

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

- 1. Program Name:** PACE Energy Savings Project
(PACE Energy Efficient Ethnic Outreach Program)
Program ID: SCG3770
Program Type: Third-Party Program

2. Projected Program Budget Table

Table 1: Total Projected Program Budget by Category

Program #	Main/Sub Program Name	Administrative Amount	Marketing Amount	Direct Implementation Amount	Incentive Amount	Total Program Budget Amount
	SoCalGas Third Party Programs					
3770	3P-PACE	\$0	\$0	\$1,300,000	\$0	\$1,300,000
3770u	3P-PACE (Utility)	\$31,076	\$5,746	\$41,582	\$0	\$78,404
	TOTAL:	\$31,076	\$5,746	\$1,341,582	\$0	\$1,378,404

Note: SCG continues to negotiate the final contract with the third party vendor. As a result of final contract negotiations, the budget allocation into the budget subcategories may vary.

3. Projected Program Gross Impacts Table

Table 2: Total Projected Program Savings by Subprogram

Program #	Main/Sub Program Name	2013-2014 Gross kW Savings	2013-2014 Gross kWh Savings	2013-2014 Gross Therm Savings
	SoCalGas Third Party Programs			
3770	3P-PACE	0	0	0
	TOTAL:	0	0	0

Note: This is a non-resource program.

4. Program Description

a) Describe program

The PACE Energy Savings Project (PACE ESP) is a multi-ethnic outreach program that actively promotes the energy efficiency programs of SoCalGas to residential and small business customers who belong to the Chinese, Filipino, Korean, Hispanic, and Vietnamese communities. In 2013-2014, the program proposes to continue its outreach to these ethnic communities and geographical areas including Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. In addition, the program will take its outreach efforts to “the next level” by encouraging target small businesses to take more concrete steps to saving energy as well as conducting follow-through and follow-up activities to determine the extent to which customers practiced or employed energy savings in their homes or work places.

To reach stated marketing penetration objectives, the Program will:

- Recruit, hire and train staff who belong to the target ethnic communities, are fluent in their ethnic languages, both orally and in writing to facilitate kinship with this community.

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- Conduct orientation and/or training programs to inform and prepare staff in implementing program goals in 2013-2014.
- Participate in community events in the five counties where target ethnicities have traditionally gathered to maximize potential exposure of program information to identified customers.
- Conduct outreach among targeted populations in their particular ethnic languages to foster greater understanding and subsequently, adoption of energy efficient practices.
- Leverage existing relationships and/or establish collaborations with ethnic community, religious, educational and trade/professional organizations;
- Develop and/or translate information and promotional materials into Chinese, Korean, Spanish, Tagalog and Vietnamese, and utilize these as primary tools to introduce and explain energy savings programs. The program will utilize all available media—print, broadcast, video or internet/website media.
- Use available incentives to encourage increased participation of target ethnicities in the practice of energy efficiency at home and at work.

In addition, the Program will intensify its outreach efforts through the:

- Organize and conduct workshops among target communities regarding simple energy-saving practices in their homes and businesses (low-cost or no-cost practices) to reduce energy consumption;
- Increase in partnerships with ethnic mass media to reach a broader percentage of ethnic audiences. The program representatives will appear on radio and television shows popular among or directed toward targeted populations as well as influence the publication of stories or articles about energy efficiency. The program will deliver appearances on radio and television, published news articles or stories and/or internet posting promoting or discussing energy efficiency and energy savings programs offered by SoCalGas.
- Design of follow-up instruments in the different ethnic languages to determine impact of outreach efforts to reduce therm use and institutionalizing energy-saving practices/consciousness;
- Use of incentives to encourage positive response to invitations to participate in the various energy saving programs, mail back confirmation brochures and/or follow-up surveys to gauge impact of outreach and elicit suggestions to strengthen program implementation (e.g., raffles, contests, giveaways, etc.).

b) Statement of Problem and program solutions to overcome the problem

SoCalGas's resident and small business customers belonging to the Chinese, Korean, Filipino, Hispanic and Vietnamese communities are traditionally isolated from mainstream media and outreach efforts due to language and cultural barriers. Significant portions of members of these communities are first-generation immigrants and exclusively use ethnic media and their own circle of community organizations and churches as primary means of external communication.

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SoCalGas's energy efficiency programs were actively promoted to the five targeted ethnic communities in Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. According to 2000 U.S. Census, population of five targeted ethnic groups in these four county areas is approximately 2.8 million or 41% of total population. It is a large part of total population that may represent significant potential energy savings.

In addition, many high-energy users in other small business categories have not been reached. These small businesses are nursing, hospices and/or convalescent homes with a minimum of five (5) beds/patients. These businesses usually operate laundry appliances for its linen requirements.

PACE Energy Savings Project will actively promote SoCalGas's energy efficiency programs to residential and small business customers who belong to the Chinese, Korean, Filipino, Hispanic, and Vietnamese communities. In 2013-2014, PACE ESP proposes to continue its outreach to these communities and in the geographical areas of Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. In addition, PACE ESP will take its outreach efforts to "the next level" by marketing to encourage target small businesses to take more concrete steps to saving energy. To continue its efforts to overcome identified barriers, the program during 2013-2014 will pursue the following:

- PACE ESP will continue the outreach efforts and energy efficiency education programs that have demonstrated to be effective in 2010-2012.
- Develop and implement effective outreach and marketing plans to outreach into the five (5) targeted ethnic communities including but not limited to hiring a Marketing Specialist who speaks the ethnic languages of these communities and have extensive experience in working with members of this community. These plans will target both residential and small business communities.
- Develop and implement outreach and marketing plans to outreach into the five counties: Los Angeles, Orange, Riverside, San Bernardino and Ventura.
- Develop and implement outreach and assistance programs in working with small businesses and facilitate their concrete steps to become efficient energy users.
- Develop and implement outreach and education programs in working with nursing, hospices and/or convalescent homes that are owned and operated by members of five targeted ethnic communities.

c) Program goals, strategies and measurable objectives

In 2013-2014, the program will pursue the following:

- Continue outreach efforts and energy efficiency education programs that were demonstrably effective in 2010-2012.
- Develop and implement effective outreach and marketing strategies to penetrate the five ethnic communities including, but not limited to hiring a Marketing Specialist who speaks their ethnic languages and have extensive experience in working with members of this community. These plans will target both residential and small business communities.
- Develop and implement outreach and marketing plans for the five counties: Los Angeles, Orange, Riverside, San Bernardino and Ventura.

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- Develop and implement outreach and assistance programs for small businesses and facilitate their undertaking concrete steps to become efficient energy users.
- Develop and implement outreach and education programs for nursing, hospices and/or convalescent homes that are owned and operated by and/or served members of the five targeted ethnic communities.

For program year 2013-2014, the Program will continue its outreach to the five ethnic communities and expand its efforts of promoting the energy savings programs of SoCalGas in Los Angeles, Orange, San Bernardino, Riverside and Ventura Counties).

For further discussion of goals, see Section 4(d).

d) Target Audience

The program will target residential and small business customers belonging to the Chinese, Filipino, Korean, Hispanic and Vietnamese communities.

e) Identify if and how this program will provide any elements of Workforce Education & Training.

The program will actively encourage customer participation in SoCalGas Energy Resource Center (ERC) seminars and workshops.

5. Program Rationale and Expected Outcome

a) Quantitative Baseline and Market Transformation Information

This section not applicable

b) Market Transformation Information

This section is not applicable.

c) Program Design to Overcome Barriers

The following table provides descriptions of the barriers that Program seeks to address and the solutions the Program proposes to overcome the barrier

Barrier	Solution
Lack of consumer information about energy efficiency benefits	Program conducts extensive marketing, education and awareness efforts to raise target audience's levels of awareness about energy efficiency benefits.
Customers who do not have easy access to information or do not participate in energy efficiency are due to:	
Language: Primary language spoken is other than English and program information is not accessible	By targeting the Chinese, Korean, Filipino, Vietnamese and Hispanic/Latino communities, translating program materials to native languages, focusing on media outlets with ethnic audiences, and developing community and school educational programs in conjunction with municipalities, the Program is able to overcome language and other cultural barriers.

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Barrier	Solution
Small businesses do not prioritize efficient energy use due to small portion of overall cost structure and have a difficult time taking the steps to install energy efficient measures.	The Program targets small businesses, develops materials specifically designed to raise small business owners' levels of awareness and seeks to assist these customers with efforts to pursue installation of energy efficient measures.

d) Quantitative Program Targets

The PACE Energy Savings Project aims to conduct outreach activities in the appropriate ethnic language and culturally-sensitive approach directed towards identified ethnic customers of SoCalGas. Specifically, the program will work towards attaining the following major targets in 2013-2014:

Table 3

Energy Efficient Ethnic Outreach (PACE Energy Savings Project)	Program Target by 2013	Program Target by 2014
1. Translate and/or update program materials into Chinese, Korean, Tagalog, Spanish and Vietnamese	5	5
2. Translate (oral) seminar and/or demonstration proceedings	-	-
3. Conduct orientation training/workshops on energy efficiency programs and easy-to-implement low-cost or no-cost actions among residential customers, in language	10	10
4. Develop and/or translate/update training and marketing materials (English and 5 ethnic languages)	-	-
5. Redesign/overhaul/maintain PACE Energy Savings Project web pages, to include ethnic translations, links to The Gas Co. website, other utility providers	12	12
6. Create public service announcements (English and five ethnic languages)	-	-
7. Create/update PowerPoint/multimedia presentations (English and 5 ethnic languages): 1 res/1 biz	1	1
8. Conduct presentations to ethnic community, religious, social and educational associations or groups	-	-
9. Produce and distribute press releases	-	-
10. Place articles, stories, ads in PACE quarterly newsletter/other ethnic/public media	-	-
11. Attend ethnic community events/gatherings and	35	35

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Energy Efficient Ethnic Outreach (PACE Energy Savings Project)	Program Target by 2013	Program Target by 2014
operate information booths		
12. Create and distribute follow-ups instruments (surveys, etc.) to determine effectiveness of outreach	-	-
13. Design and implement an incentive program	-	-
14. Create 12 lists and contact target small businesses	1,500	1,500
14.1. Real estate companies	-	-
14.2. HVAC/other home improvement contractors	-	-
14.3. Appliance retailers	-	-
14.4. Escrow/home inspection companies	-	-
14.5. Financial/lending institutions	-	-
14.6. Condo/apartment/townhouse owners/managers	-	-
14.7. Foodservice owners/operators	-	-
14.8. Laundromats/dry cleaners	-	-
14.9. Small hotels/motels	-	-
14.10. Beauty/nail salons	-	-
14.11. Nursing homes/hospices	-	-
14.12. Ethnic organizations/associations	-	-
15. Coordinate energy audits by SoCalGas	-	-
16. Coordinate use of ERC test kitchen facilities	-	-
17. Coordinate attendance in regularly scheduled seminars at ERC/satellite venues (ethnic businesses)	-	-
18. Coordinate in-language foodservice seminars	-	-
19. Attend ethnic community events, other forums	8	8
20. Distribute faucet aerators, single family customers	4,500	4,500
21. Distribute faucet aerators, multi-family customers	-	-
22. Distribute low flow showerheads	-	-
23. Assist in completion of HEE Surveys, paper	2,800	2,800
24. Assist in completion of HEE Surveys, online	-	-
25. Contact/sign up residential customers re EE programs.	5,500	5,500
Follow-up activities	-	-

Note: Values provided represent yearly targets.

e) **Advancing Strategic Plan goals and objectives**

This program supports the State's energy efficiency Strategic Plan in the following manner:

California Long Term Energy Efficiency Strategic Plan Goals and Strategies

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Description	Strategic Plan Sector	Strategic Plan Goal	Strategic Plan Strategy
Promotes energy efficiency Chinese, Filipino, Korean, Spanish and Vietnamese residential customers using culturally-sensitive and language-appropriate outreach that is expected to lead to greater understanding of these programs and the benefits these bring.	Residential	Transform home improvement markets to apply whole-house energy solutions to existing homes.	2-2: Promote effective decisionmaking to create widespread demand for energy efficiency measures.
Promotes energy efficiency Chinese, Filipino, Korean, Spanish and Vietnamese residential customers using culturally-sensitive and language-appropriate outreach that is expected to lead to greater understanding of these programs and the benefits these bring,	Residential	Develop comprehensive, innovative initiatives to reverse the growth of plug load energy consumption through technological and behavioral solutions.	3-2 In coordination with Strategy 2-2 above, develop public awareness of and demand for highly efficient products.
By targeting underserved ethnic communities, the program will help improve delivery of SoCalGas's programs to a broader mix of customers.	Low Income Residential	By 2020, all eligible customers will be given the opportunity to participate in the LIEE program.	1-3: Improve program delivery
Will actively promote SoCalGas financing programs to ethnic small businesses, many of whom may be income qualified.	Low Income Residential	The LIEE programs will be an energy resource by delivering increasingly cost-effective and longer-term savings.	2-2: Coordinate and communicate between LIEE, energy efficiency and DSM programs to achieve service offerings that are seamless for the customer.
Disseminates information that promotes energy efficiency to targeted small businesses using appropriate ethnic language.	Commercial	50 percent of existing buildings will be retrofit to zero net energy by 2030 through achievement of deep levels of energy efficiency and with the addition of clean distributed generation.	2-5: Develop tools and strategies to use information and behavioral strategies, commissioning, and training to reduce energy consumption in commercial buildings.
Collaborates with ethnic community-based organizations, trade associations, religious organizations and educational institutions and other groups to bring the benefits of energy	Workforce Education and Training	Ensure that minority, low income and disadvantaged communities fully participate in training and education programs at all levels of the DSM and the energy efficiency industry.	2-1: Collaboratively identify appropriate goals and strategies to build California's energy efficiency workforce through 2020, focusing on training that increases participation from within

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Description	Strategic Plan Sector	Strategic Plan Goal	Strategic Plan Strategy
savings to its identified markets through workshops, information booths, etc.			minority, low-income and disadvantaged communities in achieving California's economic energy efficiency potential.

6. Program Implementation

a) Statewide IOU Coordination

- i.** Program Name
- ii.** All program delivery mechanisms
- iii.** Marketing materials and message
- iv.** IOU program interactions with CEC, ARB, Air Quality Management Districts, local government programs, other government programs, CBOs, non-governmental organizations, manufacturers, retailers, trade and business associations, as applicable
- v.** Similar IOU and POU programs

The Program is a collaboration with SoCalGas that aims to outreach to ethnic communities with historically low participation rate in its energy savings programs. By providing information and assistance in appropriate ethnic language and implementing culturally-sensitive outreach activities to Chinese, Korean, Filipinos, Spanish and Vietnamese customers, the program will encourage them to actively incorporate energy savings practices in their daily lives. The Program will make efforts to collaborate with local governments and other groups as appropriate to increase the Program's reach and effectiveness.

Although Program efforts will be aimed primarily at promoting identified energy savings programs of SoCalGas to the five ethnic communities, it will be prepared to assist customers in accessing information that supplements these programs and are supplied by other utility providers (Southern California Edison, Los Angeles Department of Water and Power, etc.). Program implementation will be sensitive to similar outreach efforts offered by other utility providers to ensure that overlaps do not occur. In particular, coordination with managers of other utility programs will be facilitated through a shared calendar of events where PACE participation is planned. Through this, it is expected that no duplication of efforts will occur.

b) Program delivery mechanisms

- i.** Funneling of program participants to resource programs
The program will assist customers with completing Home Energy Efficiency Surveys (HEES).

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- ii. WE&T**
Where applicable, program will promote the WE&T efforts within the specified regions.
 - iii. Coordination with other programs**
The PACE Ethnic Outreach Program will coordinate with SoCalGas's residential and third-party programs, where applicable.
 - iv. Demand-side integration**
The CLEO Program will seek to integrate information relevant to both SCE and SoCalGas into its program offerings and coordinate messages to maximize educational opportunities.
 - v. Non-IOU programs**
This is not applicable to this program.
 - vi. Other**
This is not applicable to this program.
- c) Marketing Plan**
- i. Market research and/or segmentation.**
This is not applicable to this program.
 - ii. Proposed behavior change theories application, if available**
This not applicable to this program.
 - iii. Proposed target audience/s, if applicable both primary and secondary**
The proposed target audiences are target residential and small business customers belonging to the Chinese, Korean, Hispanic, Vietnamese and Filipino communities.
 - iv. Message development process, including pre-tests**
This is not applicable to this program.
 - v. Delivery channels, if applicable include public relations and earned media activities**
The specific delivery channels and applicable media activities are detailed in Section 4(d).
 - vi. Plans for developing message concepts**
This is not applicable to this program.
 - vii. Implementation timeline**
This is not applicable to this program.

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d) Best Practices

The Contractor is utilizing a number of best practices in managing the Program, including¹:

- Program Theory and Design: The program has a sound program plan, links its strategic approach to policy objectives and constraints, and demonstrates a thorough understanding of local market conditions.
- Program Management: The program has well-defined markets, areas of concentration, targets/goals and success indicators.
- Program Implementation – Participation Process: The program aims to keep participation simple and develop participation strategies that are multi-pronged and inclusive. The program allows flexibility to evolve and adapt strategies that prove to be more effective in reaching its target market and areas.
- Organizational Practices and Customs—The program utilizes three or more strategies to promote programs, forms coalitions with and leverages its existing ties with ethnic community, social, religious and educational organizations and employs all appropriate mass media—mainstream and ethnic/regional—to bring the message of energy efficiency and its benefits to its target communities.

e) Innovation

The Program is innovative in conducting its outreach efforts in the ethnic language that is native to targeted customers in five counties in Southern California. The Contractor also employs staff who are bilingual (oral and written) and are the same ethnicity as the Program's target customers. Previously, this approach was little utilized in disseminating information among ethnic communities.

f) Integrated/coordinated Demand Side Management

Although this Program is not an Integrated Demand Side Management program, it will seek to incorporate information about energy efficiency programs offered by other utility providers in its outreach activities to ensure that all available avenues to conserve and efficiently use energy resources are disseminated to interested customers.

g) Integration across resource types (energy, water, air quality, etc)

It is therefore important that customers interested in programs other than what is offered by SoCalGas be provided at least basic information that will link them to other utility providers. Program staff will make an effort to be reasonably knowledgeable about the other energy efficiency programs offered by SoCalGas, Southern California Edison and/or the Department of Water and Power, among others and how these programs complement and/or reinforce the overall energy efficiency movement.

To accomplish the foregoing, Program staff will attend energy savings program seminars and/or workshops to learn about other programs it is not actively promoting and maintain a library of informational materials and program contact information. The Program staff

¹ See Volume S – *Crosscutting Best Practices Report and Project Summary*, National Energy Efficiency Best Practices Study, December 2004, pages S14-15.

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will also familiarize itself with the California Long Term Energy Efficiency Strategic Plan to gain insight about the short, medium- and long- term goals and key result areas that guide overall energy efficiency efforts in California.

Where inquiries about these programs are raised, Program staff will provide program contact information to direct customers to the appropriate party(ies) and/or keep a record of the customer's name and contact information for appropriate referral. While Program efforts are directed to specific ethnic communities, information and assistance about energy savings and energy efficiency programs will be available to all interested residents and businesses.

The Contractor will closely coordinate with SoCalGas in order that it is kept abreast of any updates on program priorities as well as any program redirection it may need to adopt that reinforces the dissemination of information and promotion of energy savings initiatives among its target customers.

h) Pilots

PACE Energy Savings Project does not plan to implement any pilot projects for program period 2013-2014.

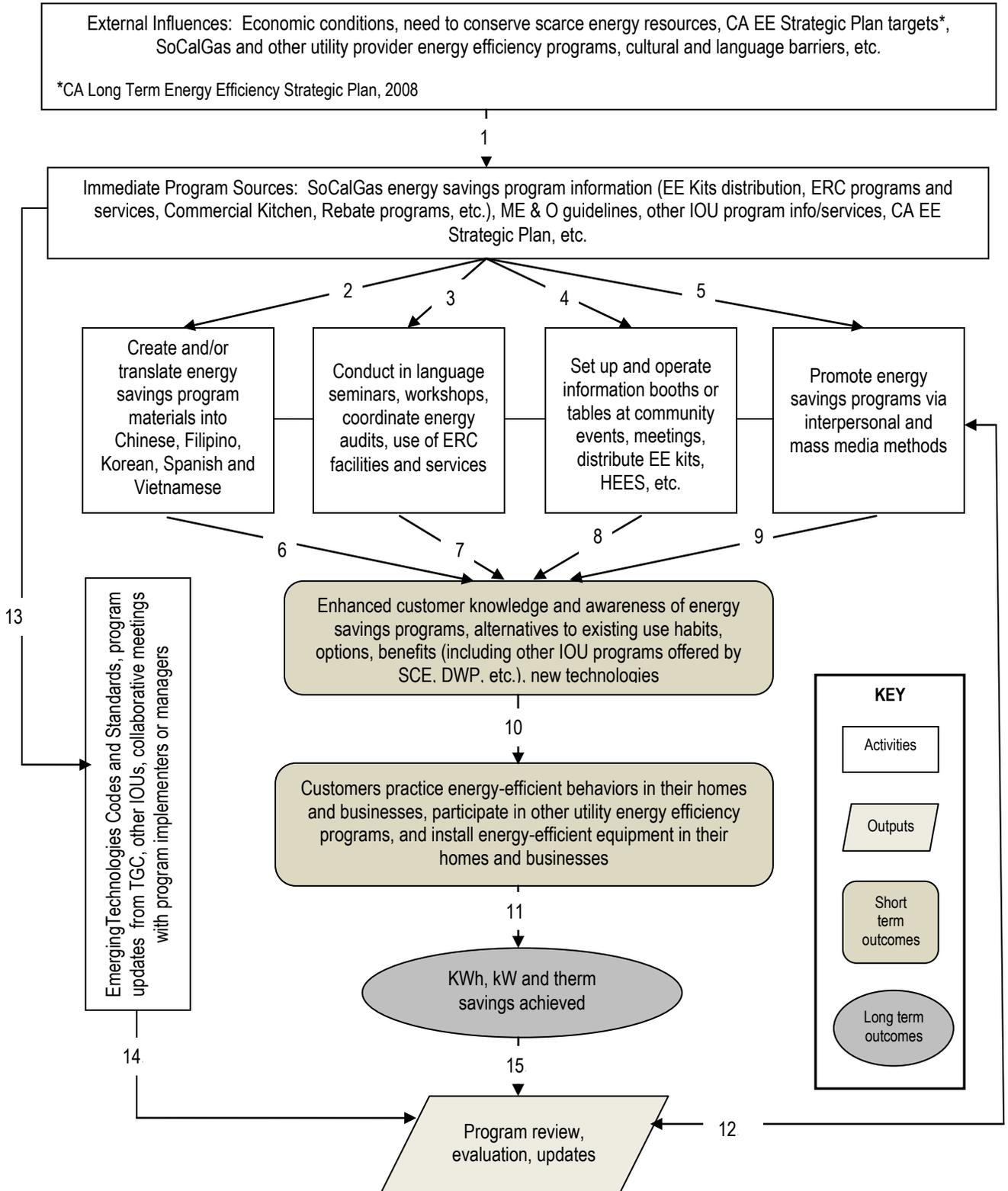
i) EM&V

The utilities are proposing to work with the Energy Division to develop and submit a comprehensive EM&V Plan for 2013-2014 after the program implementation plans are filed. This will include process evaluations and other program-specific studies within the context of broader utility and Energy Division studies. More detailed plans for process evaluation and other program-specific evaluation efforts cannot be developed until after the final program design is approved by the CPUC and in many cases after program implementation has begun, since plans need to be based on identified program design and implementation issues.

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7. Diagram of Program

Energy Efficient Ethnic Outreach (PACE Energy Savings Project) Program Diagram



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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

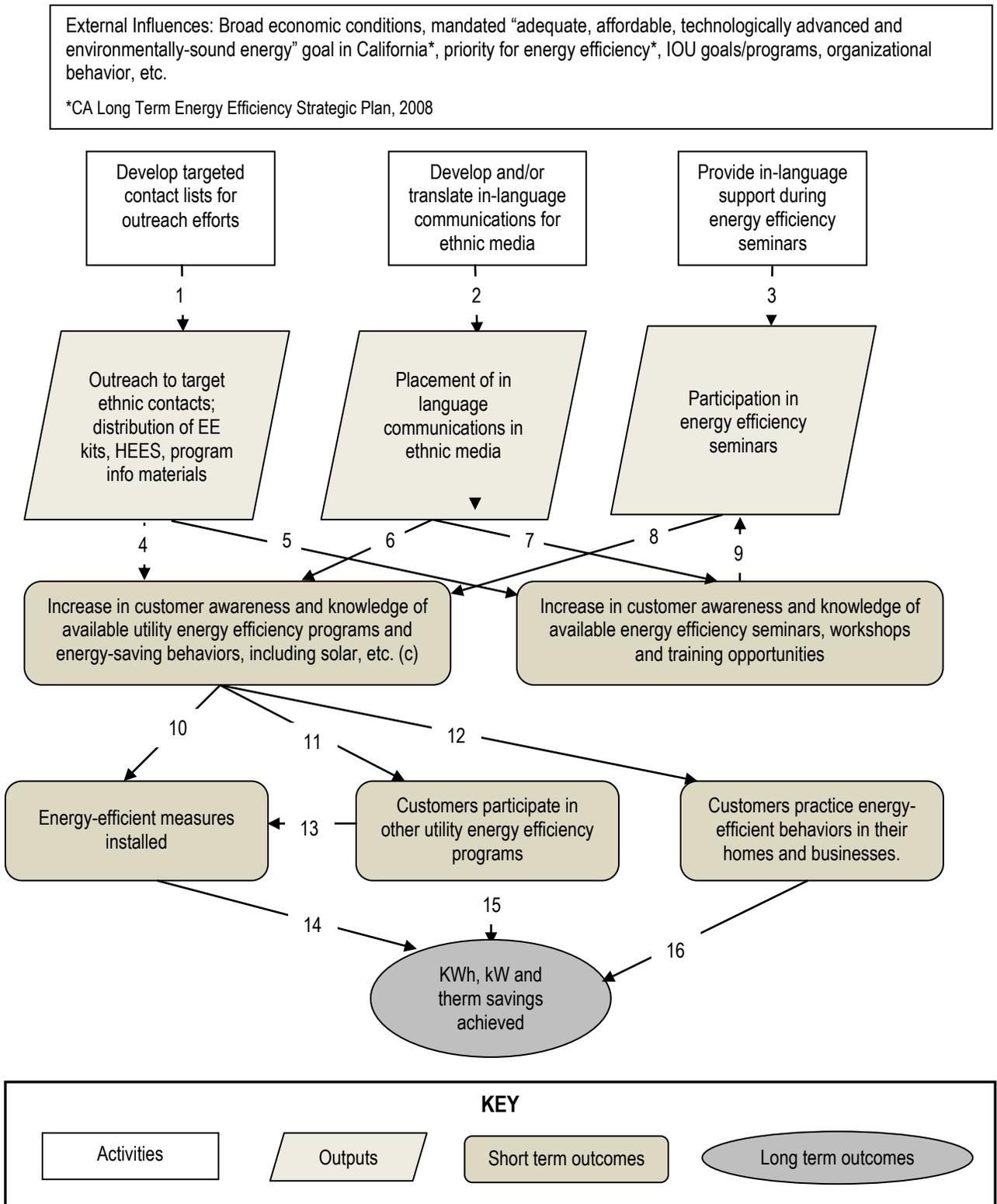
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will also be conducted by the Contractor to ensure that its strategies to promote energy efficiency programs are positively received, understood and accepted by its targets. Feedback received from program participants will be reviewed and where appropriate, 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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Link Number	Program Theory Description	Potential Performance Indicator	Possible Data Source
	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