

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

Order Instituting Rulemaking for Oversight of  
Energy Efficiency Portfolios, Policies,  
Programs, and Evaluation.

Rulemaking 25-04-010  
(Filed April 24, 2025)

**SOUTHERN CALIFORNIA GAS COMPANY (U 904 G)  
ENERGY EFFICIENCY PROGRAMS 2025 ANNUAL REPORT**

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May 1, 2026

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Southern California Gas Company (SoCalGas) submits its 2025 Annual Report for energy efficiency programs and accomplishments. The Annual Report is prepared in accordance with the Administrative Law Judge’s Ruling Adopting Annual Reporting Requirements for Energy Efficiency and Addressing Related Reporting Issues (August 8, 2007),<sup>1</sup> and Decision (D.) 18-01-001 and 18-05-041. The Ruling requires “each utility to file its annual report on May 1 of the year following the end of a given program year.”<sup>2</sup>

Pursuant to Ordering Paragraph (OP) 8 of D.18-01-004, the dollar amounts of third-party contracts (provided in aggregate) are included in Appendix A, Table 6 As directed by the Commission, particular contract dollar amounts will be provided to the Commission. Additional detail regarding third-party programs and statewide programs directed by the Commission is provided in Appendix A, Table 7.<sup>3</sup>

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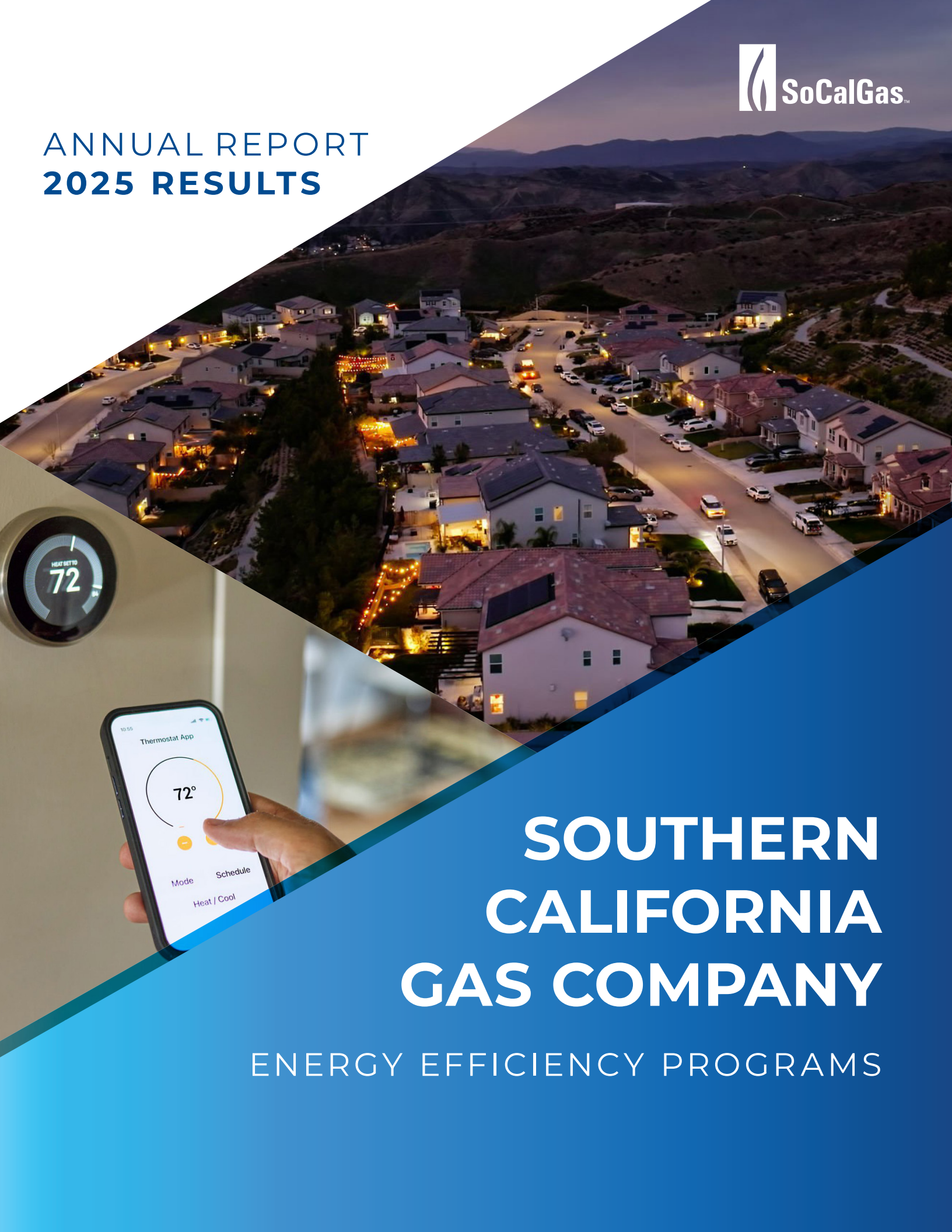
<sup>1</sup> Per the Ruling, issued in Rulemaking 06-04-010, filing and serving the Annual Report would apply to successor proceedings, which includes this docket. See Ruling at 4, OP 2.

<sup>2</sup> *Id.*

<sup>3</sup> D.18-05-041, OP 17 directed the investor-owned utilities (IOUs) to track the number and proportion of third parties that forego the option of using utility account representatives. Conclusion of Law 19 directed the IOUs to develop an agreed-upon annual report to facilitate ongoing statewide program funding-level management.



# ANNUAL REPORT 2025 RESULTS



# SOUTHERN CALIFORNIA GAS COMPANY

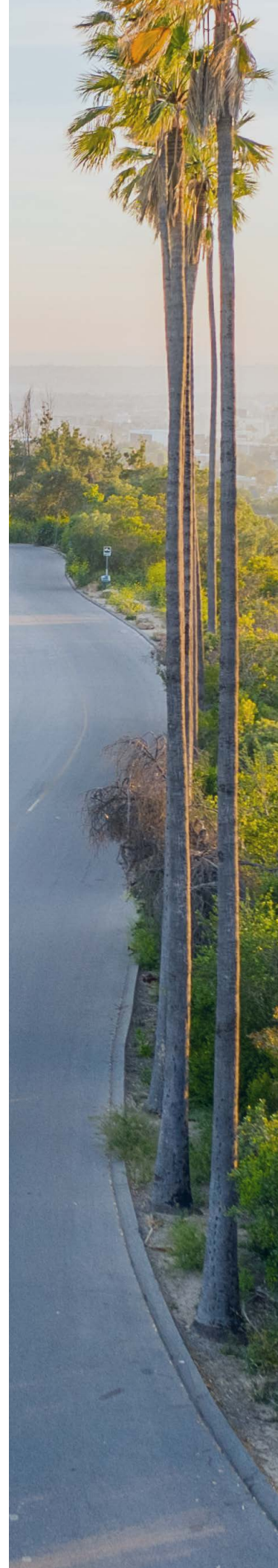
ENERGY EFFICIENCY PROGRAMS



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# SoCalGas' 2025 Energy Efficiency Portfolio Delivered Measurable Impact Across California:



**55.9** Million  
Net Therms Saved



**\$217.32** Million  
Total System Benefit



Surpassed Commission Target by **15%**



**191%**  
Increase in Marketplace Website Traffic



**256%**  
Growth in Marketplace Transactions Year-Over-Year



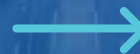
**388**  
Families Connected to Affordable Financing



More than  
**5,000**  
Referrals Made to the Energy Savings Assistance Program



Nearly  
**4,000**  
Customers in Disadvantaged Communities Served



Up From  
**84%**  
Prior Year

## Executive Summary

The 2025 program year represented a significant step forward for delivering affordable, practical, and customer-centered energy efficiency solutions to help California reduce energy use and emissions while maintaining affordability and system reliability. Across more than 70 programs serving residential, commercial, industrial, agricultural, and public sector customers, the portfolio helped customers make informed energy decisions that align with California's long term climate and clean energy goals. Consistent with the 2024–2027 Energy Efficiency Business Plan<sup>1</sup>, Southern California Gas Company (SoCalGas) programs emphasized equitable access, innovation, and community based solutions—using energy efficiency as a primary strategy to support California's clean energy and emissions-reduction goals while preserving customer choice and affordability.

Portfolio performance in 2025 remained strong, continuing SoCalGas's extended streak of exceeding program goals. The SoCalGas energy efficiency portfolio achieved 55.9 million net therms in verified savings and delivered \$217.3 million in cumulative reportable Total System Benefit (TSB), exceeding the annual Commission approved goal of \$189 million and achieving approximately 115 percent of target. These results underscore the portfolio's continued focus on cost effective delivery and its contribution to statewide climate, reliability, and affordability goals. Program delivery spanned 39 Resource Acquisition, 20 Market Support, 11 Equity programs, and 3 Codes & Standards programs reflecting a balanced and comprehensive approach to immediate savings, long term market transformation, and equitable customer access.

Central to this effort were the Residential and Non-Residential Behavioral Programs, which leveraged insights into customer habits and segmentation to better align energy efficiency messaging with customer needs. Advanced data analytics and propensity modeling were used to better understand customer profiles, including household characteristics, energy use patterns, and likelihood of equipment replacement, particularly for water heaters, one of the largest sources of residential gas energy use. These insights enabled more targeted, relevant, and timely communications that helped customers recognize when a water heater upgrade or replacement could deliver meaningful energy and cost savings.



The SoCalGas Energy Efficiency Marketplace program also played an increasingly important role in enhancing customer access and service delivery in 2025. Website traffic increased by 191 percent, while transactions grew by 256 percent year over year, reflecting strong customer engagement with the platform. Nearly all instant rebates (97.6 percent) supported Energy Management Technology products such as smart thermostats and tankless water heaters, helping customers adopt high impact, energy efficient solutions. The Marketplace also connected 388 families to affordable financing through California's GoGreen Financing program (branded as EcoFinancing on the platform), assisted nearly 4,000 customers living in Disadvantaged Communities (DACs), an 84 percent increase over the prior year, and made more than 5,000 referrals to the Energy Savings Assistance (ESA) program, a new capability introduced in 2025.

Portfolio progress was further reflected in expanded DAC and Hard to Reach (HTR) participation across programs; increased language access through the Community Language Efficiency Outreach (CLEO) Program; significant advancements in emerging

technologies via the Statewide (SW) Gas Emerging Technologies (GET) Program; and deeper community partnerships through initiatives such as Sustainability Studio, Workforce Education Training & Outreach (WET&O) activities, and regional public sector collaborations. Portfolio activities were implemented in accordance with applicable California Public Utilities Commission (Commission) directives, including the 60% third party implementation requirement<sup>2</sup>, statewide coordination responsibilities<sup>3</sup>, Market Access Program (MAP)<sup>4</sup> implementation obligations, updated upstream and midstream verification requirements, and the Commission's expanded equity and solicitation policies. In carrying out these activities, SoCalGas maintained strong data governance and cybersecurity oversight to protect customer information, including when coordinating with third-party implementers.

Another defining focus of the year was the Wildfire Relief Initiative, launched in early 2025 in response to the devastating January wildfires in Los Angeles County. SoCalGas developed and deployed two rapid response programs offering enhanced rebates to both residential and non-residential customers recovering from fire-related damage to homes and businesses. These programs were made available to support customer decisions to replace essential gas appliances with energy efficiency equipment and were widely adopted by participating customers. Enhanced incentives helped support recently impacted fire victims in Southern California by recognizing the financial burden of rebuilding and recovery, accelerating access to essential repairs, energy-efficient upgrades, and replacement of damaged equipment during a critical time of need.

Statewide programs strengthened customer access to efficient technologies and financing solutions. The customer experience was improved by point of sale and midstream initiatives that delivered instant rebates through trusted market channels, which expanded

participation among DAC and HTR customers, and by the increased availability of efficient equipment across food service, water heating, healthcare, education, and retail sectors. Emerging technology research and projects completed through the SW GET program advanced the development of future measures (such as gas absorption heat pump water heating technologies) to support deeper emissions reductions over time. Complementary financing efforts through the SW New Finance Offering GoGreen Home and GoGreen Business programs made it easier for customers to undertake efficiency upgrades, with thousands of households and businesses accessing affordable financing for projects that reduce energy use and carbon intensity.

Across all program areas, the 2025 portfolio emphasized practical decarbonization—helping customers adopt efficient technologies, supporting workforce development, strengthening local partnerships, and removing barriers to participation. Resource Acquisition programs delivered meaningful savings and emissions reductions, Market Support programs accelerated adoption of advanced technologies and practices, and Equity programs ensured that customers in DAC and HTR communities could participate fully through incentives, multilingual outreach, and community based delivery models.

Taken together, the 2025 program year reflects SoCalGas's continued focus on delivering tangible benefits to customers while supporting California's clean energy and emissions reductions objectives. Through strengthened disaster response, expanded equity investments, accessible financing, and ongoing innovation, these efforts helped customers save energy, reduce emissions, and build resilience—while advancing practical solutions that support affordability, reliability, and customer needs across the state's existing energy systems.



<sup>2</sup> D.18-05-041, D.23-02-002

<sup>3</sup> D.18-05-041

<sup>4</sup> D.23-06-055, OP 26

## I. CUSTOMER SECTORS

### A. RESIDENTIAL SECTOR

The residential energy efficiency sector programs offer and promote both specific and comprehensive energy solutions for residential customers. By encouraging adoption of economically viable energy-efficient technologies, practices, and services, these programs employ strategies and tactics to overcome market barriers while delivering services that aim to:

- Facilitate, sustain, and transform the long-term delivery and adoption of energy-efficient products and services for single and multi-family dwellings;
- Cultivate, promote, and sustain lasting energy-efficient behaviors by residential customers through a collaborative statewide education and outreach; and
- Meet customers' energy efficiency adoption preferences through a range of offerings including single-measure incentives and more comprehensive approaches.

### B. COMMERCIAL SECTOR

The commercial sector programs target integrated energy management solutions through strategic energy planning support; technical support services, such as facility audits, and calculation and design assistance; and financial support through rebates, incentives, and financing options. Targeted end users include all commercial sub-segments such as distribution warehouses, office buildings, hotels, motels, restaurants, healthcare, retail facilities, entertainment centers, and other smaller non-residential customers.

### C. INDUSTRIAL SECTOR

The industrial energy efficiency programs provide services to improve the energy efficiency of industrial facilities. The primary services offered to industrial customers include:

- Energy audits covering energy efficiency and demand management opportunities
- Technical assistance in measure specification, procurement, and project management
- Post-installation inspection and analysis to verify performance
- Continuous energy improvement consultation
- Financial incentives and project financing for installed measures



### D. AGRICULTURAL SECTOR

The agricultural sector offerings facilitate the delivery of integrated energy management solutions to agricultural customers, including irrigated agricultural growers (crops, fruits, vegetable, and nuts), greenhouses, post-harvest processors (ginners, nut hullers, and associated refrigerated warehouses), and dairies.

### E. PUBLIC SECTOR

The public sector programs are designed to serve and support local governments by increasing energy efficiency in municipal facilities and provide programs and services that can help them reduce both operating costs and greenhouse gas emission levels through energy efficiency. SoCalGas supports partnerships in achieving their energy efficiency and climate goals and works with partners to engage them in the identification of challenges faced by local governments as well as include them in the development of public sector strategies.



## II. STATEWIDE PROGRAMS LED BY SOCALGAS

SoCalGas serves as the lead Investor-Owned Utility (IOU) for four statewide programs. Three of these, Point of Sale Food Service, Midstream Commercial Water Heating, and Gas Emerging Technologies, operate under the Commission's current statewide program structure. In addition, SoCalGas is the lead IOU and contract manager for the New Finance Offerings program, which was developed prior to the current statewide framework and therefore maintains the legacy program ID and administrative structures. Detailed information on the objectives, successes, and implementation strategies for these programs are provided in the sections below.

SoCalGas also provides funding allocations to other lead Portfolio Administrators (PAs) for the remaining statewide programs, as established in Decision (D).23-06-055<sup>5</sup>, and receives proportional natural gas energy efficiency benefits. Please refer to the lead PAs 2025 Energy Efficiency Annual Reports for performance details on their respective statewide programs.

### A. STATEWIDE POINT OF SALE FOOD SERVICE PROGRAM – SCG SW FS

#### Implemented by Energy Solutions

The SW Point of Sale Food Service (FS) program enables non-residential California IOUs end-use customers to receive point-of-sale (POS) rebates when they purchase eligible, high efficiency commercial food service (CFS) equipment from program participants. In addition to helping individual customers make energy-efficient choices, the program influences the type of equipment dealers keep in stock, and the equipment manufacturers produce to continually shift the market to high-efficiency options. The implementer also provides turnkey program implementation.

#### Strategies & Outcomes

The SW Food Service Instant Rebates program achieved notable performance in therms and kWh savings, exceeded its TSB target, and provided instant rebates to more than 2,800 DAC and HTR customers. The implementer also enrolled 13 new participants: six local/regional dealers, five national dealers, and two manufacturers, bringing the network to over 200 participating dealer locations. Program growth was driven by targeted marketing and expanded customer engagement. The program launched a revamped website and a digital retargeting campaign that delivered over 7.5 million impressions, including about 750,000 directly from the new digital campaign. Targeted outreach at industry events helped increase participation among grocery, convenience, education, and healthcare customers, contributing to a 28 percent increase in incentives to these segments compared to the prior program year. Additional drivers of success included testing new equipment models to expand the qualified product list (QPL), strengthening relationships with community-based organizations, and conducting in-person engagement with distributors and market actors.

The implementer incorporated a serial number collection requirement, reduced the Tier 1 fryer rebate to better align with decreased equipment prices, and carefully tracked market challenges such as tariff increases, supply-chain constraints, and changing equipment costs. Despite changes that had the potential to drastically reduce savings, the program continued to see strong participation, and overall savings goals were achieved, thanks to

effective engagement of new and existing program participants. Finally, the program also introduced enhanced quality assurance measures to safeguard program integrity and support consistent customer experience. Calling customers directly to verify purchases also put the implementation team in direct contact with customers, some of whom expressed appreciation for the program. One, for example, said that the rebate assistance with a new fryer “really saved his week.”

The program continues to save energy and money for foodservice operators, from independent local restaurants to national restaurant chains, grocery stores, and educational settings from elementary schools through universities.

## B. STATEWIDE MIDSTREAM COMMERCIAL WATER HEATING - SCG SW MCWH

### Implemented by DNV

The SW Midstream Commercial Water Heating program works with midstream market actors to offer POS rebates to contractors serving IOU end-use customers. All customers with a non-residential rate structure served by one of the four IOUs are eligible for POS rebates, and the program is offered uniformly across all IOU territories.

The program offers deemed POS rebates to contractors serving customers and incentives to midstream market actors for facilitating and driving sales of high-efficiency natural gas and electric water heating equipment. In addition, the program advocates for increased awareness and sales of high-efficiency equipment through outreach, training, advertising, and engagement activities.

### Strategies & Outcomes

The program strategies emphasized continuous improvement through operational efficiency, streamlined processes, stronger market-actor partnerships, and greater contractor engagement. The program expanded to 335 distributor locations, with nearly all prior-year distributors returning and 17 new locations enrolled. To support consistent and compliant delivery and to streamline eligibility review of rate schedules, the program developed and implemented an enhanced verification process for water-heating equipment installations for multifamily properties which helped increase



confidence in program performance. Additionally, one high-volume distributor also shifted to a weekly submission workflow, which resulted in overall significant improvement to the timeliness and accuracy of application review and payment processing. The program continued its Diverse Business Enterprise (DBE) partnerships to support marketing, quality assurance (QA) /quality control (QC), and professional services.

The program outperformed forecasted goals and required a mid-year fund shift. The program had transactions in all climate zones based on vast distributor participation. Savings for net kWh increased over 25 percent and net therms increased over 10 percent in 2025. Distributors utilized the split system heat pump water heater (HPWH) measure for the first time in 2025 adding to kWh savings. Tankless water heating equipment contributed the most energy savings in 2025. The year end performance exceeded 119.6 million TSB statewide.

## C. STATEWIDE GAS EMERGING TECHNOLOGIES - SCG SW GET

### Implemented by ICF Resources, LLC

The Statewide GET program supports the California IOU energy efficiency portfolios in meeting the state's energy reduction and decarbonization goals. The program identifies and screens emerging technologies, validates performance and customer acceptance, conducts knowledge share demonstrations, and delivers actionable insights to inform future energy efficiency programs. Technologies demonstrating strong potential are recommended for inclusion in IOU customer education, incentive offerings, and broader market transformation efforts.

### Strategies & Outcomes

In 2025, GET advanced its mission through the development of 10 new projects, expanded outreach, and strengthened operational processes. The program implementer conducted laboratory evaluations, field demonstrations, market assessments, and agile projects designed to assess potential technologies with lower cost and faster turnaround across residential, commercial, industrial and agricultural applications. Several projects reached completion, including studies on dual fuel heating, gas-fired heat pump water heating, low-nitrogen oxide (NOx) combustion technologies, hydrogen blending impacts, carbon collection equipment, steam system optimization, process heat applications, building envelope improvements and scale investigations. Outreach remained a central focus, as the program hosted virtual and in-person events, expanded its presence on professional platforms, and enhanced both the third-party emerging technology website and the GET website with new technical content.

Demonstrations, such as those featuring ultralow NOx burners, drew strong stakeholder engagement, and the program built on this momentum by presenting at multiple industry conferences to share research insights on water heating, pool heating, and methane- hydrogen blends. The program also supported statewide collaboration efforts, including contributions to the Energy Transition Coordinating Council (ETCC) conference through funding, content development, and strategic guidance. In addition, the program hosted a technology advisory group attended by industry experts to help prioritize high-impact

technologies for study by the program. Data quality and project management rigor remained central to program execution. Deliverables were completed within established budget thresholds, and the program exceeded double its DBE participation goals. Continuous monitoring and process improvements supported strong oversight and consistent performance across the portfolio.

Over the course of the year, the program completed 11 projects in total, including three projects that were both initiated and completed in 2025, as well as projects launched in prior funding years and brought to conclusion by year end. Completed studies examined gas fired heat pump performance, hydronic and pool heating applications, production process heat recovery, greenhouse gas and cost impacts in multifamily water heating, and the performance of emerging technologies under blended gas conditions.

Overall, 2025 marked another productive year characterized by steady project advancement, robust stakeholder engagement, and disciplined budget management.



## D. STATEWIDE NEW FINANCING OFFERINGS - SCG 3737

» *GoGreen Financing helped customers access more than \$190 million in energy-efficiency financing through over 7,400 loans in 2025.*

### Implemented by California Alternative Energy and Transportation Financing Authority

California Hub for Energy Efficiency Financing (CHEEF) is the State's SW financing platform designed to expand access to affordable financing for energy efficiency and clean energy upgrades. The program is administered by the California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA), an agency within the California State Treasurer's Office. CAEATFA has a public rulemaking process in place to support the development of program regulations and oversee the implementation of the financing pilots.

GoGreen Financing is the statewide, customer facing brand for the suite of energy efficiency and clean energy financing programs developed and operated under CHEEF. Through GoGreen Financing, CHEEF's credit enhancements and financing infrastructure are deployed to residential and business customers to improve access to private capital for building upgrades. Financing for eligible improvements is provided through participating private lenders and delivered in coordination with qualified contractors, with CHEEF supporting program delivery by recruiting and onboarding lenders to participate and leverage the program's credit enhancement framework.

Collectively, the GoGreen Financing portfolio supports a broad range of energy efficiency and clean energy upgrades while maintaining a strong focus on affordability and access for underserved communities. The residential GoGreen Home program offers unsecured financing for common measures such as heating, ventilation, and air conditioning (HVAC) upgrades, windows, cool roofs, and solar plus storage systems and continues to demonstrate strong participation in low to moderate income census tracts. The portfolio is supported by a robust delivery network of participating lenders and contractors. For nonresidential customers, GoGreen Business offers small businesses across all IOU territories flexible financing options, including the ability to repay loans through On Bill Repayment (OBR).



### Strategies & Outcomes

In program year 2025, SoCalGas launched a regional digital and social media campaign in both Spanish and English to increase awareness of GoGreen Financing among residential and small business customers. The campaign produced more than 23 million impressions and directed customers to [GoGreenFinancing.com](https://www.GoGreenFinancing.com) to learn more about financing options. SoCalGas also continued offering Marketplace loans of up to \$5,000.

A new credit union, University of Southern California Credit Union, was approved to enroll in the GoGreen Home program. This Credit Union served Los Angeles and Orange counties with financing loans starting as low as \$200 up to \$50,000 and providing borrowers in low-income disadvantaged communities with discounts and access to energy efficiency upgrades.

GoGreen Home experienced strong participation, enrolling more than 7,400 loans during the year which accounted for approximately \$190 million in loan disbursements. Most financed projects involved HVAC systems and solar-plus battery equipment installations. Customer satisfaction remained high: among 1,079 survey respondents (12.59 percent response rate), 94.62 percent reported being "very satisfied" or "satisfied" with the program.<sup>6</sup> Across all program activity, the program enrolled 69 new projects and disbursed \$5.3 million dollars in loans.

GoGreen Financing program regulations were also modified to extend program availability to Los Angeles (LA) wildfire rebuilds. The new regulations allowed for program eligibility for the replacement of energy efficient equipment destroyed in whole or in part due to a natural disaster.

<sup>6</sup> CAEATFA CHEEF - CHEEF REPORTS AND ADDITIONAL MATERIALS: <https://www.treasurer.ca.gov/caeatfa/cheef/cheef-reports-and-additional-materials.asp>

### III. RESOURCE ACQUISITION SEGMENT

The Resource Acquisition (RA) segment consists of programs whose primary purpose is to deliver cost-effective, near-term energy and demand savings that produce measurable avoided-cost benefits for natural gas systems. These programs focus on deploying proven, commercially available energy efficiency measures that generate quantifiable system benefits, including avoided energy, capacity, transmission, distribution, ancillary services, and greenhouse gas costs. RA programs are assessed using the Total Resource Cost (TRC) test and make up the bulk of savings to achieve TSB goals.

#### E. RESIDENTIAL PROGRAMS

##### 1. RESIDENTIAL ENERGY EFFICIENCY PROGRAM - SCG3702

The Residential Energy Efficiency Program (REEP) is a downstream gas rebate initiative promoting installation of high-efficiency gas appliances in single-family, multifamily, and new construction residential projects in the resource sector. Through strategic partnerships, customer-centric outreach, and innovative rebate structures, the program achieved significant customer participation and delivered substantial energy savings.

REEP is composed of four subprograms: the Home Energy Efficiency Rebate program (HEER), the Multifamily Energy Efficiency Rebate program (MFEER), the Energy Efficiency New Homes program (EENH), and the Residential Energy Efficient Fire Rebuild program (ResEEFR).

##### Strategies & Outcomes

HEER issued over \$10 million in incentives to more than 10,000 customers, delivering more than \$8 million in TSB. The program's success was driven by strong retailer engagement and customer-focused program enhancements. HEER partnered with the Retail Channel Support program to increase program visibility and participation at critical points of customer decision-making, leveraging more than 700 retailers, contractors, distributors, and manufacturers. Many customers engaged with the program at the point of equipment replacement, where participating retailers and contractors presented eligible high-efficiency options and available rebates at the time of purchase. By supplying customers with rebate information during the sales process, the

program reduced cost barriers, supported informed purchasing decisions, and delivered customer affordability and energy savings.

In response to the January 2025 Southern California wildfires, SoCalGas offered a 50 percent rebate incentive and additional equipment rebates to address the financial and logistical challenges customers faced during remediation and rebuilding. These enhanced offerings were integrated into existing application channels, allowing customers to easily access the offerings through familiar rebate processes. As a result, SoCalGas supported community recovery and reduced cost barriers that could otherwise limit customers' ability to install energy-efficient replacement equipment, providing relief to more than 200 customers.

MFFER issued over \$175,000 in incentives to more than 100 multifamily customers, delivering more than \$1 million in TSB. The program's performance was driven by domestic hot water measures and tankless water heaters. Installations were supported by manufacturers and contractors who serve as program ambassadors, assisting customers in identifying energy efficient upgrades and rebate offerings.

Complementing the downstream and multifamily offerings, the EENH program advanced high performance residential construction by supporting builders in exceeding California Title 24 Energy Efficiency Standards. EENH provides cost-effective options across eligible climate zones while ensuring compliance with current new construction requirements. Industry engagement and internal collaboration contributed to the program's success. The Residential New Construction team participated in over 30 builder industry events and held over 100 stakeholder meetings to facilitate



project enrollment and strengthen relationships with first-time participants. As a result, three new builder projects, representing more than 200 new housing units, were enrolled. These homes are designed to incorporate advanced energy efficient technologies to reduce long-term energy costs for future residents.

Rounding out the REEP program portfolio, the ResEEFR program provided energy efficiency incentives to customers and builders rebuilding homes lost in the January 2025 Southern California Wildfires. Eligible projects included production and custom single-family homes as well as low-rise and high-rise multifamily buildings. Participating homes were rebuilt to exceed State of California Title 24 Efficiency Standards. The ResEEFR program represented a significant milestone in supporting community recovery and long-term energy resilience by encouraging the construction of higher-efficiency homes and underscored SoCalGas's commitment to resilient, energy efficient rebuilding efforts throughout affected communities.

## **2. WET&O-EDUCATIONAL OUTREACH - SCG3764**

### **Implemented by AM Conservation Group**

The WET&O – Educational Outreach program, also known as LivingWise, is a resource efficiency education and direct installation program. The program provides students in sixth-grade classrooms with standardized instructional materials and at-home efficiency kits that support installation of basic water-saving and energy-monitoring measures. The implementer prioritizes outreach to Title I schools to support equity objectives and expand access for underserved students. Curriculum materials align with California education standards for easy classroom integration. The partnership between the program and the Los Angeles Unified School District (LAUSD) has helped increase enrollments.

### **Strategies & Outcomes**

The WET&O Educational Outreach program served over 43,000 student participants in 2025 by engaging schools and educators. Program delivery began with verification that participating schools were located within the service territory, followed by direct outreach to teachers by the program implementer. Once eligibility was confirmed, teachers were introduced to the program, supported through enrollment, and provided

assistance to address questions or classroom needs as they arose. Teachers were also able to enroll either online through the LivingWise website or by phone. In parallel, outreach to LAUSD schools was supported through the Districts Eco-Sustainability Office and its established network of education and sustainability programs.

Program outreach was further coordinated through targeted, data-informed timed email campaigns aligned with key academic periods, and events such as Earth Day, back to school planning and science-focused instruction. Supporting social media engagement was also used. Additional awareness was built through mailed outreach with continued participation from returning educators and program champions. In 2025, student kits were updated to replace plastic wristbands with seeded bookmarks, reinforcing sustainability and providing a practical take-home resource. Teacher enrollment was incentivized with a complimentary air purifier for the classroom.

Teachers received California standards-aligned curriculum, educational materials, and access to bi-annual webinars to support their classroom instruction. Teachers also integrated material into existing 6th grade curriculum supported by educational materials and classroom activities. The focus of the lessons is environmental education, energy use and resource management. The program helped extend learning beyond the classroom, empowering students to encourage their families to save energy, adopt new habits, and reduce energy bills.

## **3. RESIDENTIAL BEHAVIORAL - SCG3824**

### **Implemented by Bidgely and Oracle**

The Residential Behavioral Energy Efficiency program drives natural gas savings by influencing and improving customer usage patterns. The program meets three behavioral requirements: comparative energy usage and disclosure, ex post measurement, and an experimental design based on a randomized control trial (RCT). This method uses personalized Home Energy Reports (HERs) to make household energy use visible, understandable, and relevant. By translating advanced meter data into clear insights, comparing usage with similar households, and delivering tailored feedback at scale, it motivates voluntary behavior change without mandates or pricing changes. Regular reports keep customers engaged over time rather than prompting one-time actions.

Randomly selected residential customers, also known as the treatment group, receive ongoing natural gas usage feedback through paper and digital HERs. Advanced meter usage data, combined with relevant customer and demographic characteristics, is used to produce individualized insights into each household's consumption patterns. These insights include contextualized comparisons to households with similar characteristics, as well as an analysis of the customer's own historical usage. The program's delivery model leverages a coordinated dual-implementer approach, combining Bidgely's digital expertise with Oracle's integrated print and digital capabilities. This combined approach supports a unified behavioral portfolio and allows the program to reach customers through multiple communication channels. The combination of seasonal timing, targeted messaging, and flexible delivery formats help the program respond to customer needs and align behavioral prompts with periods of higher natural gas consumption.

The program delivers a scalable and cost-effective source of behavioral energy savings. Multiple treatment waves, including legacy cohorts and newly added cohorts served by either Oracle or Bidgely through paper and/or digital HERs, are assigned to treatment and control groups. The program uses email, web, and paper HERs to provide timely, personalized usage insights. All communications adhere to customer communication requirements established by the Commission and include an option for customers to opt out of future report delivery. Customers who opt out remain in the treatment group for ex post evaluation to maintain the integrity of the RCT.

### **Strategies & Outcomes**

The Residential Behavioral Program delivered strong performance in 2025 through coordinated delivery efforts across its two implementers, Bidgely and Oracle. Together, the teams engaged a broad range of residential customers using a strategic mix of digital and print behavioral communications. These communications provided personalized insights, seasonal guidance, and actionable recommendations that supported informed natural gas use and encouraged low and no cost behavioral changes.

The behavioral outreach was temporarily paused in areas affected by Southern California wildfires to allow SoCalGas safety messaging to take priority. Communications resumed as conditions improved,

with Oracle returning to service by mid-February and Bidgely resuming outreach on April 28. Full program operations were restored by September. Independent evaluation confirmed that despite these interruptions, the program continued to deliver consistent and meaningful behavioral savings across the portfolio.

Customer engagement remained strong across both implementers. Digital reports achieved high open rates, positive customer satisfaction scores, and steady clickthrough activity. Printed winter HERs were strategically targeted to high usage customers during periods of peak natural gas consumption, increasing the relevance of the content and supporting higher levels of engagement. Survey findings showed high report recall, broad customer acceptance, and clear evidence that the communications motivated many customers to reduce their natural gas usage.

Program performance was supported by the use of RCTs and customer usage segmentation strategies to optimize targeting and maximize savings. High natural gas usage customers were intentionally prioritized through more intensive outreach, enabling the program to capture higher per customer savings where the greatest opportunities existed. At the same time, cost effective behavioral tactics were deployed to reach customers with average natural gas consumption, allowing the program to efficiently scale participation and drive savings across a broader segment of the residential population. These targeting strategies ensured that communications reached the right customers with the appropriate level of engagement intensity.

In addition, the program incorporated seasonal and equipment specific insights to further refine messaging. Natural gas water heaters were featured prominently during high interest periods when customers are more likely to purchase, repair, or replace this equipment, such as colder months and peak usage seasons. By aligning messaging with periods of heightened customer awareness and readiness, the program increased the relevance and effectiveness of communications related to water heating energy use, efficiency considerations, and replacement decisions.

Beyond usage based segmentation, the program continued to deepen its understanding of customer behavioral patterns and habits to better align message content, timing, and delivery channels. Ongoing analysis of engagement

behavior, seasonal usage trends, and customer response patterns informed message refinement, allowing for more personalized and impactful behavioral prompts over time.

In total, the program reached over 1.9 million residential customers and delivered savings that exceeded annual commitments. Bidgely achieved more than 2 million therms in energy savings and delivered over \$3.4 million in TSB. Oracle exceeded its savings target by achieving approximately a 1.5 percent reduction in natural gas consumption and generating more than \$13 million in TSB. Combined results demonstrate the value of diversified communication channels, rigorous evaluation methods, and data driven targeting strategies in advancing residential energy efficiency across the SoCalGas service territory.

#### 4. EE KIT DELIVERY - SCG3831

To assist residential customers with energy savings and water conservation, SoCalGas offers no-cost energy efficiency kits to eligible residential customers. The energy efficiency kit contains a low flow showerhead, kitchen sink faucet aerator, and bathroom sink faucet aerators. This energy efficiency kit is available to customers through the SoCalGas website, outreach events, and partnership activities throughout the year.

##### Strategies & Outcomes

The SoCalGas Energy Efficiency Kit program achieved significant reach in 2025. A key driver was partnership with Los Angeles Department of Water and Power (LADWP), allowing widespread distribution in the second and fourth quarters to joint customers within the shared service territory. This collaboration maximized cost efficiency, expanded program impact, and streamlined customer access to energy-saving resources. Strong participation and continued engagement from water agencies and utility partners allowed the program to remain active through 2025. These efforts contributed to a total of \$14.1 million dollars in TSB, demonstrating the program's value.

#### 5. PASADENA HOME UPGRADE - SCG3832

The Pasadena Home Improvement program, funded by SoCalGas and Pasadena Water and Power (PWP), is designed to help residents enhance their homes' energy and water efficiency at no

cost. Through partnership with PWP, the program promotes environmental sustainability and reduces utility expenses for homeowners and renters. Offerings include in-home evaluations by trained professionals who conduct assessments of the home's energy and water usage, identifying areas for improvement. Based on these evaluations, PWP provides and installs energy efficiency products at no cost, such as LED lighting, low-flow showerheads, faucet aerators, central A/C tune-ups, attic insulation, weatherstripping, and smart thermostats. Efficiency testing services like blower door tests and combustion safety tests are also conducted to support optimal home performance. The program offers significant benefits, including cost savings of up to \$4,500 in services and products, enhanced comfort through home improvements, and a positive environmental impact by reducing the community's overall energy and water consumption.

##### Strategies & Outcomes

SoCalGas's partnership with the Pasadena Home Improvement program was paused throughout 2025 due to the expiration of the SoCalGas–City of Pasadena Master Inter-Utility Agreement at the end of 2024. SoCalGas continued communication with PWP to support development of a new master agreement anticipated for approval in the following program year.

#### 6. BURBANK HOME UPGRADE - SCG3833

The Burbank Home Upgrade program adopts a whole-house approach to efficiency, offering free energy and water efficiency upgrades to all 20,000 single-family homes in Burbank. To support this comprehensive approach, the initiative is delivered through a partnership between SoCalGas and Burbank Water & Power (BWP), ensuring that participating homes receive electric, water, and natural gas efficiency measures at no cost.

Operating within the shared service territory of SoCalGas and BWP, the program allows eligible residents to receive energy-saving enhancements such as attic insulation, duct sealing, and high-efficiency appliances to reduce electric and gas consumption. Water-saving upgrades include installing low-flow fixtures, high-efficiency toilets, and irrigation system upgrades. All measures are offered with no out-of-pocket expenses for homeowners.

By offering a coordinated set of upgrades across multiple utilities, the program supports cost savings for residents while improving home comfort and overall resource efficiency. Homeowners can participate by scheduling an appointment through BWP's Home Improvement program.

### Strategies & Outcomes

The program reached over 140 homes and achieved close to \$150,000 in TSB, along with about 3,600 net therms of energy savings. Negotiations for the contract renewal incorporated the addition of new program offerings, anticipated to drive further energy savings and strengthen program outcomes going forward.

## 7. RESIDENTIAL ADVANCED CLEAN ENERGY - SCG3883

### Implemented by Synergy Companies

The SoCalGas Residential Advanced Clean Energy (Res ACE) program serves single-family households located outside of disadvantaged communities and who are not classified as hard-to-reach. The Res ACE program provides customers with low cost or no cost direct install energy and water measures. The Program coordinates their direct install efforts with electric and water service providers, as well as local clean energy programs, when possible, to offer customers a more comprehensive suite of energy and water efficiency upgrades.

### Strategies & Outcomes

The Res ACE program delivered significant low-cost appliance upgrades through direct installation of natural gas and water measures and targeted customer engagement. The implementer identified a large pool of eligible potential sites for retrofitting storage water heaters with tankless water heaters. These efforts resulted in the installation of more than 1,200 high-efficiency gas appliances, including tankless water heaters, and the completion of over 2,500 walkthrough energy assessments and consultations, which helped customers understand efficiency opportunities specific to their homes.

The program's outreach and engagement efforts resulted in increased customer participation throughout the year. The program maintained productive relationships with electric and water providers and other energy programs; these efforts contributed to broader awareness and increased



customer engagement across the service territory. As a result, the program budget was increased to meet the added demand and provide program services.

Customer hesitancy regarding in-home visits, a common barrier to implementation, was addressed by collaboration between the implementer and SoCalGas to leverage experienced outreach and installation personnel from related programs. This helped maintain service continuity and support participation despite the challenge.

## 8. MULTIFAMILY ENERGY ALLIANCE - SCG3889

### Implemented by ICF Resources, LLC

The Multifamily Energy Alliance (MEA) uses a one-stop-shop centralization service delivery model to enhance convenience for multifamily properties with two or more dwelling units. Through this structure, the program serves a diverse range of customers, from large property portfolios to small independently owned buildings, by providing rebates, direct installation services, and customer support designed to reduce participation barriers.

## Strategies & Outcomes

In 2025, the program continued to deliver cost-effective energy savings across 36 multifamily properties, serving more than 2,500 customers. Installation activity centered on high efficiency measures, such as boilers, recirculating pump controls, thermostats, and tankless water heaters. These installations generated more than 60,000 therms of annual savings and produced approximately \$1.6 million in TSB. Throughout the year, the implementer supported program delivery by engaging property owners and managers, coordinating with Trade Professionals, and working with manufacturers and distributors to improve access to qualifying high-efficiency technologies. The implementer also collaborated with local housing authorities to extend services to communities that have experienced persistent barriers to participation, supporting more equitable access to energy efficiency upgrades across multifamily housing. Through these partnerships, the program delivered upgrades to 1,290 units through the Coachella Housing Authority and an additional 706 units through the Imperial Housing Authority, while reducing operating costs and improving comfort for residents.

properties accounted for approximately 80 percent of the program's total net therm savings and about 75 percent of total incentive funds reserved. Due to low program participation in prior years, the implementer, with assistance from SoCalGas staff, introduced a modified tiered incentive structure focused on providing greater incentives for higher yielding project savings. For example, projects that demonstrated annual gas savings of 10-14 percent would be eligible to receive 25 percent (Tier 1) of the project costs covered, while projects achieving an annual gas savings of 75-100 percent were eligible for 100 percent (Tier 5) project cost coverage, capped at \$100,000 per project. As a result, nearly 270 projects were recorded in 2025, with more than 200 qualifying in Tier 5, indicating a strong concentration of participation among higher-savings, more comprehensive project implementations. These changes also assisted in generating approximately \$1.9 million in TSB.

## 9. COMPREHENSIVE MULTIFAMILY INCENTIVES - SCG3938

### Implemented by Richard Heath & Associates, Inc. / Resource Acquisition

The Comprehensive Multifamily Incentive (CoMFI) program is a deemed whole building program that aims to achieve deep energy savings in multifamily properties. The program assists multifamily property owners in implementing large capital energy savings projects. Services include graduated incentive tiers to promote high efficiency projects, no-cost energy audits to identify program eligible site improvements, deemed savings and financial reports for project decisionmakers, and inception-to-completion project management. The program also promotes value-added services like On-Bill Financing (OBF) to help multifamily property owners with limited access to capital.

## Strategies & Outcomes

In 2025, the CoMFI program enrolled more than 100 multifamily properties, resulting in over 75,000 net therms of natural gas saved and over \$1.2 million in incentive funds reserved. These resource



## 10. THERMOELECTRIC GENERATION WALL FURNACE DIRECT INSTALL – SCG3960

### Implemented by Williams Furnace Company

The Thermoelectric Generation (TEG) Wall Furnace Direct Install program provides a no cost, turnkey replacement of legacy, low efficiency wall furnaces with high efficiency, low emission, modulating gas wall furnaces installed by certified technicians. Unlike traditional rebate or contractor driven programs, this direct install approach removes cost, financing, and coordination barriers for customers by covering equipment, delivery, and installation at no cost and providing a single point of contact for technical support and program assistance. This model is particularly well suited for homeowners, rental properties, housing authorities, and DAC residences, many located in HTR areas, where aging wall furnaces are common and access to contractors or upfront capital may be limited.

### Strategies & Outcomes

The TEG Wall Furnace Direct Install program is an avenue for residential customers to achieve energy-efficiency improvements in heating their homes. The program provides incentives to disadvantaged single- and multi-family residential renters/homeowners by identifying properties located in census tracts that meet DAC and HTR criteria. Although the program was approved in 2025, full implementation was delayed due to the timing of manufacturer onboarding, supply chain lead times, and site readiness requirements.

## F. COMMERCIAL

### 11. COMMERCIAL LADWP DIRECT INSTALL – SCG3834

The SoCalGas Commercial LADWP Direct Install program leverages a coordinated delivery relationship between third party installation contractors and the LADWP to expand customer access to no or low cost natural gas energy efficiency equipment through a direct install model. The program enhances natural gas offerings by reducing upfront cost and installation barriers, simplifying participation, and increasing adoption of high efficiency gas equipment among commercial customers. The program is available to small, medium, and large commercial customers throughout the SoCalGas service territory.



### Strategies & Outcomes

Since the COVID-19 outbreak, the Commercial LADWP Direct Install program activity was paused at the end of the first quarter of 2020. The program continues to be inactive through 2025, but partnership opportunities with LADWP are under development.

### 12. SMALL AND MEDIUM COMMERCIAL EE PROGRAM - SCG3882

#### Implemented by Franklin Energy Services

The Small and Medium Commercial Energy Efficiency program targets SoCalGas's small and medium commercial business customers in San Bernardino, Riverside, and Orange counties. Eligible facilities must have a minimum 12-month billing history, annual therm usage up to 50,000 therms, and no prior participation in an energy efficiency program. The program focuses on customer categories such as restaurants, lodging, dry cleaning, retail, and offices.

### Strategies & Outcomes

In 2025, the program focused on optimization and continuous process improvement through refinement and strengthening of quality assurance procedures. Efforts emphasized streamlining customer enrollment and project workflows, improving coordination between implementation teams and SoCalGas, and enhancing data tracking and reporting processes. Existing quality assurance activities such as standardized project reviews, verification of measure installation and documentation, and ongoing performance monitoring were improved to support consistent execution, regulatory compliance, and long-term program sustainability.

### 13. COMMERCIAL BUILDING ENERGY SOLUTIONS AND TECHNOLOGY - SCG3887

#### Implemented by ICF Resources, LLC

The Commercial Building Energy Solutions and Technologies (CBEST) program supports commercial customers by providing rebates and resources that help businesses implement energy efficient technologies. The program aims to reduce operating costs, improve comfort, simplify maintenance, and promote long-term energy savings through effective measure offerings and trade ally engagement.

The CBEST Resource Acquisition program offers a combination of rebate and direct install opportunities designed to help small- and medium-sized commercial customers implement energy-efficient technologies. Customers receive end-to-end program support, from initial project screening and measure identification through installation, quality assurance, and rebate/incentive fulfillment. This hands-on assistance helps simplify participation, reduce upfront costs, and ensure projects are successfully completed.

#### Strategies & Outcomes

In 2025, the program focused on identifying measures representing strong energy-saving potential for small businesses. Building on this focus, the program developed marketing materials highlighting key measures to be distributed to

customers and trade professionals. Targeted email campaigns reinforced awareness and helped connect participants to available resources. The program outreach team began conducting direct-to-business canvassing to deliver educational materials and speak with business owners.

The implementer engaged trade professionals through in-person educational events providing guidance on program offerings, eligibility requirements, and available support. Participants received the opportunity to connect with the SoCalGas's On-Bill Financing team, product manufacturers with technical specifications and contacts, and the SoCalGas trade professional support team. These synergies helped the program build a strong foundation for continued program participation.

Participating businesses included drycleaners, coin-operated laundries, hotels and motels, and restaurants. These customers received rebates for high-impact measures such as gas dryer modulating valves, steam traps, pool and spa heaters, and tankless water heaters, supporting measurable energy savings and operational cost reductions.

### 14. BREWERY ENERGY EFFICIENCY AND HEAT RECOVERY - SCG3957

#### Implemented by Frontier Energy, Inc.

The Brewery Energy Efficiency and Heat Recovery (BEER) program provides incentives to microbrewery customers to encourage them to upgrade their facilities' boilers and implement carbon capture technologies. This program also leverages other SoCalGas and statewide energy initiatives, such as the foodservice instant rebates program, to enhance participation and achieve additional energy savings.

The BEER program focuses on building relationships with growing craft breweries, demonstrating the benefits of carbon capture and more efficient gas boiler systems, and establishing a business case for general adoption of energy-efficient gas equipment. The program vision is for customers to provide real-world examples of energy and cost savings for other craft breweries, helping foster a culture of efficiency in the industry. Case studies and outreach will enable early adopters to serve as advocates for other potential participants to expand the pilot's reach.



## Strategies & Outcomes

The program development activities began in early 2025, with foundational logistics and delivery processes established. The program implementer also hosted its first brewery focused seminar in mid 2025 at the Energy Resource Center (ERC). Attendance was lower than anticipated due to delayed marketing approvals; however, the event was adapted into a technical roundtable discussion that supported education on carbon capture technologies and high efficiency boiler systems.

Engagement with the craft brewery sector was further supported through participation in major brewery sector conferences and events, where program staff interacted directly with a broad cross section of industry stakeholders, including brewery owners, founders, brewmasters, and operations managers. These events featured educational sessions and trade show exhibits focused on sustainability, operational efficiency, and emerging technologies, and provided opportunities for one on one discussions with breweries operating within the SoCalGas service territory as well as across the state. Insights gained through these engagements informed program positioning and reinforced the sector's continued interest in energy efficiency and decarbonization solutions. The craft brewery sector continues to represent a strategic customer group, and program activities will focus on strengthening visibility, clarifying technology benefits, and supporting participation growth in the following program year.

## 15. POOL HEATING ENERGY EFFICIENCY PROGRAM - SCG3961

### Implemented by CEGY

The Pool Heating Energy Efficiency Program (PHEEP) is designed to reduce natural gas consumption used to heat commercial and municipal swimming pools. Savings are achieved by improving operational controls, optimizing heating schedules, and minimizing heat loss. Pool operators benefit through lower energy costs while contributing to system-wide emissions reductions.

### Strategies & Outcomes

Following the planning and infrastructure work completed in the prior program year, 2025 marked the transition from program design to early field deployment and market preparation activities. These efforts included initial pilot installations and market engagement, with twelve control systems



installed at early-adopter sites in November to begin field testing and validate installation procedures, communications, and operational performance. These pilots were designed to refine installation practices and inform system optimization prior to full-scale rollout.

Initial field observations identified opportunities to improve installation consistency and commissioning processes. The installed devices also provided a foundation for detailed performance testing and data collection, providing insights into the effects of pool depth and surface area, shading and solar gain, occupancy and activity levels, and weather conditions such as wind, cloud cover, and ambient temperature. The program successfully transitioned from planning to field deployment, established a partnership pathway with Pentair<sup>7</sup>, initiated a scalable outreach strategy through trade allies, and identified key commissioning improvements to enhance system reliability. These achievements positioned PHEEP for full ramp up in 2026 and have laid the groundwork for measurable energy savings and expanded market participation.

<sup>7</sup> Pentair is a large water treatment company and manufacturer of pool and spa equipment - Pentair Pool | Pool & Spa Equipment | Safely and Sustainably Enjoy Water

## 16. SERVICE RCX+ - SCG3891

### Implemented by Veolia Sustainable Buildings USA West Inc.

Service retro-commissioning (RCx+) provides population-level normalized metered energy consumption (NMEC) based energy savings through the direct implementation of RCx and optimization services at large and very large commercial facilities, prioritizing commercial office, health care, and laboratories. The program screens facilities and targets participation using interval data analytics. Individual project savings are measured and verified by comparing actual energy consumption over a reporting period with an NMEC baseline model specific to the facility. Energy data and analytics used during the performance maintenance period promote and encourage persistence, detect unexpected changes, and (if necessary) coordinate with facility personnel to provide additional training and corrective action.

### Strategies & Outcomes

Throughout the reporting period, the program experienced several developments that advanced both operations and technical progress. The program continued to strengthen its marketing outreach and successfully enrolled additional community hospitals as well as a pharmaceutical facility. The program also completed its first project savings verification, which demonstrated the feasibility of its approach to achieving gas reductions and yielded positive customer feedback. This project underwent multiple technical reviews to verify compliance with the approved implementation and measurement and verification (M&V) plans. In parallel, close collaboration with a key program participant accelerated the development of a measure approach applicable for most existing hospital facilities, this subsequently led to formal approval from the Department of Health Care Access and Information (HCAI). The program also expanded its marketing outreach by leveraging the support of SoCalGas's customer account managers.

In 2025, the program completed its first Service RCx+ project with a healthcare facility, representing a significant milestone in program delivery. Building on the success of this initial project, the customer has agreed to expand participation by opening its Southern California portfolio to the program, enabling the implementer to serve an

additional 17 sites. Measures implemented across these facilities will include Variable Air Volume (VAV) reconfigurations and control system upgrades designed to adjust airflows to meet the latest code requirements. Improvements also incorporate dual maximum algorithms for VAV heating and cooling controls, enhanced scheduling, and setback strategies. For larger facilities, the program will additionally evaluate potential high capital measures alongside any RCx activities to maximize overall energy savings potential.

## 17. LARGE COMMERCIAL PROGRAM - SCG3892

The Large Commercial Program (LCP) offers financial incentives for implementing and verifying natural gas-saving technologies. It supports upgrades and provides technical assistance and financing options and serves the largest commercial customers (with annual gas consumption of more than 50,000 therms).

Customers receive technical services at no cost under the LCP, which include energy-saving forecasts, energy efficiency and return-on-investment calculations. The program offers building energy audits, energy engineering and technical assistance, design and procurement guidance, M&V using NMEC techniques, and assistance with obtaining financing.

### Strategies & Outcomes

The LCP underwent competitive re-solicitation in 2025. The selected third-party implementer will execute the program as described and provide an enhanced focus on NMEC calculation, and savings measured in TSB rather than therms. The enhanced LCP is expected to launch in Q1 2026.



## 18. COMMERCIAL NONRESIDENTIAL BEHAVIORAL PROGRAM - SCG3898

### Implemented by Bidgely, Inc.

The Commercial Behavioral program leverages behavioral science and data driven analytics to help small and medium business (SMB) customers improve their energy use practices. Rather than focusing on equipment installations, the program targets operational and behavioral adjustments, such as optimizing control settings, improving maintenance practices, and increasing staff engagement, to achieve verifiable, cost effective, and sustained natural gas savings.

The program is designed as an RCT that employs normative usage comparisons, disclosure based messaging, and ex post measurement. Eligible SMB customers are randomly assigned to either a treatment or control group, minimizing bias and enabling a causal assessment of program impacts. Treatment customers receive Business Energy Reports (BERs) and alerts that summarize natural gas usage, benchmark performance against comparable businesses, and provide personalized conservation recommendations, along with information on relevant SoCalGas programs, while control group customers do not receive program communications.

### Strategies & Outcomes

In 2025, the program operated as a digital first initiative serving a single treatment wave of SMB accounts across a variety of industries. Among approximately 36,000 SMB customers deemed eligible for the program, 18,000 were randomly assigned to the treatment group as part of the program's RCT design. Treatment businesses received regular BERs that contextualized their natural gas usage against similar businesses and highlighted practical steps to reduce consumption or better manage bills, supported by a complementary web experience where customers could explore usage patterns and recommendations in greater depth. As part of the year's enhancements, paper reports were eliminated, and the recommendation first web journey was launched to drive cross program referrals.

Engagement remained solid, with email open rates generally in line with or above typical commercial benchmarks at 46 percent, steady click through rates at about 1 percent, and read rates of approximately 60 percent, alongside very low

opt out rates of about 0.2 percent. At the same time, evaluated savings for the program remained difficult to establish at a statistically significant level. Treatment customers reduced therm consumption by approximately 47,000 therms, or about 0.1 percent, relative to the control group, though the reduction was not statistically significant, as the confidence interval included zero. While internal analyses and evaluator studies indicated that certain business types and segments exhibited promising savings signals, the independent third-party evaluation did not find statistically significant therm savings for the program.

The program continued to deliver meaningful value through customer education and engagement. Customer engagement patterns indicated that the reports were generally reviewed at a high level, as natural gas represents a small portion of operating costs and is not typically seen as requiring active management. Reports also did not consistently reach the right decision makers, and key metrics, such as therm usage, were not well understood, limiting the reports' ability to drive behavioral change. These insights point to clear strategic opportunities. By sharpening metric clarity, improving report delivery to targeted decision makers, and expanding customer education, the program can strengthen engagement and better position customers to act on energy-saving opportunities. This foundation sets the stage for more impactful and data-driven initiatives in the years ahead.

## 19. COMMERCIAL STRATEGIC ENERGY MANAGEMENT - SCG3939

### Implemented by CLEARResult Consulting Inc

The Commercial Strategic Energy Management (SEM) program provides SEM services, technical assistance, and incentives to commercial sector businesses including restaurants, healthcare, offices, retail, and laundry sub-segments. The program uses a downstream market approach and leveraging the SEM savings platform to deliver cost-effective energy savings.

### Strategies & Outcomes

The program enrolled eighteen new customers and kicked off the first year for all participants by completing energy savings "treasure hunts," developing opportunity registers, leading educational workshops, and helping participants achieve milestone incentives. It was discovered

that fuel cells account for a significant portion of the gas consumption at participating sites, particularly hospitals. Because this fuel cell usage is not eligible for claimable savings, the discovery represented a new variable to review as the program aimed to achieve goals. While SEM measures applied to meters serving fuel cells that cannot generate savings, the program team concluded that heat captured from fuel cell systems, which can be used to supplement gas consuming equipment on eligible meters, does qualify for the program. This approach creates a meaningful opportunity for participants to pursue additional energy savings while working within established eligibility requirements. Lastly, to drive more savings and offer participants options to best fit their energy efficiency needs, the program proposed the addition of deemed and custom pathways.

## 20. ENERGY EFFICIENCY AND REHABILITATION PROGRAM - SCG3970

### Implemented by Eco Entertainment

The Energy Efficiency and Rehabilitation (EE&R) program is a no-cost direct installation program for medium- and large-size public, commercial, and multifamily customers that combines revenues generated from privately sponsored live events with ratepayer-funded energy-efficient equipment to fund installations. The main program offers customers a personalized Assessment Report listing no-cost energy-saving measures and help with installation. EE&R's subprogram targets single-family and multifamily owners/tenants who are attending an Eco Entertainment event. Eventgoers receive instructions to choose an energy efficiency kit or get direct installation of a new energy-efficient appliance replacing their existing appliance.

### Strategies & Outcomes

Eco Entertainment coordinated and scheduled its first live event, featuring Tiffany Haddish, in December of 2025 at the Orpheum Theatre, Los Angeles. Tiffany Haddish's involvement helped further promote energy efficiency by leveraging her wide public appeal and cultural influence to draw attention to accessible energy-saving opportunities, engagement of diverse audiences, and elevated awareness to the benefits of energy-efficiency. As such, the implementer enrolled more than 100 households interested in receiving no cost energy efficiency equipment. Approximately 75 percent

of enrollments came from households in DACs, supporting the program's equity-focused objectives.

The implementer also began outreach to medium and large facility customers but found few properties met the 10,000-therm annual usage requirement. Even with support from external databases, results were limited due to the small pool of qualifying sites. Recognizing this constraint, the implementer plans to adjust its approach by expanding eligibility to include customers such as multifamily and commercial properties.

## G. INDUSTRIAL PROGRAMS

### 21. INDUSTRIAL STRATEGIC ENERGY MANAGEMENT - SCG3714

#### Implemented by Cascade Energy

The Industrial SEM program works with large industrial customers in two-year cycles to help them achieve ongoing energy savings across entire facilities. The program offers education, on-site "Energy Treasure Hunts" and remote support for cohort member goal development, employee engagement, data collection, project savings, and persistence strategies.

The Industrial SEM program's energy savings center on low-cost behavioral, retro-commissioning, and operational (BRO) measures. Savings are measured at the meter level using a modeling approach that accounts for factors such as production and weather. Aggregated energy savings are also calculated using engineering analysis for individual implemented measures. Customers receive incentives for these improvements as well as for achieving key milestones.

#### Strategies & Outcomes

In 2025 the implementer worked with six of SoCalGas's largest industrial customers across three cohorts in the program. As a key program highlight, the first-of-its-kind gas-only cohort completed its fifth year of SEM, during the final cycle of the program. On a similar note, the second gas-only cohort completed its third SEM year with all three participants engaging consistently through the start of year four. For 2025, all cohort cycle goals were exceeded. Participants continued to achieve most of their energy savings through operational improvements such as refining standby and shutdown procedures, optimizing operational

setpoints for boilers, air handlers, burners, and furnaces, and improving maintenance practices like repairing leaks, seals, insulation, and steam traps.

Two participants experienced staffing challenges: one left the program mid-cycle, and another chose not to continue onto a future cycle after completing year three. Despite these issues, overall engagement from other participants remained strong. The program continued to meet its core objectives: delivering significant operational savings from a wide range of gas-using equipment, maintaining high cost-effectiveness, demonstrating persistence of savings over multiple years, and strengthening relationships between participating customers and their SoCalGas account executives.

## 22. INDUSTRIAL SAVINGS, TRAINING, ASSISTANCE, AND REBATES - SCG3942

### Implemented by Cascade Energy, Inc.

The Industrial Savings, Training, Assistance, and Rebates (Industrial STAR) program offers energy efficiency services to SoCalGas's industrial-sector customers tailored to their business type, size, and financial needs. Industrial STAR serves small, medium, large, and HTR customers in the Food and Beverage Manufacturing sector across Southern California. Participants benefit from strategic energy management concepts, training vendors, high-quality energy engineering support, and an incentive and financing structure.

### Strategies and Outcomes

In 2025, the implementer continued to strengthen collaboration with SoCalGas customer account managers, the Innovations to Industry (ITI) SEM program, equipment vendors, sub-contractors, and internal partners to expand outreach and market the program to eligible customers. These efforts resulted in the enrollment of two new participants, both located in disadvantaged communities. Five custom project feasibility study (PFS) packages were approved by the Commission. To support accurate and defensible savings calculations, the program team partnered with SoCalGas's data team to address technical issues and validate project data. While this added rigor extended processing timelines and delayed invoicing and rebate issuance, it strengthened the program's ability to deliver high-quality savings claims and maintain regulatory confidence.

The program made meaningful progress towards its energy savings objectives, achieving over half of the first-year net therms target through a combination of deemed and custom projects. For 2025, project development was strong, and a significant pipeline was established for custom projects. Although customer enrollments in DAC and HTR segments were challenging, the program continued to expand its participation in DAC areas, grew its pipeline significantly, and built the foundation for deeper savings and broader customer reach in future years.

## 23. INDUSTRIAL ENERGY PARTNERS - SCG3943

### Implemented by CLEAResult Consulting, Inc.

The Industrial Energy Partners (IEP) program provides energy efficiency services, technical assistance, incentives, and rebates to the industrial sector. The program targets a wide range of industrial business types (for example, textiles, aerospace, cement, pharmaceuticals, and plastic) using a downstream market approach and leveraging the custom and deemed savings platforms.



## Strategies & Outcomes

The implementer established strong customer relationships and built a strong pipeline of projects for 2025. Nine custom PFS packages and five deemed projects were developed and submitted for the year, a substantial increase in the total number of projects from 2024. Early Opinion guidance issued in June 2025 superseded the limitations established in the 2016 Statewide Steam Trap Disposition memorandum and, consistent with Resolution E-4818, clarified that energy savings from steam trap measures are eligible to be claimed. This clarification supported the reintroduction of steam trap incentives into the IEP program's custom project pipeline. As a result, customers were able to implement cost-effective operational improvements that reduced steam losses, improved system performance, and lowered operating costs, while also serving as an effective entry point for identifying additional energy efficiency opportunities and supporting longer-term capital improvements. Following this policy update, the program developed three new steam trap projects and identified four additional leads. Support from a key steam trap vendor played an important role, providing customers with surveys, detailed reports, and quotes. Their comprehensive reporting enabled the program team to move quickly in developing feasibility studies and advancing steam trap opportunities.

### 24. REFINERY GAS ENERGY EFFICIENCY PROGRAM - SCG3944

#### Implemented by Wildan Energy Solutions

The Refinery Gas Energy Efficiency Program (RGEEP) is a pay-for-performance (PFP) third-party program available to SoCalGas Refinery customers. RGEEP delivers energy savings through downstream energy and operational improvements while helping organizations build a sustained culture of energy management excellence.

The program offers refinery energy management expertise, facility audits, energy efficiency measure (EEM) analysis, technical services, financial incentives, and financing support. It also works closely with key stakeholders to understand near- and long-term customer objectives, risks, and site conditions, ensuring program activities align with customer priorities and address opportunities through capital and operational strategies. To

support long-term performance, the program equips refinery staff with tools and knowledge to monitor and improve system operations, including submetering, data tracking, and performance monitoring, which can help maintain savings persistence over time.

## Strategies and Outcomes

In 2025, the program transitioned its emphasis from outreach and program-sponsored audit completion to targeted technical project development and direct implementation support. The final three audits to reach the annual target of nineteen were completed by the program in February, achieving this goal within one year of receiving approval from SoCalGas to begin audit activities. These audits uncovered key energy efficiency savings opportunities, strengthened relationships with refinery decision-makers, and established a strong project pipeline for future implementation. Upon audit completion, the program partnered with refinery customers to prioritize projects for implementation and prepared pre-agreement submittals for high-priority projects requiring approval from SoCalGas Engineering Services and the Commission. A total of 12 project packages were submitted through SoCalGas staff to the Commission review team in 2025, with eleven having received approval during the year. Refinery customers signed Conditional Incentive Reservations (CIRs) for four of the approved projects, and implementation began on three of those with signed CIRs.

The Commission's Early Opinion (EO) approving steam trap replacement as an eligible industrial measure created a valuable opportunity for program participants in this customer segment. Steam trap projects offer substantial gas savings and can be implemented relatively quickly, making them effective project starters that build customer confidence and momentum for developing more complex energy efficiency projects. This policy update expanded the pipeline, created new steam trap opportunities, and accelerated overall project development. The program continues to maintain a healthy pipeline, with additional high-savings projects under development at each refinery. Customer engagement remains strong, and the program's deep technical expertise continues to provide meaningful value as customers evaluate potential project opportunities.

## 25. INNOVATIONS TO INDUSTRIALS SEM - SCG3945

### Implemented by Cascade Energy

The ITI SEM program engages large industrial customers in two-year cycles to drive persistent energy savings across an entire facility. The program provides organizational, technical, and financial education to customers on how to reduce energy usage by improving operations and maintenance and upgrading equipment. Education is provided in individual meetings and workshops in which customers interact with industry peers.

The implementer leads on-site “Energy Treasure Hunts” to identify, track, and prioritize energy saving opportunities and offers on-site and remote support for technical project assistance, goal development, employee engagement, energy data collection, project savings calculations, and persistence strategies. Support occurs in bi-weekly check-in calls with the site’s energy team. The ITI SEM program addresses all types of natural gas reduction opportunities in industrial facilities. Savings are measured at the meter level using a regression model and normalizing energy use for production volume and weather. Savings are also measured using a bottom-up (project-by-project) engineering analysis approach. Customers receive incentives for O&M measure savings and for achieving key milestones.

### Strategies & Outcomes

In 2025, the ITI SEM program served four cohorts totaling 19 participants. Cohort A completed their first SEM cycle and exceeded their savings goal. Cohort B finished its first year in SEM and achieved strong savings, over halfway to reaching their cycle goal. Cohort D continued to perform at a high level and remained engaged. In May 2025, the implementer launched its fourth cohort, Cohort C, with 5 participants that completed SEM milestones including workshops, treasure hunts, and energy intensity model creation.

The program did face challenges in 2025 including some waning engagement across cohorts A, B, and D. One participant will not move into cycle two due to low savings potential, and another will not continue in their fifth year since their participating facility plans to shut down. Despite these challenges, the program overall continues to meet key milestones like completing SEM project years and M&V while achieving savings. To create new opportunities in 2025, the Innovations to Industrials SEM program began utilizing DBE subcontractors and enrolled several DAC customers in each cohort.

## H. PUBLIC PROGRAMS

### 26. PUBLIC DIRECT INSTALL PROGRAM - SCG3886

#### Implemented by Synergy Companies

The Public Direct Install Program (PDIP) is a turnkey end-to-end solution serving local government, federal government, and educational (K-12) facilities of varying customer size. The program offers no-cost direct install technologies and advanced energy efficiency improvements that can be financed.



### Strategies & Outcomes

In 2025, the program continued to strengthen its marketing, inspections, production, invoicing, and overall program strategies, resulting in broader reach and greater impact. These improvements supported delivery across 845 projects, primarily serving K-12 educational facilities and municipal buildings. A key enhancement included expanding the scope of the American Society of Heating, Refrigerating, and Air Conditioning Engineers (ASHRAE) level one audit, making the program more attractive to a wider range of customers, and accelerating adoption of high-efficiency gas technologies, including tankless water heaters, hot-water pipe insulation, and tank insulation. The installed water heating optimization measures immediately reduced natural gas consumption and carbon emissions, particularly in schools where traditional storage water heaters experienced significant standby losses during evenings, weekends, and summer breaks. The combination of targeted program enhancements and the implementer’s long-standing relationships with participants sustained strong year-end momentum and is expected to contribute to long-term sustainability goals across participating facilities.

## 27. LARGE PUBLIC SECTOR - SCG3899

» ***SoCalGas energy efficiency upgrades in 2025 supported schools serving more than 35,000 students, most in economically disadvantaged communities.***

### **Implemented by Energy Infrastructure Partners**

The Large Public Sector (LPS) program serves local and federal government facilities, K-12 public education institutions, special districts, and buildings owned by publicly owned utilities with annual natural gas consumption of 50,000 therms or more. The program delivers energy-efficiency solutions tailored to the operational needs of these entities with strong emphasis on supporting HTR customers and DACs. Eligible services include customer education, facility assessments, technical support, and financial incentives. Energy savings are quantified using deemed, custom, and NMEC measurement methodologies.

### **Strategies & Outcomes**

In program year 2025, the program focused on expanding outreach efforts and strengthening partnerships to support project development through email campaigns, in-person workshops, virtual webinars, and coordinated engagement with key trade allies and distributors. These efforts promoted program offerings, including OBF and instant cash rebates.

Partnerships with trade allies created new project opportunities by strengthening distributors' understanding of gas-efficiency solutions and embedding the program into ongoing conversations about project opportunities. Facility assessments supported custom project development for high impact program interventions, including combined heat and power (CHP) systems, and healthcare sites, while outreach to DAC and HTR customers continued to expand. The program demonstrated strong performance by achieving savings despite challenging market conditions.

## 28. K12 PUBLIC SCHOOLS PROGRAM - SCG3956

### **Implemented by Okapi Architecture, Inc**

The K-12 Public Schools Program (K12PSP) primarily serves K-12 public schools located in DAC and HTR areas, supporting equitable access to energy efficiency improvements across underserved

districts. The program also provides technical assistance, operational support, maintenance planning, and no-cost upgrades for natural gas storage water heaters. In addition, it offers self-installed, low-flow pre-rinse spray valves for up to five water-heating aerator faucets at no cost.

### **Strategies & Outcomes**

**In 2025, the K12PSP program was able to provide no-cost energy efficiency upgrades, specifically storage tank water heaters, to schools located in historically underserved communities. These efforts directly impacted more than 35,000 students across three targeted regions. Of the participating schools approximately 95% of the students were identified as economically disadvantaged.** The benefits of these upgrades extended well beyond the installation of equipment within the regions the program serves. Participating schools were able to eliminate upfront capital costs and avoid potential financial strain on their already limited resources.

The installation of upgraded equipment improved operational efficiency and system longevity, directly benefiting students, staff, and the broader community. By reducing energy burden and ensuring reliable infrastructure, these upgrades positively impacted learning environments and reinforced long-term sustainability beyond the walls of the educational facilities.

Collaboration with SoCalGas, Energy Efficiency Partnership Project Managers, and regional partners, including the San Gabriel Valley Council of Governments and the Western Riverside Council of Governments, supported pipeline development and expanded equitable access to program offerings for DAC and HTR school communities. Through cross-program coordination and outreach, districts gained greater awareness of no-cost measures. Program delivery was supported by streamlined site assessments, clear communication with school stakeholders, and consistent coordination of inspections, invoicing, and installation scheduling.

To minimize disruptions to classrooms and daily operations, the implementer worked closely with school personnel and contractors to schedule installations during spring, summer, and holiday breaks. As a result, water heater replacements were completed across three school districts, covering more than 40 school sites, contributing to a successful 2025 program year.

## I. AGRICULTURAL PROGRAMS

### 29. AGRICULTURE ENERGY EFFICIENCY - SCG3890

#### Implemented by ICF Resources, LLC

The Agriculture Energy Efficiency (AgEE) program targets agricultural customers to accelerate uptake of energy efficient solutions. In addition to providing financial incentives, AgEE delivers technical assistance and builds customer awareness of all benefits of incentivized equipment, emphasizing measures with long useful life and high TSB, gross therms saved, and net therms saved. AgEE also pursues grants to drive customer adoption of new and underutilized technologies.

#### Strategies and Outcomes

In 2025, AgEE introduced new customer incentive rates and limited the direct installation (DI) pathway to boilers. AgEE completed twenty-two projects, nine of which were boiler installations, a significant increase from the prior program year. While customer interest remained steady, some projects shifted to 2026 or dropped from the program due to challenges with labor supply and available budget. Despite these challenges, the program was able to serve large projects by working in a partnered approach with SoCalGas. The largest projects resulted from long-term relationship-building between customers and the program team.

The AgEE program saw a high rate of repeat customers by prioritizing relationship-building and cultivating a track record of positive results. Collaboration with SoCalGas customer account managers played a valuable role in facilitating customer introductions, project development, and obtaining project documentation. The program continued to provide free technical assistance to all participants which included guidance on equipment selection as well as energy efficiency project economics. Participation by HTR customers remains strong, with the majority of customers qualifying under that designation. Additionally, approximately a third of projects were for customers located in DACs.

Customer demand for heat curtains also remains high. The program implementer continued to promote high-efficiency boiler projects by educating customers and contractors on the value of this newer technology, and fostering openness to newer technology, with these educational efforts continuing going forward. Outreach efforts included attending multiple industry events,

regional agricultural meetings, direct outreach to customers, regular collaboration, and site visits with SoCalGas customer account managers. The implementer also worked with trade allies to build recognition and customer education. Events attended in person by the implementer team included the three-day World Ag Expo, MJBizCon, SoCalGas Trade Pro Mixers, and more.



## J. CROSS-CUTTING PROGRAMS

### 30. NON-RESIDENTIAL ENERGY EFFICIENCY CALCULATED INCENTIVE PROGRAM - SCG3910

The Non-Residential Energy Efficiency Calculated Incentive Program (EECIP) offers incentives for energy efficient projects and helps customers with technical and calculation assistance on the design and installation of energy efficient equipment and systems. The program, which supports both retrofit and retro-commissioning projects, offers incentives based on energy savings achieved above baseline performance requirements. These baselines include state-mandated codes, federal-mandated codes, industry-accepted performance standards, or other applicable criteria.

#### Strategies & Outcomes

In 2025, the program successfully completed three custom projects. Projects remaining in the program will stay in reservation status until completed, according to program guidelines, to provide continuity and fulfill customer commitments. The

objective is to allow energy efficiency projects with custom measures to proceed without a gap in service until respective third-party programs are fully launched and enrolling customers. As the program's activity has decreased due to the transition to third-party programs, the staff is ensuring that customers are aware of energy-efficiency offerings for sectors where third-party programs have not launched or been able to recruit. Any custom measure project opportunity would be eligible through this program.

### 31. NON-RESIDENTIAL ENERGY EFFICIENCY DEEMED INCENTIVE PROGRAM - SCG3911

The Non-Residential Deemed Incentives program, marketed as the Energy Efficiency Rebates for Business (EERB) program, offers customers rebates via an intuitive online rebate application, offsetting the cost of off-the-shelf energy-saving equipment to encourage adoption of mass market efficiency measures.

#### Strategies & Outcomes

In 2025, the EERB program supported customers by leveraging partnerships with SoCalGas Trade Professionals, account executives, and Industrial Service Technicians to promote rebate offerings and support customer engagement. The program also expanded its strategy to include support for wildfire-impacted communities through the launch of a dedicated Wildfire Rebuild initiative. This initiative was introduced mid-year and focused on supporting the rebuilding of businesses affected by wildfires, by providing streamlined access to energy-efficient equipment incentives. In addition to customary benefits, the program accelerated recovery timelines and promoted adoption of efficient technologies during wildfire-related reconstruction or remediation from damages. As a result, EERB strengthened its role as a responsive resource during disaster recovery while advancing long-term energy efficiency and resiliency objectives.

Participation from the agricultural sector in the EERB program remained limited, as this sector is already being served by a third-party program; however, EERB will continue to support projects that cannot be developed through the third-party program channel. Program personnel continue to maintain a presence at agricultural expos and industry events to raise awareness of available energy efficiency resources. The top EERB program

measures included modulating gas valves, tankless water heaters and fryers. Continued process improvements, including a streamlined rebate pathway, clearer application guidance, and close coordination with SoCalGas commercial teams and trade professionals made participation more accessible for customers. These enhancements contributed significantly to overall program performance and customer engagement.

### 32. GRID-RESPONSIVE INCENTIVE DESIGN MARKET ACCESS PROGRAM - SCG3971

#### Implemented by Mendota Group, LLC

The Grid-Responsive Incentive Design Market Access Program (GRID-MAP) is an energy-efficiency program for commercial and residential customers that works with trade allies termed "Aggregators" to offer services that best fit what customers require to advance energy efficiency projects. GRID-MAP aligns incentives with SoCalGas system needs using a rate structure based on TSB. Incentives are paid only for savings delivered to the utility system using the population-based NMEC approach. The program supplements the site-based NMEC for projects that are not well-suited for population-based approach.

#### Strategies and Outcomes

During 2025, the program remained in its startup phase. After posting program documents to CEDARS in early October, the team focused on developing marketing materials, configuring the implementers GRID online platform to accept aggregator-submitted projects, and establishing the processes needed for project review, savings calculation, and incentive payment.



## IV. MARKET SUPPORT SEGMENT

The Market Support Segment is designed to support the long-term success of the energy efficiency market by the following objectives:

- **Demand:** Build, enable, and maintain demand for energy efficient products and services in all sectors and industries to support interest in, knowledge of benefits of, or awareness of how to obtain energy efficiency products and/or services.
- **Supply:** Build, enable, and maintain supply chains to increase the capability and motivation of market actors to supply energy efficient products and/or services, and to increase the ability, capability, and motivation of market actors to perform quality installations that optimize energy efficiency savings.
- **Partnerships:** Build, enable, and maintain partnerships with consumers, governments, advocates, contractors, suppliers, manufacturers, community-based organizations and/or other entities to obtain delivery and/or funding efficiencies for energy efficiency products and/or services and added value for partners.
- **Innovation and Accessibility:** Build, enable, and maintain innovation and accessibility in technologies, approaches, and services development to increase value, decrease costs, increase energy efficiency, and/or increase scale of and/or access to emerging or existing energy efficient products and/or services.
- **Access to Capital:** Build, enable, and maintain greater, broader, and/or more equitable access to capital and program coordination to increase affordability of and investment in energy efficient projects, products, or services.

## K. RESIDENTIAL PROGRAMS

### 33. RESIDENTIAL ENERGY ADVISOR - SCG3701

#### Implemented by Smart Energy Water (SEW)

The Residential Energy Advisor program provides customers with energy- and money-saving tools. Customers receive personalized recommendations and links to available rebates and program services based on an online survey delivered through the Universal Audit Tool (UAT).

#### Strategies & Outcomes

Ahead of the 2025 winter heating season, SoCalGas promoted the Energy Advisor audit tools through

bill inserts, email campaigns, customer events, and cross-promotional opportunities with Low Income and HER programs. These coordinated outreach efforts resulted in over 745,000 customers interacting with the analyze usage function within the UAT, a significant increase over the prior program year.

Additional customer engagement included 28,000 customers utilizing the Compare Bills tool and 7,350 customers completing a personalized savings plan, enabling participants to track energy saving tips, eligible programs, and available rebates. In total, 58,200 customers engaged with energy saving tips and programs, reflecting a 38 percent increase compared to the prior program year. Engagement was further supported through weekly bill tracker alerts, which were delivered to more than 1.5 million customers, an increase of 14 percent year over year. Customer satisfaction with the Energy Advisor program remained high, reflecting ongoing efforts to enhance user experience and help customers make informed energy decisions, reduce costs, and contribute to a more sustainable future.

### 34. RETAIL CHANNEL SUPPORT - SCG3830

#### Implemented by ICF Resources, LLC.

The SoCalGas Retail Channel Support program is a midstream Market Support category offering that is designed to raise awareness and increase understanding of the benefits and rebates available for energy-efficient natural gas products. To achieve this, the program engages retailer and distributor sales associates, who in turn help educate consumers at the point of purchase (POP).

Through these partnerships, the implementer provides sales associates with training on Company energy efficiency offerings, natural gas product features and benefits, the rebate application process, and effective sales techniques. The program also develops POP and other in-store marketing materials to help consumers identify efficient natural gas appliances and understand available rebates.

#### Strategies & Outcomes

The Retail Channel Support program strengthened retail engagement through ongoing store visits, staff training, and refreshed POP materials. In the first half of the year, the implementer and subcontractor CROSSMARK worked together closely while planning a transition to a fully internal

field team. The subcontractor also represented the program at key industry events, like the Western Pool & Spa Show and the Flow Expo, and consumer-facing shows, helping maintain program visibility and reinforcing partnerships with retailers and distributors. Mid-year, the implementer completed a planned transition to an internal field team, ensuring continuity in outreach and program visibility.

Following the transition, the internal field team expanded program presence by conducting additional retailer training, implementing POP materials, and participating in customer-facing activities such as appreciation days, community festivals, and industry trade shows. These efforts increased opportunities for customer interaction and further strengthened relationships with retail partners. The program continued to face persistent market barriers, including limited awareness among customers and sales associates regarding energy efficiency benefits and available rebates for natural gas appliances. To address these challenges, the program increased store visits, delivered targeted trainings, and refreshed POP materials. These actions supported more accurate and consistent representation of efficient product features and incentive opportunities at the store level.

Overall, the program met core objectives for retail engagement through store visits, training, sales associate interactions, and participation in events. These coordinated field activities, along with sustained collaboration with retail partners, supported program visibility and helped maintain customer awareness of energy-efficient natural gas appliance options.

## L. COMMERCIAL PROGRAMS

### 35. SUSTAINABILITY STUDIES AND SOLUTIONS SCG3969

#### Implemented by Cascade Energy

The Sustainability Studies and Solutions (SS&S) program is a non-residential Market Support program offering customers in the Commercial, Industrial, Agricultural and Public sectors no-cost energy efficiency and sustainability studies, decarbonization education and training, grant support, and use of the implementer's proprietary energy performance software platform. Services include customer training, report generation and presentation, and communications with other energy efficiency programs, to encourage

collaboration in finding solutions to help customers implement projects, increase energy efficiency, and reduce emissions.

#### Strategies & Outcomes

The SS&S program launched in January 2025 and focused on completing startup deliverables and developing implementation and marketing materials which included the quality assurance plan, implementation plan, program manual, marketing plan, and program fact sheet. Outreach began in August 2025 with weekly email campaigns, a LinkedIn marketing initiative, participation in industry events, and presentations to SoCalGas customer account managers and external audiences. By year's end, the implementer had enrolled the first customer. This project enrollment strengthened the impact of the Sustainability Studies and Solutions program by participating in a comprehensive site audit that generated actionable insights, demonstrating the program's effectiveness in helping non-residential customers identify meaningful opportunities to reduce greenhouse gas emissions and advance sustainability goals.

## M. CROSS-CUTTING PROGRAMS

### 36. WET&O – INTEGRATED ENERGY EFFICIENCY TRAINING - SCG3729

SoCalGas offers training through its local Workforce Education, and Training (WE&T) Integrated Energy Efficiency Training (IEET) program, providing education, training, and engagement opportunities to support stakeholders participating in SoCalGas energy-efficiency initiatives. The IEET program delivers technical upskill to an audience of incumbent and new workers, energy education to food-service industry business owners and equipment distributors, along with outreach and market support incentives to contractors and trade professionals throughout the SoCalGas service territory. IEET also delivers measured outreach to DAC and HTR areas in a targeted, campaign-like manner.

#### Strategies & Outcomes

SoCalGas's IEET program provides industry focused training and market support to professionals across a range of occupations. The courses allow for the immediate application of new knowledge and skills by trade professionals and are offered both in person and virtually, increasing flexibility and reach.

Attendees receive presentation slides, reference materials, and a certificate of completion for each course, supporting continued learning and career advancement. In person seminars also provide valuable networking opportunities, enabling participants to build industry connections that extend beyond the seminars.

In 2025, the IEET program conducted more than 160 training sessions and approximately 160 food service outreach consultations and equipment demonstrations, reaching nearly 8,200 participants, including approximately 37 percent from DACs. Training and outreach efforts supported the heating, ventilation, air conditioning, and refrigeration (HVAC/R), food service, and tankless water heating industries through a mix of virtual and in person delivery. To align training content with workforce needs, the WE&T team partnered with industry representatives, instructors, and trade school administrators to refine curriculum and expand offerings for both new and incumbent workers. These efforts supported participants in obtaining relevant accreditations and certifications while maintaining a skilled workforce capable of installing and servicing energy efficient equipment.

Operational improvements further strengthened program delivery in 2025. The WE&T team implemented an electronic check in process that significantly reduced printing costs and shortened registration times from minutes to seconds per participant. In addition, a new Power BI dashboard was introduced to analyze survey data and provide insights into customer demand and the types of certifications participants are seeking, helping inform future market support strategies.

The IEET program also expanded targeted outreach and collaboration efforts by partnering with Southern California Regional Energy Network (SoCalREN) to market and deliver online workshops for HVAC contractors, with a focus on DAC and HTR areas. The program addressed identified training gaps through offerings such as Building Science seminars and Los Angeles Steam License Preparation courses, emphasizing compliance with building codes, energy efficiency standards, energy conservation, and water resource management.

Participant feedback continued to demonstrate the value of IEET training. Post course evaluations showed positive outcomes, with 95 percent of participants reporting knowledge gains and more than 96 percent indicating plans to apply what they

learned to current or future projects. In addition, 94 percent reported that the training provided information to help facilities or equipment operate more efficiently, and 99 percent indicated they would use SoCalGas education and training services again.

**37. ON-BILL FINANCING - SCG3735**

» ***OBF helps customers upgrade to energy efficient equipment with 0% interest, no fees, and no credit check- with loan payments designed to roughly match the energy savings.***

The OBF program offers interest-free, unsecured loans that are repaid on the utility bill and work in conjunction with SoCalGas's energy-efficiency rebate programs. The program facilitates purchase and installation of qualified energy efficiency and clean energy technologies by non-residential customers who lack up-front capital to buy sustainable long-term energy retrofits. Loan terms are up to ten years for commercial customers and up to fifteen years for institutional and government agency customers with no closing costs. Loan amounts are based on project cost minus any incentives or rebates, up to the maximum allowed by the OBF program and within the required loan term limits.

Customer loan repayments are designed to be roughly equal to the monthly energy savings and are repaid through a fixed monthly installment on a customer's bill. Customers may repay their loans early without penalty, and loans are non-transferable. Because loan charges appear on the utility bill, partial or missed payments may affect gas service.

**Loan Term:**

CUSTOMER SEGMENT	LOAN TERMS	LOAN LIMITS
Business	Up to 10 years	Min- \$5,000- Max \$250,000
Multi-Family	Up to 10 years	Min- \$5,000- Max \$250,000
Institutional	Up to 15 years	Min- \$5,000- Max \$250,000
State of California	Up to 15 years	Min- \$5,000- Max \$1,000,000

SoCalGas offers OBF by an exemption from the California Department of Financial Protection and Innovation (DFPI). While operating under this exemption, OBF complies with applicable state and federal lending laws and requirements. Program design and administration incorporate internal controls and standardized processes to support regulatory compliance, consumer protection, and appropriate financial oversight.

### Strategies and Outcomes

In 2025 the OBF program disbursed 10 loan projects totaling approximately \$340,000, demonstrating continued customer interest in 0 percent financing with no fees for energy efficiency upgrades. The projects served many customer segments, including foodservice locations, a school district, small businesses, and multifamily customers. The program collectively saved customers over 23,000 in therms annually. The most common measures installed included boilers, tankless water heating, and commercial kitchen equipment. Unlike traditional financing programs, OBF does not require income verification or credit checks. Instead, project approval is based on the customers' SoCalGas repayment history, reducing barriers and increasing access to financing for a wider range of customers.

The program team collaborated with a network of internal and external partners to increase program awareness and provide customer education. Partners included SoCalGas customer account representatives, third-party program implementers, trade professionals, the Comprehensive Multifamily Incentive program, the foodservice Team, SoCalREN,

community-based organizations, local Chambers of Commerce, and other internal SoCalGas teams. Outreach and education were delivered through in-person and virtual events, allowing the program to reach a diverse range of commercial, industrial, and multifamily customers. To support statewide consistency and coordination, the SoCalGas team met quarterly with OBF program leads from the other IOUs. These meetings provided a forum to share best practices and collaborate on administrative processes, policy developments, regulatory considerations, and programmatic updates, supporting alignment across utility territories and consistent customer experience statewide.

The SoCalGas program team also promoted the program through in-person presentations at more than 22 outreach events, including meetings hosted in collaboration with SoCalGas third-party program implementers. These events emphasized the role of the program in reducing upfront cost barriers, supporting energy efficiency investments, and helping customers achieve long-term energy savings. The team's email campaign to non-residential customers explained the program's ability to support energy efficiency upgrades and reduce energy usage.

### 38. WET&O – HOME ENERGY RATING SYSTEM RATER TRAINING ADVANCEMENT - SCG3760

#### Implemented by California Home Energy Efficiency Rating Services, Inc. (CHEERS)

The Home Energy Rating System (HERS) Rater Training Advancement Program is a workforce development and certification initiative designed to train and certify individuals to become HERS Raters, who play a critical role in energy efficiency and building performance verification. Over a four year period, the program aims to support up to 5,000 participants and produce 120 certified HERS Raters.

The program delivers training through a combination of live virtual instruction, self paced online coursework, and in person hands on training, including EPA 608 Type II certification. Offerings are available at no cost to both new and existing HERS Raters trainees, reducing financial and logistical barriers that can limit access to high value certifications. By expanding the pool of certified raters, the program supports energy



efficiency programs by improving the quality and reliability of installation verification, easing verification bottlenecks, minimizing project delays, and strengthening overall program outcomes. The inclusion of EPA 608 certification further supports participant career readiness while reinforcing compliant and environmentally responsible HVAC practices.

### **Strategies & Outcomes**

Targeted marketing, community partnerships, and tailored programming allowed the program to connect with individuals interested in pursuing HERS Rater training, resulting in participation that exceeded expectations. In 2025, the program set a goal to train 1,600 individuals and successfully trained more than 2,400 participants. Nearly 1,400 of these participants were from DAC or HTR populations, representing almost 60 percent of program trainees. The program also produced more than 75 certified HERS Raters, bringing the total to approximately 140 certified HERS Raters, with nearly 70 from DAC or HTR communities. These outcomes demonstrate the effectiveness of the program's targeted engagement approach and its ability to expand access to workforce opportunities across underserved communities.

## **39. CALIFORNIA HUB FOR ENERGY EFFICIENCY FINANCING – SCG3803**

### **Implemented by California Alternative Energy and Transportation Finance Authority**

CHEEF was established to support a suite of statewide financing pilots designed to increase access to capital for energy improvements in single family, multifamily, and small business sectors. CHEEF coordinates the flow of private third party capital, facilitates lender and contractor participation, and supports a streamlined experience for customers and market actors. Key program components include a master servicer that conducts day to day administrative functions, a trustee bank that holds and transfers ratepayer funded credit enhancements, and a contractor manager responsible for project quality assurance and control.

CAEATFA, designated as the administrator of CHEEF, develops the regulations governing the financing pilots through a public rulemaking process, implements operational procedures and documentation, and conducts outreach to

contractors and financial institutions. SoCalGas serves as the lead utility for the financing program and as the lead contract administrator for CHEEF, overseeing the master agreement, monthly invoicing, and required reporting to the Commission and IOUs.

### **Strategies & Outcomes**

As the lead investor-owned utility, SoCalGas continued to manage the statewide GoGreen Financing marketing contract with Riester and oversaw cost-sharing and invoicing under a co-funding agreement with the other IOUs. This role included high-level contract oversight, budget management, and coordination of shared activities that continued to support the consistent statewide program delivery in 2025.

SoCalGas collaborated regularly with CAEATFA, Commission Energy Division staff, Riester, and IOU finance and program leads to align marketing activities with statewide objectives, monitored performance, and maintained regulatory transparency throughout the year. These coordination efforts supported the effective implementation of marketing and outreach activities across all utility territories and contributed to a unified statewide customer experience.

Through this governance structure, SoCalGas continued to help facilitate efficient program administration, supported prudent use of ratepayer funds, and maintained alignment with Commission approved program objectives.

## **40. MARKETPLACE - SCG3829**

### **Implemented by Enervee**

The Marketplace program provides a streamlined digital pathway for residential customers to learn about and purchase qualifying energy efficient products, with eligible rebates applied directly within the shopping experience. Serving as SoCalGas's central online hub for energy efficiency, Marketplace integrates customer education, product comparison tools, instant rebates, and connections to California GoGreen Financing opportunities. This cohesive experience reduces friction, builds customer confidence, and encourages participation in qualifying energy efficiency measures, supported by accessible customer support resources throughout the journey.

## Strategies & Outcomes

In 2025, Marketplace built on a strong foundation by engaging SoCalGas customers through varied marketing channels and with new model and category offerings such as thermostatic shower valve products. Website traffic increased 191%, and transactions increased 256% year over year from 2024 to 2025. Marketplace reflected customer interest in energy-efficient products and incentives, with participation focused on Energy Management Technology (EMT) products such as tankless water heaters and smart thermostats. Redemption of instant rebates increased 253% from 2024. Post-purchase survey data from 2025 further underscores the importance of incentives, with 94% of respondents indicating that the SoCalGas instant rebate was “very” or “extremely” important to their purchase decision. Marketplace maintained customer support content to help customers navigate eligibility, ordering, returns, and common troubleshooting questions. Through targeted messaging and accessible program pathways the program supported broad participation, including by priority customer groups like DAC and HTR customers.

Key 2025 updates included adding a new offering and fulfillment channel for tankless water heaters, allowing customers the option to purchase the tankless water heater as a standalone product. The Marketplace offers a bundled install option for natural gas water heaters, giving customers the flexibility to choose which offer works best for them. Program outreach was enhanced with paid media channels not employed previously, including new online channels, postcards, and digital LED trucks at key community events. These efforts emphasized rebate-forward shopping to keep the customer journey clear and consistent.

### 41. BUSINESS ENERGY EFFICIENCY SURVEYS - SCG3909

#### Implemented by Richard Heath & Associates/ Resource Innovations

The Business Energy Efficiency Surveys (BEES) program provides in-person energy surveys to eligible non-residential customers, including small, medium, and large businesses across the commercial, industrial, and agriculture sectors. The program identifies energy efficiency opportunities by conducting gas equipment inventories, reviewing operational processes, and evaluating overall equipment performance.

Surveys generate customer-specific reports outlining recommended energy efficiency measures, associated incentives, and applicable SoCalGas programs. These reports support informed decision-making and facilitate customer participation and available financial assistance programs.

## Strategies and Outcomes

Throughout 2025, outreach and customer engagement were refined to increase participation across eligible market sectors. Efforts emphasized expanding engagement with small and medium sized businesses while continuing to serve industrial and agricultural customers with complex site access requirements. Outreach focused on improved scheduling, clear communication, and consistent follow up to support timely survey completion. The program coordinated closely with internal teams, implementation partners, and engineering resources to support consistent delivery, accurate measure recommendations, and adherence to established processes. Best practices included pre-visit coordination for site access, safety, and strengthening follow-up protocols, improved operational efficiency and customer engagement. Through these efforts, BEES successfully reached customers in DAC and HTR communities, particularly within the agricultural and small-and medium- business sectors.

Additional program activities included participation in key outreach events such as:

- 2025 Annual Foodservice Equipment Expo.
- SoCalGas ERC Bakersfield-Trade Pro Ally Event.
- Supplier Diversity Technical Assistance program No Cost Foodservice Workshop Series Workshop August 18th, 2025, at ERC.
- Jordano’s Food and Equipment Show.

Customer feedback was positive, particularly related to clarity of recommendations and understanding of available energy efficiency saving, rebates and financing opportunities. The program faced challenges related to remote locations, gated properties, security protocols, and mandatory safety requirements, particularly with agricultural and industrial facilities. These challenges were addressed through proactive coordination and improved scheduling to support timely survey completion.

The BEES program delivered 886 surveys in 2025, with Commercial leading all sectors. This level of participation demonstrated strong year growth and positioned the program well to sustain progress toward its long-term objectives.

### BEES PROGRAM PARTICIPATION OVER VIEW BY SECTOR

ANNUAL DELIVERABLE	GOAL 2025	ACTUAL 2025	%
Energy Assessment - Commercial	505	771	15267.00%
Energy Assessment - Industrial	225	109	48,44%
Energy Assessment - Agricultural	39	6	15,38%

#### 42. SUSTAINABILITY STUDIO - SCG3941

The Sustainability Studio program provides technical assistance to residential and non-residential customers, trade professionals and stakeholder organizations on a broad range of demand-side management topics, including energy efficiency, water efficiency, emissions reduction, sustainability, renewables, and decarbonization. The program’s initiatives also emphasize sustainable building practices, renewable energy, urban agriculture, landscape science, waste management, and other strategies that support non-energy benefits (NEBs) and long-term environmental savings.

#### Strategies & Outcomes

In 2025, Sustainability Studio provided a range of educational offerings to support water and energy efficiency efforts across California. The program held fifteen trainings for contractors, nonprofits, architects, architectural designers, engineers, and building owners/managers, helping participants better understand energy efficiency, water conservation, emissions reduction, and broader decarbonization strategies. Sustainability Studio also partnered with the California Water Efficiency Partnership (CALWEP) to host nine additional trainings for 1,025 commercial, industrial, and institutional professionals statewide. These sessions were delivered in coordination with Pasadena Water and Power, Elsinore Valley Municipal Water District, Coachella Valley Water District, San Bernardino Municipal Water Department, West Valley Water District, East Valley Water District, Walnut Valley Water District, City of Colton, Yucaipa Valley

Water District, Inland Empire Utilities Agency, City of Santa Barbara, and Moulton Niguel Water District, supporting agencies in strengthening their implementation of water and energy saving programs. This collaboration expanded peer to peer learning opportunities and deepened awareness of water energy connections across more than 250 water efficiency professionals.

Through Sustainable Studio, SoCalGas worked to implement classes, participate in events, develop white papers, initiate outreach activities, and help schools implement sustainability initiatives. The program supported eight events showcasing the BuildSMART trailer, including events to support sustainable wildfire rebuilding efforts in Altadena. Collectively, these activities enabled more than 13,000 Southern California residents to tour BuildSMART exhibits, building awareness of energy-efficient building practices and sustainable building design strategies.

With SoCalGas’s support, the 50-liter Home LA Pilot project developed the Water Policy Landscape report and finalized the Pilot Report, both released in 2025. Ten customized reports were also produced to support sustainability and efficiency discussions with various companies. Additional engagement activities included four California Building Performance Standard (CalBPS) Office Hours with participation from private-sector partners and invited LASER members.

### N. PUBLIC PROGRAMS

#### 43. PUBLIC REGIONAL ENERGY PATHWAYS - SCG3912

The Public Sector Regional Energy Pathways program was established in 2022 as a non-resource program to implement targeted initiatives that increase promotion and participation in public sector energy efficiency programs. Six Public Agencies serve as Regional Energy Ambassadors within the SoCalGas territory. Each Ambassador develops and implements a regional scope of work that includes project and technical assistance, outreach and awareness activities, and support for benchmarking and participation in webinar events. They leverage existing relationships with DAC and HTR cities, counties, school districts, and water agencies to help drive energy savings within public-sector facilities. The Ambassadors collectively cover regions in South Bay/LA County, Orange County, Riverside County, San Bernardino County, San Gabriel Valley, Central/ San Joaquin Valley, and the Northern Coastal Tri-Counties.

## Strategies & Outcomes

In 2025, the program focused on expanding regional partnerships and strengthening coordination between public agencies and third party energy efficiency implementers. Regional Energy Ambassadors, including South Bay Cities Council of Governments (SBCCOG), San Gabriel Valley Council of Governments (SGVCOG), Western Riverside Council of Governments (WRCOG), Association of California Cities-Orange County (ACC OC), San Joaquin Valley Clean Energy Organization (SJVCEO), and the Santa Maria Valley Chamber, supported customer engagement across their jurisdictions by promoting public sector energy efficiency programs, facilitating introductions to implementers, and helping cities, counties, and school districts identify eligible projects. Ambassadors leveraged their relationships with DAC and HTR communities to expand equitable access to public sector offerings and increase awareness of programs such as Public Sector Direct Install, Large Public Sector, and other third party initiatives.

Ambassadors supported project development by coordinating site assessments, assisting with benchmarking, and promoting webinars, workshops, and local events. Their outreach

efforts helped customers navigate eligibility, rebate offerings, and gas infrastructure questions by connecting them with SoCalGas customer assistance teams and field service technicians as needed. Collectively, these activities strengthened pipelines across multiple public sector programs and supported the development of new project leads.

The program also collaborated with SoCalREN, Inland Regional Energy Network (IREN), and Tri-County Regional Energy Network (3CREN) to align messaging and refer customers to the most appropriate resource. SoCalGas continued to support statewide public sector initiatives, including training and data provision for local governments, higher education institutions, and water/wastewater agencies. Additionally, the program supported the second annual Water Pumping Seminar, which achieved its highest participation to date with 150 attendees, an 89 percent overall quality rating, and a 31 percent survey response rate, further strengthening the pipeline for water/wastewater projects. The program also worked closely with account managers to promote and engage customers, and to provide leads and assist the program in offering seven gas rebate measures, and 16 measures under their calculated program.



## V. EQUITY SEGMENT

The purpose of equity segment programs is to provide energy efficiency to hard-to-reach or underserved customers and disadvantaged communities to advance the energy and social justice (ESJ) action plan. Therefore, PAs must design their equity segment programs to reach, serve and ultimately benefit hard-to-reach and/or underserved customers and/or disadvantaged communities. Customers that may not be considered part of the equity segment will not be precluded from participating in equity segment programs, but equity programs must be designed to target (i.e., market and conduct outreach to) and to primarily serve equity segment customers.<sup>8</sup>

## O. RESIDENTIAL PROGRAMS

### 44. RESIDENTIAL MULTIFAMILY WHOLE BUILDING PROGRAM (EQUITY) - SCG3705

#### **Implemented by Richard Heath & Associates/ Resource Innovations**

The Residential Multifamily Whole Building Equity program, also known as the CoMFI Equity program is a deemed whole building program that aims to achieve deep energy savings in multifamily properties. The program assists multifamily property owners in implementing large capital energy savings projects. Program services include graduated incentive tiers to promote high efficiency projects, no-cost energy audits to identify program eligible site improvements, deemed savings and financial reports for project decisionmakers, and inception-to-completion project management. The program promotes value-added services like On-Bill Financing to multifamily property owners with limited access to capital for high efficiency improvements.

#### **Strategies & Outcomes**

In 2025, the program enrolled more than 68 equity properties, resulting in over 25,000 net therms of natural gas saved and over \$280,000 in incentive funds reserved. These properties accounted for approximately 20 percent of the program's total net-therm savings and about 25 percent of total incentive funds reserved. The team audited over 270 properties, with 68 of them falling under the DAC category.

To support equitable access to incentives for smaller multifamily properties, the program implemented a revised incentive structure to encourage participation among eligible property owners. The program also collaborated with subcontractors and participating contractors to promote program awareness. This coordinated approach improved engagement with multifamily property owners.

Building on this coordination, the implementation team enhanced its energy audit approach by incorporating contractor participation into the audit phase. This allowed the development of project specific scopes of work that reflected actual estimated project costs. By providing property owners with clearer cost visibility early in the process, the program supported informed decision-making and streamlined the transition from audit to project implementation for customers electing to move forward with installation.

### 45. COMMUNITY LANGUAGE EFFICIENCY OUTREACH – DIRECT INSTALL - SCG3861

#### **Implemented by Global Energy Services, Inc.**

The Community Language Efficiency Outreach – Direct Install (CLEO-DI) program is a locally based 100 percent in-language, effort that provides targeted residential outreach, education, and direct-install energy efficiency program services in HTR communities. The program promotes energy efficiency through education, outreach, and direct-install services delivered via faith-based organizations, schools, and community events. The program serves eligible SoCalGas customers throughout Los Angeles, San Bernardino, Riverside, Santa Barbara and Orange Counties, which continues to represent areas with high concentrations of CLEO-DI target populations.

#### **Strategies & Outcomes**

CLEO-DI advanced in-language outreach and direct-install delivery for Vietnamese, Indian, Korea, and Spanish-speaking customers in 2025. Outreach balanced seminars, school partnerships, community booths, and targeted door-hanger campaigns, with late-year adjustments to prioritize channels that generated the strongest enrollment for direct install participation. Direct-install activities emphasized high-impact measures—particularly tankless water

heaters, hot water pipe insulation, and buried duct insulation—alongside smart thermostats and water-savings fixtures (kitchen/bath aerators and low-flow showerheads). The program focused on bundle-eligible opportunities where site conditions supported installation.

The program also collaborated with complementary energy efficiency and customer assistance programs to extend awareness in DAC and HTR communities and coordinated with local partners to streamline participation. Customer feedback indicated positive experiences with in-language outreach and no-cost measures. Participants consistently expressed appreciation that the 1–2 bathroom tankless water heater installations were provided at no-cost, significantly reducing financial barriers for customers in DAC and HTR populations. Customers also reported strong satisfaction with other installed measures, particularly buried duct insulation and smart thermostats, noting immediate comfort improvements and increased control over energy use. Overall, customer feedback demonstrated that the CLEO-DI program effectively delivered high-impact, no-cost energy efficiency solutions that addressed the needs of DAC and HTR households while improving customer comfort and energy awareness.

#### 46. RESIDENTIAL COMPREHENSIVE MOBILE HOME PROGRAM - SCG3884

##### Implemented by Synergy Companies

The Comprehensive Manufactured Homes Program (CMHP) is one of two manufactured home initiatives offered by SoCalGas. CMHP provides an advanced clean energy solution tailored to manufactured home residents in Ventura, Los Angeles, Orange, Riverside, San Bernardino, and Imperial Counties. The program offers no cost or low-cost direct install measures, which may encourage the installation of other energy upgrades. These additional upgrades may be financed by other programs or external sources. CMHP aims to deliver improvements in natural gas energy efficiency, promote clean energy adoption, and support carbon emission reduction for manufactured homes. Participants are screened for eligibility in the SoCalGas ESA program. Those who qualify receive both CMHP direct install measures and ESA weatherization services, resulting in a more comprehensive and beneficial experience for the customer.



##### Strategies & Outcomes

In 2025, CMHP supported natural gas savings in manufactured housing through direct install delivery and targeted customer engagement. The implementer completed more than 2,000 walkthrough energy assessments and consultations, which identified site appropriate opportunities and supported installation of over 1,000 high efficiency gas appliances and other qualifying measures. Program delivery emphasized streamlined participation for residents.

During the year, changes to housing and community development (HCD) permitting requirements for high efficiency gas appliances in manufactured homes increased installation timelines and costs. The implementer addressed these constraints by adjusting scheduling, coordinating closely with contractors on permitting steps, and prioritizing projects ready for timely completion.

CMHP focused outreach on underserved segments within the manufactured homes market, including HTR and DACs, to improve access to eligible upgrades. This approach supported completed installations and helped participating households address efficiency needs identified through assessments. Overall, the program met its core implementation objectives for the program year: delivering natural gas savings for participating residents; completing high efficiency installations identified through assessments; operating within the adjusted budget parameters; and maintaining positive customer engagement through clear participation pathways.

## 47. RESIDENTIAL MOBILE HOME PROGRAM - SCG3885

### Implemented by Staples & Associates

The Residential Mobile Homes program offers residents and owners of manufactured home parks a variety of energy-saving solutions. Employing a tiered approach, the program provides participants with no-cost or low-cost measures and the option to pursue more extensive energy-saving upgrades with a customer co-pay. The program conducts on site needs assessments of both individual manufactured homes and shared community facilities to identify additional and deeper energy efficiency opportunities. The program focuses on serving residents and owners of manufactured home parks, with emphasis on HTR and DAC customers as defined in program planning documents.

### Strategies & Outcomes

The Residential Mobile Homes program supported energy saving installations across manufactured home parks through coordinated outreach, trade ally engagement, and onsite assessments. Collaboration with trade allies was central to program delivery; contractors conducted most customer outreach through door-to-door engagement, word of mouth referrals, and print, radio, and television advertising. Participation levels were influenced by seasonal activity, with increased customer interest during summer months. Program activity spanned multiple communities, with completed projects in Bakersfield, Camarillo, Delano, Ojai, Oxnard, Santa Paula, Shafter, Tehachapi, Ventura, and Wasco. Field engagement was supported through participation in stakeholder events, including SoCalGas hosted meetings that provided opportunities to coordinate with other energy efficiency partners.

The program delivered a range of energy efficient upgrades tailored to manufactured home conditions, with tankless water heaters representing the most frequently installed measure during the year. Installations contributed to more than 10,000 therms of natural gas savings based on average unit level savings values. Permitting tankless water heaters in manufactured homes continued to present challenges due to varying interpretations of applicable requirements. These permitting conditions contributed to extended timelines for some installations and required additional coordination between contractors and local jurisdictions.

## 48. RESIDENTIAL ADVANCED CLEAN ENERGY PROGRAM (EQUITY)- SCG3935

### Implemented by Synergy Companies

The Res ACE Equity program offers an advanced clean energy solution tailored for single-family home customers. This program serves individuals residing within DAC and HTR locations. The advanced clean energy pathway program begins with the delivery of direct install measures. These measures may encourage the installation of additional energy upgrades which can be financed by external sources. The program leverages opportunities provided by IOU electric utilities, municipal electric providers, and local agencies for clean energy in single-family homes, along with natural gas clean energy solutions.

### Strategies & Outcomes

Using CalEnviro Screen/SB 535 to identify priority DAC and HTR areas, the implementer conducted targeted outreach and site assessments to develop project appropriate opportunities, with a focus on replacing storage water heaters with high efficiency tankless units where conditions allowed. Program delivery followed a direct install first model and used walkthrough assessments to identify opportunities for high efficiency installations. Over the program year, the implementer installed more than 1,500 high-efficiency tankless water heaters and completed over 3,000 walkthrough energy assessments and consultations, which informed customers about efficiency options specific to their homes.

To reduce participation barriers for DAC and HTR customers, the program provided additional incentives implementer with program rules. Program outreach and measure installation were performed by trained implementer personnel. The Program also leveraged other energy upgrade offerings, and services that helped address customer concerns due to finance constraints. The program budget and implementer installation resources were adjusted during the year to address increased participation levels and maintain the increased pace of measure installation. Coordination with municipalities, other energy programs, and community partners supported awareness, scheduling, and project completion.

In 2025, the program redistributed its resources to help meet increased installation demand. As a result, the Program met its objectives and

continued providing home needs assessment, and installation of natural gas tankless water heaters. In addition, the program supported DAC and HTR participation through trade professional coordination (plumbing experts) as well as increased incentives.

#### 49. MULTIFAMILY ENERGY ALLIANCE PROGRAM (EQUITY) - SCG3936

##### Implemented by ICF Resources, LLC

The MEA Equity program is an energy efficiency program operating within the SoCalGas service territory. The program utilizes a one-stop-shop centralization service delivery model to enhance convenience for multifamily properties with two or more dwelling units. MEA serves a broad customer base, including large multifamily portfolios and small independently owned properties, by providing rebates, direct installation services, and customer support intended to reduce barriers to participation. The Equity pathway, initiated in 2024, provides enhanced customer engagement and increased incentive levels to expand access for customers located in HTR, DACs, and other underserved segments.

##### Strategies & Outcomes

In 2025, the program achieved strongest performance across both delivery pathways (equity and resource acquisition). Program efforts focused on (1) increasing participation among multifamily customers, (2) expanding Trade Professional engagement, and (3) driving higher volumes of energy saving installations. Key strategies included targeted outreach to priority communities, deployment of high impact direct install measures, and coordination with public agencies and property owners to support compliance and project delivery.

The Equity pathway delivered significant results in 2025, serving more than 4,900 customers across 120 multifamily properties through comprehensive assessments and direct installation services. Installed measures included approximately 3,000 tankless water heaters, more than 2,100 showerheads, over 1,100 kitchen aerators, and more than 1,500-bathroom aerators. These activities generated more than 80,000 therms in energy savings during the program year. To meet increased demand in priority communities, the program invested more than \$8.5 million in incentives under the Equity pathway, producing over \$2 million in TSB and exceeding annual savings goals.

Customer participation was concentrated in priority populations, with 77 percent of all properties served located in DAC, HTR, or underserved areas, consistent with Commissions equity objectives. The program also partnered with the Coachella Housing Authority and Imperial Housing Authority, supporting delivery of energy efficiency upgrades in low income multifamily housing. Through these partnerships, the program delivered upgrades to 1,290 units through the Coachella Housing Authority and an additional 706 units through the Imperial Housing Authority, while reducing operating costs and improving comfort for residents.

#### 50. RESIDENTIAL ENERGY EFFICIENCY PROGRAM EQUITY - SCG3958

REEP Equity is a downstream gas rebate initiative designed to promote the installation of high-efficiency gas appliances across single-family and multifamily residential projects, with a focus on customers who are underserved, HTR, and/or residing in a DAC area. The program aims to drive energy savings while supporting affordability and equitable access to households that face higher energy burdens and have historically experienced barriers to participating in clean energy programs. By leveraging strategic partnerships, customer-centric outreach, and innovative rebate structures, the program achieved significant customer participation and delivered substantial energy savings. REEP Equity is composed of two subprograms: HEER (single-family) and MFEER (multifamily).

##### Strategies & Outcomes

HEER issued over \$3 million in incentives to more than 3,000 customers, delivering more than \$2.5 million in TSB. The program's performance was supported by its partnership with the Retail Channel Support program, which was leveraged to increase program visibility and participation at critical points of customer decision-making. Through this partnership, the program leveraged more than 700 retailers, contractors, distributors, and manufacturers to provide customers with high-efficiency options and rebates at the time of purchase. As a result, the program lowered cost barriers and supported informed decision-making for customers who may otherwise face challenges in purchasing energy-efficient equipment.

The MFEER program issued over \$250,000 in incentives to more than 200 multifamily customers, delivering more than \$650,000 in TSB.

The program's performance was supported by partnerships with manufacturers and contractors who serve as program ambassadors and create customer awareness of additional energy efficiency options and rebate offerings. contributing to enabling increased participation that contributed to both multifamily access goals and overall resource outcomes.

## P. COMMERCIAL

### 51. SMALL AND MEDIUM COMMERCIAL ENERGY EFFICIENCY PROGRAM- SCG3937

#### Implemented by Franklin Energy Services

The Small and Medium Commercial Energy Efficiency program targets SoCalGas's small and medium commercial business customer facilities in San Bernardino, Riverside, and Orange counties with a minimum 12-month billing history, an annual therm usage up to 50,000 therms, and no prior participation in an energy efficiency program. The program emphasizes customer categories that include lodging, dry cleaning, retail, and office, and also focuses on customers who qualify as HTR.

#### Strategies & Outcomes

The program's focus was optimization and continuous process improvement. This consisted of refinement and strengthening of quality assurance procedures. Efforts streamlined customer enrollment and project workflows, improved coordination between implementation teams and SoCalGas, and enhanced data tracking and reporting processes. Quality assurance activities such as standardized project reviews, verification of measure installation and documentation, and performance monitoring were improved to support consistent execution, regulatory compliance, and long-term program sustainability.

### 52. COMMERCIAL BUSINESS ENERGY SOLUTIONS & TECHNOLOGY (EQUITY) - SCG3940

#### Implemented by ICF Resources, LLC

The CBEST Equity program provides enhanced rebate levels and specialized support to small commercial customers located in HTR and DACs. The program is committed to ensuring equitable access to energy-efficient technologies to promote long-term energy savings and support comfort and affordability.



#### Strategies & Outcomes

During project screening, the team evaluated whether a project qualified as HTR or DAC to apply appropriate rebate levels and engagement strategies. This step provided customers in underserved areas with elevated support and directed program outreach toward energy savings in communities that benefit most from enhanced assistance.

The program focused on key measures that are of most benefit for small businesses to make energy-efficiency upgrades. Marketing materials promoting water-heating rebates were tailored to the needs of DAC and HTR communities and distributed to local businesses and trade professionals. Email campaigns reinforced the availability of rebates and provided clear information about participation. The implementer conducted direct-to-business canvassing in priority communities to increase customer awareness of rebate opportunities.

To support contractors serving underserved communities, the implementer held in-person education events offering guidance on participation, connecting trade professionals to manufacturers for detailed product information, providing insight into On-Bill Financing, and creating opportunities to engage with the SoCalGas trade professional support team. These events helped strengthen outreach within DAC and HTR areas, equipping professionals to better support small businesses pursuing high-efficiency upgrades.

## Q. CROSS-CUTTING

### 53. WET&O ENERGY PROGRAM OUTREACH - SCG3901

#### Implemented by Global Energy Services

The WET&O Energy Program Outreach, also known as the Community Support Outreach (CSO) program, is an in-language, non-resource, targeted marketing, outreach, and education initiative that focuses on underserved customers in DAC and HTR communities. The program engages Vietnamese, Indian, Chinese, Korean, African American, and Hispanic customers, as well as other ethnic communities through activities such as community booths, local government engagement, faith-based organizations (FBOs), and door-to-door marketing. The program markets SoCalGas's energy efficiency programs by providing culturally relevant education and training through professional organizations, customer intermediaries, FBOs, and community events, helping drive participation across SoCalGas service territory.

#### Strategies & Outcomes

The program conducted extensive community outreach through booths, seminars, and direct engagement with community centers, public libraries, municipal utilities, civic organizations, FBOs and local resource events. In total, CSO

hosted 168 booth events and held eleven seminars in cities such as Rosemead, Monterey Park, Arcadia, San Gabriel, and Diamond Bar, connecting with more than 1,000 customers seeking information about SoCalGas energy efficiency programs.

Outreach efforts also included over 1,100 door-to-door campaigns targeting small commercial businesses and multifamily properties across the SoCalGas territory. This initiative spanned numerous communities, including Chino, Pomona, Montclair, Covina, Ontario, San Bernardino, Santa Ana, Harbor City, Orange, San Dimas, El Monte, Anaheim, Lomita, San Pedro, Alhambra, Hacienda Heights, Los Angeles, City of Industry, Rowland Heights, Corona, and Yucaipa. These in-person visits were coordinated with property managers, community centers, owners, and local business operators to strengthen awareness of available programs and resources.

## VI. CODES & STANDARDS

In accordance with D.18-05-041, D.22-03-010, and D.22-04-034, SoCalGas's role in Statewide Codes & Standards Advocacy programs is limited to the transfer of funds to the statewide codes and standards lead for program implementation.<sup>9</sup> Please reference the lead PAs Annual report for 2025 activities.

<sup>9</sup> D.18-05-041 at 144; D.22-03-010; D.22-04-034



## APPENDIX A – SoCalGas Portfolio Supporting Data

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Please review the file: “SoCalGas 2025 Annual Report Template,” uploaded to the CEDARS website (<https://cedars.sound-data.com/documents/standalone/list/>), to view 2025 Supporting Data including the following tables:

TAB	CONTENT
Tab 1 – Program Data	Energy Efficiency Programs Data
Tab 2 – Bill Impacts	Average Billpayer Impacts from Net Savings
Tab 3 - Commitments	Funding Commitments
Tab 4 – Cap & Target	Energy Efficiency Quarterly Cap and Target Expenditure Performance
Tab 5 – BP Metrics	Business Plan Metrics
Tab 6 – 3P Calculations	Third Party Calculations
Tab 7 – 3P Contract Information	Third Party Contract Details
Tab 8 – PG&E Marketplace	Not Applicable to SoCalGas

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## APPENDIX B.1 – Updated Monthly Report

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The Updated SW Monthly Report can be found on the CEDARS website:

[Statewide Confirmed Monthly Reports Dashboard - CEDARS](#)

The Updated Local Monthly Report can be found on the CEDARS website:

[SCG Confirmed Monthly Reports Dashboard - CEDARS](#)

## APPENDIX B.2 – Updated Monthly Report

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The Updated Quarterly SW Report can be found on the Commission’s energy efficiency reports website:

[Statewide confirmed claim dashboard - CEDARS](#)

The Updated Quarterly Local Report can be found on the Commission’s energy efficiency reports website:

[Confirmed claim dashboard - CEDARS](#)

## APPENDIX C – Additional Compliance

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See tab T-6 3P Calculations as referenced above for information regarding SoCalGas's third-party programs budget and contract information.

Compliance with D.18-05-041:

- Program administrators must also assess the relative success of implementers' strategies, for purposes of identifying lessons learned and best practices for maximizing the contribution of energy efficiency in disadvantaged communities. These assessments shall be included in the program administrators' annual reports. (Ordering Paragraph (OP) 11, p. 184).
- *In 2025, SoCalGas met the 60 percent third-party program percentage requirement. Key performance index and new insights are included in the 2025 Annual Report filing.*
- Investor-owned utilities must track the number and proportion of third parties that forego the option of using utility account representatives. The utilities must include this information in their annual reports. (OP 17, p. 185)
- *All third-party programs that target customers with SoCalGas account representatives are provided with basic support that includes providing general information of relevant energy efficiency programs, referring program-related inquiries to respective implementers, and coordinate with implementers to address basic customer questions and concerns. By the end of 2025, the ten implementers utilizing SoCalGas account representatives for services beyond basic support were all existing participants; no new 3PP implementers enrolled in the enhanced service offering during 2025.*

SoCalGas is the lead administrator for SCG3917 & SCG3918 upstream and midstream programs and collects end-user data elements for each savings claim to verify upstream and midstream installations. Data collected includes, but is not limited to: Nameplate, Make, Model, Type, Quantity and Reason (s) for replacement, including the recipient customer address. Specifically: SoCalGas collects end-user data elements for each savings claim to verify upstream and midstream installations. Data collected includes, but is not limited to, locations of installations (e.g. customer names and addresses) and contact information. Additionally, both SoCalGas and its third-party implementers perform inspections for a representative sample of sites to confirm that incentivized equipment is installed. SoCalGas consulted with its third-party implementers during contract negotiations, referencing D.23-06-055 as well as program evaluation studies, so that its contracts document the process, steps, and collected data elements necessary for program evaluability. SoCalGas has identified these approaches for Commission staff in its Responses to Recommendations (RTR) reports following program evaluation studies

Appendix D – Metrics; see tab T-5 BP Metrics as referenced above.

## APPENDIX E – Statewide True Up Report

PROGRAM	SDG&E	SCG	SCE	PG&E	TOTAL
SW Gas Emerging Technology	(\$105,916.23)	(\$348,644.98)	\$0.00	(\$340,193.54)	(\$794,754.75)
SW Food Services	\$7,221.34	\$31,154.06	\$17,264.09	\$19,009.78	\$74,649.27
SW Water Heating	(\$553,585.24)	(\$1,257,887.09)	(\$1,190,338.19)	(\$1,777,201.96)	(\$4,779,012.47)
Total Refund/ (Amount due to SCG):	(\$652,280.12)	(\$1,575,378.00)	(\$1,173,074.10)	(\$2,098,385.72)	(\$5,499,117.95)

### SW GAS EMERGING TECHNOLOGY

PROGRAM	SDG&E	SCG	SCE	PG&E	TOTAL
Proportional Contribution per Load-Share	13.20%	44.21%	0.00%	42.59%	100.00%
Total Monthly Payments made	\$396,000.00	\$1,326,300.00	\$0.00	\$1,277,700.00	\$3,000,000.00
Total Interest Payment Accrued	(\$2,417.31)	(\$2,002.00)	\$0.00	(\$6,252.69)	(\$10,672.00)
Program Costs actually spent	\$499,498.92	\$1,672,942.98	\$0.00	\$1,611,640.85	\$3,784,082.75
Annual True-Up Payment accrued	(\$105,916.23)	(\$348,644.98)	\$0.00	(\$340,193.54)	(\$794,754.75)

### SW FOOD SERVICES

PROGRAM	SDG&E	SCG	SCE	PG&E	TOTAL
Proportional Contribution per Load-Share	11.56%	26.52%	24.88%	37.04%	100.00%
Total Monthly Payments made	\$2,080,800.00	\$4,773,600.00	\$4,478,400.00	\$6,667,200.00	\$18,000,000.00
Total Interest Payment Accrued	\$7,216.60	\$31,143.74	\$17,254.22	\$18,995.44	\$74,610.00
Program Costs actually spent	\$2,080,795.26	\$4,773,589.68	\$4,478,390.13	\$6,667,185.66	\$17,999,960.73
Annual True-Up Payment accrued	\$7,221.34	\$31,154.06	\$17,264.09	\$19,009.78	\$74,649.27

### SW WATER HEATING

PROGRAM	SDG&E	SCG	SCE	PG&E	TOTAL
Proportional Contribution per Load-Share	11.56%	26.52%	24.88%	37.04%	100.00%
Total Monthly Payments made	\$1,734,000.00	\$3,978,000.00	\$3,732,000.00	\$5,556,000.00	\$15,000,000.00
Total Interest Payment Accrued	\$230.14	\$12,651.17	\$1,630.12	(\$2,670.44)	\$11,841.00
Program Costs actually spent	\$2,287,815.38	\$5,248,538.26	\$4,923,968.31	\$7,330,531.52	\$19,790,853.47
Annual True-Up Payment accrued	(\$553,585.24)	(\$1,257,887.09)	(\$1,190,338.19)	(\$1,777,201.96)	(\$4,779,012.47)

In D.23 06 055, the California Public Utilities Commission directed Energy Efficiency PAs to collaboratively develop qualitative and quantitative indicators to track and report on community engagement activities for equity segment programs<sup>10</sup>. OP 24 required PAs to develop Community Engagement Indicators (CEIs), include them in mid-cycle advice letters filed in 2025<sup>11</sup>, and, following Commission consideration, report on adopted indicators in Annual Reports. In response, the PAs participated in a collaborative process facilitated by BluePoint Planning, informed by a CAEECC convened Community Engagement Panel, to develop a common, baseline set of indicators intended to improve understanding of community needs, build trust with equity communities, and assess program relevance and impact, while allowing flexibility across portfolios.

As documented in the CEI Findings and Recommendations Memo, PAs generally agreed that the indicators should apply prospectively and be phased in to support consistent implementation and meaningful reporting. Majority PA agreement concluded that following Commission feedback, the 2027 program year would be the earliest appropriate program year for application of the CEI requirements. Consistent with this recommendation and standard reporting timelines, data from the 2027 program year would support inclusion of community engagement indicator reporting in the 2028 Annual Report as the earliest Annual Report reflecting these requirements.

<sup>10</sup> D.23-06-055 OP 24

<sup>11</sup> Advice 6559-G



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