

## 2006-8 Energy Efficiency Portfolio Quarterly Report Narrative

**Program Name:** Single Family Energy Efficiency Retrofit program  
**Program Number:** SCG3517  
**Quarter:** First Quarter 2006

### 1. Program description

The Single Family Energy Efficiency Retrofit (SF) program is an existing statewide program designed to help Southern California Gas Company (SoCalGas) residential customers reduce their natural gas energy usage by replacing inefficient appliances with new energy-efficient appliances and weatherizing their homes. The program contains elements such as traditional customer incentives, point of sale (POS) rebates, customer information and education and marketing and outreach, using trade allies, manufacturers, retailers and distributors to deliver information, measures and rebates. It offers agreed upon statewide measures with coordinated implementation, and is designed to be able to segregate, and add new measures for tailoring to a specific market opportunity that emerges 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 single family rebate applications
- Updated SoCalGas' 2006 Single Family rebate web page
- Coordinated communications to retailers related to the launch of the 2006 Single Family rebate program.
- Coordinated translation of 2006 rebate materials into Spanish
- Updated processing procedures to reflect changes to the 2006 rebate program.
- Met with Processing group, Energy Information Center group and Inspections group to review 2006 program measures and changes.
- Participated in statewide meetings with Lowe's to discuss point of sale opportunities.
- Updated customer disqualified and customer incomplete letters for the 2006 rebate program.
- Participated in drafting a scope of work for online rebate application and processing. Request for proposal for online rebate application and processing to be sent out in the 2<sup>nd</sup> quarter.

### 3. Marketing activities

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- 2006 Single Family rebate information updated on SoCalGas' web site. 2006 SF application also available on SoCalGas' web site and by request through our Energy Information Center.
  - February/March issue of the Gas Company newsletter had an article promoting the 2006 SF rebate program
  - 2006 Single Family rebates and Home Energy Upgrade Finance program funded by Fannie Mae mention and advertised in the February edition of California Homeowner Magazine distributed to the League of American Homeowner's 20,000 members.
4. Direct implementation activities
- 2006 SF rebate applications were delivered to over 300 retailers in SoCalGas' service territory thorough our contractor field representative.
  - SoCalGas' outreach group participated in the World Ag event and MS Walk event promoting SoCalGas' 2006 Single Family rebate program. 2006 Single Family applications were handed out during these events.
5. Program performance/program status
- Program is on target
- Program is exceeding expectations
- Program is falling short of expectations
- Explain
- 4,815 rebate applications have been received through March 31, 2006. 10% of incentive budget has been spent and program is at 6% of them goal. Although the first quarter has been slow, the upcoming seasonal summer promotions should boost participation.
6. Program achievements (non-resource programs only):
- None
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.).
- Point of sale rebates on high efficiency clothes washers, high efficiency dishwashers and natural gas water heaters offered to local retailers.

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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.)
  - Point of sale participation for retailers selling high efficiency clothes washers, high efficiency dishwashers and natural gas water heaters expected to increase. SoCalGas is in discussions with big box retailers that may participate.
9. Changes to staffing and staff responsibilities, if any
  - N/A
10. Changes to contracts,  
None, Contact is Joy Yamagata
11. Changes to contractors and contractor responsibilities, if any
  - None
12. Number of customer complaints received
  - None
13. Revisions to program theory and logic model, if any  
Provided in February 1, 2006 concept paper.