactions with store associates • # of formal training sessions held with store associates • Store satisfaction survey results 		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3606/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Residential Behavioral Program		Card # 18
Program ID: SCG4011 (Previously SCG3824) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential	Customer Group(s): Residential single-family and multi-family customers in the high usage group (random selection)	
Sector Challenges: Lack of awareness of energy efficiency opportunities	Sector Opportunities (Expected Outcome(s)): Behavioral programs effectively drive energy savings by using proven behavior-change strategies that engage customers and deliver measurable results. To enhance impact, opportunities include personalization through advanced analytics using appliance-level data, digital engagement with real-time consumption alerts, rewards and gamification to sustain long-term behavior change, and data-driven insights to predict trends and optimize program design for scalability and cost-effectiveness.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program engages and educates residential customers to encourage energy saving behaviors and reduce overall consumption. By focusing on this sector, the program maximizes impact and delivers measurable energy savings. The program is implemented as a randomized control trial, ensuring a rigorous evaluation framework. Results are measured ex post, providing credible, transparent performance metrics that validate program effectiveness. To drive behavior change, the program leverages proven behavioral science strategies. These include social norm messaging, which compares a customer’s energy use to that of similar households; peer comparisons, which create a sense of accountability and motivation; and timely prompts, which encourage immediate action when it matters most. The program delivers these strategies through personalized communications that make energy-saving actions clear, actionable, and relevant. By combining data-driven insights with behavioral principles, the program not only reduces energy consumption but also strengthens customer		

Program Name: Residential Behavioral Program		Card # 18
engagement and satisfaction. This approach positions the program as a cost-effective, scalable solution that supports broader energy efficiency and decarbonization goals.		
Known Equity Concerns in the Selected Markets (if applicable):	Proposed Solutions to Equity Concerns (if applicable):	
Not applicable	Not applicable	
Intervention Strategy:	Delivery Type:	
Energy audits, outreach and information	Downstream	
Measurement and Verification Methods:	Program Total System Benefit (TSB) for 2028-2031:	
Randomized Controlled Trial (RCT)	\$74,242,633	
Annual Budgets for 2028-2031:	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:	
2028: \$4,750,000 2029: \$4,750,000 2030: \$4,750,000 2031: \$4,750,000	TRC: 3.91 PAC: 3.91	
Anticipated directional and scale changes in budget for years 2032-2035:	Market Actors necessary for success:	
Similar to the proposed 2028-2031 budget levels	None. The program engages customers directly on behavioral modifications and does not interact with supply chains.	
High-level description of delivery workforce including necessary scale and its risks:		
Due to the nature of the customer engagement, the workforce is limited to program management and support staff.		
Near-term Program Output(s) (1-4 years):		
Customer outreach and awareness about energy usage. Customized energy audits and recommendations to improve household energy efficiency and customer energy conservation habits. Cost-effective TSB and reportable energy savings.		
Long Term Outcome (5-10 years):		
Sustained energy-efficient habits and a deeper, lasting commitment to energy conservation.		
Does this program interact with other programs in this PA portfolio? If so, describe:		
Yes. The Behavioral Program maintains limited engagement with other program advisors within the portfolio. When applicable, it may cross-promote specific energy efficiency programs.		
Program Metrics and Indicators (KPIs):		

Program Name: Residential Behavioral Program		Card # 18
Program success is evaluated based on aggregate therm savings, percentage impact, and savings per customer.		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/3442/mainchange_summary%7Cmain%7Credline/	

Program: Nonresidential Energy Efficiency Program		Card # 19
Program ID: SCG4013 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Core	Third-Party Program Implementer: PA
Applicable Sector: Multi-sector (all nonresidential sectors)	Customer Group(s): All nonresidential customer groups	
Sector Challenges: Varied and unique segments with specific needs make it challenging to offer standard programs that meet the needs of all customers. The custom project process is lengthy for customers.	Sector Opportunities (Expected Outcome(s)): Increase customer adoption of energy efficiency solutions across all customer segments and sizes, with a focus on those with untapped energy efficiency potential, and on projects where a third-party program is not available to assist customers.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>This program provides rebates for installing energy-efficient equipment. Deemed retrofit measures specify energy savings and incentive amounts and are generally intended for projects with well-defined energy and demand savings estimates. The program model is designed to reduce the initial purchase costs of such equipment and offer a simple application process. Providing a menu of prescribed common measures simplifies the review of project proposals and offers a "per-widgit" rebate that reduces the cost of retrofitting outdated, inefficient equipment and of new construction measures.</p> <p>When appropriate, a calculated approach is used to estimate the energy savings and incentives. Incentives are paid based on the quantity of therms saved from installing new equipment or a system. The Incentive payment amounts are based upon the therm cap or the measure cost cap, whichever is less. The Program provides calculated incentives to customers who install, upgrade, and/or retrofit energy-efficient gas equipment. The customers best suited for the custom approach are those whose project will result in a greater incentive through the calculated process, or when deemed rebates are not available.</p>		
Known Equity Concerns in the Selected Markets (if applicable): Small and underserved businesses may face barriers to participating in energy efficiency rebate programs.	Proposed Solutions to Equity Concerns (if applicable): Continue offering standardized rebates and simplified application processes to reduce administrative and financial barriers for small and underserved businesses.	

Program: Nonresidential Energy Efficiency Program		Card # 19
	Create tailored energy-efficiency solutions for customers based on their needs through energy audits, including large customers residing in DACs.	
Intervention Strategy: Market Outreach, Direct customer engagement, Technical Assistance: Engineering Support, Energy Audits, Finance, and Rebates/Incentives	Delivery Type: Downstream	
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$106,320,630	
Annual Budgets for 2028-2031: 2028: \$9,980,000 2029: \$9,980,000 2030: \$9,980,000 2031: \$9,980,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 2.13 PAC: 2.72	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance.	Market Actors necessary for success: Equipment vendors, trade allies	
High-level description of delivery workforce including necessary scale and its risks: Program delivery is supported by experienced internal staff with expertise in rebate processing, customer support, and program administration; workforce risks are minimal and manageable.		
Near-term Program Output(s) (1-4 years): Energy audits conducted. Energy savings realized. Cost-effective TSB achieved. Increased customer participation in the program, including those in equity-classified groups. Lower customer energy bills and carbon emissions.		
Long Term Outcome (5-10 years): Increased adoption of deeper, more comprehensive energy efficiency solutions. Further customer energy bill savings and lower carbon emissions are realized.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, coordinates with other energy efficiency programs targeting the same customer sectors through coordinated offerings and shared market awareness.		

Program: Nonresidential Energy Efficiency Program		Card # 19
Program Metrics and Indicators (KPIs):		
Energy Savings (net therms)		
Total System Benefit (TSB)		
Cost-Effectiveness (TRC/PAC)		
GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No		

Program Name: Strategic Energy Management (SEM) Program		Card # 20
Program ID: SCG4014 New / Existing: New Expected Program Duration: 2028 - Ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: (e.g., Residential, commercial, industrial, agricultural, public, or cross-cutting, etc.) If multi-sector, provide a list of each sector covered) Multi-sector (primarily commercial and industrial)	Customer Group(s): The primary customer groups include: <ul style="list-style-type: none"> • Commercial with a minimum annual therm usage of 150K • All industrial segments with a minimum annual therm usage of 250K 	
Sector Challenges: Wide range of technical expertise and organizational strategy, lack of tools and expertise. Rigid financing and procurement hurdles Customers have high security and access restrictions Lack of organizational commitment to strategic energy management Commitment of resources Changes in site personnel or facilities	Sector Opportunities (Expected Outcome(s)): Increase energy efficiency participation. More permanent changes to customers' commercial practices that incorporate energy efficiency and non-energy solutions into the commercial-organizational practices. Introduction of the new SEM Grad Program Cycle (Year 7 and 8 of participation) to continue energy efficiency opportunities for existing participants.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): Strategic Energy Management (SEM) is a holistic, whole-facility approach that normalizes metered energy consumption with a dynamic baseline model to determine energy savings from all program activities at the facility, including capital projects, custom- and deemed-calculated retrofits, maintenance and operations, and retro-commissioning projects. SEM Programs require a multi-year customer commitment to participation in multiple cohort-type training workshops, individual or cohort energy analyses, and Measurement and Evaluation (M&V) activities, based on the facility's specific operational information and characteristics. The SEM Program provides strategic energy management services, technical assistance, and incentives to the commercial and industrial sector within the SoCalGas service territory. The Program targets qualifying industrial customers and commercial organizations, especially those in industries with the highest gas use, using a downstream market approach and leveraging the SEM savings platform to deliver cost-effective energy savings.		

Program Name: Strategic Energy Management (SEM) Program		Card # 20
<p>Known Equity Concerns in the Selected Markets (if applicable):</p> <p>Low adoption of energy efficiency solutions among equity-classified customers due to other budget priorities and limited resources.</p>	<p>Proposed Solutions to Equity Concerns (if applicable):</p> <p>Explore remote, virtual options to engage with customers. Recruit customers residing in DACs by selecting appropriate vendors with the expertise to guide them toward low-cost energy efficiency solutions.</p>	
<p>Intervention Strategy:</p> <p>SEM, Incentive, Finance, Audit, Technical Assistance, Training, Marketing & Outreach/Information</p>	<p>Delivery Type:</p> <p>Downstream</p>	
<p>Measurement and Verification Methods:</p> <p>SEM M&V</p>	<p>Program Total System Benefit (TSB) for 2028-2031:</p> <p>\$55,829,698</p>	
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$3,950,000 2029: \$3,950,000 2030: \$3,950,000 2031: \$3,950,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: -</p> <p>TRC: 3.69 PAC: 3.57</p>	
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.</p>	<p>Market Actors necessary for success:</p> <p>Equipment vendors, maintenance contractors</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>All program staff are already in place for the contemplated scale, with minimal risks.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Maintain active participants in the program through the three 2-year cycles described in the statewide Design Guide. Complete recruitment of a new cohort of participants. Achieve cost-effective TSB and energy savings. Increase customer participation in DACs. Lower customer energy bills and GHG emissions.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Cohorts are designed to address 5-10 large energy users per year across the SoCalGas territory. Programs deliver savings for multiple years (6 years per customer over three 2-year cycles). Deeper, more comprehensive energy efficiency adopted. Further reductions in customer energy bills and GHG emissions.</p>		

Program Name: Strategic Energy Management (SEM) Program		Card # 20
Does this program interact with other programs in this PA portfolio? If so, describe:		
Yes, this program coordinates with the following programs:		
<ul style="list-style-type: none"> • Large Commercial Energy Efficiency Program • Industrial Energy Efficiency Program 		
Program Metrics and Indicators (KPIs):		
Energy Savings (net therms)		
Total System Benefit (TSB)		
Cost-Effectiveness (TRC)		
GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No		

Program Name: Market Access Program (MAP)		Card # 21
Program ID: SCG4015 (Previously SCG3971) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector (Residential and Commercial)	Customer Group(s): Residential (Single-family & multifamily) All Commercial Customers	
Sector Challenges: Program serves the entire commercial sector and will overlap with several programs, including other NMEC programs.	Sector Opportunities (Expected Outcome(s)): The Market Access Program (GRID-MAP) uses an aggregator model, allowing customers to choose the offering best suited to them.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): GRID-MAP is an innovative energy efficiency program that provides customers with the flexibility to install almost any device, equipment, or intervention that saves energy. Incentives are based on the measured natural gas savings achieved during specific time periods and the value of natural gas during those periods. The program is offered to residential and commercial customers and will utilize population-based or site-based NMEC to measure energy savings. GRID-MAP will utilize an aggregator model, which allows qualified contractors to participate in the program and tailor their offerings to meet customer requirements.		
Known Equity Concerns in the Selected Markets (if applicable): Equity-classified customers typically do not participate in EE programs due to economic factors.	Proposed Solutions to Equity Concerns (if applicable): By implementing the aggregator model, the program can have multiple contractors reach the same customer and offer different incentive methods to help customers overcome their unique barriers.	
Intervention Strategy: Marketing & Outreach, MAP, Direct Install, incentive/rebate, Finance, and technical assistance.	Delivery Type: Downstream, Downstream – Direct Install	

Program Name: Market Access Program (MAP)		Card # 21
Measurement and Verification Methods: NMEC – Population, NMEC - Site	Program Total System Benefit (TSB) for 2028-2031: \$11,340,820	
Annual Budgets for 2028-2031: 2028: \$2,502,000 2029: \$2,502,000 2030: \$2,502,000 2031: \$2,502,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 1.07 PAC: 1.17	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance.	Market Actors necessary for success: Aggregators	
High-level description of delivery workforce including necessary scale and its risks: GRID-MAP will employ an aggregate model, requiring the program to recruit contractors throughout the SoCalGas territory. Aggregators can have different skill sets and may target different customers based on the measures they offer or their reach. The program allows each aggregator to determine the benefits to the customer, in the form of a no-cost/low-cost direct install or an incentive- or rebate-based approach.		
Near-term Program Output(s) (1-4 years): Increased residential and commercial customer participation in MAP, including equity-classified customer groups. Increase the number of aggregators participating in the MAP offering. Achieve cost-effective TSB and energy savings. Lower customer energy bill and GHG emissions.		
Long Term Outcome (5-10 years): Customers adopt deeper, more comprehensive energy efficiency solutions. Aggregators fully support the MAP model. Customers realize lower energy bills and GHG emissions.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, the program can leverage other programs to create a holistic EE plan for customers. The program covers both residential and commercial sectors and will coordinate with several programs.		
Program Metrics and Indicators (KPIs): Energy savings TSB achieved TRC ratio Equity-classified customer participation		

Program Name: Market Access Program (MAP)		Card # 21
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3490/mainchange_summary%7Cmain%7Credline/	

Program Name: SoCalGas Marketplace		Card # 22
Program ID: SCG4016 (Previously SCG3829) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Cross-Cutting (Residential, SMB)	Customer Group(s): Single-family, Multifamily, and Manufactured Homes, Small & Medium Business (SMB), Food Service	
Sector Challenges: Residential – Serving equity-classified customers Nonresidential – Enlisting fulfillment companies for energy-efficient measures	Sector Opportunities (Expected Outcome(s)): Increased participation in energy efficiency programs and adoption of energy-efficiency measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Marketplace platform provides energy efficiency and utility-program information to customers. The platform also provides point-of-purchase rebates and California GoGreen micro-loan financing options for eligible residential and nonresidential customers. This cross-cutting program serves residential and nonresidential customers, including small- and medium-sized businesses. As customers continue to shift their purchasing to online sources, the SoCalGas Marketplace will meet them where they prefer to shop. See https://socalgas.com/marketplace		
Known Equity Concerns in the Selected Markets (if applicable): A high population of equity-classified customers is located across a broad geographic region.	Proposed Solutions to Equity Concerns (if applicable): Expand the program’s network of fulfillment partners to serve customers throughout the entire service territory.	
Intervention Strategy: Marketing & Outreach, Audit, Finance, and Rebate/Incentives	Delivery Type: Midstream-Retail	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$13,949,134	

Program Name: SoCalGas Marketplace		Card # 22
Annual Budgets for 2028-2031: 2028: \$6,075,000 2029: \$6,075,000 2030: \$6,075,000 2031: \$6,075,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.55 PAC: 0.59	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance and diversity of measure assortment.	Market Actors necessary for success: Local fulfillment partners for water heating, HVAC, and Exempt Measures.	
High-level description of delivery workforce including necessary scale and its risks: The program implementer's workforce requirements include roles and responsibilities for fintech and online merchant positions. Workforce requirements for fulfillment partners (local companies) include retail, warehousing, customer service, delivery, and installation capabilities.		
Near-term Program Output(s) (1-4 years): The program is expected to see ~1.6 million in online traffic in 2028, growing to ~2.1 million in 2031. Online traffic represents customers who are served information. The program is expected to generate ~20,800 transactions in 2028, growing to ~24,000 transactions in 2031. Transactions represent energy-efficient products purchased. The program provides ~10K referrals to our ESAP portfolio of assistance programs.		
Long Term Outcome (5-10 years): Present a good assortment of exempt and non-exempt, energy-efficient products, leveraging California GoGreen financing to help families afford home upgrades. ESAP customers will have the same opportunity to engage with our online Marketplace as market resource customers.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, the SoCalGas Marketplace is a cross-cutting program serving both residential and nonresidential sectors. Residential program activity serves single-family, multi-family, and manufactured homes. Nonresidential activity serves small & medium businesses with a focus on food service companies. The program also provides referrals or leads to SoCalGas's ESA programs.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Traffic • Transactions • # of Financing Contracts 		

Program Name: SoCalGas Marketplace		Card # 22
<ul style="list-style-type: none"> • # of DAC Customers Served • # of ESA Customers Referrals • Revenue • Units sold • Units sold by product type • Total System Benefit 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3357/mainchange_summary%7Cmain%7Credline/	

Program Name: Municipality Partnership Program		Card # 23
Program ID: SCG4017 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party	Third-Party Program Implementer: Other
Applicable Sector: Residential and commercial		Customer Group(s): Single-family, Multifamily, Commercial
Sector Challenges: Deeper, more comprehensive energy efficiency solutions are too costly for customers. Lack of awareness of energy efficiency opportunities.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of deeper, more comprehensive energy-efficient solutions.
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>The program is comprised of joint partnerships between local municipalities and SoCalGas. SoCalGas and the local municipalities jointly implement, within their respective territories, eligible and feasible water- and energy-saving measures. The partnerships are designed to reach more customers, promote deeper energy efficiency, simplify customer engagement, and reduce costs through cost-sharing partner models.</p>		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers		Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to equity-classified customers through jointly funded direct-install measures.
Intervention Strategy: Direct Install, Energy Audits		Delivery Type: Direct Install
Measurement and Verification Methods: Deemed		Program Total System Benefit (TSB) for 2028-2031: \$7,228,272
Annual Budgets for 2028-2031: 2028: \$2,040,000 2029: \$2,040,000 2030: \$2,040,000 2031: \$2,040,000		Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.80 PAC: 0.92

Program Name: Municipality Partnership Program		Card # 23
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period as new partnerships are established.	Market Actors necessary for success: Local Municipalities	
High-level description of delivery workforce including necessary scale and its risks: Local Municipality and program provider		
Near-term Program Output(s) (1-4 years): Continue to establish partnerships with local municipalities to offer comprehensive energy savings to shared customers.		
Long Term Outcome (5-10 years): The longer-term strategy will be to encourage greater adoption of more energy-efficient solutions.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, some local municipality programs partner with existing energy efficiency programs to install energy efficiency measures.		
Program Metrics and Indicators (KPIs): Energy Savings Total System Benefit Cost-Effectiveness GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSMS)? None	Link to Existing Implementation Plan, if existing: N/A	

Program Name: IDEEA365		Card # 24
Program ID: SCG4018 (Previously SCG3771) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector: All sectors, except for Codes & Standards	Customer Group(s): Eligible for all customer groups, depending on the third-party proposal	
Sector Challenges: <p>Limited opportunity to innovate in program delivery and advance emerging technologies to ensure customers have access to effective and emerging energy efficiency solutions.</p> <p>Small Business Enterprises often face persistent barriers, including limited staff capacity, minimal prior experience with utility contracting, and constrained access to upfront capital.</p> <p>New market entrants to California’s energy efficiency industry also have few opportunities to demonstrate their capabilities, making it difficult for them to compete and scale.</p>	Sector Opportunities (Expected Outcome(s)): <p>Provide the energy efficiency community, especially small or new bidders, opportunities to introduce and test new ideas and technologies into the portfolio.</p>	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>This program will continue to issue IDEEA365 solicitations throughout the 2028-2031 program cycle to allow for the ongoing introduction of innovative ideas, programs, and technologies into the energy efficiency portfolio by drawing on the skills, experience, and creativity of the energy efficiency program provider community. Subsequently, targeted solicitations may be issued to address specific portfolio needs, goals, or mandated requirements. IDEEA365 also serves as an on-ramp for future participation in larger SoCalGas solicitations by allowing newer program providers to build performance history, gain experience with utility program requirements, and demonstrate proof-of-concept in a lower-risk environment.</p>		

Program Name: IDEEA365		Card # 24
<p>Known Equity Concerns in the Selected Markets (if applicable):</p> <p>The structured RFP process is complex and burdensome for companies that have not participated before, particularly for SBEs.</p>	<p>Proposed Solutions to Equity Concerns (if applicable):</p> <p>IDEEA365 delivers opportunity-side equity by lowering barriers to market entry while preserving portfolio performance and accountability. IDEEA365 provides a flexible, streamlined contracting pathway that allows small, emerging, and first-time program providers—including SBEs—to propose and implement innovative energy efficiency concepts outside the traditional structured RFP process.</p>	
<p>Intervention Strategy:</p> <p>Any current or new intervention strategy is eligible</p>	<p>Delivery Type:</p> <p>Any delivery type is eligible</p>	
<p>Measurement and Verification Methods:</p> <p>Deemed, Custom, NMEC</p>	<p>Program Total System Benefit (TSB) for 2028-2031:</p> <p>TSB forecast will depend upon future adopted program proposals</p>	
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$3,600,000 2029: \$3,600,000 2030: \$3,600,000 2031: \$3,600,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:</p> <p>Cost-effectiveness forecasts will depend upon future adopted program proposals</p>	
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Consistent with the proposed 2028-2031 cycle.</p>	<p>Market Actors necessary for success:</p> <p>Varies depending upon the adopted program proposal</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>Workforce characteristics will depend upon future adopted program proposals</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Implementation of innovative program designs. Advancement of emerging technologies that reduce energy use. New providers entering the energy efficiency community. Smaller firms are transitioning from subcontractor, vendor, and/or consultant roles to becoming program providers.</p>		
<p>Long Term Outcome (5-10 years):</p>		

Program Name: IDEEA365		Card # 24
<p>Increased cost-effective TSB and energy savings. Greater market adoption of new efficiency technologies. Stronger competition among program providers is driving down delivery costs. More providers entering and growing in the market, creating clean-energy career opportunities.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>Program interactions will depend upon future adopted program proposals</p>		
<p>Program Metrics and Indicators (KPIs):</p> <p>Program metrics and indicators will depend upon future adopted program proposals</p>		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3553/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Integrated Energy Efficiency Training		Card # 25
Program ID: SCG4019 (Previously SCG3729) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Cross-cutting (WE&T)	Customer Group(s): Nonresidential - contractors, plant operators, commercial restaurant owners, equipment distributor representatives, local government facility managers, equipment technicians, and commercial and industrial property owners.	
Sector Challenges: Increased sophistication of equipment, time horizon to develop pre-requisite expertise to install equipment, increasing demand for energy efficiency, and a professional workforce	Sector Opportunities (Expected Outcome(s)): Generates new workforce participation, educated customers, and trained trade professionals, as well as acting as a lead generator for increased participation in energy efficiency programs and adoption of energy efficiency measures	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Workforce Education, Training, and Outreach Program is designed to strengthen the energy efficiency workforce, educate customers, support and train trade professionals, and conduct collaborative outreach to enable the availability of affordable energy efficiency equipment, usage, and bill savings through a pathway of options involving improved operational practices, sustainable maintenance protocols, or equipment replacement. This strategy emphasizes long-term sustainability by integrating education and training into everyday business and operational practices to reduce energy use and environmental impact.		
Known Equity Concerns in the Selected Markets (if applicable): Generating engagement and energy efficiency adoption in programs at little to no cost for increasing workforce participation, energy efficiency installations, and practices.	Proposed Solutions to Equity Concerns (if applicable): Explore accessibility through mobilization options to engage with customers; recruit vendors willing to dedicate appropriate service to this region and sector	
Intervention Strategy: Training	Delivery Type: Downstream	

Program Name: Integrated Energy Efficiency Training		Card # 25
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: N/A	
Annual Budgets for 2028-2031: 2028: \$5,000,000 2029: \$5,000,000 2030: \$5,000,000 2031: \$5,000,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trend. Anticipate minimal increase in budget for this program for the 2032-2035 period.	Market Actors necessary for success: Trade Associations – Curriculum Trade Professionals – Technicians Trade Allies – Contractors, Distributors, Manufacturers	
High-level description of delivery workforce including necessary scale and its risks: Workforce requirements include curriculum designers, instructors, and distribution channels. There are many subject-matter experts among the retiring workers. A disruption to the economy or channels of access to trade professionals. Market allies or customer intermediaries could pose a risk to program effectiveness.		
Near-term Program Output(s) (1-4 years): Increase participation, reach, and geographic penetration of WE&T events and activities, and identify ways to indirectly impact TSB goals favorably		
Long Term Outcome (5-10 years): Increase participation, reach, and geographic penetration of WE&T events and activities, and identify ways to directly impact TSB goals favorably.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. Provides outreach, training, education, and supports resource acquisition and 3P program efforts.		
Program Metrics and Indicators (KPIs): Market Support Impact: Total participants in WE&T programs, outcomes, reach, and penetration, lead generation for resource acquisition, collaborations, and program enrollments		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3551/mainchange_summary%7Cmain%7Credline/	

Program Name: Business Energy Efficiency Surveys (BEES)		Card # 26
Program ID: SCG4020 (Previously SCG3909) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector: Commercial, Industrial, Agricultural, Public		Customer Group(s): All nonresidential
Sector Challenges: Industrial engagement. Agricultural participation remains more challenging due to sector-specific operational constraints.		Sector Opportunities (Expected Outcome(s)): Small and medium commercial businesses continue to offer strong opportunities for energy efficiency engagement and surveys.
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Business Energy Efficiency Surveys (BEES) program offers energy surveys for nonresidential customers in the commercial, industrial, and agricultural sectors. The energy surveys will consist of an in-person audit to inventory all gas equipment and a review of their processes and equipment. After the survey is completed, a report will be generated for the customer to review. The report will include measures the customer can implement, along with any potential rebates associated with each measure. The report will recommend any relevant SoCalGas measures, along with programs that can assist them in achieving their energy efficiency goals, such as financial assistance.		
Known Equity Concerns in the Selected Markets (if applicable): Participation barriers may exist for some small businesses due to language, scheduling, and resource limitations.	Proposed Solutions to Equity Concerns (if applicable): Targeted outreach, flexible scheduling, and language-appropriate materials to support broader participation.	
Intervention Strategy: Outreach/Information, Energy Audit	Delivery Type: Downstream	
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: N/A	

Program Name: Business Energy Efficiency Surveys (BEES)		Card # 26
Annual Budgets for 2028-2031: 2028: \$835,000 2029: \$835,000 2030: \$835,000 2031: \$835,000		Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 0.00 PAC: 0.00
Anticipated directional and scale changes in budget for years 2032-2035: Budget levels are expected to remain relatively consistent with the 2028–2031 cycle.		Market Actors necessary for success: None
High-level description of delivery workforce including necessary scale and its risks: Program delivery depends on trained survey staff. The continuity of trained staff poses a potential risk.		
Near-term Program Output(s) (1-4 years): Completion of energy efficiency surveys and delivery of actionable recommendations to participating businesses.		
Long Term Outcome (5-10 years): Sustained customer engagement and increased participation in energy efficiency programs over time.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. BEES supports other non-residential portfolio programs by identifying opportunities and directing customers to applicable offerings.		
Program Metrics and Indicators (KPIs): Numbers of surveys completed Customer participation rates Referrals to downstream efficiency programs		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3515/mainchange_summary%7Cmain%7Credline/	

Program Name: Sustainability Studio		Card # 27
Program ID: SCG4021 (Previously SCG3941) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Multi-sector (Residential and Commercial)	Customer Group(s): Residential and Commercial	
Sector Challenges: Sustainability initiatives are often addressed as siloed activities.	Sector Opportunities (Expected Outcome(s)): Sustainable Studio will increase the level of holistic sustainable/regenerative interdisciplinary program solutions.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): Sustainable Studio challenges the status quo of programs. This market support program provides a sustainable, multidisciplinary approach to educating, providing technical assistance, partnering, and engaging customers across the residential and commercial sectors. It reaches different types of customers, regardless of socioeconomic status or location. It also provides sustainable solutions and packages them into SoCalGas’s different programs. This program also looks into non-energy benefits to accelerate sustainability within the SoCalGas portfolio.		
Known Equity Concerns in the Selected Markets (if applicable): Sustainability initiatives are often addressed as siloed activities that can lessen the effectiveness of energy efficiency, water efficiency, non-energy benefits, and emission reductions.	Proposed Solutions to Equity Concerns (if applicable): Sustainable Studio will increase the level of holistic, sustainable/regenerative, interdisciplinary program solutions that encompass energy and water efficiency, renewable energy, sustainable building, program revitalization, urban agriculture, landscape science, waste management, and transportation planning through integrated technical assistance, outreach, and education.	
Intervention Strategy: Outreach, Education, Technical Assistance	Delivery Type: Downstream	
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: N/A	

Program Name: Sustainability Studio		Card # 27
Annual Budgets for 2028-2031: 2028: \$1,500,000 2029: \$1,500,000 2030: \$1,500,000 2031: \$1,500,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period.	Market Actors necessary for success: Sustainable Professionals and non-profits such as CALWEP, USGBC, and CBOs.	
High-level description of delivery workforce including necessary scale and its risks: Sustainable professionals and non-profit organizations that represent the sustainable community. The actors will provide expertise and assistance on outcomes, including identifying where the program can address specific barriers to accelerate sustainability adoption within the SoCalGas portfolio.		
Near-term Program Output(s) (1-4 years): Expand knowledge of available energy efficiency and sustainability resources and increase sustainability across SoCalGas's programs.		
Long Term Outcome (5-10 years): Achieve greater adoption of energy efficiency and sustainable resources, and increase sustainability in the portfolio offered by SoCalGas.		
Does this program interact with other programs in this PA portfolio? If so, describe: The program interacts with many residential and nonresidential programs as well as Workforce Education and Training (WET).		
Program Metrics and Indicators (KPIs): Case studies Partnerships Technical Assistance		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3519/mainchange_summary%7Cmain%7Credline/	

Program Name: On-Bill Finance (OBF) Program		Card # 28
Program ID: SCG4022 (Previously SCG3735) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Cross-cutting - Finance	Customer Group(s): Nonresidential, including Institutional customers, and Multifamily (common area meter).	
Sector Challenges: <p>Long lead time required for project pre-approval and loan disbursement. For certain financing programs, the customer or contractor must pay the upgrade cost up front and wait for reimbursement after project completion.</p> <p>Higher upfront costs and limited access to financing remain significant obstacles to EE investments, particularly for underserved HTR and DAC customers.</p> <p>Inflation has put additional pressure on cash flow and increased the cost to invest in EE.</p> <p>EE programs often don't fund until after the project is verified and installed, and customers often have to source alternative short-term funds.</p> <p>On-Bill Financing (OBF) works, but current rules sometimes limit participation:</p> <ul style="list-style-type: none"> • Timing/delays in payment impact participation. • Customers have to cover costs upfront, which is out of reach for many. 	Sector Opportunities (Expected Outcome(s)): <p>Integrate financing options with EE programs. Educate contractors on financing options to prepare when presenting solutions to customers. OBF will be modified to support broader adoption of energy efficiency by addressing key challenges with the existing design:</p> <ul style="list-style-type: none"> • Offer earlier access to OBF funds. • Increase the maximum loan amounts for OBF. • Extend the OBF loan terms. • Earlier access: Providing earlier access to loan funds can make OBF more accessible by helping cover upfront costs incurred before traditional OBF loan funding is released. • Increased loan amount: Increasing the maximum loan amount (cap) addresses the concern that project costs have risen without a commensurate adjustment to program caps. • Extend the loan term: This adjustment will allow more projects to qualify and will ease the cash flow burden on smaller customers. <p>SoCalGas will continue to pursue the development of the approved "OBF+" program, which incorporates non-EE technologies into the existing OBF program.</p>	

Program Name: On-Bill Finance (OBF) Program		Card # 28
<p>Brief Program Description: (Including customer target, program strategies employed, expected program outcome):</p> <p>OBF is a zero-percent-interest, no-cost/fee loan for qualifying energy efficiency and clean-energy projects.¹ OBF is available to all SoCalGas nonresidential customers, including institutional customers, and to all nonresidential programs (including third-party programs), as well as Multifamily (common-area meter). The minimum loan amount is \$5k (to comply with CDFC exemptions) and remains unchanged. Eligible customers must have a bill payment history in good standing and also participate in a qualifying rebate or incentive program. Loan payments are generally structured to be bill neutral, meaning that expected energy savings offset monthly bill payments, so there's no net increase in utility costs. OBF will continue to support equity-classified customers.</p>		
<p>Known Equity Concerns in the Selected Markets (if applicable):</p> <p>The availability and access to energy efficiency financing options continue to be a challenge for Equity customers (HTR/DAC/Underserved).</p> <ul style="list-style-type: none"> • Qualifying for credit is nearly impossible for customers with low credit scores. • Cash flow is already a challenge; increased payments are often untenable. • Customers have limited/zero resources, where program application processes are burdensome and difficult to support. • Rural customers are particularly challenging to serve due to their remote locations. • Rental and leased properties complicate the traditional lending process. 	<p>Proposed Solutions to Equity Concerns (if applicable):</p> <ul style="list-style-type: none"> • Continue to market the benefits of OBF to Equity customers, highlighting its no-credit requirement and its no-cost simplicity. • Prioritize marketing and outreach to equity customers, using community-based strategies and trusted messengers, including RENs. • Establish performance targets for Equity markets. • Prioritize marketing the new program elements to Equity customers (contractors). 	
<p>Intervention Strategy:</p> <p>Finance, Marketing and Outreach/Information</p>	<p>Delivery Type:</p> <p>Downstream</p>	
<p>Measurement and Verification Methods:</p> <p>N/A</p>	<p>Program Total System Benefit (TSB) for 2028-2031:</p> <p>N/A</p>	
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$750,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:</p>	

¹ Clean energy projects are authorized via an advice letter process established in the Clean Energy Finance proceeding and in (D.) 23-08-026 Ordering Paragraph (OP) 2.

Program Name: On-Bill Finance (OBF) Program		Card # 28
2029: \$750,000 2030: \$750,000 2031: \$750,000	TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: SoCalGas’s OBF program is forecasted to remain consistent through 2035, unless additional resources are authorized for an expanded OBF program for non-EE clean technologies (“OBF+”).	Market Actors necessary for success: SoCalGas OBF, Communications, Customer Support Teams, Contractors, distributors, program implementers, RENs, and other nonresidential market actors.	
High-level description of delivery workforce including necessary scale and its risks: OBF staff manage the loan application process, assist with educating and training customers and contractors, manage the OBF loan pool, perform associated tracking and reporting of loans in the pipeline, resolve system or IT issues that impact loan records, update loan documentation, and adhere to required regulatory requirements.		
Near-term Program Output(s) (1-4 years): Increase program participation through coordinated efforts with other third-party EE programs, driving increased TSB by encouraging participation in other programs where upfront costs would otherwise be a barrier. Engage and train trade professionals to drive participation. Maintain low default rates. # of Loans Minimum defaults Engage/Train with contractors/tradespeople/distributors		
Long Term Outcome (5-10 years): <ul style="list-style-type: none"> • Expand access to financing tools, regulatory approvals, and expand OBF eligibility. Educate the market on the availability of financing tools for Energy Efficiency Products. Maintain low default rates • Increase EE program participation • Provide more access to EE financing tools • Nonresidential market actors become better educated • Equity-classified customers become comfortable using financing to implement energy efficiency and decarbonization measures • Adoption rates for energy saving projects increase • Maintain low default rates 		
Does this program interact with other programs in this PA portfolio? If so, describe: OBF interacts with various nonresidential energy efficiency programs to help finance projects, including Agriculture, Commercial, Industrial, Public, Institutional, SEM, and Workforce Education and Training.		

Program Metrics and Indicators (KPIs): (These could include metrics tracked in program contracts and can be inclusive of Equity or Market Support Indicators and other program KPIs).

- # of OBF loans funded (subset: # of loans pre-funded)
- Estimated Energy Savings/TSB of projects financed
- # of engagements with tradespeople and distributors
- Customer satisfaction of program participants

Does this program utilize Integrated Demand Side Management (IDSM)?

Yes, with the new OBF Plus program, it will interact with other IDSM programs, such as SGIP. OBF’s expansion into clean energy technologies strengthens our ability to finance projects that help reduce greenhouse gas emissions.

Link to Existing Implementation Plan, if existing:

https://cedars.cpuc.ca.gov/documents/download/3504/mainchange_summary%7Cmain%7Credline/

Program Name: Integrated Demand-Side Management		Card # 29
Program ID: SCG4023 (previously SCG3962) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Multi-sector: All sectors	Customer Group(s): All sectors	
Sector Challenges: Low participation across the residential and commercial sectors, especially in the equity-classified customer groups.	Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential and commercial segments, especially within equity-classified customer groups	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): To integrate complementary programs like EE, DR, and load management to address growing energy and systems demands as electrification increases. Create awareness and grow participation in all available demand-side management program offerings by securing rebates and incentives coordinated by this multi-DER IDSMD program.		
Known Equity Concerns in the Selected Markets (if applicable): TBD	Proposed Solutions to Equity Concerns (if applicable): TBD	
Intervention Strategy: Technical Assistance, Outreach/Information	Delivery Type: Downstream	
Measurement and Verification Methods: Custom	Program Total System Benefit (TSB) for 2028-2031: N/A	
Annual Budgets for 2028-2031: 2028: \$300,000 2029: \$300,000 2030: \$300,000 2031: \$300,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	

Program Name: Integrated Demand-Side Management		Card # 29
Anticipated directional and scale changes in budget for years 2032-2035:	Market Actors necessary for success:	
Consistent with the portfolio trend.		
High-level description of delivery workforce including necessary scale and its risks:		
TBD		
Near-term Program Output(s) (1-4 years):		
Increased adoption of energy efficiency and behind-the-meter integrated distributed energy resource solutions.		
Long Term Outcome (5-10 years):		
Encourage customers to bring in additional projects in their portfolio to conduct further upgrades with a high level of comfort and trust in the program process.		
Does this program interact with other programs in this PA portfolio? If so, describe:		
Yes, it will leverage various program strategies, including financial incentives, to encourage greater energy efficiency adoption levels		
Program Metrics and Indicators (KPIs):		
TBD based on approval of Tier 2 Advice Letter		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
EE/DR, Multi-DER IDSM, other or none	https://cedars.cpuc.ca.gov/programs/SCG3962/details/	

Program Name: Statewide Gas Emerging Technologies		Card # 30
Program ID: SW_ET_Gas New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer (applicable to IOUs only): Non-PA Third Party & Partnership
Applicable Sector: Cross-Cutting (Emerging Technologies)	Customer Group(s): All Customer groups	
Sector Challenges: Identifying gas emerging technologies measures to advance energy efficiency. Understanding how the market will respond to new measures. Advancing technologies suited for energy efficiency portfolio programs.	Sector Opportunities (Expected Outcome(s)): Enhanced and updated Technology Priority Maps that lead to technology roadmaps. Solicit and fulfill Program Administrators' requests for additional market or customer research on emerging technology measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Statewide Gas Emerging Technologies Program (GET) is a statewide market support program administered by SoCalGas to identify, evaluate, and advance promising natural gas energy-efficient technologies that are either commercially available today or expected to reach market readiness within 3 to 5 years. The program's goal includes overcoming market barriers, such as performance uncertainty and information gaps, while supporting future energy-efficiency program development. The program targets a wide range of customers and applications, including commercial, industrial, agricultural, and residential, through field studies and technical evaluations. In collaboration with California's gas investor-owned utilities (IOUs), GET conducts technology scanning and prioritization, assesses market barriers, and disseminates findings to energy efficiency program administrators to support measure development, resource program handoffs, and market transformation efforts. Expected outcomes include generating validated gas energy savings and emissions-reduction data, informing future measure inclusion in statewide portfolios, advancing market readiness for innovative technologies, and enabling long-term operational cost and greenhouse gas reductions.		
Known Equity Concerns in the Selected Markets (if applicable): Not applicable	Proposed Solutions to Equity Concerns (if applicable): Not applicable	

Program Name: Statewide Gas Emerging Technologies		Card # 30
Intervention Strategy: Technology Evaluation Dissemination Technology Transfer	Delivery Type: Downstream	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: Not applicable	
Annual Budgets for 2028-2031: 2028: \$3,750,000 2029: \$3,750,000 2030: \$3,750,000 2031: \$3,750,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trend.	Market Actors necessary for success: Research institutions, industry organizations, energy agencies, and manufacturers.	
High-level description of delivery workforce including necessary scale and its risks: A statewide, multidisciplinary delivery workforce administered by SoCalGas, in collaboration with the program implementer, funding IOU partners, subject matter experts, field contractors, and customer host sites. The program must be <i>sized</i> for concurrent cross-sector pilots and managed to mitigate risks in talent, safety, data quality, and coordination, to reliably inform program administrators on promising gas-saving technologies for potential inclusion in future program measures.		
Near-term Program Output(s) (1-4 years): Scan, prioritize, and evaluate commercially available energy efficiency technologies, and provide data and information to inform the adoption of measures into energy efficiency resource programs.		
Long Term Outcome (5-10 years): Expand to include broader decarbonization efforts, including the evaluation of renewable biogas, hydrogen, and microgrid applications.		
Does this program interact with other programs in this PA portfolio? If so, describe: The Statewide Gas Emerging Technologies Program interacts with other programs in PA's portfolio by serving as an innovation pipeline that identifies and validates emerging gas saving technologies for potential handoff and incorporation into resource acquisition and market-focused programs.		
Program Metrics and Indicators (KPIs): Projects Initiated		

Program Name: Statewide Gas Emerging Technologies		Card # 30
TPM Development Outreach Events Technology Focused Pilots Coordination Budget Compliance Projects Delivered on Schedule		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3525/mainchange_summary%7Cmain%7Credline/	

ATTACHMENT A

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Program Name: Agricultural Energy Efficiency Program		Card # 01
Program ID: SCG3995 (previously SCG3890) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Agricultural	Customer Group(s): All agricultural customer groups	
Sector Challenges: <ul style="list-style-type: none"> • Labor shortages • Supply chain disruptions • Environmental/climate risks • Rising input cost • Infrastructure budgets re-evaluated • Regulatory and compliance pressure 	Sector Opportunities (Expected Outcome(s)): Increased participation in the energy efficiency program and adoption of energy efficiency measures and practices	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Agricultural Energy Efficiency (AgEE) Program will identify and service small, medium, and large SoCalGas customers within the agriculture sector. AgEE will educate customers about energy efficiency and offer deemed measure rebates, custom measure incentives, and meter-based savings to participants. It will provide a direct installation option for equity-classified customers. AgEE will also seek, apply for, and implement a research grant to increase knowledge of energy efficiency opportunities in the agriculture sector.		
Known Equity Concerns in the Selected Markets (if applicable): N/A	Proposed Solutions to Equity Concerns (if applicable): N/A	
Intervention Strategy: Marketing & Outreach, Audit, Finance, Rebate/Incentive, and Direct Install	Delivery Type: Downstream, Downstream – Direct Install	
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$28,598,204	

Program Name: Agricultural Energy Efficiency Program		Card # 01
Annual Budgets for 2028-2031: 2028: \$4,155,000 2029: \$4,155,000 2030: \$4,155,000 2031: \$4,155,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 1.60 PAC: 1.75	
Anticipated directional and scale changes in budget for years 2032-2035: Increase in budget for the 2032-2035 period, depending on program performance.	Market Actors necessary for success: <ul style="list-style-type: none"> • Trade Professionals • Contractors 	
High-level description of delivery workforce including necessary scale and its risks: Workforce requirements are limited to contractors performing the work. Some materials are manufactured internationally, which may lead to significant delays and/or project postponement, and increased cost of goods.		
Near-term Program Output(s) (1-4 years): Perform energy audits. Install high-efficiency energy-efficient equipment at agricultural facilities. Provide direct install services. Increase customer participation, including in equity-classified groups. Cost-effective energy savings and TSB.		
Long Term Outcome (5-10 years): Reduce overall energy use and help modernize the agricultural sector by adopting high-efficiency equipment.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Cost-effectiveness • External funding made available to customers • Improved customer satisfaction • Energy savings achieved • Cost per unit saved • Number of EE projects • Percent of enrollments converted to completed projects • Market knowledge of program measures • Percent of equity-classified customers 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3513/mainchange_summary%7Cmain%7Credline/	

Program Name: Small & Medium Commercial Program		Card # 02
Program ID: SCG3996 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Commercial	Customer Group(s): Small/Medium Commercial	
Sector Challenges: Small- and medium-sized businesses (SMB) often have limited capital available to cover the upfront cost of energy-efficient equipment.	Sector Opportunities (Expected Outcome(s)): A range of energy efficiency measures drives increased participation in the program.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The target customer base is SMBs (therm usage up to 50,000 therms per year), with an emphasis on customer segments with predominantly high natural gas loads, such as hospitality, restaurants, laundries, small medical facilities, and office buildings. C-BEST will utilize a multi-level outreach strategy that leverages Contractor’s national account management team, local contractor/trade allies, community-based outreach serving small commercial customers, and phone-based Business Energy Advisor support to increase energy efficiency adoption among this customer group.		
Known Equity Concerns in the Selected Markets (if applicable): A high proportion of equity-classified customers may face language barriers and a lack of awareness of energy efficiency opportunities.	Proposed Solutions to Equity Concerns (if applicable): Explore outreach opportunities in service-territory areas with higher concentrations of equity-classified customers, using available multilingual collateral.	
Intervention Strategy: Direct Install, Incentive/Rebate, Finance, Marketing and Outreach/Information	Delivery Type: Downstream, Direct Install	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$56,703,061	

Program Name: Small & Medium Commercial Program		Card # 02
Annual Budgets for 2028-2031: 2028: \$6,225,000 2029: \$6,225,000 2030: \$6,225,000 2031: \$6,225,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 2.11 PAC: 2.33	
Anticipated directional and scale changes in budget for years 2032-2035: Comparable in scale to the proposed 2028-2031 budgets.	Market Actors necessary for success: Contractors Community-based Organizations	
High-level description of delivery workforce including necessary scale and its risks: The delivery workforce includes third-party implementers, their trade ally networks, and community-based organizations.		
Near-term Program Output(s) (1-4 years): Increased program participation, including equity-classified customer groups. Energy audits were performed. Energy savings are achieved. Cost-effective TSB achieved. Interest in deeper energy savings opportunities. Lower energy bills.		
Long Term Outcome (5-10 years): Customers install deeper energy efficiency projects. Further reduction in energy bills.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, this program interacts with On Bill Financing, which is available to customers who could use financial support for larger energy efficiency projects.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Energy savings • Cost-effectiveness • Projects completed • Customer service 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: n/a	

Program Name: Large Commercial Program		Card # 03
Program ID: SCG3997 (previously SCG3892) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Commercial	Customer Group(s): Large Commercial	
Sector Challenges: Rising equipment and labor costs have increased project expenses, making it more challenging for customers to pursue energy efficiency investments.	Sector Opportunities (Expected Outcome(s)): Increased participation in the energy efficiency program and adoption of energy efficiency measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Large Commercial Program will target the downstream market channel, as it is ideal for meter-based, direct install, and customer-installed (DIY) strategies. The Program will be open to all customers (using >50,000 therms annually at the premises level) across the Company's territory, delivering natural gas savings.		
Known Equity Concerns in the Selected Markets (if applicable): Most large commercial customers do not fall into the equity-classified groups, given their higher revenues, established facility management teams, fewer language-access barriers, and more stable tenancy and ownership. However, some customers may still meet the criteria (e.g., Disadvantaged Communities).	Proposed Solutions to Equity Concerns (if applicable): While there may be large commercial customers that do not meet the equity-classified criteria, some businesses do qualify. Targeted outreach and engagement can help ensure these customers are aware of available opportunities and better supported in accessing program benefits.	
Intervention Strategy: Marketing & Outreach, Finance, and Incentive/Rebate	Delivery Type: Downstream	
Measurement and Verification Methods: Deemed, Custom, NMEC	Program Total System Benefit (TSB) for 2028-2031: \$56,067,154	

Program Name: Large Commercial Program		Card # 03
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$3,900,000 2029: \$3,900,000 2030: \$3,900,000 2031: \$3,900,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: -</p> <p>TRC: 2.09 PAC: 3.46</p>	
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.</p>	<p>Market Actors necessary for success:</p> <p>Trade Professionals</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>The delivery workforce includes a trade ally network.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Increased number of energy audits. Energy savings are realized. Cost-effective TSB achieved. Increase program participation, including equity-classified customers. Reduced customer energy bills.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Deeper energy efficiency solutions are adopted. Further reductions in energy bills. Broader uptake of decarbonization solutions</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>Yes, this program interacts with On Bill Financing, available to customers who could use financial support for larger projects.</p>		
<p>Program Metrics and Indicators (KPIs):</p> <ul style="list-style-type: none"> • First Year Therm Savings Delivered • TSB Delivery • TSB Delivery – NMEC • Program participation, equity-classified customer groups • Cost-effectiveness 		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>No existing link (pending AL approval)</p>	

Program Name: Point of Sale Food Service		Card # 04
Program ID: SW_FS New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector (all nonresidential sectors, primarily commercial)	Customer Group(s): All nonresidential customers, primarily commercial food service	
Sector Challenges: Increasing code requirements reduces the potential energy savings of measures. Diverse customer segments and diffused customer decision-making regarding energy efficiency upgrades.	Sector Opportunities (Expected Outcome(s)): Strengthening emerging market segments, including convenience stores, hospitals, and higher education. Increasing participation from chains and national-level market actors.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The California Foodservice Instant Rebates Program (Program) works with midstream market actors to offer point-of-sale (POS) rebates to Investor-Owned Utility (IOU) end-use customers. All customers with a nonresidential rate structure served by one of the four IOUs are eligible for POS rebates. The Program offers deemed POS rebates to customers and incentives to midstream market actors for facilitating and influencing the sale of a wide variety of high-efficiency commercial kitchen and refrigeration equipment. Commercial foodservice (CFS) equipment dealers, manufacturers, contractors, and distributors (collectively, Participants) who make sales directly to end-use customers are eligible to enroll in the Program. Once enrolled, Participants will promote and upsell eligible equipment, offer their customers the POS rebate as a discount on their sales invoice at the time of sale, and then submit their sales information to receive reimbursement.		
Known Equity Concerns in the Selected Markets (if applicable): Outreach and participation to small and medium businesses, hard-to-reach customers, and customers residing in Disadvantaged Communities.	Proposed Solutions to Equity Concerns (if applicable): Engage contractors and distributors residing in Disadvantaged Communities and ensure equity-classified customers participate in the program.	

Program Name: Point of Sale Food Service		Card # 04
Intervention Strategy: Marketing & Outreach/Information, Finance, and Incentive/Rebate	Delivery Type: Manufacturer Upstream, Midstream-Distributor, Midstream-Retail	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$156,325,574 (Statewide) \$41,473,175 (SoCalGas)	
Annual Budgets for 2028-2031: 2028: \$19,000,000 2029: \$19,000,000 2030: \$19,000,000 2031: \$19,000,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 1.44 PAC: 2.09	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, assuming program performance continues.	Market Actors necessary for success: Commercial foodservice equipment dealers, manufacturers, contractors, and distributors	
High-level description of delivery workforce including necessary scale and its risks: Program staff, participating manufacturers, and dealers/vendors are sufficient with limited risks due to diverse supply chain support.		
Near-term Program Output(s) (1-4 years): Purchase and installation of energy efficiency equipment. Achieve cost-effective TSB, energy savings, lower customer energy bills, and emissions reductions. Increase participation from supply chain market actors.		
Long Term Outcome (5-10 years): Increased dealer and national-account participation, program outreach, and online program presence. Greater availability of energy-efficient equipment. Higher customer awareness of the benefits of energy-efficient equipment. Increased customer adoption of energy-efficient equipment.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. Because measures may overlap across programs, the program relies on SoCalGas's EECP system configuration and reporting to ensure coordination with other offerings.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Total System Benefit • net therm savings • net kWh savings 		

Program Name: Point of Sale Food Service		Card # 04
<ul style="list-style-type: none"> • Cost Effectiveness (TRC ratio) • Cost Per Unit Saved • Participation from Disadvantaged Communities and HTR customers • Participant Enrollment • Participant Satisfaction • Customer Satisfaction 		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3523/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Midstream Commercial Water Heating		Card # 05
Program ID: SW_MCWH New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector (all nonresidential, primarily commercial)	Customer Group(s): All nonresidential customers, primarily commercial	
Sector Challenges: Identify new construction MF eligibility, DOE new changes with increasing baselines versus what's accurately represented in the marketplace, and the competitive landscape	Sector Opportunities (Expected Outcome(s)): Deeper market penetration with underperforming building types, Deeper market penetration and relationships with contractor network, enhance targeting on underserved markets	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Statewide Midstream Water Heating Program helps business owners and building managers purchase high-efficiency commercial water heating products at reduced prices, and contractors build lower-cost equipment into their bids. Distributors can receive incentives and program support for offering instant point-of-sale rebates to eligible customers of the four California IOUs.		
Known Equity Concerns in the Selected Markets (if applicable): Outreach and participation to small and medium businesses, hard-to-reach customers, and customers residing in disadvantaged communities.	Proposed Solutions to Equity Concerns (if applicable): Engage contractors and distributors residing in disadvantaged communities and encourage other equity-classified customers to participate in the program.	
Intervention Strategy: Marketing & Outreach/Information, Incentive/Rebate, Finance, and Industry Partnering (Manufacturers, Distributors)	Delivery Type: Manufactured Upstream, Midstream-Distributor, Midstream-Retail	

Program Name: Midstream Commercial Water Heating		Card # 05
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$543,612,063 (Statewide) \$144,220,280 (SoCalGas)	
Annual Budgets for 2028-2031: 2028: \$21,000,000 2029: \$21,000,000 2030: \$21,000,000 2031: \$21,000,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 4.34 PAC: 5.17	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.	Market Actors necessary for success: Distributors, manufacturers, dealers/ vendors	
High-level description of delivery workforce including necessary scale and its risks: Program staff and participating manufacturers, dealers/vendors have very limited risk to the diversity of the supply chain.		
Near-term Program Output(s) (1-4 years): Continuous customer participation, including equity-classified customer groups. Growth in participating market actors. Cost-effective TSB and energy savings achieved. Lower customer energy bills and reduced emissions.		
Long Term Outcome (5-10 years): Maximize engagement with distributors, contractors, and representatives to promote incentives for high-efficiency equipment and strengthen long-term relationships that support continued technology adoption. Higher customer awareness of the benefits of energy-efficient equipment. Increased customer adoption of energy-efficient equipment.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. Because measures may overlap across programs, the program relies on SoCalGas's EECP system configuration and reporting to ensure coordination with other offerings.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • Total System Benefit • net therm savings • net kWh savings • Cost Effectiveness (TRC ratio) • Cost Per Unit Saved • Participation from Disadvantaged Communities and HTR customers • Participant Enrollment 		

Program Name: Midstream Commercial Water Heating		Card # 05
<ul style="list-style-type: none"> • Participant Satisfaction • Customer Satisfaction 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3524/mainchange_summary%7Cmain%7Credline/	

Program Name: Industrial Energy Efficiency Program		Card # 06
Program ID: SCG3998 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Industrial	Customer Group(s): Textile/Wood/Mining and Others Food & Beverage Refineries	
Sector Challenges: Customers' capital projects do not fit within program policy (i.e., need quick turnaround, AQMD requirements, project includes more than just the EE portion, facility already updated, etc). Overlap with SEM programs is possible. Long lead times with local and state permits. Pattern for large companies to set aggressive net-zero emission goals.	Sector Opportunities (Expected Outcome(s)): Increased participation in energy efficiency programs and adoption of energy efficiency measures. Focus on customers with emission-reduction goals but without the financial resources to implement drastic facility changes. Target medium-sized facilities (700K-2M therms annually)	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Industrial Energy Efficiency Program provides energy-efficiency services, industry-specific technical assistance, and energy-savings upgrades to help industrial facilities reduce energy costs. The Program is available to established industrial customers with an active SoCalGas meter. The program is a third-party initiative designed to deliver comprehensive, sustained energy savings through downstream energy and operational savings, while building a culture of energy management excellence within the organization, with a focus on operational efficiency.		
Known Equity Concerns in the Selected Markets (if applicable): Small- and medium-sized customers face greater challenges in implementing measures due to budget constraints.	Proposed Solutions to Equity Concerns (if applicable): Explore more deemed rebates to help customers quickly access financial assistance from energy efficiency programs.	
Intervention Strategy: Marketing & Outreach, Finance, Technical Assistance, Audit, Direct Install and Incentives	Delivery Type: Downstream, Direct Install	

Program Name: Industrial Energy Efficiency Program		Card # 06
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$96,351,235	
Annual Budgets for 2028-2031: 2028: \$6,085,000 2029: \$6,085,000 2030: \$6,085,000 2031: \$6,085,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 3.03 PAC: 4.05	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance.	Market Actors necessary for success: <ul style="list-style-type: none"> • Trade Professionals • Contractors • Local government 	
High-level description of delivery workforce including necessary scale and its risks: The program will use a combination of strategies to deliver program offerings, including email marketing, search engine optimization, and geo-targeted social media advertising. A larger customer base will be reached by partnering with SoCalGas's major account executives, delivering presentations at trade shows, and working with equipment suppliers. There is a dependency on local government, as permits are required to move forward on most projects. Long permitting delays could delay project completion.		
Near-term Program Output(s) (1-4 years): Increased program participation, including among small and medium-sized businesses. More energy audits completed. More energy efficiency projects delivered. Energy savings realized. Cost-effective TSB achieved. Lower customer energy bills. Reduced carbon emissions. Strong customer engagement through webinars, in-person events, cold calls, trade allies, Account Executive support, and coordination with other programs. Improved custom project workflow to shorten development timelines.		
Long Term Outcome (5-10 years): Deeper, more comprehensive energy efficiency projects completed. Further reductions in customer energy bills. Continued reductions in carbon emissions.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, the program interacts with the Business Energy Efficiency Survey program. The B.E.E.S program provides potential customer leads from thorough energy efficiency audits. On-bill Financing (OBF) is available to customers who could use financial support for larger projects. Strategic Energy Management (SEM) projects are routed through the SEM standalone program and coordinated with other programs.		

Program Name: Industrial Energy Efficiency Program		Card # 06
Program Metrics and Indicators (KPIs):		
<ul style="list-style-type: none"> • Energy Savings - first year net therm • Energy Savings - lifecycle net therm • Program Performance - percent of energy savings goal relative to budget • Program Performance - TRC ratio alignment • Customer Satisfaction – Customer satisfaction survey • Program Performance - percent of savings in DAC markets • Program Performance – percent of Custom first year net therms 		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No		

Program Name: Public Direct Install Program (PDIP)		Card # 07
Program ID: SCG3999 (Previously SCG3886) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Public	Customer Group(s): Small/Medium Public	
Sector Challenges: This sector has traditionally faced challenges in obtaining approval from the board of education	Sector Opportunities (Expected Outcome(s)): Increased participation in the energy efficiency program and adoption of measures	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Public Direct Install Program (PDIP) is a turnkey, cost-effective, end-to-end solution for SoCalGas that serves very small, small, and medium local government, federal government, and education (K-12) facilities. In addition to no-cost direct-install technologies, the program offers advanced energy efficiency improvements that can be financed.		
Known Equity Concerns in the Selected Markets (if applicable): High population of equity-classified customers spread over a broad geographic region	Proposed Solutions to Equity Concerns (if applicable): Working with local organizations to spread awareness of no-cost and low-cost energy efficiency opportunities.	
Intervention Strategy: Marketing & Outreach, Audit, Finance, and Incentives	Delivery Type: Downstream, Direct Install	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$80,389,596	
Annual Budgets for 2028-2031: 2028: \$5,150,000 2029: \$5,150,000 2030: \$5,150,000 2031: \$5,150,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 4.02 PAC: 4.02	

Program Name: Public Direct Install Program (PDIP)		Card # 07
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.</p>	<p>Market Actors necessary for success:</p> <p>K-12 Schools, Cities, Counties, Federal Facilities</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>Synergy is a vertically integrated company that employs staff to address each step of the process. They need to anticipate market demand to ensure their staff can meet it.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Energy audits completed. Greater participation, including equity-classified customer groups. Energy savings achieved. Cost-effective TSB delivered. Installed energy-efficiency measures. Lower customer energy bills and reduced carbon emissions.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Deeper, more comprehensive energy efficiency measures adopted. Further reductions in customer energy bills and carbon emissions.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>SoCalGas has two programs that share mutual customers who own and operate different facility types and locations. These programs communicate referrals and awareness when they cannot meet the customer's needs through their scope of work.</p>		
<p>Program Metrics and Indicators (KPIs):</p> <ul style="list-style-type: none"> • Energy Savings Delivered • Project Installations Delivered • Goals/ Expenditure Alignment • Equity-classified Customer Groups • Total System Benefit (TSB) • Cost-effectiveness 		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3505/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Large Public Energy Efficiency Program		Card # 08
Program ID: SCG4000 (Previously SCG3899) New / Existing: Existing Expected Program Duration: 2028 - 2031		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Public		Customer Group(s): Large Public
Sector Challenges: Several public sector customers have experienced budget reductions. These budget reductions have affected key markets, including the public school system. Uncertainties with the current political climate.		Sector Opportunities (Expected Outcome(s)): <ul style="list-style-type: none"> • Increased participation in the program • Energy Savings and Cost Reduction • Greenhouse Gas Emission Reduction • Infrastructure Modernization • Financial and Budgetary Benefits
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Large Public Energy Efficiency Program (LPS) program serves local government, cities, counties, county hospitals, health districts, federal government, K-12 education, special districts, public-owned utilities, transportation, public housing, water/wastewater (not statewide), and correctional facilities (non-state facilities). These customers must have an active SoCalGas account and use at least 50,000 therms annually.		
Known Equity Concerns in the Selected Markets (if applicable): Disadvantaged Communities (DAC)- Many public entities (e.g., schools, public housing, water/wastewater facilities) are located in DACs, which face higher energy burdens and limited access to efficiency programs. Communities may lack resources to navigate complex application processes or fund upfront costs. Hard-to-Reach (HTR) Customers: Certain sectors, such as correctional facilities, rural water districts, and small municipalities, may have limited staff or technical expertise, making participation challenging. Geographic		Proposed Solutions to Equity Concerns (if applicable): Explore remote, virtual options to engage with customers; select appropriate vendors ready to serve this region. Targeted Outreach and Engagement - Partner with Community-Based Organizations (CBOs) to reach Disadvantaged Communities (DAC) and Hard-to-Reach (HTR) customers. Provide multilingual materials and culturally relevant messaging to overcome language and cultural barriers.

Program Name: Large Public Energy Efficiency Program		Card # 08
isolation can increase project costs and reduce program accessibility.		
Intervention Strategy: Marketing & Outreach, Audit, Finance, and Incentive/Rebate	Delivery Type: Downstream, Downstream – Direct Install	
Measurement and Verification Methods: Deemed, Custom, NMEC	Program Total System Benefit (TSB) for 2028-2031: \$15,821,613	
Annual Budgets for 2028-2031: 2028: \$1,850,000 2029: \$1,850,000 2030: \$1,850,000 2031: \$1,850,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 1.65 PAC: 2.18	
Anticipated directional and scale changes in budget for years 2032-2035: Increase contingent on verified therm savings and cost-effectiveness.	Market Actors necessary for success: Distributors/ Wholesalers Manufacturers/ OEMs Trade Allies/ Contractors Financing Partner	
High-level description of delivery workforce including necessary scale and its risks: This is a SoCalGas Program Advisor-led EE Program with an implementer, trade ally network, and Large public accounts.		
Near-term Program Output(s) (1-4 years): <ul style="list-style-type: none"> • Audits/assessments at 100+ public facilities (gas end uses- space heating, DHW, process heat, steam systems, kitchens). • Install gas EE measures at ≥30 sites, including at least 1 or 2 custom projects • Achieve cost-effective TSB and energy savings. • Realize lower customer energy bills and reduced carbon emissions. 		
Long Term Outcome (5-10 years): <ul style="list-style-type: none"> • ≥50% of participating public sector sites upgrade to high-efficiency gas equipment and optimized distribution/controls at the end of life. • Cumulative savings: 2.0–3.5 million therms • Peak heating demand reduction via controls optimization and scheduling (documented through billing and interval data where available). • Deeper, more comprehensive energy efficiency is realized. • Further reductions in customer energy bills and carbon emissions are realized. 		
Does this program interact with other programs in this PA portfolio? If so, describe: <ul style="list-style-type: none"> • On-Bill Financing (OBF): Accelerates large boiler/DHW and steam projects. 		

Program Name: Large Public Energy Efficiency Program		Card # 08
<ul style="list-style-type: none"> • Workforce Education & Training (WE&T): Gas-side O&M, combustion safety, and steam system courses. • Building Decarbonization: Where appropriate, pair envelope/controls improvements to reduce future heating • Water–Wastewater Optimization Programs: Align process heat opportunities (e.g., digester heating optimization) and thermal recovery. 		
Program Metrics and Indicators (KPIs):		
<ul style="list-style-type: none"> • Pipeline & Delivery: # of audits completed • First-year and lifecycle therm savings • Total Resource Cost/Program Administrator Cost Test • Quality & Persistence: Post-install training completion and operator competency indicators 		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/2923/mainchange_summary%7Cmain%7Credline/	

Program Name: Regional Energy Pathways		Card # 09
Program ID: SCG4001 (previously SCG3912) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Public	Customer Group(s): Local/Regional government agencies; Local/Regional correctional facilities; Regional-wide K-12 education facilities	
Sector Challenges: Public customers serving rural and disadvantaged communities are particularly impacted, as demonstrated by low energy efficiency adoption levels	Sector Opportunities (Expected Outcome(s)): Increase energy efficiency levels among public sector customers serving rural and disadvantaged communities	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): Public Sector Regional Energy Pathways (REP) program is an existing program that contracts with regional community ‘Ambassador’ groups for the purpose of creating greater penetration into rural and hard-to-reach communities to generate customer leads in local/regional government institutions and K-12 facilities, EE program enrollment, and market support to implementers serving this sector. The Regional Energy Pathways program promotes valuable programs and services to Public Sector customers, to maintain sustainable relations and provide support to local government institutions, facilities, and associated properties. The model enables greater personal engagement in maintaining direct contact to track and monitor local government plans and local community needs.		
Known Equity Concerns in the Selected Markets (if applicable): Generating interest, engagement, and energy efficiency adoption in programs at little to no cost for increasing workforce participation, energy efficiency installations, and practices	Proposed Solutions to Equity Concerns (if applicable): Explore accessibility through mobilization options to engage with customers; recruit vendors willing to dedicate appropriate service to this region and sector	
Intervention Strategy: Partnering: Governments (local/state/fed) Partnering: Regional Ambassadors Partnering: Public Agencies and Municipality	Delivery Type: Downstream	

Program Name: Regional Energy Pathways		Card # 09
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: Not Applicable	
Annual Budgets for 2028-2031: 2028: \$1,875,000 2029: \$1,875,000 2030: \$1,875,000 2031: \$1,875,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate a minimal increase in budget for this program for the 2032-2035 period.	Market Actors necessary for success: The program relies on Regional Ambassadors (local community groups) entrenched in urban, rural and disadvantaged communities connected to local government agencies and facilities in need of energy upgrades.	
High-level description of delivery workforce including necessary scale and its risks: SoCalGas will provide support through the Public Sector Regional Ambassadors, leveraging the relationships these organizations have with public sector customers.		
Near-term Program Output(s) (1-4 years): Increase participation, reach, and geographic penetration of WE&T events and activities and identify ways to indirectly advance TSB goals.		
Long Term Outcome (5-10 years): Increase participation, reach, and geographic penetration of WE&T events and activities and identify ways to directly advance TSB goals.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. The Regional Energy Pathways program serves as a lead-generation program for Public Sector projects, relying on incentive program portfolio offerings, engineering support from EE Engineering, and technical support from the Customer Energy Solutions team.		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • EE generated leads • Completed EE projects initiated 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3483/mainchange_summary%7Cmain%7Credline/	

Program Name: Multifamily Direct Install Program		Card # 10
Program ID: SCG4002 (previously SCG3889) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential	Customer Group(s): Multifamily	
Sector Challenges: Low participation across the residential sector, especially in the equity-classified customer groups.	Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity customers.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program provides outreach and customer screening services for other SoCalGas Multifamily offerings and provides a limited set of measures to customers who do not qualify for the ESA Program for Common Area Measures or who are not yet ready to complete larger-scale upgrades through the Multifamily Whole Building program. Using a one-stop-shop approach to working with the multifamily property owner/manager customer segment, the program drives interest in energy efficiency upgrades, directs customers to the appropriate program, and provides ongoing outreach and education that encourages customers to continue their energy efficiency journey with SoCalGas through additional program participation options. The program will seek to achieve at least 50 percent participation by equity-classified properties/owners.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to outreach and provide energy efficiency solutions to equity-classified customers.	Proposed Solutions to Equity Concerns (if applicable): The program will seek to achieve at least 50 percent participation from equity-classified properties/owners, using data analytics to support the program's account management and community/ethnicity-based outreach teams.	
Intervention Strategy: Direct Install, Deemed and Custom, Incentives, Finance, Outreach & Awareness	Delivery Type: Direct Install	

Program Name: Multifamily Direct Install Program		Card # 10
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$13,898,364	
Annual Budgets for 2028-2031: 2028: \$4,700,000 2029: \$4,700,000 2030: \$4,700,000 2031: \$4,700,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.75 PAC: 0.77	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with the portfolio trend.	Market Actors necessary for success: Multifamily Account Executives and single-point-of-contracts, third-implementer staff, trade allies, including contractors, distributors, vendors, professional organizations, etc.	
High-level description of delivery workforce including necessary scale and its risks: The program manages project installations through participating trade allies. These trade allies are selected through a thorough evaluation process that includes a documented commitment to providing job access to disadvantaged workers measured by six unique criteria.		
Near-term Program Output(s) (1-4 years): Continue to work with industry trade allies to create awareness and participation within equity-classified customer groups.		
Long Term Outcome (5-10 years): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • DAC, HTR, Underserved Enrollment • Energy Savings • Total System Benefit • GHG Reduction • Depth of Intervention 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3506/mainchange_summary%7Cmain%7Credline/	

Program Name: Mobile Home Direct Install Program		Card # 11
Program ID: SCG4003 (Previously SCG3884) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Equity	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Manufactured Housing
Sector Challenges: Low participation across the residential sector, especially in the equity-classified and underserved customer groups.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of deeper, more comprehensive energy-efficient solution.
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program is a comprehensive, advanced clean energy solution for manufactured home customers residing in Ventura, Los Angeles, Orange, Riverside, San Bernardino, and Imperial Counties. The program strategy encourages deeper energy savings by offering more comprehensive energy efficiency measures. The program path begins with the delivery of cost-effective, therm-rich direct install measures that transition to an advanced clean energy opportunity for manufactured home customers, which can be financed by external sources. The program delivers natural gas energy efficiency, clean energy, and carbon emission solutions.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers.		Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to equity-classified customers through direct install measures and co-pay opportunities for deeper savings measures.
Intervention Strategy: Direct Install (Co-Payments), Comprehensive Direct Install, Single Point-of-Contact		Delivery Type: Direct Install
Measurement and Verification Methods: Deemed		Program Total System Benefit (TSB) for 2028-2031: \$7,938,809

Program Name: Mobile Home Direct Install Program		Card # 11
Annual Budgets for 2028-2031: 2028: \$3,885,000 2029: \$3,885,000 2030: \$3,885,000 2031: \$3,885,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.53 PAC: 0.53	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trends.	Market Actors necessary for success: Third-party implementers and their contractors. Outreach activities are critical to program success.	
High-level description of delivery workforce including necessary scale and its risks: Third-party implementers and their contractors are responsible for installing energy efficiency measures and technologies.		
Near-term Program Output(s) (1-4 years): Continue delivering gas energy savings for our customers by offering no-cost measures and co-pay measures.		
Long Term Outcome (5-10 years): Educate customers and continue seeking and adding new affordable measures to local offerings. Proactively partner with air quality management districts and water agencies.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • DAC, HTR, Underserved Enrollment • Energy Savings • Total System Benefit • GHG Reduction 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3555/mainchange_summary%7Cmain%7Credline/	

Program Name: Community Language Efficiency Outreach Program		Card # 12
Program ID: SCG4004 (previously SCG3861) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Equity	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Single-family Residential
Sector Challenges: Low participation across the residential sector, especially in the equity-classified customer groups.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>The program provides residential in-language marketing, education and outreach, and direct installation of residential energy efficiency measures, targeting equity-classified customer groups and Chinese, Vietnamese, Korean, Hispanic, and other ethnic communities in Los Angeles and Orange Counties.</p>		
Known Equity Concerns in the Selected Markets (if applicable): Outreach and customer awareness of energy efficiency solutions to equity-classified customers.		Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to HTR, DAC and underserved customers through direct install and co-pay opportunities for deeper savings.
Intervention Strategy: Intelligent Outreach Intelligent Outreach: Equity Customers Direct Install: Customer Co-Payments		Delivery Type: Direct Install
Measurement and Verification Methods: Deemed		Program Total System Benefit (TSB) for 2028-2031: \$11,266,561

Program Name: Community Language Efficiency Outreach Program		Card # 12
Annual Budgets for 2028-2031: 2028: \$5,545,000 2029: \$5,545,000 2030: \$5,545,000 2031: \$5,545,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.53 PAC: 0.53	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with the portfolio trend.	Market Actors necessary for success: Third-party implementers and their contractors. Outreach activities are critical to program success.	
High-level description of delivery workforce including necessary scale and its risks: The delivery workforce includes third-party implementers and their contractors, as well as the outreach network.		
Near-term Program Output(s) (1-4 years): Continue targeting equity-classified communities, including rural and non-English-speaking communities.		
Long Term Outcome (5-10 years): Educate customers and continue seeking and adding new affordable measures to local offerings. Proactively partner with air quality management districts and water agencies.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): DAC, HTR, and Underserved Customer Enrollment and Penetration Measure Installations Energy Savings Total System Benefit GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3554/mainchange_summary%7Cmain%7Credline/	

Program Name: Multifamily Whole Building Program		Card # 13
Program ID: SCG4005 (Previously SCG3705) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Equity	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Multifamily
Sector Challenges: Low participation across the residential sector, especially in the equity-classified customer groups.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Multifamily Whole Building Program aims to deliver comprehensive energy efficiency upgrades tailored to the needs of existing multifamily dwellings, their owners, tenants, and management companies. The Program seeks to promote long-term energy benefits through comprehensive whole-building energy efficiency retrofit measures, including building shell upgrades, high-efficiency HVAC units, central heating and cooling systems, central domestic hot water heating, and other deep energy-reduction opportunities. These energy efficiency measures would be identified through an investment-grade assessment. The Program will coordinate with the ESA Program and other energy efficiency programs to present a unified, streamlined approach for multifamily tenants, property owners, and property managers.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers.		Proposed Solutions to Equity Concerns (if applicable): Offering additional incentives for property owners for equity-classified properties; Establishing a direct install approach for a set of measures that will reduce some of the challenges customers face when deciding whether to proceed with a comprehensive project.

Program Name: Multifamily Whole Building Program		Card # 13
Intervention Strategy: Customer Incentives: Bundled Measures Energy Audits & Technical Assistance Financing & Alternative Funding	Delivery Type: Downstream-Direct Install	
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$18,898,311	
Annual Budgets for 2028-2031: 2028: \$4,200,000 2029: \$4,200,000 2030: \$4,200,000 2031: \$4,200,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 1.04 PAC: 1.12	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trend.	Market Actors necessary for success: Industry trade allies.	
High-level description of delivery workforce including necessary scale and its risks: Workforce requirements include cashiers, delivery drivers, etc. There are high quantities of these workers in place. A closure or suspension of regular services of one or more major retailers could pose a risk to program effectiveness.		
Near-term Program Output(s) (1-4 years): Continue to work with industry trade allies to raise awareness and increase participation among equity-classified customers.		
Long Term Outcome (5-10 years): Encourage customers to bring in additional projects in their portfolio to conduct further upgrades with a high level of comfort and trust in the program process.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): DAC, HTR and Underserved Enrollment Energy Savings Total System Benefit GHG Reduction Depth of Intervention		

Program Name: Multifamily Whole Building Program		Card # 13
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3503/mainchange_summary%7Cmain%7Credline/	

Program Name: Residential Energy Advisor Program		Card # 14
Program ID: SCG4007 (previously SCG3701) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Residential	Customer Group(s): All residential segments	
Sector Challenges: <ul style="list-style-type: none"> Lack of awareness of program offerings and solutions 	Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential segments, especially within equity-classified customer groups.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Residential Energy Advisor Program is delivered as a suite of energy- and cost-saving tools for residential customers within SoCalGas' service territory. The offering includes personalized recommendations generated from an online survey typically completed by the account holder. Survey results provide customers with tailored tips, recommendations, and links to available rebates and program services. Energy Advisor surveys are administered through SoCalGas' Universal Audit Tool.		
Known Equity Concerns in the Selected Markets (if applicable): N/A	Proposed Solutions to Equity Concerns (if applicable): N/A	
Intervention Strategy: Energy Audits: Online Audits & Technical Assistance Marketing & Outreach/Information Data Analytics and customer targeting	Delivery Type: Downstream	
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: N/A	

Program Name: Residential Energy Advisor Program		Card # 14
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$500,000 2029: \$500,000 2030: \$500,000 2031: \$500,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:</p> <p>TRC: 0.00 PAC: 0.00</p>	
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>To ensure the program continues to deliver meaningful information to customers, it is essential to consistently market it to new audiences. Ongoing outreach helps grow program participation and ensures all customers are aware of the tools available to help them save energy and money.</p>	<p>Market Actors necessary for success:</p> <ul style="list-style-type: none"> • Contractors • Retailers/distributors 	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>The Program will leverage data analytics to identify and target customers who are not currently participating in the program, enabling more strategic outreach and improved program performance. Effective execution of this strategy requires coordinated support across IT, Marketing, and Program Administration. A key operational risk includes potential downtime of the Energy Advisor platform during necessary updates or tool enhancements, which may temporarily limit customer access. Close collaboration with IT will be essential to plan and minimize disruptions. Marketing and program administrators will play a critical role in customer engagement, ensuring that outreach efforts are aligned, timely, and responsive to customer needs.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Continue improving the Energy Advisor online survey questions to increase customer engagement.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Cross-promote the Energy Advisor Program with other energy efficiency programs, and vice versa.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>The Energy Advisor program reinforces participation in energy efficiency offerings by cross-promoting related programs. When customers receive personalized recommendations—such as tailored savings tips, relevant programs, and available rebates—it drives awareness and encourages engagement in those initiatives.</p>		

Program Name: Residential Energy Advisor Program		Card # 14
Program Metrics and Indicators (KPIs):		
<p>Program success is measured by customers’ sustained participation and engagement over time. Continuous marketing communication—such as targeted emails and bill inserts—helps maintain involvement and drives measurable outcomes, including higher clickthrough rates and increased online engagement with program tools and resources.</p>		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/2667/mainchange_summary%7Cmain%7Credline/	

Program Name: Residential Energy Efficiency Program		Card # 15
Program ID: SCG4008 (Previously SCG3702) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Residential	Customer Group(s): Single Family, Multifamily	
Sector Challenges: Lack of awareness of program offerings and services.	Sector Opportunities (Expected Outcome(s)): Increased customer awareness of the availability and access to both statewide and local offerings.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Residential Energy Efficiency program (REEP) is a deemed, downstream equipment/product rebate program that offers incentives for the purchase and installation of the most energy-efficient, natural gas equipment. The Home Energy Efficiency Rebate Program (HEER) component of REEP offers single-family residential customers energy efficiency rebate incentives that encourage and support them in making energy-efficient appliance choices. The Multifamily Energy Efficiency Rebates Program (MFEER) component of REEP encourages multifamily property owners and managers to make energy-efficient improvements during property upgrades. The Energy Efficient New Homes Program (EENH) component of REEP delivers EE solutions for residential new construction. It encourages the use of energy efficiency equipment to improve homes' energy savings beyond CA Title 24 requirements.		
Known Equity Concerns in the Selected Markets (if applicable): Provide energy efficiency solutions and increase the adoption of natural gas energy efficiency equipment and products among equity-classified customers.	Proposed Solutions to Equity Concerns (if applicable): Cross-promote other programs to provide the most comprehensive energy efficiency solutions that deliver maximum energy savings for equity-classified customers.	
Intervention Strategy: Customer Incentive: Deemed Incentives Online Marketplace Intelligent Outreach: Single Point-of-Contact	Delivery Type: Downstream	

Program Name: Residential Energy Efficiency Program		Card # 15
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$46,282,516	
Annual Budgets for 2028-2031: 2028: \$20,334,188 2029: \$20,302,634 2030: \$20,317,761 2031: \$20,377,838	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.53 PAC: 0.59	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in the program’s budget for the 2032-2035 period, consistent with the portfolio trend.	Market Actors necessary for success: Work with Energy Centers to design and develop relevant training for retailers and contractors. In addition, work with the training staff to identify necessary training to support the workforce of the future. Educate trade allies, have them act as “ambassadors” for the rebates, and raise awareness among customers.	
High-level description of delivery workforce including necessary scale and its risks: A closure or suspension of regular services of one or more major retailers could pose a risk to program effectiveness.		
Near-term Program Output(s) (1-4 years): Work with other programs and IOU’s to develop an integrated marketing plan for all Californians; create partnerships and engage private industry to help motivate consumer and business action.		
Long Term Outcome (5-10 years): Deliver comprehensive EE solutions to meet individual and portfolio-wide capital improvement needs, consistently moving customers toward a deeper whole-building intervention.		
Does this program interact with other programs in this PA portfolio? If so, describe: This program is complemented by the broader residential portfolio, which largely consists of third-party programs targeting specific subsets of the customer base. There is some minimal interaction with other residential programs in the portfolio, primarily to ensure customers are not “double-dipping.” This includes verifying eligibility by reviewing previous customer participation across programs. Additionally, this program engages trade allies who may serve as “Ambassadors” to promote rebates and raise customer awareness. This interaction is general and not tied to any specific program within the portfolio. There may be opportunities to work with other programs to		

Program Name: Residential Energy Efficiency Program		Card # 15
develop integrated marketing strategies and partnerships to help further motivate customers or to discuss best practices. Overall, any interaction with other programs is tangential, rather than direct.		
Program Metrics and Indicators (KPIs):		
<ul style="list-style-type: none"> • Energy Savings • Total System Benefit • Cost-Effectiveness • GHG Reduction • Participation from equity-classified customers 		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/3600/mainchange_summary%7Cmain%7Credline/	

Program Name: Single Family Direct Install Program		Card # 16
Program ID: SCG4009 (Previously SCG3883) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential		Customer Group(s): Single-family
Sector Challenges: Deeper, more comprehensive energy efficiency solutions are too costly for customers, and cost-effectiveness is difficult to achieve due to the high first cost.		Sector Opportunities (Expected Outcome(s)): Increased customer adoption of deeper, more comprehensive energy-efficient solutions.
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program is a comprehensive, advanced clean energy solution for single-family customers. The advanced clean energy path begins with the delivery of cost-effective, therm-rich direct install measures that transition to an advanced clean energy opportunity for the single-family customer, which external sources can finance. The program is designed to be replicable across residential segments and seeks to be transformational rather than transactional. It will transform the customer into a wiser, more knowledgeable steward by instilling a behavior that improves their home, reduces their carbon footprint, and increases their comfort. The program leverages IOU and POU electric and local-agency single-family opportunities when possible.		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers		Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to single-family customers through direct install measures and co-pay opportunities for deeper savings measures
Intervention Strategy: Direct Install: Customer Co-Payments Direct Install: Comprehensive Direct Install Financing and Alternative Funding		Delivery Type: Direct Install
Measurement and Verification Methods: Deemed		Program Total System Benefit (TSB) for 2028-2031: \$16,807,815

Program Name: Single Family Direct Install Program		Card # 16
Annual Budgets for 2028-2031: 2028: \$7,615,000 2029: \$7,615,000 2030: \$7,615,000 2031: \$7,615,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.57 PAC: 0.57	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with the portfolio trend.	Market Actors necessary for success: Contractors, equipment distributors	
High-level description of delivery workforce including necessary scale and its risks: The delivery workforce includes third-party implementers and their trade ally networks.		
Near-term Program Output(s) (1-4 years): Continue to deliver gas energy savings to customers by offering no-cost and co-pay measures.		
Long Term Outcome (5-10 years): Educate customers and continue seeking and adding new affordable measures to local offerings that reduce GHG emissions. Proactively partner with air quality management districts and water agencies.		
Does this program interact with other programs in this PA portfolio? If so, describe: No		
Program Metrics and Indicators (KPIs): <ul style="list-style-type: none"> • DAC, HTR, and Underserved Enrollment • Energy Savings • Total System Benefit • GHG Reduction • Depth of Intervention 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/2914/mainchange_summary%7Cmain%7Credline/	

Program Name: Retail Channel Support		Card # 17
Program ID: SCG4010 (previously SCG3830) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential, SMB	Customer Group(s): Single Family, Multi-Family, Small & Medium Business (SMB), Food Service	
Sector Challenges: Residential and Nonresidential – Serving equity-classified retail sites	Sector Opportunities (Expected Outcome(s)): Increased program participation and adoption of energy efficiency measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Retail Channel Support program targets companies that operate a public storefront (retailer) for products or services that support energy efficiency. Program implementer staff visit these participating companies to conduct training and place rebate collateral on site. Increased participation in SoCalGas EE programs is an objective of this program.		
Known Equity Concerns in the Selected Markets (if applicable): High population of equity-classified customers and retailers spread over a broad geographic region.	Proposed Solutions to Equity Concerns (if applicable): Program implementer staff to cover specific regions of the SoCalGas service territory.	
Intervention Strategy: Marketing & Outreach	Delivery Type: Midstream - Retail	
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: Not applicable	
Annual Budgets for 2028-2031: 2028: \$1,170,000 2029: \$1,170,000 2030: \$1,170,000 2031: \$1,170,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	

Program Name: Retail Channel Support		Card # 17
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Anticipate an increase in budget for this program for the 2032-2035 period, if or when this program shifts to a cross-cutting program that serves both residential and non-residential companies.</p>	<p>Market Actors necessary for success:</p> <p>Participating retailers must allow training and rebate placement.</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>The program implementer's workforce requirements include outreach and networking activities.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>The program is expected to serve 800 store locations each year with a focus on equity-classified retail locations. The program expects to interact with 400 store associates and formally train 200 store associates each year.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Coordinate retail store support through our entire sales territory. Host and support customer events through the entire service territory.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>Yes, the Retail Channel Support is a cross-cutting program serving both residential and non-residential sectors. Residential and non-residential program activity serves retailers selling energy-efficient products.</p>		
<p>Program Metrics and Indicators (KPIs):</p> <ul style="list-style-type: none"> • # of stores visited • # of equity-classified stores visited • # of interactions with store associates • # of formal training sessions held with store associates • Store satisfaction survey results 		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3606/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Residential Behavioral Program		Card # 18
Program ID: SCG4011 (Previously SCG3824) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Implementer	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Residential	Customer Group(s): Residential single-family and multi-family customers in the high usage group (random selection)	
Sector Challenges: Lack of awareness of energy efficiency opportunities	Sector Opportunities (Expected Outcome(s)): Behavioral programs effectively drive energy savings by using proven behavior-change strategies that engage customers and deliver measurable results. To enhance impact, opportunities include personalization through advanced analytics using appliance-level data, digital engagement with real-time consumption alerts, rewards and gamification to sustain long-term behavior change, and data-driven insights to predict trends and optimize program design for scalability and cost-effectiveness.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The program engages and educates residential customers to encourage energy saving behaviors and reduce overall consumption. By focusing on this sector, the program maximizes impact and delivers measurable energy savings. The program is implemented as a randomized control trial, ensuring a rigorous evaluation framework. Results are measured ex post, providing credible, transparent performance metrics that validate program effectiveness. To drive behavior change, the program leverages proven behavioral science strategies. These include social norm messaging, which compares a customer’s energy use to that of similar households; peer comparisons, which create a sense of accountability and motivation; and timely prompts, which encourage immediate action when it matters most. The program delivers these strategies through personalized communications that make energy-saving actions clear, actionable, and relevant. By combining data-driven insights with behavioral principles, the program not only reduces energy consumption but also strengthens customer		

Program Name: Residential Behavioral Program		Card # 18
engagement and satisfaction. This approach positions the program as a cost-effective, scalable solution that supports broader energy efficiency and decarbonization goals.		
Known Equity Concerns in the Selected Markets (if applicable):	Proposed Solutions to Equity Concerns (if applicable):	
Not applicable	Not applicable	
Intervention Strategy:	Delivery Type:	
Energy audits, outreach and information	Downstream	
Measurement and Verification Methods:	Program Total System Benefit (TSB) for 2028-2031:	
Randomized Controlled Trial (RCT)	\$74,242,633	
Annual Budgets for 2028-2031:	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:	
2028: \$4,750,000 2029: \$4,750,000 2030: \$4,750,000 2031: \$4,750,000	TRC: 3.91 PAC: 3.91	
Anticipated directional and scale changes in budget for years 2032-2035:	Market Actors necessary for success:	
Similar to the proposed 2028-2031 budget levels	None. The program engages customers directly on behavioral modifications and does not interact with supply chains.	
High-level description of delivery workforce including necessary scale and its risks:		
Due to the nature of the customer engagement, the workforce is limited to program management and support staff.		
Near-term Program Output(s) (1-4 years):		
Customer outreach and awareness about energy usage. Customized energy audits and recommendations to improve household energy efficiency and customer energy conservation habits. Cost-effective TSB and reportable energy savings.		
Long Term Outcome (5-10 years):		
Sustained energy-efficient habits and a deeper, lasting commitment to energy conservation.		
Does this program interact with other programs in this PA portfolio? If so, describe:		
Yes. The Behavioral Program maintains limited engagement with other program advisors within the portfolio. When applicable, it may cross-promote specific energy efficiency programs.		
Program Metrics and Indicators (KPIs):		

Program Name: Residential Behavioral Program		Card # 18
Program success is evaluated based on aggregate therm savings, percentage impact, and savings per customer.		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/3442/mainchange_summary%7Cmain%7Credline/	

Program: Nonresidential Energy Efficiency Program		Card # 19
Program ID: SCG4013 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Core	Third-Party Program Implementer: PA
Applicable Sector: Multi-sector (all nonresidential sectors)	Customer Group(s): All nonresidential customer groups	
Sector Challenges: Varied and unique segments with specific needs make it challenging to offer standard programs that meet the needs of all customers. The custom project process is lengthy for customers.	Sector Opportunities (Expected Outcome(s)): Increase customer adoption of energy efficiency solutions across all customer segments and sizes, with a focus on those with untapped energy efficiency potential, and on projects where a third-party program is not available to assist customers.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>This program provides rebates for installing energy-efficient equipment. Deemed retrofit measures specify energy savings and incentive amounts and are generally intended for projects with well-defined energy and demand savings estimates. The program model is designed to reduce the initial purchase costs of such equipment and offer a simple application process. Providing a menu of prescribed common measures simplifies the review of project proposals and offers a "per-widgit" rebate that reduces the cost of retrofitting outdated, inefficient equipment and of new construction measures.</p> <p>When appropriate, a calculated approach is used to estimate the energy savings and incentives. Incentives are paid based on the quantity of therms saved from installing new equipment or a system. The Incentive payment amounts are based upon the therm cap or the measure cost cap, whichever is less. The Program provides calculated incentives to customers who install, upgrade, and/or retrofit energy-efficient gas equipment. The customers best suited for the custom approach are those whose project will result in a greater incentive through the calculated process, or when deemed rebates are not available.</p>		
Known Equity Concerns in the Selected Markets (if applicable): Small and underserved businesses may face barriers to participating in energy efficiency rebate programs.	Proposed Solutions to Equity Concerns (if applicable): Continue offering standardized rebates and simplified application processes to reduce administrative and financial barriers for small and underserved businesses.	

Program: Nonresidential Energy Efficiency Program		Card # 19
	Create tailored energy-efficiency solutions for customers based on their needs through energy audits, including large customers residing in DACs.	
Intervention Strategy: Market Outreach, Direct customer engagement, Technical Assistance: Engineering Support, Energy Audits, Finance, and Rebates/Incentives	Delivery Type: Downstream	
Measurement and Verification Methods: Deemed, Custom	Program Total System Benefit (TSB) for 2028-2031: \$106,320,630	
Annual Budgets for 2028-2031: 2028: \$9,980,000 2029: \$9,980,000 2030: \$9,980,000 2031: \$9,980,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 2.13 PAC: 2.72	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance.	Market Actors necessary for success: Equipment vendors, trade allies	
High-level description of delivery workforce including necessary scale and its risks: Program delivery is supported by experienced internal staff with expertise in rebate processing, customer support, and program administration; workforce risks are minimal and manageable.		
Near-term Program Output(s) (1-4 years): Energy audits conducted. Energy savings realized. Cost-effective TSB achieved. Increased customer participation in the program, including those in equity-classified groups. Lower customer energy bills and carbon emissions.		
Long Term Outcome (5-10 years): Increased adoption of deeper, more comprehensive energy efficiency solutions. Further customer energy bill savings and lower carbon emissions are realized.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, coordinates with other energy efficiency programs targeting the same customer sectors through coordinated offerings and shared market awareness.		

Program: Nonresidential Energy Efficiency Program		Card # 19
Program Metrics and Indicators (KPIs):		
Energy Savings (net therms) Total System Benefit (TSB) Cost-Effectiveness (TRC/PAC) GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No		

Program Name: Strategic Energy Management (SEM) Program		Card # 20
Program ID: SCG4014 New / Existing: New Expected Program Duration: 2028 - Ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: (e.g., Residential, commercial, industrial, agricultural, public, or cross-cutting, etc.) If multi-sector, provide a list of each sector covered) Multi-sector (primarily commercial and industrial)	Customer Group(s): The primary customer groups include: <ul style="list-style-type: none"> • Commercial with a minimum annual therm usage of 150K • All industrial segments with a minimum annual therm usage of 250K 	
Sector Challenges: Wide range of technical expertise and organizational strategy, lack of tools and expertise. Rigid financing and procurement hurdles Customers have high security and access restrictions Lack of organizational commitment to strategic energy management Commitment of resources Changes in site personnel or facilities	Sector Opportunities (Expected Outcome(s)): Increase energy efficiency participation. More permanent changes to customers' commercial practices that incorporate energy efficiency and non-energy solutions into the commercial-organizational practices. Introduction of the new SEM Grad Program Cycle (Year 7 and 8 of participation) to continue energy efficiency opportunities for existing participants.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): Strategic Energy Management (SEM) is a holistic, whole-facility approach that normalizes metered energy consumption with a dynamic baseline model to determine energy savings from all program activities at the facility, including capital projects, custom- and deemed-calculated retrofits, maintenance and operations, and retro-commissioning projects. SEM Programs require a multi-year customer commitment to participation in multiple cohort-type training workshops, individual or cohort energy analyses, and Measurement and Evaluation (M&V) activities, based on the facility's specific operational information and characteristics. The SEM Program provides strategic energy management services, technical assistance, and incentives to the commercial and industrial sector within the SoCalGas service territory. The Program targets qualifying industrial customers and commercial organizations, especially those in industries with the highest gas use, using a downstream market approach and leveraging the SEM savings platform to deliver cost-effective energy savings.		

Program Name: Strategic Energy Management (SEM) Program		Card # 20
Known Equity Concerns in the Selected Markets (if applicable): Low adoption of energy efficiency solutions among equity-classified customers due to other budget priorities and limited resources.	Proposed Solutions to Equity Concerns (if applicable): Explore remote, virtual options to engage with customers. Recruit customers residing in DACs by selecting appropriate vendors with the expertise to guide them toward low-cost energy efficiency solutions.	
Intervention Strategy: SEM, Incentive, Finance, Audit, Technical Assistance, Training, Marketing & Outreach/Information	Delivery Type: Downstream	
Measurement and Verification Methods: SEM M&V	Program Total System Benefit (TSB) for 2028-2031: \$55,829,698	
Annual Budgets for 2028-2031: 2028: \$3,950,000 2029: \$3,950,000 2030: \$3,950,000 2031: \$3,950,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 3.69 PAC: 3.57	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, depending on program performance.	Market Actors necessary for success: Equipment vendors, maintenance contractors	
High-level description of delivery workforce including necessary scale and its risks: All program staff are already in place for the contemplated scale, with minimal risks.		
Near-term Program Output(s) (1-4 years): Maintain active participants in the program through the three 2-year cycles described in the statewide Design Guide. Complete recruitment of a new cohort of participants. Achieve cost-effective TSB and energy savings. Increase customer participation in DACs. Lower customer energy bills and GHG emissions.		
Long Term Outcome (5-10 years): Cohorts are designed to address 5-10 large energy users per year across the SoCalGas territory. Programs deliver savings for multiple years (6 years per customer over three 2-year cycles). Deeper, more comprehensive energy efficiency adopted. Further reductions in customer energy bills and GHG emissions.		

Program Name: Strategic Energy Management (SEM) Program		Card # 20
Does this program interact with other programs in this PA portfolio? If so, describe:		
Yes, this program coordinates with the following programs:		
<ul style="list-style-type: none"> • Large Commercial Energy Efficiency Program • Industrial Energy Efficiency Program 		
Program Metrics and Indicators (KPIs):		
Energy Savings (net therms)		
Total System Benefit (TSB)		
Cost-Effectiveness (TRC)		
GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No		

Program Name: Market Access Program (MAP)		Card # 21
Program ID: SCG4015 (Previously SCG3971) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Resource Acquisition	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector (Residential and Commercial)	Customer Group(s): Residential (Single-family & multifamily) All Commercial Customers	
Sector Challenges: Program serves the entire commercial sector and will overlap with several programs, including other NMEC programs.	Sector Opportunities (Expected Outcome(s)): The Market Access Program (GRID-MAP) uses an aggregator model, allowing customers to choose the offering best suited to them.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): GRID-MAP is an innovative energy efficiency program that provides customers with the flexibility to install almost any device, equipment, or intervention that saves energy. Incentives are based on the measured natural gas savings achieved during specific time periods and the value of natural gas during those periods. The program is offered to residential and commercial customers and will utilize population-based or site-based NMEC to measure energy savings. GRID-MAP will utilize an aggregator model, which allows qualified contractors to participate in the program and tailor their offerings to meet customer requirements.		
Known Equity Concerns in the Selected Markets (if applicable): Equity-classified customers typically do not participate in EE programs due to economic factors.	Proposed Solutions to Equity Concerns (if applicable): By implementing the aggregator model, the program can have multiple contractors reach the same customer and offer different incentive methods to help customers overcome their unique barriers.	
Intervention Strategy: Marketing & Outreach, MAP, Direct Install, incentive/rebate, Finance, and technical assistance.	Delivery Type: Downstream, Downstream – Direct Install	

Program Name: Market Access Program (MAP)		Card # 21
Measurement and Verification Methods: NMEC – Population, NMEC - Site	Program Total System Benefit (TSB) for 2028-2031: \$11,340,820	
Annual Budgets for 2028-2031: 2028: \$2,502,000 2029: \$2,502,000 2030: \$2,502,000 2031: \$2,502,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 1.07 PAC: 1.17	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance.	Market Actors necessary for success: Aggregators	
High-level description of delivery workforce including necessary scale and its risks: GRID-MAP will employ an aggregate model, requiring the program to recruit contractors throughout the SoCalGas territory. Aggregators can have different skill sets and may target different customers based on the measures they offer or their reach. The program allows each aggregator to determine the benefits to the customer, in the form of a no-cost/low-cost direct install or an incentive- or rebate-based approach.		
Near-term Program Output(s) (1-4 years): Increased residential and commercial customer participation in MAP, including equity-classified customer groups. Increase the number of aggregators participating in the MAP offering. Achieve cost-effective TSB and energy savings. Lower customer energy bill and GHG emissions.		
Long Term Outcome (5-10 years): Customers adopt deeper, more comprehensive energy efficiency solutions. Aggregators fully support the MAP model. Customers realize lower energy bills and GHG emissions.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, the program can leverage other programs to create a holistic EE plan for customers. The program covers both residential and commercial sectors and will coordinate with several programs.		
Program Metrics and Indicators (KPIs): Energy savings TSB achieved TRC ratio Equity-classified customer participation		

Program Name: Market Access Program (MAP)		Card # 21
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
No	https://cedars.cpuc.ca.gov/documents/download/3490/mainchange_summary%7Cmain%7Credline/	

Program Name: SoCalGas Marketplace		Card # 22
Program ID: SCG4016 (Previously SCG3829) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Cross-Cutting (Residential, SMB)	Customer Group(s): Single-family, Multifamily, and Manufactured Homes, Small & Medium Business (SMB), Food Service	
Sector Challenges: Residential – Serving equity-classified customers Nonresidential – Enlisting fulfillment companies for energy-efficient measures	Sector Opportunities (Expected Outcome(s)): Increased participation in energy efficiency programs and adoption of energy-efficiency measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The SoCalGas Marketplace platform provides energy efficiency and utility-program information to customers. The platform also provides point-of-purchase rebates and California GoGreen micro-loan financing options for eligible residential and nonresidential customers. This cross-cutting program serves residential and nonresidential customers, including small- and medium-sized businesses. As customers continue to shift their purchasing to online sources, the SoCalGas Marketplace will meet them where they prefer to shop. See https://socalgas.com/marketplace		
Known Equity Concerns in the Selected Markets (if applicable): A high population of equity-classified customers is located across a broad geographic region.	Proposed Solutions to Equity Concerns (if applicable): Expand the program’s network of fulfillment partners to serve customers throughout the entire service territory.	
Intervention Strategy: Marketing & Outreach, Audit, Finance, and Rebate/Incentives	Delivery Type: Midstream-Retail	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$13,949,134	

Program Name: SoCalGas Marketplace		Card # 22
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$6,075,000 2029: \$6,075,000 2030: \$6,075,000 2031: \$6,075,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:</p> <p>TRC: 0.55 PAC: 0.59</p>	
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Anticipate an increase in budget for this program for the 2032-2035 period, dependent on program performance and diversity of measure assortment.</p>	<p>Market Actors necessary for success:</p> <p>Local fulfillment partners for water heating, HVAC, and Exempt Measures.</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>The program implementer's workforce requirements include roles and responsibilities for fintech and online merchant positions. Workforce requirements for fulfillment partners (local companies) include retail, warehousing, customer service, delivery, and installation capabilities.</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>The program is expected to see ~1.6 million in online traffic in 2028, growing to ~2.1 million in 2031. Online traffic represents customers who are served information. The program is expected to generate ~20,800 transactions in 2028, growing to ~24,000 transactions in 2031. Transactions represent energy-efficient products purchased. The program provides ~10K referrals to our ESAP portfolio of assistance programs.</p>		
<p>Long Term Outcome (5-10 years):</p> <p>Present a good assortment of exempt and non-exempt, energy-efficient products, leveraging California GoGreen financing to help families afford home upgrades. ESAP customers will have the same opportunity to engage with our online Marketplace as market resource customers.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>Yes, the SoCalGas Marketplace is a cross-cutting program serving both residential and nonresidential sectors. Residential program activity serves single-family, multi-family, and manufactured homes. Nonresidential activity serves small & medium businesses with a focus on food service companies. The program also provides referrals or leads to SoCalGas's ESA programs.</p>		
<p>Program Metrics and Indicators (KPIs):</p> <ul style="list-style-type: none"> • Traffic • Transactions • # of Financing Contracts 		

Program Name: SoCalGas Marketplace		Card # 22
<ul style="list-style-type: none"> • # of DAC Customers Served • # of ESA Customers Referrals • Revenue • Units sold • Units sold by product type • Total System Benefit 		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3357/mainchange_summary%7Cmain%7Credline/	

Program Name: Municipality Partnership Program		Card # 23
Program ID: SCG4017 New / Existing: New Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party	Third-Party Program Implementer: Other
Applicable Sector: Residential and commercial	Customer Group(s): Single-family, Multifamily, Commercial	
Sector Challenges: Deeper, more comprehensive energy efficiency solutions are too costly for customers. Lack of awareness of energy efficiency opportunities.	Sector Opportunities (Expected Outcome(s)): Increased customer adoption of deeper, more comprehensive energy-efficient solutions.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>The program is comprised of joint partnerships between local municipalities and SoCalGas. SoCalGas and the local municipalities jointly implement, within their respective territories, eligible and feasible water- and energy-saving measures. The partnerships are designed to reach more customers, promote deeper energy efficiency, simplify customer engagement, and reduce costs through cost-sharing partner models.</p>		
Known Equity Concerns in the Selected Markets (if applicable): Ability to provide energy efficiency solutions to equity-classified customers	Proposed Solutions to Equity Concerns (if applicable): Provide energy efficiency solutions to equity-classified customers through jointly funded direct-install measures.	
Intervention Strategy: Direct Install, Energy Audits	Delivery Type: Direct Install	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: \$7,228,272	
Annual Budgets for 2028-2031: 2028: \$2,040,000 2029: \$2,040,000 2030: \$2,040,000 2031: \$2,040,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.80 PAC: 0.92	

Program Name: Municipality Partnership Program		Card # 23
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period as new partnerships are established.	Market Actors necessary for success: Local Municipalities	
High-level description of delivery workforce including necessary scale and its risks: Local Municipality and program provider		
Near-term Program Output(s) (1-4 years): Continue to establish partnerships with local municipalities to offer comprehensive energy savings to shared customers.		
Long Term Outcome (5-10 years): The longer-term strategy will be to encourage greater adoption of more energy-efficient solutions.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes, some local municipality programs partner with existing energy efficiency programs to install energy efficiency measures.		
Program Metrics and Indicators (KPIs): Energy Savings Total System Benefit Cost-Effectiveness GHG Reduction		
Does this program utilize Integrated Demand Side Management (IDSMS)? None	Link to Existing Implementation Plan, if existing: N/A	

Program Name: IDEEA365		Card # 24
Program ID: SCG4018 (Previously SCG3771) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector: All sectors, except for Codes & Standards		Customer Group(s): Eligible for all customer groups, depending on the third-party proposal
Sector Challenges: <p>Limited opportunity to innovate in program delivery and advance emerging technologies to ensure customers have access to effective and emerging energy efficiency solutions.</p> <p>Small Business Enterprises often face persistent barriers, including limited staff capacity, minimal prior experience with utility contracting, and constrained access to upfront capital.</p> <p>New market entrants to California’s energy efficiency industry also have few opportunities to demonstrate their capabilities, making it difficult for them to compete and scale.</p>		Sector Opportunities (Expected Outcome(s)): <p>Provide the energy efficiency community, especially small or new bidders, opportunities to introduce and test new ideas and technologies into the portfolio.</p>
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): <p>This program will continue to issue IDEEA365 solicitations throughout the 2028-2031 program cycle to allow for the ongoing introduction of innovative ideas, programs, and technologies into the energy efficiency portfolio by drawing on the skills, experience, and creativity of the energy efficiency program provider community. Subsequently, targeted solicitations may be issued to address specific portfolio needs, goals, or mandated requirements. IDEEA365 also serves as an on-ramp for future participation in larger SoCalGas solicitations by allowing newer program providers to build performance history, gain experience with utility program requirements, and demonstrate proof-of-concept in a lower-risk environment.</p>		

Program Name: IDEEA365		Card # 24
<p>Known Equity Concerns in the Selected Markets (if applicable):</p> <p>The structured RFP process is complex and burdensome for companies that have not participated before, particularly for SBEs.</p>	<p>Proposed Solutions to Equity Concerns (if applicable):</p> <p>IDEEA365 delivers opportunity-side equity by lowering barriers to market entry while preserving portfolio performance and accountability. IDEEA365 provides a flexible, streamlined contracting pathway that allows small, emerging, and first-time program providers—including SBEs—to propose and implement innovative energy efficiency concepts outside the traditional structured RFP process.</p>	
<p>Intervention Strategy:</p> <p>Any current or new intervention strategy is eligible</p>	<p>Delivery Type:</p> <p>Any delivery type is eligible</p>	
<p>Measurement and Verification Methods:</p> <p>Deemed, Custom, NMEC</p>	<p>Program Total System Benefit (TSB) for 2028-2031:</p> <p>TSB forecast will depend upon future adopted program proposals</p>	
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$3,600,000 2029: \$3,600,000 2030: \$3,600,000 2031: \$3,600,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:</p> <p>Cost-effectiveness forecasts will depend upon future adopted program proposals</p>	
<p>Anticipated directional and scale changes in budget for years 2032-2035:</p> <p>Consistent with the proposed 2028-2031 cycle.</p>	<p>Market Actors necessary for success:</p> <p>Varies depending upon the adopted program proposal</p>	
<p>High-level description of delivery workforce including necessary scale and its risks:</p> <p>Workforce characteristics will depend upon future adopted program proposals</p>		
<p>Near-term Program Output(s) (1-4 years):</p> <p>Implementation of innovative program designs. Advancement of emerging technologies that reduce energy use. New providers entering the energy efficiency community. Smaller firms are transitioning from subcontractor, vendor, and/or consultant roles to becoming program providers.</p>		
<p>Long Term Outcome (5-10 years):</p>		

Program Name: IDEEA365		Card # 24
<p>Increased cost-effective TSB and energy savings. Greater market adoption of new efficiency technologies. Stronger competition among program providers is driving down delivery costs. More providers entering and growing in the market, creating clean-energy career opportunities.</p>		
<p>Does this program interact with other programs in this PA portfolio? If so, describe:</p> <p>Program interactions will depend upon future adopted program proposals</p>		
<p>Program Metrics and Indicators (KPIs):</p> <p>Program metrics and indicators will depend upon future adopted program proposals</p>		
<p>Does this program utilize Integrated Demand Side Management (IDSM)?</p> <p>No</p>	<p>Link to Existing Implementation Plan, if existing:</p> <p>https://cedars.cpuc.ca.gov/documents/download/3553/mainchange_summary%7Cmain%7Credline/</p>	

Program Name: Integrated Energy Efficiency Training		Card # 25
Program ID: SCG4019 (Previously SCG3729) New / Existing: Existing Expected Program Duration: 2028 - ongoing		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Cross-cutting (WE&T)	Customer Group(s): Nonresidential - contractors, plant operators, commercial restaurant owners, equipment distributor representatives, local government facility managers, equipment technicians, and commercial and industrial property owners.	
Sector Challenges: Increased sophistication of equipment, time horizon to develop pre-requisite expertise to install equipment, increasing demand for energy efficiency, and a professional workforce	Sector Opportunities (Expected Outcome(s)): Generates new workforce participation, educated customers, and trained trade professionals, as well as acting as a lead generator for increased participation in energy efficiency programs and adoption of energy efficiency measures	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Workforce Education, Training, and Outreach Program is designed to strengthen the energy efficiency workforce, educate customers, support and train trade professionals, and conduct collaborative outreach to enable the availability of affordable energy efficiency equipment, usage, and bill savings through a pathway of options involving improved operational practices, sustainable maintenance protocols, or equipment replacement. This strategy emphasizes long-term sustainability by integrating education and training into everyday business and operational practices to reduce energy use and environmental impact.		
Known Equity Concerns in the Selected Markets (if applicable): Generating engagement and energy efficiency adoption in programs at little to no cost for increasing workforce participation, energy efficiency installations, and practices.	Proposed Solutions to Equity Concerns (if applicable): Explore accessibility through mobilization options to engage with customers; recruit vendors willing to dedicate appropriate service to this region and sector	
Intervention Strategy: Training	Delivery Type: Downstream	

Program Name: Integrated Energy Efficiency Training		Card # 25
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: N/A	
Annual Budgets for 2028-2031: 2028: \$5,000,000 2029: \$5,000,000 2030: \$5,000,000 2031: \$5,000,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trend. Anticipate minimal increase in budget for this program for the 2032-2035 period.	Market Actors necessary for success: Trade Associations – Curriculum Trade Professionals – Technicians Trade Allies – Contractors, Distributors, Manufacturers	
High-level description of delivery workforce including necessary scale and its risks: Workforce requirements include curriculum designers, instructors, and distribution channels. There are many subject-matter experts among the retiring workers. A disruption to the economy or channels of access to trade professionals. Market allies or customer intermediaries could pose a risk to program effectiveness.		
Near-term Program Output(s) (1-4 years): Increase participation, reach, and geographic penetration of WE&T events and activities, and identify ways to indirectly impact TSB goals favorably		
Long Term Outcome (5-10 years): Increase participation, reach, and geographic penetration of WE&T events and activities, and identify ways to directly impact TSB goals favorably.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. Provides outreach, training, education, and supports resource acquisition and 3P program efforts.		
Program Metrics and Indicators (KPIs): Market Support Impact: Total participants in WE&T programs, outcomes, reach, and penetration, lead generation for resource acquisition, collaborations, and program enrollments		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3551/mainchange_summary%7Cmain%7Credline/	

Program Name: Business Energy Efficiency Surveys (BEES)		Card # 26
Program ID: SCG4020 (Previously SCG3909) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer: Non-PA Third Party & Partnership
Applicable Sector: Multi-sector: Commercial, Industrial, Agricultural, Public		Customer Group(s): All nonresidential
Sector Challenges: Industrial engagement. Agricultural participation remains more challenging due to sector-specific operational constraints.		Sector Opportunities (Expected Outcome(s)): Small and medium commercial businesses continue to offer strong opportunities for energy efficiency engagement and surveys.
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Business Energy Efficiency Surveys (BEES) program offers energy surveys for nonresidential customers in the commercial, industrial, and agricultural sectors. The energy surveys will consist of an in-person audit to inventory all gas equipment and a review of their processes and equipment. After the survey is completed, a report will be generated for the customer to review. The report will include measures the customer can implement, along with any potential rebates associated with each measure. The report will recommend any relevant SoCalGas measures, along with programs that can assist them in achieving their energy efficiency goals, such as financial assistance.		
Known Equity Concerns in the Selected Markets (if applicable): Participation barriers may exist for some small businesses due to language, scheduling, and resource limitations.		Proposed Solutions to Equity Concerns (if applicable): Targeted outreach, flexible scheduling, and language-appropriate materials to support broader participation.
Intervention Strategy: Outreach/Information, Energy Audit		Delivery Type: Downstream
Measurement and Verification Methods: N/A		Program Total System Benefit (TSB) for 2028-2031: N/A

Program Name: Business Energy Efficiency Surveys (BEES)		Card # 26
Annual Budgets for 2028-2031: 2028: \$835,000 2029: \$835,000 2030: \$835,000 2031: \$835,000		Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: - TRC: 0.00 PAC: 0.00
Anticipated directional and scale changes in budget for years 2032-2035: Budget levels are expected to remain relatively consistent with the 2028–2031 cycle.		Market Actors necessary for success: None
High-level description of delivery workforce including necessary scale and its risks: Program delivery depends on trained survey staff. The continuity of trained staff poses a potential risk.		
Near-term Program Output(s) (1-4 years): Completion of energy efficiency surveys and delivery of actionable recommendations to participating businesses.		
Long Term Outcome (5-10 years): Sustained customer engagement and increased participation in energy efficiency programs over time.		
Does this program interact with other programs in this PA portfolio? If so, describe: Yes. BEES supports other non-residential portfolio programs by identifying opportunities and directing customers to applicable offerings.		
Program Metrics and Indicators (KPIs): Numbers of surveys completed Customer participation rates Referrals to downstream efficiency programs		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3515/mainchange_summary%7Cmain%7Credline/	

Program Name: Sustainability Studio		Card # 27
Program ID: SCG4021 (Previously SCG3941) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Multi-sector (Residential and Commercial)	Customer Group(s): Residential and Commercial	
Sector Challenges: Sustainability initiatives are often addressed as siloed activities.	Sector Opportunities (Expected Outcome(s)): Sustainable Studio will increase the level of holistic sustainable/regenerative interdisciplinary program solutions.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): Sustainable Studio challenges the status quo of programs. This market support program provides a sustainable, multidisciplinary approach to educating, providing technical assistance, partnering, and engaging customers across the residential and commercial sectors. It reaches different types of customers, regardless of socioeconomic status or location. It also provides sustainable solutions and packages them into SoCalGas’s different programs. This program also looks into non-energy benefits to accelerate sustainability within the SoCalGas portfolio.		
Known Equity Concerns in the Selected Markets (if applicable): Sustainability initiatives are often addressed as siloed activities that can lessen the effectiveness of energy efficiency, water efficiency, non-energy benefits, and emission reductions.	Proposed Solutions to Equity Concerns (if applicable): Sustainable Studio will increase the level of holistic, sustainable/regenerative, interdisciplinary program solutions that encompass energy and water efficiency, renewable energy, sustainable building, program revitalization, urban agriculture, landscape science, waste management, and transportation planning through integrated technical assistance, outreach, and education.	
Intervention Strategy: Outreach, Education, Technical Assistance	Delivery Type: Downstream	
Measurement and Verification Methods: N/A	Program Total System Benefit (TSB) for 2028-2031: N/A	

Program Name: Sustainability Studio		Card # 27
Annual Budgets for 2028-2031: 2028: \$1,500,000 2029: \$1,500,000 2030: \$1,500,000 2031: \$1,500,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Anticipate an increase in budget for this program for the 2032-2035 period.	Market Actors necessary for success: Sustainable Professionals and non-profits such as CALWEP, USGBC, and CBOs.	
High-level description of delivery workforce including necessary scale and its risks: Sustainable professionals and non-profit organizations that represent the sustainable community. The actors will provide expertise and assistance on outcomes, including identifying where the program can address specific barriers to accelerate sustainability adoption within the SoCalGas portfolio.		
Near-term Program Output(s) (1-4 years): Expand knowledge of available energy efficiency and sustainability resources and increase sustainability across SoCalGas's programs.		
Long Term Outcome (5-10 years): Achieve greater adoption of energy efficiency and sustainable resources, and increase sustainability in the portfolio offered by SoCalGas.		
Does this program interact with other programs in this PA portfolio? If so, describe: The program interacts with many residential and nonresidential programs as well as Workforce Education and Training (WET).		
Program Metrics and Indicators (KPIs): Case studies Partnerships Technical Assistance		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3519/mainchange_summary%7Cmain%7Credline/	

Program Name: On-Bill Finance (OBF) Program		Card # 28
Program ID: SCG4022 (Previously SCG3735) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Cross-cutting - Finance		Customer Group(s): Nonresidential, including Institutional customers, and Multifamily (common area meter).
Sector Challenges: <p>Long lead time required for project pre-approval and loan disbursement. For certain financing programs, the customer or contractor must pay the upgrade cost up front and wait for reimbursement after project completion.</p> <p>Higher upfront costs and limited access to financing remain significant obstacles to EE investments, particularly for underserved HTR and DAC customers.</p> <p>Inflation has put additional pressure on cash flow and increased the cost to invest in EE.</p> <p>EE programs often don't fund until after the project is verified and installed, and customers often have to source alternative short-term funds.</p> <p>On-Bill Financing (OBF) works, but current rules sometimes limit participation:</p> <ul style="list-style-type: none"> • Timing/delays in payment impact participation. • Customers have to cover costs upfront, which is out of reach for many. 		Sector Opportunities (Expected Outcome(s)): <p>Integrate financing options with EE programs. Educate contractors on financing options to prepare when presenting solutions to customers. OBF will be modified to support broader adoption of energy efficiency by addressing key challenges with the existing design:</p> <ul style="list-style-type: none"> • Offer earlier access to OBF funds. • Increase the maximum loan amounts for OBF. • Extend the OBF loan terms. • Earlier access: Providing earlier access to loan funds can make OBF more accessible by helping cover upfront costs incurred before traditional OBF loan funding is released. • Increased loan amount: Increasing the maximum loan amount (cap) addresses the concern that project costs have risen without a commensurate adjustment to program caps. • Extend the loan term: This adjustment will allow more projects to qualify and will ease the cash flow burden on smaller customers. <p>SoCalGas will continue to pursue the development of the approved "OBF+" program, which incorporates non-EE technologies into the existing OBF program.</p>

Program Name: On-Bill Finance (OBF) Program		Card # 28
<p>Brief Program Description: (Including customer target, program strategies employed, expected program outcome): OBF is a zero-percent-interest, no-cost/fee loan for qualifying energy efficiency and clean-energy projects.¹ OBF is available to all SoCalGas nonresidential customers, including institutional customers, and to all nonresidential programs (including third-party programs), as well as Multifamily (common-area meter). The minimum loan amount is \$5k (to comply with CDFC exemptions) and remains unchanged. Eligible customers must have a bill payment history in good standing and also participate in a qualifying rebate or incentive program. Loan payments are generally structured to be bill neutral, meaning that expected energy savings offset monthly bill payments, so there's no net increase in utility costs. OBF will continue to support equity-classified customers.</p>		
<p>Known Equity Concerns in the Selected Markets (if applicable):</p> <p>The availability and access to energy efficiency financing options continue to be a challenge for Equity customers (HTR/DAC/Underserved).</p> <ul style="list-style-type: none"> • Qualifying for credit is nearly impossible for customers with low credit scores. • Cash flow is already a challenge; increased payments are often untenable. • Customers have limited/zero resources, where program application processes are burdensome and difficult to support. • Rural customers are particularly challenging to serve due to their remote locations. • Rental and leased properties complicate the traditional lending process. 	<p>Proposed Solutions to Equity Concerns (if applicable):</p> <ul style="list-style-type: none"> • Continue to market the benefits of OBF to Equity customers, highlighting its no-credit requirement and its no-cost simplicity. • Prioritize marketing and outreach to equity customers, using community-based strategies and trusted messengers, including RENs. • Establish performance targets for Equity markets. • Prioritize marketing the new program elements to Equity customers (contractors). 	
<p>Intervention Strategy:</p> <p>Finance, Marketing and Outreach/Information</p>	<p>Delivery Type:</p> <p>Downstream</p>	
<p>Measurement and Verification Methods:</p> <p>N/A</p>	<p>Program Total System Benefit (TSB) for 2028-2031:</p> <p>N/A</p>	
<p>Annual Budgets for 2028-2031:</p> <p>2028: \$750,000</p>	<p>Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031:</p>	

¹ Clean energy projects are authorized via an advice letter process established in the Clean Energy Finance proceeding and in (D.) 23-08-026 Ordering Paragraph (OP) 2.

Program Name: On-Bill Finance (OBF) Program		Card # 28
2029: \$750,000 2030: \$750,000 2031: \$750,000	TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: SoCalGas’s OBF program is forecasted to remain consistent through 2035, unless additional resources are authorized for an expanded OBF program for non-EE clean technologies (“OBF+”).	Market Actors necessary for success: SoCalGas OBF, Communications, Customer Support Teams, Contractors, distributors, program implementers, RENs, and other nonresidential market actors.	
High-level description of delivery workforce including necessary scale and its risks: OBF staff manage the loan application process, assist with educating and training customers and contractors, manage the OBF loan pool, perform associated tracking and reporting of loans in the pipeline, resolve system or IT issues that impact loan records, update loan documentation, and adhere to required regulatory requirements.		
Near-term Program Output(s) (1-4 years): Increase program participation through coordinated efforts with other third-party EE programs, driving increased TSB by encouraging participation in other programs where upfront costs would otherwise be a barrier. Engage and train trade professionals to drive participation. Maintain low default rates. # of Loans Minimum defaults Engage/Train with contractors/tradespeople/distributors		
Long Term Outcome (5-10 years): <ul style="list-style-type: none"> • Expand access to financing tools, regulatory approvals, and expand OBF eligibility. Educate the market on the availability of financing tools for Energy Efficiency Products. Maintain low default rates • Increase EE program participation • Provide more access to EE financing tools • Nonresidential market actors become better educated • Equity-classified customers become comfortable using financing to implement energy efficiency and decarbonization measures • Adoption rates for energy saving projects increase • Maintain low default rates 		
Does this program interact with other programs in this PA portfolio? If so, describe: OBF interacts with various nonresidential energy efficiency programs to help finance projects, including Agriculture, Commercial, Industrial, Public, Institutional, SEM, and Workforce Education and Training.		

Program Metrics and Indicators (KPIs): (These could include metrics tracked in program contracts and can be inclusive of Equity or Market Support Indicators and other program KPIs).

- # of OBF loans funded (subset: # of loans pre-funded)
- Estimated Energy Savings/TSB of projects financed
- # of engagements with tradespeople and distributors
- Customer satisfaction of program participants

Does this program utilize Integrated Demand Side Management (IDSM)?

Yes, with the new OBF Plus program, it will interact with other IDSM programs, such as SGIP. OBF’s expansion into clean energy technologies strengthens our ability to finance projects that help reduce greenhouse gas emissions.

Link to Existing Implementation Plan, if existing:

https://cedars.cpuc.ca.gov/documents/download/3504/mainchange_summary%7Cmain%7Credline/

Program Name: Integrated Demand-Side Management		Card # 29
Program ID: SCG4023 (previously SCG3962) New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: IOU Core	Third-Party Program Implementer: PA
Applicable Sector: Multi-sector: All sectors	Customer Group(s): All sectors	
Sector Challenges: Low participation across the residential and commercial sectors, especially in the equity-classified customer groups.	Sector Opportunities (Expected Outcome(s)): Increased customer adoption of gas energy efficiency solutions, including behavioral-related actions, across all residential and commercial segments, especially within equity-classified customer groups	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): To integrate complementary programs like EE, DR, and load management to address growing energy and systems demands as electrification increases. Create awareness and grow participation in all available demand-side management program offerings by securing rebates and incentives coordinated by this multi-DER IDSMD program.		
Known Equity Concerns in the Selected Markets (if applicable): TBD	Proposed Solutions to Equity Concerns (if applicable): TBD	
Intervention Strategy: Technical Assistance, Outreach/Information	Delivery Type: Downstream	
Measurement and Verification Methods: Custom	Program Total System Benefit (TSB) for 2028-2031: N/A	
Annual Budgets for 2028-2031: 2028: \$300,000 2029: \$300,000 2030: \$300,000 2031: \$300,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	

Program Name: Integrated Demand-Side Management		Card # 29
Anticipated directional and scale changes in budget for years 2032-2035:	Market Actors necessary for success:	
Consistent with the portfolio trend.		
High-level description of delivery workforce including necessary scale and its risks:		
TBD		
Near-term Program Output(s) (1-4 years):		
Increased adoption of energy efficiency and behind-the-meter integrated distributed energy resource solutions.		
Long Term Outcome (5-10 years):		
Encourage customers to bring in additional projects in their portfolio to conduct further upgrades with a high level of comfort and trust in the program process.		
Does this program interact with other programs in this PA portfolio? If so, describe:		
Yes, it will leverage various program strategies, including financial incentives, to encourage greater energy efficiency adoption levels		
Program Metrics and Indicators (KPIs):		
TBD based on approval of Tier 2 Advice Letter		
Does this program utilize Integrated Demand Side Management (IDSM)?	Link to Existing Implementation Plan, if existing:	
EE/DR, Multi-DER IDSM, other or none	https://cedars.cpuc.ca.gov/programs/SCG3962/details/	

Program Name: Statewide Gas Emerging Technologies		Card # 30
Program ID: SW_ET_Gas New / Existing: Existing Expected Program Duration: 2028 - onwards		
Portfolio Segment: Market Support	Program Implementer Type: Third-Party Solicited	Third-Party Program Implementer (applicable to IOUs only): Non-PA Third Party & Partnership
Applicable Sector: Cross-Cutting (Emerging Technologies)	Customer Group(s): All Customer groups	
Sector Challenges: Identifying gas emerging technologies measures to advance energy efficiency. Understanding how the market will respond to new measures. Advancing technologies suited for energy efficiency portfolio programs.	Sector Opportunities (Expected Outcome(s)): Enhanced and updated Technology Priority Maps that lead to technology roadmaps. Solicit and fulfill Program Administrators' requests for additional market or customer research on emerging technology measures.	
Brief Program Description: (Including customer target, program strategies employed, expected program outcome): The Statewide Gas Emerging Technologies Program (GET) is a statewide market support program administered by SoCalGas to identify, evaluate, and advance promising natural gas energy-efficient technologies that are either commercially available today or expected to reach market readiness within 3 to 5 years. The program's goal includes overcoming market barriers, such as performance uncertainty and information gaps, while supporting future energy-efficiency program development. The program targets a wide range of customers and applications, including commercial, industrial, agricultural, and residential, through field studies and technical evaluations. In collaboration with California's gas investor-owned utilities (IOUs), GET conducts technology scanning and prioritization, assesses market barriers, and disseminates findings to energy efficiency program administrators to support measure development, resource program handoffs, and market transformation efforts. Expected outcomes include generating validated gas energy savings and emissions-reduction data, informing future measure inclusion in statewide portfolios, advancing market readiness for innovative technologies, and enabling long-term operational cost and greenhouse gas reductions.		
Known Equity Concerns in the Selected Markets (if applicable): Not applicable	Proposed Solutions to Equity Concerns (if applicable): Not applicable	

Program Name: Statewide Gas Emerging Technologies		Card # 30
Intervention Strategy: Technology Evaluation Dissemination Technology Transfer	Delivery Type: Downstream	
Measurement and Verification Methods: Deemed	Program Total System Benefit (TSB) for 2028-2031: Not applicable	
Annual Budgets for 2028-2031: 2028: \$3,750,000 2029: \$3,750,000 2030: \$3,750,000 2031: \$3,750,000	Cost Effectiveness (TRC and PAC Test Ratios) for 2028-2031: TRC: 0.00 PAC: 0.00	
Anticipated directional and scale changes in budget for years 2032-2035: Consistent with portfolio trend.	Market Actors necessary for success: Research institutions, industry organizations, energy agencies, and manufacturers.	
High-level description of delivery workforce including necessary scale and its risks: A statewide, multidisciplinary delivery workforce administered by SoCalGas, in collaboration with the program implementer, funding IOU partners, subject matter experts, field contractors, and customer host sites. The program must be <i>sized</i> for concurrent cross-sector pilots and managed to mitigate risks in talent, safety, data quality, and coordination, to reliably inform program administrators on promising gas-saving technologies for potential inclusion in future program measures.		
Near-term Program Output(s) (1-4 years): Scan, prioritize, and evaluate commercially available energy efficiency technologies, and provide data and information to inform the adoption of measures into energy efficiency resource programs.		
Long Term Outcome (5-10 years): Expand to include broader decarbonization efforts, including the evaluation of renewable biogas, hydrogen, and microgrid applications.		
Does this program interact with other programs in this PA portfolio? If so, describe: The Statewide Gas Emerging Technologies Program interacts with other programs in PA's portfolio by serving as an innovation pipeline that identifies and validates emerging gas saving technologies for potential handoff and incorporation into resource acquisition and market-focused programs.		
Program Metrics and Indicators (KPIs): Projects Initiated		

Program Name: Statewide Gas Emerging Technologies		Card # 30
TPM Development Outreach Events Technology Focused Pilots Coordination Budget Compliance Projects Delivered on Schedule		
Does this program utilize Integrated Demand Side Management (IDSM)? No	Link to Existing Implementation Plan, if existing: https://cedars.cpuc.ca.gov/documents/download/3525/mainchange_summary%7Cmain%7Credline/	