United We Stand: Agency-Utility Partnerships







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

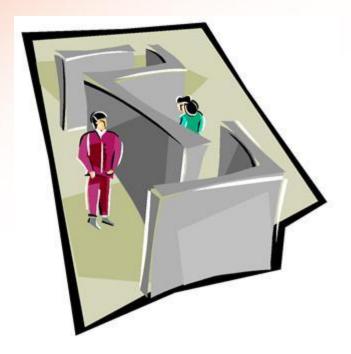




Participation Barriers



- 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



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