ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

QUESTION 1:

Please provide all internal and external complaints made about any aspect of ESA solicitations to either the organization managing the solicitations or to any other part of SoCalGas.

- If any complaints were received by SoCalGas, answer the following:
- a) What actions did SoCalGas take to address the complaints?
- b) What was the outcome of SoCalGas' actions to address the complaints?

RESPONSE 1:

SoCalGas recently conducted an ESA Program solicitation in 2019, for the purpose of expanding ESA Program enrollment capacity. No complaints were received by SoCalGas for this solicitation.

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

QUESTION 2:

Please provide a historical average ESA Program-wide ME&O cost per household and the forecasted ME&O cost per household for the previous application cycle:

- Please provide an individual table for each of the ESA, CARE, and FERA
 Programs, showing the breakdown of ME&O costs per household for each program
 by marketing tactic. The level of detail should be like that of the list of tactics within
 the budget categories listed below in the example table, to which you should add
 rows to accurately reflect all the marketing tactics used/planned.
- As part of the breakdown, provide the average ME&O cost per household for 2016-2020 for each marketing tactic used, as derived from the total number of homes treated as a result of each tactic, divided by that tactic's total recorded expenditures; and
- b) As part of the breakdown, also provide the anticipated average ME&O cost per household for 2021-2026 for each marketing tactic used, as derived from the total number of homes forecasted to be treated as a result of each tactic, divided by that tactic's total proposed budget.

| [Program Name (ESA, CARE, or FERA)] ME&O Costs per Household | | | | | | | | | | | |
|--|------|--------|--------|--------|--------|------|----------|---------|--------|--------|------|
| Marketing Tactic | Past | Cost p | per Ho | usehol | d (\$) | For | recast (| Cost pe | er Hou | sehold | (\$) |
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| |] | Direct | to Cus | tomer | Market | ting | | | | | |
| Direct mail | | | | | | | | | | | |
| Bill inserts | | | | | | | | | | | |
| Emails | | | | | | | | | | | |
| Media Costs | | | | | | | | | | | |
| Display advertising | | | | | | | | | | | |
| Search engine marketing | | | | | | | | | | | |
| Print advertising | | | | | | | | | | | |
| Radio advertising | | | | | | | | | | | |
| [SoCalGas to insert | | | | | | | | | | | |
| additional categories and | | | | | | | | | | | |
| subcategories as additional | | | | | | | | | | | |
| rows, as | | | | | | | | | | | |
| appropriate] | | | | | | | | | | | |

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

Please provide a narrative response about any tactic with quantitative or qualitative value SoCalGas believes is not well represented by its cost per household.

RESPONSE 2:

For the ESA and CARE Program, SoCalGas does not track marketing, education and outreach (ME&O) cost in the SAP accounting system by marketing tactic. SoCalGas tracks expenditure for ME&O by cost element, by program category. For 2016-2020 historical expenditure information for marketing tactic per household, SoCalGas is providing the information as one-line item under "Total M&O Tactic Costs per Household". ESA Table 2 from the monthly reports was referenced for total number of homes treated from 2016-2020.

| | | | ESA N | IE&O Cost P | er Househo | ld | | | | | |
|--|--------------------------|----------|--------------|-------------|-------------|----------------------------------|------|------|------|------|------|
| Marketing Tactic | | Past Cos | st Per House | hold (\$) | | Forecast Cost Per Household (\$) | | | | | |
| | 2016 2017 2018 2019 2020 | | 2021 2022 | | 2023 | 2024 | 2025 | 2026 | | | |
| | | | Direc | t To Custom | er Marketin | g | | | | | |
| Bill Inserts | | | | | | 0.17 | 0.18 | 0.18 | 0.18 | 0.18 | 0.19 |
| Direct Mail | | | | | | 2.90 | 2.95 | 2.95 | 2.95 | 3.00 | 3.05 |
| Innovative Outreach | | | | | | 0.82 | 0.83 | 0.84 | 0.86 | 0.87 | 0.89 |
| Email Campaign | | | | | | 0.05 | 0.04 | 0.04 | 0.04 | 0.04 | 0.05 |
| Collateral | | | | | | 1.44 | 1.38 | 1.39 | 1.39 | 1.41 | 1.44 |
| Outreach | | | | | | 1.92 | 1.85 | 1.85 | 1.85 | 1.88 | 1.91 |
| Postage & Shipping | | | | | | 0.34 | 0.34 | 0.35 | 0.35 | 0.36 | 0.37 |
| Research, Analytics, & Data Purchasing | | | | | | 0.72 | 0.73 | 0.74 | 0.76 | 0.77 | 0.78 |
| | | | | | | | | | | | |
| | | | | Media C | osts | | | | | | |
| Mass & Ethnic Media | | | | | | 6.24 | 6.33 | 6.44 | 6.56 | 6.67 | 6.78 |
| | | | | | | | | | | | |
| Total M&O Tactic Cost Per Household | 16.46 | 9.79 | 3.64 | 9.70 | 18.49 | | | | | | |

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

| | | | CARE ME&O C | ost Per House | ehold | | | | | | | | |
|--------------------------------------|--------------------------|----------|-----------------|----------------------------------|-------|------|------|------|------|------|------|--|--|
| Marketing Tactic | | Past Cos | t Per Household | Forecast Cost Per Household (\$) | | | | | | | | | |
| | 2016 2017 2018 2019 2020 | | | | | | 2022 | 2023 | 2024 | 2025 | 2026 | | |
| Direct To Customer Marketing | | | | | | | | | | | | | |
| Bill Inserts | | | | | | 0.18 | 0.18 | 0.18 | 0.19 | 0.19 | 0.19 | | |
| Direct Mail | | | | | | 0.61 | 0.61 | 0.62 | 0.63 | 0.63 | 0.64 | | |
| Innovative Outreach | | | | | | 0.06 | 0.07 | 0.07 | 0.07 | 0.07 | 0.07 | | |
| Canvassing | | | | | | 0.48 | 0.49 | 0.49 | 0.50 | 0.50 | 0.50 | | |
| E-Mail Campaigns | | | | | | 0.03 | 0.03 | 0.03 | 0.03 | 0.03 | 0.03 | | |
| Collateral | | | | | | 0.52 | 0.52 | 0.52 | 0.53 | 0.53 | 0.54 | | |
| Outreach | | | | | | 0.39 | 0.39 | 0.39 | 0.40 | 0.40 | 0.40 | | |
| Capitation | | | | | | 0.04 | 0.04 | 0.04 | 0.04 | 0.04 | 0.04 | | |
| Research Analytics & Data Purchasing | | | | | | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | | |
| Media Costs | | | | | | | | | | | | | |
| Mass & Ethnic Media | | | | | | 0.39 | 0.39 | 0.39 | 0.40 | 0.40 | 0.40 | | |
| | | | | | | | | | | | | | |

| Total M&O Tactic Cost Per Household | 1.98 | 1.89 | 1.91 | 1.58 | 0.18 |
|-------------------------------------|------|------|------|------|------|
|-------------------------------------|------|------|------|------|------|

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

QUESTION 3:

Please replicate the tables created in response to question 2 but show the past total costs and forecast total budgets, not the costs per household. The column headers should be like those shown in the example below.

| [Program Name (ESA, CARE, or FERA)] ME&O Costs | | | | | | | | | | | | |
|--|------|------|--------|------|------|--------------------|------|------|------|------|------|--|
| Marketing Tactic | | Past | Cost (| \$) | | Forecast Cost (\$) | | | | | | |
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | |

RESPONSE 3:

For the ESA and CARE Program, SoCalGas does not track marketing, education and outreach (ME&O) cost in the SAP accounting system by marketing tactic. SoCalGas tracks expenditure for ME&O by cost element, by program category, and for 2016-2020 historical expenditure information for marketing tactic, SoCalGas is providing the information as one-line item under "Total M&O Tactic Costs".

| | | | | ESA ME&O C | ost | | | | | | | | |
|--|-------------|-----------|----------------|---------------|-----------|-----------|---------|-----------|-----------|---------|---------|--|--|
| Marketing Tactic | | | Past Cost (\$) | | | | | Forecast | Cost (\$) | | | | |
| | 2016 2017 | | 2018 | 2019 | 2020 | 2021 2022 | | 2022 2023 | | 2025 | 2026 | | |
| | | | Direc | t To Customer | Marketing | | | | | | | | |
| Bill Inserts | | | | | | 18,996 | 19,290 | 19,623 | 19,974 | 20,320 | 20,661 | | |
| Direct Mail | | | | | | 319,126 | 324,078 | 324,625 | 324,840 | 330,469 | 336,018 | | |
| Innovative Outreach | | | | | | 89,912 | 91,308 | 92,881 | 94,544 | 96,182 | 97,797 | | |
| Email Campaign | | | | | | 5,023 | 4,834 | 4,842 | 4,845 | 4,929 | 5,012 | | |
| Collateral | | | | | | 158,296 | 152,328 | 152,585 | 152,686 | 155,332 | 157,940 | | |
| Outreach | | | | | | 211,062 | 203,103 | 203,446 | 203,581 | 207,109 | 210,587 | | |
| Postage & Shipping | | | | | | 36,936 | 37,509 | 38,155 | 38,839 | 39,512 | 40,175 | | |
| Research, Analytics, & Data Purchasing | | | | | | 79,148 | 80,376 | 81,761 | 83,225 | 84,668 | 86,089 | | |
| | | | | | | | | | | | | | |
| | | | | Media Cost | s | | | | | | | | |
| Mass & Ethnic Media | | | | | | 685,951 | 696,595 | 708,599 | 721,286 | 733,786 | 746,107 | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| Total M&O Tactic Cost | \$1,149,024 | \$918,351 | \$361,690 | \$1,183,596 | \$251,714 | | | | | | | | |

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

| CARE ME&O Cost | | | | | | | | | | | |
|--------------------------------------|------|------|----------------|-------------|--------------|---------|-----------|-----------|-------------|-----------|--|
| Marketing Tactic | | | Past Cost (\$) | | | | | Forecast | t Cost (\$) | | |
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| | | | Direc | t To Custom | ner Marketin | g | | | | | |
| Bill Inserts | | | | | | 296,542 | 301,143 | 306,333 | 311,818 | 317,221 | 322,548 |
| Direct Mail | | | | | | 997,268 | 1,012,742 | 1,030,194 | 1,048,640 | 1,066,812 | 1,084,725 |
| Innovative Outreach | | | | | | 105,531 | 107,168 | 109,015 | 110,967 | 112,890 | 114,786 |
| Canvassing | | | | | | 791,482 | 803,764 | 817,614 | 832,254 | 846,676 | 860,893 |
| E-Mail Campaigns | | | | | | 42,212 | 42,867 | 43,606 | 44,387 | 45,156 | 45,914 |
| Collateral | | | | | | 844,248 | 857,348 | 872,122 | 887,737 | 903,121 | 918,286 |
| Outreach | | | | | | 633,186 | 643,011 | 654,091 | 665,803 | 677,341 | 688,714 |
| Capitation | | | | | | 58,042 | 58,943 | 59,958 | 61,032 | 62,090 | 63,132 |
| Research Analytics & Data Purchasing | | | | | | 79,148 | 80,376 | 81,761 | 83,225 | 84,668 | 86,089 |
| Media Costs | | | | | | | | | | | |
| Mass & Ethnic Media | | | | | | 633,186 | 643,011 | 654,091 | 665,803 | 677,341 | 688,714 |
| | 1 | 1 | 1 | I | 1 | 1 | 1 | 1 | 1 | | <u>ı </u> |

 Total M&O Tactic Cost
 3,107,288
 2,951,819
 3,084,833
 2,547,910
 292,778

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

QUESTION 4:

Please provide a detailed breakdown of the actual recorded expenditures for all the ESA, CARE, and FERA program elements and strategies implemented in program years 2015-2020, broken down by activities and labor categories. The budget categories should be broken down to the level of detail illustrated in the table below. Provide your responses in Excel format, amending the row titles and adding rows in the table below as needed to accurately reflect SoCalGas' budgets.

| Program /Budget Category | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|--|------|------|------|------|------|------|
| General Admin | | | | | | |
| Labor | | | | | | |
| Customer Application/Rebate and Incentive Processing | | | | | | |
| Engineering Services | | | | | | |
| IT | | | | | | |
| Policy, Strategy, and Regulatory Reporting Compliance | | | | | | |
| Portfolio Analytics | | | | | | |
| Program Management | | | | | | |
| Travel & Employee Expenses | | | | | | |
| Non Labor-CSOD Including CW | | | | | | |
| CG Services | | | | | | |
| Printing | | | | | | |
| Procurement Surcharge | | | | | | |
| Production of EE Packets | | | | | | |
| Discretionary | | | | | | |
| Sub-Total Excluding IT Costs | | | | | | |
| IT Costs | | | | | | |
| Direct Technology Contract | | | | | | |
| Internal IT Costs | | | | | | |
| New Database | | | | | | |
| Database Maintenance | | | | | | |
| Sub-Total IT Costs | | | | | | |
| Total General Admin Costs | | | | | | |

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

RESPONSE 4:

See the tables provided below.

| PY 2015-2020 SoCa | lGas Energy | Savings Ass | istance Prog | gram Actual | Spend | |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|--------------|
| | | | | | | |
| Program Budget Category | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
| Appliances | \$ 8,164,512 | | \$ 5,896,013 | \$ 3,735,217 | \$ 3,132,956 | \$ 813,549 |
| Domestic Hot Water | \$11,425,499 | | \$12,726,839 | \$13,868,894 | \$ 14,302,845 | \$ 1,371,497 |
| Enclosure | \$21,906,200 | | \$24,670,314 | \$30,152,972 | \$ 31,915,356 | \$ 2,401,882 |
| HVAC | \$10,138,763 | | \$ 9,853,571 | \$15,698,772 | \$ 17,802,111 | \$ 1,676,267 |
| Maintenance | \$ 1,343,216 | \$ 1,235,987 | \$ 1,562,231 | \$ 1,781,776 | \$ 1,729,316 | \$ 101,759 |
| Customer Enrollment - (NL) | \$11,997,873 | \$10,485,752 | \$14,579,263 | \$19,303,035 | \$ 28,163,942 | \$ 3,359,539 |
| Customer Enrollment - (Labor) | \$ 500,490 | | \$ 365,416 | \$ 279,734 | \$ 154,157 | \$ 17,290 |
| Total Customer Enrollment | \$ 12,498,363 | \$ 10,902,871 | \$ 14,944,679 | \$ 19,582,768 | \$ 28,318,099 | \$ 3,376,829 |
| In Home Education | \$ 1,247,684 | \$ 1,059,480 | \$ 1,205,454 | \$ 1,383,182 | \$ 2,178,553 | \$ 163,892 |
| Pilot | \$- | \$- | \$- | \$- | \$ 155,622 | \$ 30,950 |
| Energy Efficiency TOTAL | \$66,724,237 | \$ 51,231,917 | \$70,859,101 | \$86,203,580 | \$ 99,534,857 | \$ 9,936,626 |
| | | | | | | |
| Training Center - (NL) | \$ 9,181 | \$ 19,810 | \$ 7,919 | \$ 126,447 | \$ 92,525 | \$ 1,466 |
| Training Center - (Labor) | \$ 288,023 | \$ 286,939 | \$ 610,410 | \$ 605,868 | \$ 637,926 | \$ 94,401 |
| Total Training Center | \$ 297,204 | \$ 306,749 | \$ 618,329 | \$ 732,315 | \$ 730,450 | \$ 95,867 |
| Inspections | \$ 1,604,154 | \$ 1,118,244 | \$ 1,452,338 | \$ 1,432,968 | \$ 1,585,779 | \$ 167,185 |
| Marketing and Outreach - (NL) | \$ 1,381,046 | \$ 1,149,024 | \$ 918,351 | \$ 361,690 | \$ 1,183,596 | \$ 251,714 |
| Marketing and Outreach - (Labor) | \$ 2,595 | \$ 2,229 | \$ 72,921 | \$ 18,905 | \$ 19,982 | \$ 3,303 |
| Total Marketing and Outreach | \$ 1,383,640 | \$ 1,151,254 | \$ 991,272 | \$ 380,595 | \$ 1,203,578 | \$ 255,017 |
| Statewide ME&O | \$- | \$ 4,889 | \$- | \$- | \$- | \$- |
| M&E Studies | \$- | \$- | \$ 192,970 | \$ 100,437 | \$ 157,722 | \$ (592) |
| Regulatory Compliance - (NL) | \$ 9,573 | \$ 4,102 | \$ 47,439 | \$ 81,380 | \$ 34,904 | \$ 304 |
| Regulatory Compliance - (Labor) | \$ 272,002 | \$ 289,493 | \$ 259,600 | \$ 315,154 | \$ 372,182 | \$ 45,985 |
| Total Regulatory Compliance | \$ 281,575 | \$ 293,595 | \$ 307,039 | \$ 396,534 | \$ 407,087 | \$ 46,289 |
| General Administration - (NL) | \$ 540,177 | \$ 876,640 | \$ 1,129,015 | \$ 1,008,439 | \$ 2,260,759 | \$ 422 |
| General Administration - (Labor) | \$ 3,967,823 | \$ 3,781,259 | \$ 3,761,788 | \$ 3,989,694 | \$ 4,152,006 | \$ 647,467 |
| Total General Administration | \$ 4,508,000 | \$ 4,657,898 | \$ 4,890,804 | \$ 4,998,134 | \$ 6,412,766 | \$ 647,888 |
| CPUC Energy Division | \$ 18,778 | | \$ 52,352 | \$ 24,410 | \$ 87,553 | \$ 24,003 |
| MF CAM - (NL) | | | \$ 17,520 | \$ 170,845 | \$ 1,256,983 | \$ 91,536 |
| MF CAM - (Labor) | | | | \$ 52,735 | \$ 162,284 | \$ 23,363 |
| Total MF CAM | \$- | \$ - | \$ 17,520 | \$ 223,581 | \$ 1,419,267 | \$ 114,899 |
| | | | | | | |
| TOTAL PROGRAM COSTS | \$74,817,588 | \$ 58,777,190 | \$79,381,724 | \$ 94,492,552 | \$111,539,060 | \$11,287,183 |

Note: 2020 reflects Feb year-to-date spend.

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

| PY 2015 | PY 2015-2020 SoCalGas CARE Program Actual Spend | | | | | | | | | | | |
|--|---|-----------|----|-----------|----|-----------|----|-----------|----------|-----------|----|---------|
| Program Budget Category | r | 2015 | | 2016 | · | 2017 | r | 2018 | <u> </u> | 2019 | - | 2020 |
| Marketing and Outreach - (NL) | \$ | 3,337,864 | \$ | 3,107,288 | \$ | 2,951,819 | \$ | 3,084,833 | \$ | 2,547,910 | \$ | 292,778 |
| Marketing and Outreach - (Labor) | \$ | 544,204 | \$ | 543,016 | \$ | 608,947 | \$ | 628,126 | \$ | 553,949 | \$ | 69,500 |
| Total Marketing and Outreach | \$ | 3,882,068 | \$ | 3,650,304 | \$ | 3,560,766 | \$ | 3,712,959 | \$ | 3,101,859 | \$ | 362,278 |
| Proc Cert & Re-certification - (NL) | \$ | 57,835 | \$ | 62,866 | \$ | 127,519 | \$ | 48,374 | \$ | 62,961 | \$ | 28,792 |
| Proc Cert & Re-certification - (Labor) | \$ | 1,080,975 | \$ | 1,036,268 | \$ | 949,384 | \$ | 1,456,680 | \$ | 1,339,971 | \$ | 182,959 |
| Total Proc Cert & Re-certification | \$ | 1,138,810 | \$ | 1,099,134 | \$ | 1,076,903 | \$ | 1,505,054 | \$ | 1,402,932 | \$ | 211,751 |
| Post Enrollment Verification - (NL) | \$ | 573 | | | | | | | | | \$ | - |
| Post Enrollment Verification - (Labor) | \$ | 128,455 | \$ | 176,403 | \$ | 122,862 | \$ | 112,060 | \$ | 90,750 | \$ | 10,139 |
| Total Post Enrollment Verification | \$ | 129,028 | \$ | 176,403 | \$ | 122,862 | \$ | 112,060 | \$ | 90,750 | \$ | 10,139 |
| I.T. Programming - (NL) | \$ | 170,488 | \$ | 115,712 | \$ | 1,244,192 | \$ | 385,905 | \$ | 321,569 | \$ | 31,040 |
| I.T. Programming - (Labor) | \$ | 359,871 | \$ | 299,410 | \$ | 753,257 | \$ | 541,142 | \$ | 358,939 | \$ | 42,614 |
| Total I.T. Programming | \$ | 530,359 | \$ | 415,122 | \$ | 1,997,449 | \$ | 927,047 | \$ | 680,508 | \$ | 73,654 |
| | | | | | | | | | | | | |
| Energy Efficiency TOTAL | \$ | 5,680,265 | \$ | 5,340,963 | \$ | 6,757,980 | \$ | 6,257,120 | \$ | 5,276,049 | \$ | 657,822 |
| | - | | | | | | | | | | - | |
| Pilots/CHANGES | \$ | 167,700 | \$ | 199,292 | \$ | 485,007 | \$ | 336,933 | \$ | 390,377 | \$ | 57,177 |
| Measurement and Evaluation | | | \$ | 4,889 | | | | | | | \$ | - |
| Regulatory Compliance - (NL) | \$ | 27,646 | \$ | 21,926 | \$ | 59,377 | \$ | 71,832 | \$ | 34,323 | \$ | 3,162 |
| Regulatory Compliance - (Labor) | \$ | 368,903 | \$ | 336,067 | \$ | 342,911 | \$ | 313,009 | \$ | 343,900 | \$ | 57,270 |
| Total Regulatory Compliance | \$ | 396,549 | \$ | 357,993 | \$ | 402,288 | \$ | 384,841 | \$ | 378,224 | \$ | 60,432 |
| M&E Studies | | | | | | | | | | | \$ | - |
| General Administration - (NL) | \$ | 39,250 | \$ | 21,394 | \$ | 27,931 | \$ | 227,486 | \$ | 68,287 | \$ | 4,550 |
| General Administration - (Labor) | \$ | 687,247 | \$ | 708,741 | \$ | 808,226 | \$ | 680,202 | \$ | 720,972 | \$ | 100,274 |
| Total General Administration | \$ | 726,496 | \$ | 730,135 | \$ | 836,157 | \$ | 907,687 | \$ | 789,258 | \$ | 104,824 |
| CPUC Energy Division | \$ | 43,815 | \$ | 29,503 | \$ | 49,359 | \$ | 24,410 | \$ | 58,773 | \$ | 16,002 |
| | | | | | | | | | | | | |
| TOTAL PROGRAM COSTS | \$ | 7,014,825 | \$ | 6,662,775 | \$ | 8,530,791 | \$ | 7,910,991 | \$ | 6,892,681 | \$ | 896,257 |

Note: 2020 reflects Feb year-to-date spend.

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

QUESTION 5:

Using the "ESA Table 2" in your A1411007 et al. Monthly Report as a reference:

- Please provide a breakdown of all measure costs for 2019 by labor and material costs. For any costs that do not fit into labor or materials, please include in the "Other" column and describe.
- Please provide a breakdown of all forecasted measure costs for 2020-2026 by labor and material costs. For any costs that do not fit into labor or materials, please include in the "Other" column and describe.

| (| Use the following | table as an | example for | formatting): |
|---|-------------------|-------------|-------------|--------------|
| | | | | J/ |

| | COSTS IN YEAR XXXX: | | | | | | | |
|---------------------------------|---------------------|-------|---------------------|-------|--|--|--|--|
| MEASURE: | material | labor | other (describe) | Total | | | | |
| Water Heater Repair/Replacement | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
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This Question will replace Data Request KS6 SCG03 Question 1

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

(A.19-11-006) (DATA REQUEST CALADVOCATES-ESA-CARE-KS6-SCG05) RECEIVED: MARCH 12, 2020 SUBMITTED: MARCH 26, 2020

RESPONSE 5:

SoCalGas procures all measures on a per-unit basis with materials and installation cost included. As a result, SoCalGas cannot break down measure costs. In the tables below, SoCalGas provides the requested information to the measure cost level.

For program year 2019, SoCalGas is providing measure costs as published in its December monthly report filed January 21, 2020. The filed December monthly report does not include activities invoiced late in 2019 or in early January 2020, for program year 2019 activity, that will be reflected in SoCalGas' annual report which will be filed May 1, 2020.

Please see attached excel file.



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QUESTION 6:

How did any shortfalls in the 2017-2020 in actual program implementation (e.g., funds spent, and quantities of measures installed versus forecasted quantities and budget) inform your calculation of budgets for the 2021-2026 applications? Please provide answers applicable to:

- ESA
- CARE
- FERA

RESPONSE 6:

• ESA

As stated in the testimony of Mark Aguirre and Erin Brooks p.47, "The forecast costs of continuing EE measures are based on the assumption that feasibility for measures will be similar to that experienced in the most recent full recorded program year (2018, or the "base year"), with exceptions note below. Per-measure costs for continuing measures are also developed from the base year." Thus, to the extent funds spent fell short of forecast in terms of measure quantities per home, or costs per measure, and these shortfalls occurred in 2018, they were implicitly considered in developing SoCalGas' new unit cost and measure frequency estimates and thus informed the calculation of budgets. SoCalGas also fell short of its treated goals in the 2017-2020 cycle. The reasons for this shortfall, and SoCalGas' proposal for meeting new proposed treated goals under an adjusted programmatic approach in 2021-2026, are presented at pp.10-17.

• CARE

SoCalGas' CARE program surpassed its 90% penetration goal in 2018 and 2019. Therefore, much of the 2021-2026 Non-Labor budget was based on historical spend from 2015-2018. In developing its budget for PY 2021-2026, SoCalGas adjusted the Processing, Self-Certification, and Verification categories for incremental enrollment via the Customer Contact Center to be able to manage an increase in call volume. The Outreach budget was augmented to implement new innovative outreach methods, such

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as using technology for enrollment during grassroot events, and an increase in advertising. All other categories were adjusted for inflation.

• FERA

The FERA program is not applicable to SoCalGas.

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QUESTION 7:

Please fill out the table below with rows for all measures (including Pilots, Customer Enrollment, Total Savings/Expenditures, and Total Households Weatherized) included in the monthly reports' ESA Table 2. In the columns, include:

- The total forecasted quantity and approved budget for each measure for each year from 2017-2020; and
- The total quantity and actual cost of each measure SoCalGas actually installed in each year 2017-2020.

| Mea Sure | Un its | 2017 | | | | 2018 | | | 2019 | | | | | 2020 | | | |
|-------------|-----------|------------------------------|----------------------------|-------------------------------|---------------------------|------------------------------|----------------------------|-------------------------------|---------------------------|------------------------------|----------------------------|-------------------------------|---------------------------|------------------------------|----------------------------|-------------------------------|---------------------------|
| | | Fore Cast Qua Ntity | Appr oved Budg et | Insta lled Qua ntity | Actu al Exp ense | Fore cast Qua ntity | Appr oved Budg et | Insta lled Qua ntity | Actu al Exp ense | Fore cast Qua ntity | Appr oved Budg et | Insta lled Qua ntity | Actu al Exp ense | Forec ast Quant ity | Appr oved Budg et | Insta lled Qua ntity | Actu Al Exp Ense |
| | | | | | | | | | | | | | | | | | |

RESPONSE 7:

Please see attached excel file.



ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

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QUESTION 8:

Referencing ESA Table 2 in the monthly reports, please fill out the table below for the number of households planned and actually treated in each year 2017-2020.

| | | 2017 | | 2018 | | 2019 | | 2020 | |
|---|----------|-------------|-------------|-------------|-------------|-------------|-------------|---------|---------|
| Households Treated | Unit | Plann ed | Treat ed | Plann ed | Treat ed | Plann ed | Treat ed | Planned | Treated |
| - Single Family Households Treated | Ho me | | | | | | | | |
| - Multi-family Households Treated | Ho me | | | | | | | | |
| - Mobile Homes Treated | Ho me | | | | | | | | |
| Total Number of Households Treated | Ho me | | | | | | | | |
| # Eligible Households to be Treated for PY | Ho me | | | | | | | | |
| % of Households Treated | % | | | | | | | | |
| - Master-Meter Households Treated | Ho me | | | | | | | | |

RESPONSE 8:

Please see response below.

ENERGY SAVINGS ASSISTANCE AND CALIFORNIA ALTERNATE RATES FOR ENERGY PROGRAMS & BUDGETS FOR PROGRAM YEARS 2021-2026

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| Households Treated | Unit | 2017 | | 20 | 18 | 20 | 19 | YTD Feb 2020 | |
|---|------|----------------------|---------|----------------------|-----------------------|----------------------|---------|----------------------|---------|
| Households Treated | | Planned ¹ | Treated | Planned ¹ | Treated | Planned ¹ | Treated | Planned ¹ | Treated |
| - Single Family Households Treated | Home | | 60,716 | | 67,741 | | 76,668 | | 7,422 |
| - Multi-family Households Treated | Home | | 26,412 | | 24,770 | | 39,043 | | 5,372 |
| - Mobile Homes Treated | Home | | 6,662 | | 6,946 | | 6,326 | | 822 |
| Total Number of Households Treated | Home | 110,000 | 93,790 | 169,910 | 99, <mark>4</mark> 57 | 182,265 | 122,037 | 191,186 | 13,616 |
| # Eligible Households to be Treated for PY | Home | | 110,000 | | 169,910 | | 182,265 | | 191,186 |
| % of Households Treated | % | | 85% | | 59% | | 67% | | 7% |
| - Master-Meter Households Treated | Home | | 13,472 | | 11,819 | | 10,949 | | 1,261 |

¹ Targets not established based on housing type. PY targets for total households treated established per D. 16-11-022 and AL 5325 Non-Standard Disposition.