

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

1. **Program Name:** Community Language Efficiency Outreach (CLEO)
Program ID: SCG3762
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					
3762	3P-CLEO	\$0	\$0	\$450,000	\$0	\$450,000
3762u	3P-CLEO (Utility)	\$30,706	\$5,746	\$41,582	\$0	\$78,034
	TOTAL:	\$30,706	\$5,746	\$491,582	\$0	\$528,034

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			
3762	3P-CLEO	0	0	0
	TOTAL:	0	0	0

Note: This is a non-resource program.

4. Program Description

a) Describe program

The Community Language Efficiency Outreach Program (CLEO) is a highly targeted residential energy efficiency marketing, outreach, education and training program specifically targeted to the Vietnamese, Indian, Chinese, Korean, Hispanic and African American communities of SoCalGas and Southern California Edison (SCE).

The Program will market SoCalGas efficiency programs and offer energy efficiency education and training using local ethnic media (Radio and newspapers), and community events. The Program's marketing efforts garner interest and lead to participation in CLEO residential seminars -. CLEO will target SoCalGas customers in the areas of Los Angeles, San Bernardino, and Orange Counties with high concentrations of Asian, Hispanic and African American customers.

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

Program year 2013-2014 will usher in significant evolution of the program. CLEO will serve all residential customers in SoCalGas service areas. In previous program cycles CLEO only served the joint SoCalGas/SCE service areas. New additions to the CLEO program will be SoCalGas customers from LADWP, Anaheim, Pasadena, Glendale, Burbank and Riverside service areas.

The implementation process involves a logical sequence of activities that begins with program marketing. To continue the success of the CLEO Program a low cost marketing blitz, including community newspapers, ethnic in-language newspapers and radio ads - in coordination with popular ethnic Community Based Organizations (CBO) and schools, will be initiated. CLEO will also reinforce and leverage existing relationships with local churches, schools and cities to partner with the program outreach and delivery strategies.

This will progress to program implementation which will involve face-to-face classroom style seminars with simple efficiency incentives and energy efficiency information disseminations. These seminars educate customers on common energy, gas and water saving strategies and empower them to implement lasting energy efficiency measures. In addition customers are informed of utility and third party efficiency program offerings and encouraged to take advantage of these programs. - CLEO will also set up community booths to disseminate information, sign-up customers for seminars and home energy audits. Customers will be encouraged to participate in other CLEO offerings at these community booths. Community booths provide an excellent platform to building community and customer relationships and the program will continue to provide a toll-free in-language hotline and dedicated website where information can be obtained about the program and its offerings as well as answer questions related to energy efficiency.

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

The Community Language Efficiency Outreach Program seeks to overcome the English as a second language market barrier in targeting hard-to-reach, low and medium income customers. The Program strategy is unique in that it is a 100% in-language strategy. In 2013-2014 the program will continue to target the Vietnamese, Indian, Chinese and Korean and will also expand the Program to target the Hispanic (Spanish speaking) and the hard-to-reach, low and medium income customers in the African American Communities.

c) Program goals, strategies and measurable objectives

The Program will offer a total of 70 in-language seminars, 35 community booths, 300 radio ads, 200 newspaper advertisements, an in-language toll free hotline, outreach with schools, outreach with local Faith Based Organizations/Community Center Events and Community & City Partnership Outreach Events. In addition, CLEO will create and update an effective web

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

presence and provide attractive in-language promotional materials and energy efficiency information.

Table 3

Activity Goals (samples)	2013 -2014	2013	2014
1. Seminars	43	23	20
2. Booths	73	37	36
3. Radio Spots	140	70	70
4. Newspaper Spots	90	45	45
5. Schools	7	4	3
6. Faith Based Organizations and Community Centers			
7. Community & City Partnerships			
8. Website Updates	8	4	4

d) Target Audience

CLEO will target 50% of the SoCalGas' residential customers with its marketing outreach. However, for optimum results, the program will focus on areas with large numbers of Vietnamese, Indian, Chinese, Korean, Hispanic and African American (VICK-HA) residents.

e) Identify if and how this program will provide any elements of Workforce

The Community Language Efficiency Outreach Program will work actively with churches, schools and cities for program outreach and delivery strategies. In addition, by targeting ethnic communities, the Program seeks to elicit greater participation from and increase energy awareness in hard-to-reach areas.

5. Program Rationale and Expected Outcome

a) Quantitative Baseline and Market Transformation Information

This section is not applicable.

b) Market Transformation Information

This section is not applicable.

c) Program Design to Overcome Barriers

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

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	The Program addresses this barrier by seeking to provide Program information in customers' native languages and distributing information very widely.
Lack of financing for energy efficiency improvements.	Program provides customers information about SoCalGas incentive programs, thereby improving their access to these resources.
Lack of a viable and reliable resources to educate and inform	Program holds educational seminars and provides services at schools in target portions of service territory.
Residential	
Language: Primary language spoken is other than English	Program addresses this issue directly by translating energy efficiency materials into non-English languages and providing services with customer service personnel who speak the same language as target customers.
Income: Income levels less than 400% of federal poverty guidelines	Many of the Program's target customers are income qualifying.
Housing Type: Multi-family and mobile home tenants	Many of Program's target customers are in multi-family housing units. The Program establishes mechanisms to ensure that these customers receive its energy efficiency information benefits.
Geographic: Residents of areas other than the San Francisco Bay Area, San Diego area, Los Angeles Basin or Sacramento,	Program targets traditionally underserved portions of SoCalGas's service territory.

d) Quantitative Program Targets

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

Table 4

Community Language Efficiency Outreach Program (CLEO)	Program Target by 2013	Program Target by 2014	-
1. In-language seminars (attendees)	23	20	-
2. Booths – Community Events	-See below	-See below	-
-3. Radio Ads – Marketing	- See below	- See below	-
-4. Newspaper ads – Marketing	- See below	- See below	-
-	- See below	- See below	-
5. School outreach events	- See below	- See below	-
6. Church and Adult Center Outreach Event	- See below	- See below	-
7. Community & City Partnership Outreach Events	- See below	- See below	-
8. Quarterly Website Updates – Marketing	- See below	- See below	-

Targets 1 - 2: Each In-language seminar will reach up to 43 In-language participants or 6,000 or more households during the 2013 - 2014. Community Booths and all outreach strategies will reach a wide range of ethnic customers; Customers engage at the booths are provided energy efficiency information and is distributed to customers to promote the goals of the program.

Targets 3 - 4: The CLEO marketing campaign will continue to employ advertising in the Chinese Daily News (Chinese), Sing Tao Newspaper (Chinese), Nguoi Viet Newspaper (Vietnamese), and Viet Bao (Vietnamese) newspapers. Other media will also be implemented in Radio stations include KMRB Radio (Chinese), KAZN-AM (Chinese), and Little Saigon Radio (Vietnamese). Each of these media outlets has a tremendous audience and will contribute greatly to the communities embracing the CLEO program. While quantification of the number of people reached is elusive, the media campaign will effectively reach more than 1.5 million In-language hard-to-reach customers. The advertisers utilized are the mainstream media in targeted communities their advertising is viewed by the community at large. Expected reach also varies.

Targets 5-8: CLEO will offer an enhanced school program designed with a whole-house approach to energy conservation. CLEO will also deliver the Program to Faith Based Organizations and offer seminars at local community centers. CLEO will continue to build upon its existing relationship with cities by participating in various city-sponsored events. CLEO's efforts will be supported by a robust web presence providing customers with a platform to access CLEO's offerings. This web site will offer program-participating information and will be available in five languages (English, Chinese, Vietnamese, Korean and Spanish).

**2013-2014 Energy Efficiency Programs
Community Language Efficiency Outreach
Program Implementation Plan**

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

Describe how program aggressively advances the goals, strategies and objectives of the California Long Term Energy Efficiency Strategic Plan. Reference and describe how program advances *specific 2010 - 2012 action steps* toward Strategies outlined in plan.

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

As the CLEO Program is offered in both SCE and SoCalGas service territories and functions under the same name, the Program will have opportunities to coordinate activities between these two utilities (although not statewide).

The Program will encourage customers to participate in SoCalGas's programs and services, and will coordinate with SCE and the local water agencies and will promote increased awareness for customers to understand the structure and opportunities for energy conservation and efficiency both at home and in their businesses. Synergies will be leveraged to cost effectively disseminate efficiency knowledge and training.

b) **Program delivery mechanisms**

- i. Funneling of program participants to resource programs
- ii. WE&T
Where applicable, program will promote the WE&T efforts within the specified regions.
- iii. Coordination with other programs
The Community Language and Ethnic Outreach Program will coordinate with SoCalGas's residential programs, where applicable.
- iv. Demand-side integration

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

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 is not applicable to this program.
- iii. Proposed target audience/s, if applicable both primary and secondary
The proposed target audiences are - (Vietnamese, Indian, Chinese and Korean – Hispanic and African American) residential customers
- 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
CLEO Marketing activities are required to generate program awareness and to facilitate program participation. The media campaign will leverage efficiencies by partnering with cities, local governments and other IOU Programs to ensure an efficient use of the program budget. Marketing efforts will include Newspapers, and Radio- outreach campaigns to in-language customers and demographics targeted by the CLEO Program. There will also be an updated web presence at www.cleosave.com, which will provide targeted customers with program information and program sign-ups. The website will also provide an in-language educational platform for energy efficiency and demand-side management. Where available the program will leverage synergies with other programs including Residential and Partnership Programs.

Community Marketing Activities:

CLEO Community activities represent the implementation aspects of the program. These activities seek to enrich the target audience by providing the tangibility and presence to the communities served. As the scope of

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

the CLEO Program continues to expand, community efforts will also provide resource (energy saving) opportunities and will seek to support the goals of the Workforce Education and Training Strategic Plan by developing a workforce to carry out specific activities of the program. Implementation activities include:

In-Language Seminars: The objective of In-language Seminars will be to provide a classroom style form to empower residential customers to conserve resources by teaching them simple ways of savings Gas, Electricity and Water. This strategy will align itself with a goal of the Workforce Education and Training Strategic Plan to ensure that minority, low income and disadvantaged communities fully participate in education programs by providing modules that will seek to encourage interest toward employment in the energy efficiency industry. -

Community Booths: CLEO will continue participating in prominent ethnic cultural booths such as the ‘Chinese New Year’ and ‘Harvest Moon Festivals’. - This will include coordinating with SoCalGas’s Energy Centers and Faith Based Organizations during cultural events.

Schools Outreach: In 2013 - 2014- the CLEO program will expand its schools outreach efforts by providing a comprehensive schools outreach strategy. In addition to the continuing ‘Energy-Artist’ contest with winners from partnering schools awarded prizes and recognition the program will also introduce -‘Carbon Footprint’ contest where schools could potentially compete against each other for the highest decrease in energy use. Outreach efforts will also include coordination with SCE and will also target Adult Education (ESL) educational centers. CLEO may also coordinate elementary school efforts with the existing PEAK Program. The PEAK Program is an educational program of The Energy Coalition designed to teach students and their families to use energy more wisely in their homes, communities and schools.

Faith Based Organizations (FBO’s) and –Community Center Outreach: Local community FBO’s and religious forums form the backbone of ethnic community. FBO’s also provide a forum for Community events and an excellent platform to market and encourage energy efficiency. CLEO will cultivate and add to the existing relationships with churches and –local community centers to effectively cultivate program participation and promote energy conservation. -

Community/City Partnership and Outreach: This outreach strategy will build upon existing relationships with the cities of Monterey Park, San Gabriel, Alhambra, Walnut, Diamond Bar and others to promote

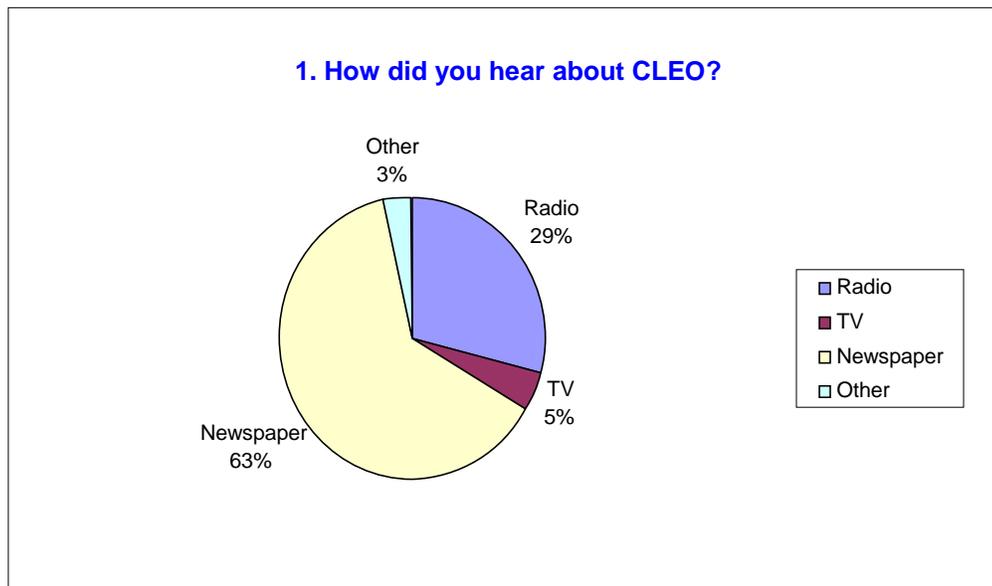
2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

energy efficiency in the community. CLEO will place information Kiosks at City community centers and will participate in -community events to further promote energy efficiency in the community. CLEO will also integrate components of the program with other existing Partnership Programs with higher ethnic populations.

- vi. Plans for developing message concepts
This is not applicable to this program.
- vii. Implementation timeline
This is not applicable to this program.

d) Best Practices

Media marketing has proven to be the primary mechanism to generate community awareness about the CLEO Program and its offerings. Internal metrics further outlines the importance of the marketing mix as well. Illustrated below are the results of an internal 2006-2007 CLEO Participant study asking the question; “How did you hear about CLEO?”



The program relies on a dynamic EM&V to gauge the programs success and to listen to the customer for feedback. These are transformed to ‘Lessons learned’ and incorporated in to the program strategy and offerings. For example, in 2006-2008 costly television spots were swapped for effective newspaper and radio spots as illustrated above.

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

In addition, CLEO has improved its offering with targeted messages for maximum effectiveness. CLEO program offerings have evolved with the lessons learned as it deals directly with the community through its seminars, community booths, and home surveys.

The CLEO program design incorporates various best practice elements. Specific items include:

- Program Theory and Design: Program understands and incorporates into marketing local market conditions, maintains program flexibility to respond to changes in market and other factors and defines and locates hard-to-reach customers and targets programs accordingly.
- Program Implementation – Participation Process: The Program utilizes participation strategies that are multi-pronged and inclusive and keeps participation simple.

e) **Innovation**

The 100% in-language aspect of CLEO separates it from any other outreach effort, and provides a level of understanding to the target population that is unmatched. Many of the program participants speak only Chinese and cannot be reached through any outreach effort that is delivered in another language.

f) **Integrated/coordinated Demand Side Management**

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.

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

Promoting energy efficiency effectively to the in-language residential customer presents challenges but provides opportunities to truly interact with this hard-to-reach customer on a personal level. The key barrier to energy efficiency continues to revolve around the lack of information or awareness of specific measures and practices which is compounded when a language barrier exists. --

h) **Pilots**

CLEO does not have any Pilots but will expand the program. In 2002-2008 CLEO served the residential customers in the joint areas of SoCalGas/SCE. This limited the program offering only to SoCalGas/SCE joint customers. SoCalGas customers in municipal utility service areas of Los Angeles, Pasadena, Burbank, Glendale, Anaheim and Riverside utility were excluded. In 2010 – 2012 CLEO extended the program to all residential customers of SoCalGas. New inclusions were municipal utility service areas of Los Angeles, Pasadena, Burbank, Glendale, Anaheim and Riverside, in addition to the existing SCE service areas. CLEO will also continue to leverage local municipal utilities to form partnerships in 2013-2014.

**2013-2014 Energy Efficiency Programs
Community Language Efficiency Outreach
Program Implementation Plan**

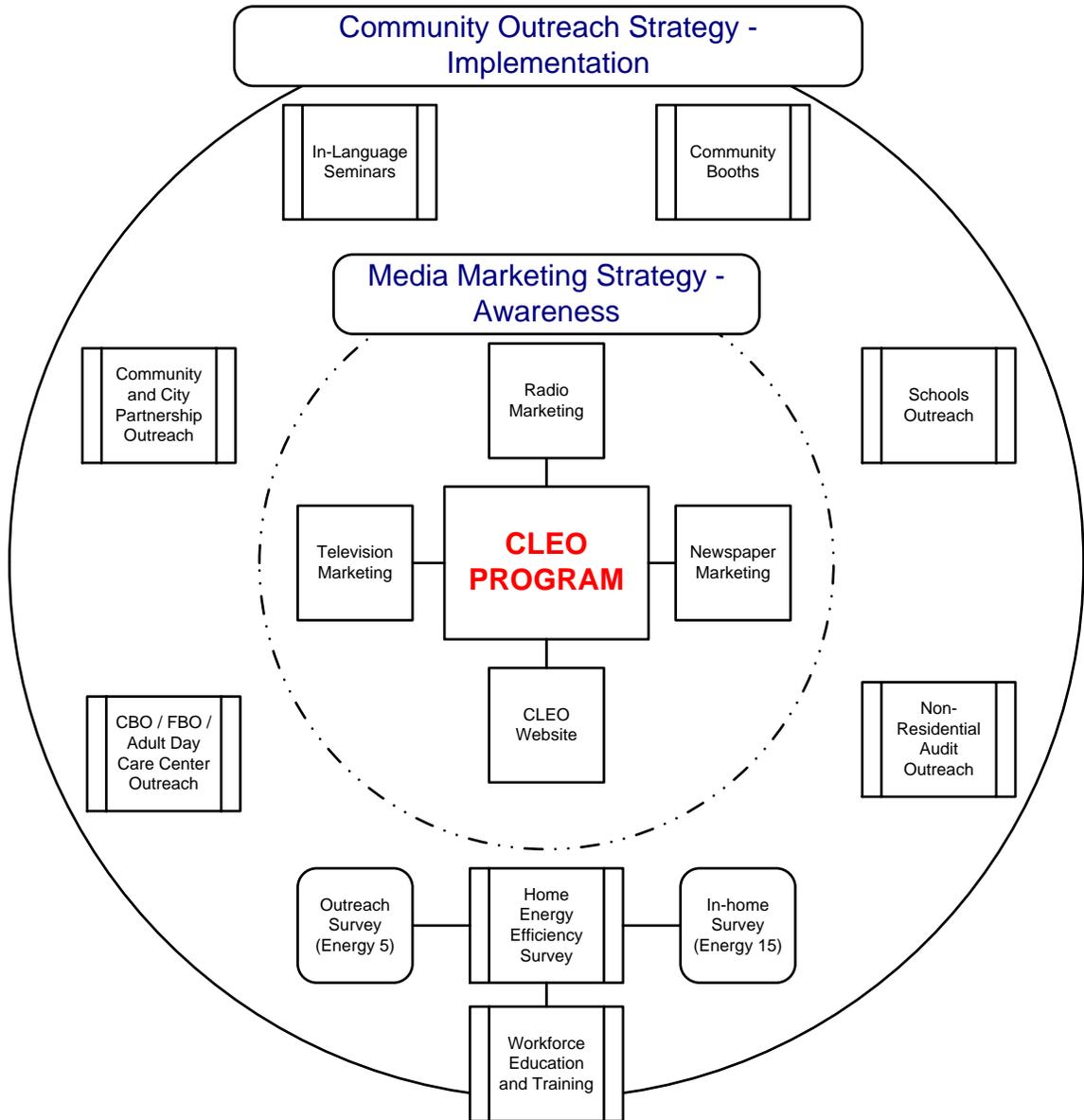
i) **EM&V**

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.

7. Diagram of Program

No specific program diagram for this third party program has been developed. Any program linkages are discussed in Section 6. However, provided below is a diagram of the Program's implementation approach and marketing strategy.

2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan



2013-2014 Energy Efficiency Programs Community Language Efficiency Outreach Program Implementation Plan

8. Program Logic Model

