

2013-2014 Energy Efficiency Programs PACE Energy Savings Project Program Implementation Plan

The Energy Efficiency Ethnic Outreach (PACE Energy Savings Project) program goals and activities are influenced by: the need to conserve scarce resources and reduce carbon emissions footprints as articulated in California's Energy Efficiency Strategic Plan of 2008 (1), directives from SoCalGas and feedback/collaborative efforts with program managers or implementers of energy efficiency programs administered by other utility providers.

The Program is primarily geared at conducting in language ethnic outreach to member of five ethnic communities: Chinese, Filipino, Korean, Hispanic and Vietnamese residing and/or working and conducting business in Los Angeles, Orange, Riverside, San Bernardino and Ventura Counties.

Outreach strategies will involve the:

- Creation and/or translation of energy savings program materials into the five ethnic languages (2) to facilitate understanding and appreciation of the programs' benefits.
- Conduct of in language seminars and workshops to promote and explain energy savings programs, distribution of rebate application forms, low flow showerheads and faucet aerators, as well as the completion of the Home Energy and Water Efficiency Surveys (HEES) (3).
- Organization and operation of information booths and/or tables at ethnic community events, meetings (4). PACE will also utilize these events to distribute EE kits, rebate forms and assist customers in completing HEES. Program will also leverage its partnerships and affiliations among other ethnic groups to facilitate access to target ethnic communities.
- Promotion of program information through interpersonal and mass media methods (5). Creation and placement of press releases and other articles in ethnic newspapers and radio and television is anticipated to widen the program's information reach.

The foregoing strategies are envisioned to enhance the knowledge level of residential and small business ethnic customers about available energy savings programs and alternatives to current lifestyles or habits in utilizing natural gas, water and electricity (6-9). The increased awareness and understanding of available programs, their benefits and ease of participation are anticipated to encourage customers to employ energy-efficient behaviors in their homes and workplaces. As well, the Program expects this increased understanding to result in the purchase and installation of energy-efficient equipment (10), resulting in energy savings (11).

As is paramount in implementing an effective program, PACE will, in coordination with SoCalGas, conduct regular reviews of its program activities as well as information provided to customers (12). Such evaluations will take into account feedback from Gas Company staff as well as staff of other utility providers (Southern California Edison, LADWP). Feedback is expected to flow down from the overall economic and environmental conditions in California, as well as any updates or directives from the Public Utilities Commission (13, 14). Updates and other revisions or program refinements are then incorporated into the Program's activities and strategies. Collaboration and coordination with SoCalGas as well as other utility providers is expected to lessen, if not eliminate duplication of program efforts and promote a more integrated and cohesive outreach to targeted customers. Follow-through

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will also be conducted by the Contractor to ensure that its strategies to promote energy efficiency programs are positively received, understood and accepted by its targets. Feedback received from program participants will be reviewed and where appropriate, incorporated to strengthen program outreach (15).

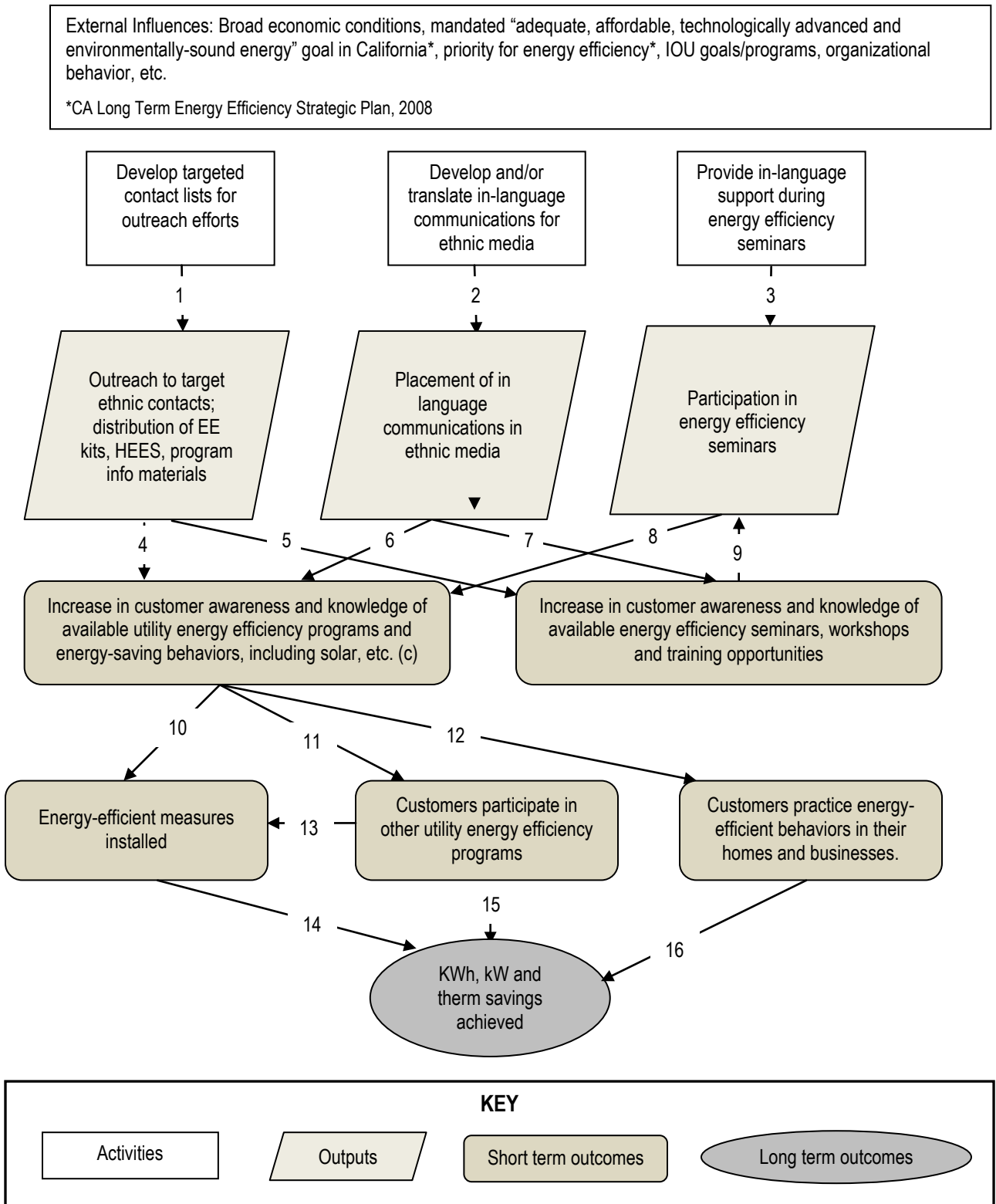
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8. Program Logic Model

Program Logic Model/Diagram – Energy Efficiency Ethnic Outreach (PACE Energy Savings Project)



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Program Diagram Description for Ethnic Energy Efficiency Outreach (PACE Energy Savings Project)

Link Number	Program Theory Description	Potential Performance Indicator	Possible Data Source
1	A large number of residential and small business customers in SoCalGas service area are not fluent in English. PACE uses its specific knowledge of the identified ethnic communities and cultures to develop targeted contact lists. Through targeted outreach to these contacts the program will overcome both language and cultural barriers and increase the awareness and knowledge of non English-speaking customers about energy efficient behaviors, the benefits of energy efficiency and available programs and resources (including distribution of EE kits, HEES completion, etc.)	Number of community events, number of attendees; number of presentations to ethnic social, community and small business associations, number of attendees; number of workshops/seminars, number of attendees; and number of meetings with association leaders.	Review of program tracking databases.
2	A large number of residential and small business customers in SoCalGas service area are not fluent in English. PACE uses in-language communications (including public service announcements, press releases, etc.) in Chinese, Korean, Vietnamese, Filipino and Spanish media outlets to overcome language and cultural barriers, and raise awareness of the benefits of energy efficiency and the opportunities available.	Marketing collateral and communications are created and/or translated that have a clear and complete message that describes programs, procedures for participation and benefits accruing to customer, the environment. It is easy to understand the specifics of the educational opportunities through PACE and SoCalGas.	Review of marketing and communications materials. Focus group and/or quantitative survey of participants and non-participants.
3	A large number of residential and small business customers in SoCalGas service area are not fluent in English. Because of this, current energy efficiency foodservice and other energy efficiency seminars are not being utilized by non English-speaking residential and small businesses in Southern California. Making in-language support available will cause ethnic customers to attend foodservice and other energy efficiency seminars.	Number of seminars, number of attendees. In-language materials and/or translations are available and easy to understand.	Review of program tracking databases. Survey of participants who attended in-language seminars and workshops. Observation of seminar and workshop proceedings.
4	Ethnic customers do not know about the benefits of saving energy, energy-saving equipment and strategies, and the availability of other utility- (electricity, water) provided energy efficiency programs. Through PACE's targeted outreach to ethnic community and small	Self-reported increase in awareness, knowledge and change in attitude.	Survey of customers who attended community events, meetings or PACE presentations.

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Link Number	Program Theory Description	Potential Performance Indicator	Possible Data Source
	business associations and operation of information booths at various cultural events, contacts increase their awareness and interest in additional opportunities.		
5	Currently, SoCalGas energy efficiency foodservice and other energy efficiency seminars are not being utilized by non English- speaking residential and small business customers in Southern California. Through targeted outreach to ethnic community, religious, educational and small business associations and association leaders at community events, the program will overcome both language and cultural barriers and increase their awareness of available foodservice and other energy savings seminars.	Self-reported increase in awareness and knowledge about foodservice and other energy efficiency seminars.	Survey of participants who attended foodservice and other seminars. Survey of customers who attended ethnic community events, association meetings or PACE presentations.
6	The placement of in-language communications from a trusted source in ethnic media outlets will increase customers' awareness and knowledge about energy efficiency strategies and programs available for their homes and businesses.	Self-reported increase in awareness, knowledge and change in attitude.	Survey of participants and non-participants.
7	The placement of in-language communications from a trusted source in ethnic media outlets will increase customers' awareness of the available foodservice and other seminars.	Self-reported increase in awareness and knowledge about foodservice and other seminars.	Survey of participants who attended foodservice and other seminars. Survey of customers who attended ethnic community events, meetings or PACE presentations. Survey of customers about source of information concerning seminars/events.
8	Customers are taught the benefits of saving energy and energy-saving equipment and strategies and practices in an in-language group setting with other similar ethnic members and business categories. Foodservice and other seminars that are available in the ethnic customers' language and with others that speak his language will put the customer	Self-reported increase in awareness, knowledge and change in attitude.	Survey of participants who attended foodservice and other seminars/workshops.

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	at ease.		
9	Increased awareness and knowledge regarding foodservice and other seminars availability in appropriate ethnic language makes non-English customers want to attend the seminars.	Non English-speaking customers attend the foodservice and other seminars.	Review of program tracking databases. Survey of participants who attended energy efficiency seminars.
10	Increased awareness, knowledge and change in attitude makes non English-speaking customers want to change their practice in their use of energy, to purchase and install energy-efficient equipment and take advantage of available rebates.	Non English-speaking customers change their energy use habits, install energy-efficient equipment and apply for available rebates.	Survey of participants who attended energy efficiency seminars or workshops. Survey of customers who attended ethnic events or PACE presentations.
11	Increased awareness, knowledge and change in attitude, along with the ease of accessing information about the programs makes non-English-speaking customers want to participate in other programs and services offered by SoCalGas and other utility providers.	Non-English-speaking customers participate in other SoCalGas programs and services as well as those offered by other utility providers (electric, water).	Tracking databases for other programs. Survey of participants who attended seminars and workshops. Survey of customers who attended community events or PACE presentations.
12	Increased awareness, knowledge and change in attitude makes non English-speaking customers want to change their energy use habits and/or business operation and maintenance practices.	Non English-speaking customers change their energy use habits and/or business operation and maintenance practices.	Survey of participants who attended seminars, workshops or ethnic events. Survey of customers who attended ethnic events or PACE presentations.
13	By participating in other utility efficiency programs, non-English-speaking customers may want to change their use of energy and selection of home and business equipment.	Non English-speaking customers change their energy use habits and selection of home and business equipment.	Survey of participants who participated in other utility programs.
14	Customers install energy-efficient equipment resulting in energy and demand savings.	M&V of savings	Impact analysis
15	Customers participate in other programs and services offered by SoCalGas and other utility providers resulting in energy and demand savings.	M&V of savings	Impact analysis

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Link Number	Program Theory Description	Potential Performance Indicator	Possible Data Source
16	Customers change their use and maintenance practices resulting in energy and demand savings.	M&V of savings	Impact analysis