

# *United We Stand: Agency-Utility Partnerships*



June 12, 2012 – NEUAC

# About SDG&E

- SDG&E is a regulated public utility that provides safe and reliable energy service to 3.4 million consumers through 1.4 million electric meters and more than 840,000 natural gas meters in San Diego and southern Orange counties
- The utility's area spans 4,100 square miles. Exceptional customer service is a priority of SDG&E as it seeks to enhance the region's quality of life. SDG&E is a subsidiary of Sempra Energy (NYSE: SRE), a Fortune 500 energy services holding company based in San Diego
- 30% of our 1.2 million residential customers are estimated to be eligible for income-qualified programs

# Overview of Program Offerings

## Customer Assistance Programs

- Income based
  - Up to 35% savings in monthly bill
  - Free home improvements
- Doctor certified
  - Additional energy at lower rate
- Credit & Collections
  - Payment arrangements
  - Financial assistance (LIHEAP and other)



# Program Objectives

- Reduce the burden of energy costs
- Improve home's energy efficiency
- Educate and modify habits to encourage energy conservation





# Marketing Efforts

- Mass media
  - Radio, TV, online, print, outdoor
- Direct mail
- Automated calling
- Email blasts



**SDGE**  
A Sempra Energy utility™  
Here for you, every day.™

Save up to 35% on your SDG&E® bill  
Ahorre hasta el 35% en la factura de SDG&E

Save Money on Your SDG&E Bill

**Helping customers save. Every day.**

Save up to 35% every month on your SDG&E bill



through our CARE program. On average, families save over \$275 a year.

Get free services and new appliances from SDG&E's Energy Team, whether you rent or own.



Call SDG&E® at 1.877.646.5525  
Text SDGE to 30364  
or Visit [sdge.com/assistance](http://sdge.com/assistance)

**SDGE**  
A Sempra Energy utility™  
Here for you, every day.™

© 2010 San Diego Gas & Electric Company. All copyright and trademark rights reserved.

# Participation Barriers

- Trust
- Language
- Culture
- Disability
- Self disqualification



# General Outreach

- Multilingual multicultural
- Service industry
- Door-to-door canvassing
- Community events
- Caregivers and medical equipment providers
- Leveraging with other programs and employees
- Partnerships with community based organizations



# Agency-Utility Partnerships

- ✓ Added value
- ✓ Trusted source
- ✓ Break down barriers
- ✓ Target market
- ✓ Array of offers
- ✓ Increased program enrollments
  - 2011 12,500 new enrollments
  - 2010 10,200 new enrollments





# Evaluating Potential

- Consider and Discuss
  - Target market
    - Number of customers reached, language, culture, age-groups, communication channels
  - Services
    - Income guidelines, outreach activities, partner agencies
  - Location
    - Number of employees
    - Limitations and restrictions

# Nurturing Partnership

- Provide

- Training
- Collateral
- Stipend
- Results
- Motivation
- Technology
- Follow up



## *Benefits to Customer*

- ✓ Information from trusted source
- ✓ Face-to-face interaction
- ✓ Assistance with financial burden
- ✓ Empowered to take action
  - Minimize credit & collection risk
- ✓ One-stop shop
  - Food, formula, and diapers
  - Enrollment in utility discount programs
  - Enrollment in public assistance programs

# Win-Win-Win

- Customer
  - Reduce financial burden
  - Enhanced safety and security
- Community Based Organization
  - Added value services
  - Income opportunity
- Utility
  - Help with hard-to-reach
  - Increased program participation



## Contact Information

---

Aida Velázquez

Energy Programs Supervisor

San Diego Gas & Electric

858-636-5571

[avelazquez@semprautilities.com](mailto:avelazquez@semprautilities.com)

[www.sdge.com/assistance](http://www.sdge.com/assistance)

