

2006-8 Energy Efficiency Portfolio Quarterly Report Narrative

Program Name: Multi Family Energy Efficiency Retrofit Program
Program Number: SCG3510
Quarter: First Quarter 2006

1. Program description:
The Multi Family Energy Efficiency Retrofit (MFEER) Program is a statewide program that targets property owners and managers of multifamily residential dwellings, homeowner's associations and mobile home park associations. The program encourages property owners and managers to install qualifying energy efficiency products in common areas for residential apartments, mobile home parks and condominium complexes. The program is designed for flexibility; it offers agreed upon statewide measures for coordinated implementation, but is designed to easily adapt to market changes, including adding new measures that may emerge as cost effective opportunities in the SoCalGas local service area.

2. Administrative activities:
Routine monthly administration activities include but not limited to the following: project tracking, review of prospective projects, coordination, contract management, responding to customer inquiries and concerns, planning for future marketing events, and managing of program budgets and expenditures were performed. In addition:
 - Coordinated development and printing of 2006 Multifamily Rebate applications.
 - Updated SoCalGas' 2006 Multifamily rebate web page.
 - Coordinated communication to key internal contacts in the Residential Marketing Department, the Energy Information Center and the Processing Department, informing them of revisions and launch for 2006 program.
 - Coordinated communications to key contractors and vendors (that participate in the MF program), regarding the launch of the 2006 program.
 - Coordinated translation of 2006 MF application into Spanish language.
 - Met with Processing and Inspection group to review 2006 program measures, changes and procedures.
 - Updated 'customer disqualified' and 'customer incomplete' letters for the 2006 rebate program.
 - Participated in request for proposal for online rebate application and processing system.
 - Participated in review of joint 3rd Party Program with SCE, and scope of work for Coin Op Laundry program.
 - Participated in weekly Statewide IOU Multifamily Rebate Team conference calls.
 - Provided training to Customer Services Field Operations group regarding Residential Customer Programs, with an emphasis on Multifamily Rebate Program.

2006-8 Energy Efficiency Portfolio Quarterly Report Narrative

3. Marketing activities:

- 2006 Multifamily Rebate Application and information updated and posted to SoCalGas' web site in English and Spanish languages.
- Application may be downloaded via the web site or requested via our Residential Marketing Department.
- Free full page article in March issue of Apartment Management magazine announcing the launch of SoCalGas' 2006-2008 Multifamily Rebate Program; circulated in Los Angeles and Orange County area.
- Coordinated and developed Seminar content and Expo vendors for upcoming 'Hot Water Solutions for Multifamily Properties to be held 2nd quarter.
- Quick link to seminar registration system available on Multifamily web page.
- Worked with manufacturer's representative to include graphic of eligible measure for seminar's collateral/flier promotional material.
- Participated in the Apartment Association of Orange County Million Dollar Tradeshow, 3/9/06; was attended by 1500 people. SoCalGas' Residential Customer Programs material was heavily distributed.
- Updated 2006 Multifamily tri-fold brochure; includes program description, eligible measures and easy 'how to' steps for customers to participate. Distributed at AAOC Tradeshow 3/9/06.
- March issue of SoCalGas' Residential Enewsletter captured blurb promoting 2006 MF Rebate Program.
- Worked with Customer Communications and Outreach to develop multifamily graphics and language for Tradeshow display.

4. Direct implementation activities:

- Over 1500, 2006 MF hardcopy applications have been delivered to customers in the SoCalGas service territory via tradeshow and outreach participation.
- Approximately 500 Hot Water Solutions Seminar fliers have been delivered to customers in SoCalGas service territory via tradeshow and outreach participation.
- Ongoing random inspections of installed rebate measures as required per program specifications.
- SoCalGas' outreach group participated in the World Ag event and MS Walk event promoting 2006 Multifamily Rebate Program.

**2006-8 Energy Efficiency Portfolio
Quarterly Report Narrative**

5. Program performance/program status:

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

Explain:

185 requests for reservations have been received for 2006 Multifamily Rebate Program through March 31, 2006. 26% of the incentive goal has been reserved, committed or paid, and the program has achieved 25% of its goal. Currently, program is on target.

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

- N/A

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.).

- Marketing strategy emphasis on attending Apartment Association Tradeshows 1st and 2nd quarter and cultivating relationships in the industry.
- Work closely with contractor partners to encourage installation of controls in older, pre 1970 multifamily buildings.

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.)

- Develop plans to host Statewide Contractor's meeting during 2nd quarter in Northern and Southern California service territory to inform contractors of IOU's program status and instructions for efficient processing of MF applications.

9. Changes to staffing and staff responsibilities, if any

- None

10. Changes to contracts,
None, Contact is Joy Yamagata

**2006-8 Energy Efficiency Portfolio
Quarterly Report Narrative**

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