

2006-8 Energy Efficiency Portfolio Quarterly Report Narrative

Program Name: Statewide Residential Home Energy Efficiency Survey
Program Number: SCG3509
Quarter: First Quarter 2006

1. Program description

The Home Energy Efficiency Survey (HEES) program is a statewide residential audit program that provides residential customers the opportunity to participate in a mail-in, online, and in-home energy analysis of their home. The primary intent of the program is to increase customer awareness of energy efficiency opportunities and prompt participation and greater crossover with the energy efficiency rebate programs.

2. Administrative activities (describe)

Routine monthly administrative activities include but are not limited to the following activities: Project tracking and review of prospective projects, coordination, contract management, responding to customer inquiries and concerns, planning of future marketing events, and managing of program budgets and expenditures.

Additional administrative activities include:

- review bidder's response to RFP, continued efforts w/bidder and SCG's IT protocol,
- continued refining of the customer participation process and program design, review of customer participation and market activity,
- coordination with other programs, survey vendor and other market participants, contract management, responding to customer inquiries and concerns, planning of future training events, and managing of program budgets and expenditures.

3. Marketing activities (describe)

- In efforts to limit lag time for launch of 2006 HEES programs, continuing to market on-line and in-home surveys.
- Targets established for in-home surveys have been achieved.
- In March, participated in the World Agriculture Expo in Visalia to promote in-home survey along with energy efficient residential appliance rebate program.
- Joint mail-in survey efforts between SCG and LADWP. Joint in-home, mail-in, and online survey effort between SCG and SCE for shared territories. For cost effective strategy begin to focus on promoting online survey.

4. Direct implementation activities (describe)

- In-home and online survey is in progress; meanwhile, mail-in survey is under revision.

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5. Program performance/program status (describe)

- Program is on target
- Program is exceeding expectations
- Program is falling short of expectations

In-home and online survey is in progress. Joint effort between SCE and SCG for in-home survey is successfully increasing response rate. Online survey is gearing up for a bill insert promotional due in April.

6. Program achievements (non-resource programs only):

- 101 SCG in-home surveys completed.
- 96 SCG online surveys completed.

7. Changes in program emphasis, if any, from previous quarter (new program elements, less or more emphasis on a particular delivery strategy, program elements discontinued, measure discontinued, budget changes, etc.).

- None.

8. Discussion of near-term plans for program over the coming months (e.g., marketing and outreach efforts that are expected to significantly increase program participation, etc.)

In second quarter several marketing and outreach efforts will be implemented to increase participation. They include but are not limited to: bill insert promoting the online survey, update on SCG website's residential page, HEES page, and Single Family Rebates page, and Energy Efficiency page to better promote program, appear on SCG's new My Account Page, coordinate efforts w/ethnic outreach agency to promote program to in-language customers, launch new online survey, and launch new joint-effort mail-in survey.

9. Changes to staffing and staff responsibilities, if any
None.

10. Changes to contracts,
None.

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11. Changes to contractors and contractor responsibilities, if any
None.
12. Number of customer complaints received
Zero.
13. Revisions to program theory and logic model, if any
Provided in February 1, 2006 concept paper.
None.