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**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

Jocelyn Rodriguez

Order Instituting Rulemaking to Identify Disadvantaged Communities in the San Joaquin Valley and Analyze Economically Feasible Options to Increase Access to Affordable Energy in those Disadvantaged Communities.

Rulemaking 15-03-010

**2020 ANNUAL REPORT OF
PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)**

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Dated: December 21, 2020

Attorneys for
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Date removed from posting 01/30/2021

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**2020 ANNUAL REPORT OF
PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)**

Pacific Gas and Electric Company (PG&E) submits the annual report regarding San Joaquin Valley Disadvantaged Communities (SJVDAC) Pilot Program Annual Report (Annual Report) as Attachment A in accordance with Decision (D.) 18-12-015, Ordering Paragraph (OP) 15(g). OP 15(g) directs PG&E and the other California investor-owned utilities to:

Serve and file reports detailing their efforts to engage disadvantaged communities in the San Joaquin Valley, including progress in implementation of the pilot projects approved in this decision. The reports shall include information on the Disadvantaged Communities Green Tariff Program, the Community Solar Green Tariff program, the Disadvantaged Communities Solar on Affordable Single-Family Housing Program, the Self-Generation Incentive Program, the California Solar Initiative Thermal program, the Solar on Multifamily Affordable Housing Program, the Energy Savings Assistance Program, the Middle-Income Direct Install program, and the Electric Vehicle Grid Integration Pilot program, including how each program has been leveraged to implement the eleven pilot projects authorized in this decision, or if not leveraged the barriers or basis for not utilizing the program, within one year of the issuance of this decision, and annually thereafter.^{1/}

^{1/} D.18-12-015, pp.166-167.

This Annual Report is being filed and served on all parties to Rulemaking (R.) 15-03-010.

Respectfully Submitted,

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ATTACHMENT A

Pacific Gas and Electric Company

San Joaquin Valley Disadvantaged
Community Electrification Pilots

2020 Annual Progress Report

December 21, 2020

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Overview

Pacific Gas and Electric Company (PG&E) submits this second annual report (Report) in compliance with the California Public Utilities Commission (CPUC) Decision (D.) 18-12-015, Ordering Paragraph (OP) 15(g) regarding San Joaquin Valley (SJV) Disadvantaged Communities (DAC) pilot programs (Pilots).

This Report summarizes PG&E's¹ activities and expenditures related to implementation of three SJV DAC Pilots in its service territory and covers the reporting period of November 1, 2019 through October 31, 2020 to meet the submission date mandated by D.18-12-015 OP 15(g). This does not include activity on the SJV DAC Data Gathering track approved under a separate decision.²

Of the eight SJV DAC pilots located within PG&E service territory, PG&E is the program administrator (PA) with a third-party pilot implementer (PI) for three pilot communities (Allensworth, Cantua Creek, and Seville) and a third-party vendor is the program administrator/pilot implementer (PA/PI) for the remaining five pilot communities (Alpaugh, Fairmead, La Vina, Lanare, and Le Grand).³ The Third-Party PA/PI will be filing their own annual report separate from PG&E.

Highlights of PG&E pilot activity in the reporting period include:

- **Vendor Contracting and Management:** PG&E completed the Request For Proposals (RFP) for PG&E's PI and contracted with the successful bidder. PG&E's PI and the third-party PA/PI are the same vendor, Richard Heath and Associates, Inc. (RHA), which created opportunities for reduced pricing and efficiencies in operations. Following contract execution, activities shifted to setting up the pilot infrastructure, policies and procedures to support pilot implementation.
- **Outreach and Engagement:** Community outreach activities began in late April 2020. Outreach efforts were hampered by the COVID-19 pandemic and subsequent social distancing requirements put in place by state and local governments in March 2020. Administration and implementation of the Community Energy Navigator (CEN) element of the pilot also faced several non-COVID-19 related challenges with execution but outreach and enrollments have been gaining momentum.
- **Home Assessments and Project Installations:** PG&E developed policies and processes that addressed the myriad of scenarios anticipated at resident homes. Nonetheless, each stage of implementation reveals new challenges that must be addressed to ensure smooth implementation. The potential need for electric service upgrades created significant uncertainty in project timelines. The first home assessments were performed in July 2020. Installations are expected to be completed by the middle of 2022.
- **Program Leveraging:** Most leveraged programs have been integrated directly into the pilot processes. One, of necessity, is indirectly leveraged through a referral process to the third-party administrator. The CENs are promoting leveraged programs and directly assisting with enrollment in bill discount programs. Most other enrollments are performed by PG&E's PI.

This report documents the progress of the pilot for the past year, including successes and challenges. While the challenges may be viewed unfavorably, a key part of any pilot is to learn what works and what does not. The SJV Pilots are the first of its kind and challenges are inevitable as all parties learn how to

¹ Includes PG&E's contractors.

² D.18-08-019.

³ D.18-12-015, p. 2.

best collaborate to meet customer needs. PG&E is confident and committed to ensuring that the successes and challenges experienced through these SJV Pilots will be utilized to inform future pilot and program offerings that can better assist the communities PG&E serves.

PG&E Budget Overview

The following tables outline the authorized budgets associated with the PG&E Pilot, as well as annual and total expenditures. 2020 actual expenses in the tables below are inclusive of actual expenditures as well as accounting accruals that are based on unpaid estimated liabilities in the reporting period. Subsequently, next year's annual report will update 2020 actual expenses to reflect final expenditures for work performed in the 2020 reporting period.

Table 1: PG&E Pilot Budget

Budget Category	Authorized Budget	2019 Actual Expenses	2020 Actual Expenses	Total Actual Expenses	Total % of Budget Spent
Administration Budget Cap [1]	\$ 1,678,567	\$ 175,062	\$ 419,155	\$ 594,217	35.4%
Contingency Budget [2]	\$ 1,580,000	\$ -	\$ -	\$ -	0.0%
Implementation Budget	\$ 6,097,268	\$ -	\$ 623	\$ 623	0.0%
Total Pilot Budget [3]	\$ 9,355,835	\$ 175,062	\$ 419,778	\$ 594,840	6.4%

Table 2: Additional Authorized Budgets (PG&E) [4]

Budget Category	Authorized Budget	2019 Actual Expenses	2020 Actual Expenses	Total Actual Expenses	Total % of Budget Spent
Community Energy Navigator [5]	\$ 142,000	\$ -	\$ 84,541	\$ 84,541	59.5%
Process Evaluator	\$ 112,500	\$ -	\$ 16,440	\$ 16,440	14.6%
Economic Feasibility	\$ 112,500	\$ -	\$ -	\$ -	0.0%
Monterey Park Tract	\$ 250,000	\$ 198,059	\$ 1,903	\$ 199,963	80.0%

Table 3: Community Level Expenditures (2020 Only)

Budget Category	Allensworth	Cantua Creek	Seville	Total
Implementation	\$ 219	\$ 206	\$ 198	\$ 623
Contingency (Remediation)	\$ -	\$ -	\$ -	\$ -
Community Energy Navigator	\$ 28,730	\$ 24,422	\$ 31,390	\$ 84,541
Bill Protection Discount	\$ -	\$ -	\$ -	\$ -
Transitional Community Solar Discount	\$ -	\$ -	\$ -	\$ -

Table 4: Bill Protection and TCSD Budgets [6]

Budget Category	Authorized Budget	2019 Actual Expenses	2020 Actual Expenses	Total Actual Expenses
Bill Protection Discount	<i>Not Applicable</i>	\$ -	\$ -	\$ -
TCSD Discount	<i>Not Applicable</i>	\$ -	\$ -	\$ -

[1] The Administration Budget is capped at 20% of the authorized pilot budget (less the contingency budget), plus 20% of other authorized budgets including Community Energy Navigator, Process Evaluator, Economic Feasibility, and Monterey Park Tract. However, the entirety of the Administration Budget comes from the authorized pilot budget.

[2] D.18-12-015 established a cap on remediation cost at \$5,000 per home, multiplied by number of eligible homes.

[3] Reflects the total funding authorized in D.18-12-015, as summarized in Table 24 of that decision but excluding Community Energy Navigator (CEN) Work and Bill Protection credits. Actual expenses are those incurred by both PG&E and contractors under the SJV DAC Balancing Account through October 2020 of the respective calendar year.

[4] Additional Authorized Budgets are PG&E's allocation of the authorized budgets for Process Evaluator Consultant and Economic Framework Consultant as approved in PG&E AL 4075-G/5494-E, as well as the authorized budgets for Monterey Park Tract and Community Energy Navigator.

[5] CEN 2020 Actual Expenses include paid invoices for work performed through May 2020 as well as an estimate of projected expenses provided by the CPM for work performed from June through October 2020. The 2021 Annual Report will include updated 2020 Actual Expenses based on final CEN invoices paid for work performed in the 2020 reporting period.

[6] Because the Bill Protection discount and Transitional Community Solar Discount (TCSD) are administered through PG&E billing, the entirety of Bill Protection and TCSD discounts for PG&E and the Third-Party PA/PI are managed through PG&E and accounted for in this report. There were no Bill Protection or TCSD discounts applied in the reporting period.

Progress on Implementation

Pilot Implementation Timeline

As shown in Table 5 below, community outreach and enrollments began in Q2 2020 and slowly ramped up to a steady pace by the middle of Q3 2020. It is anticipated that the majority of active outreach and enrollments in Allensworth and Seville will conclude by the end of 2020, but further outreach in Cantua Creek will continue through early 2021. This timeline is a change from original estimates that envisioned enrollments beginning in Q1 2020 and continuing through Q2 2022. Despite a slow start to outreach, approximately 80% of eligible households were contacted at least once by the end of October 2020, resulting in an updated enrollment timeline wherein all enrollments are expected to be completed by early Q2 2021.

Though enrollments and subsequent home assessments began later than originally planned, home treatments are still expected to conclude within the original timeline. The longer end of the timeline for home treatments is the result of uncertainty regarding the number of participants that will need electric service upgrades in front of the meter. Such upgrades, when needed, will require additional time to complete before pilot project installations can begin, thus extending the total time needed to complete a project. The pilot implementation timeline continues to remain fluid due to evolving conditions and various challenges. However, PG&E remains on track to complete home treatments by mid-2022.

Table 5: Pilot Implementation Timeline

Timeline	2020				2021				2022			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Community Outreach for Enrollments												
Home Assessments												
Home Treatments (Installations)												

Legend	
Customer Outreach: Ramp-Up/Ramp-Down	Customer Outreach: Steady State
Assessments: Ramp-Up/Ramp-Down	Assessments: Steady State
Installations: Ramp-Up/Ramp-Down	Installations: Steady State

Pilot Implementation Setup

The first several months of this reporting period were spent primarily on administrative tasks such as setting up contracts, establishing infrastructure, and developing policies and procedures for implementing the pilot. Significant efforts were made to address various scenarios that could be encountered at residents' homes and develop the policies and processes that would make implementation safe, effective, and beneficial to the participants. These efforts are described below. As implementation progressed, unanticipated challenges arose with more expected prospectively. These will be addressed collaboratively with the appropriate partners and stakeholders.

- Pilot Implementer Contracting:** PG&E conducted two competitive solicitations in 2019 nearly simultaneously, one to select PG&E's PI and the other as directed by the CPUC for a Third-Party PA/PI. The CPUC was the decision-maker on the selection of the PA/PI for the five third-party administered communities while PG&E independently selected the successful bidder for the PI for the three PG&E administered communities. RHA was the successful bidder for both competitive solicitations.
- Pilot Infrastructure Setup:** As a result of having a single vendor (RHA) in the role of PG&E's PI and the third-party PA/PI, PG&E was able to successfully negotiate lower pricing due to overlapping measures, processes and efficiencies in operations. In addition, in collaboration between Energy Division staff, RHA, and PG&E, there was agreement to leverage some of PG&E's existing program-supporting infrastructure and tools for both contracts where possible to avoid the need for RHA (as a PA/PI) to develop their own redundant infrastructure at considerable additional expense. Some examples of the shared infrastructure and processes included the use of PG&E's online project reporting and payment system for completed projects, as well as the use of PG&E's Central Inspection Program to inspect and verify project installations. The cost of these shared processes and tools are proportionately borne by the PG&E and third-party PA/PI budgets based upon the relative size of each party's authorized pilot budgets, as these budgets were also reflective of the number of eligible households within each pilot.⁴
- Bulk Purchasing Setup:** Per OPs 15(f) and 16 of D. 18-12-015, the PAs were directed to develop a bulk purchasing strategy and file an advice letter to outline that strategy. The IOUs (PG&E, SCE, and SoCalGas) filed a joint advice letter⁵ on December 30, 2019. At the heart of PG&E's strategy

⁴ D. 18-12-015, p. 66, Table 24 outlines the authorized pilot budgets per community. The cumulative authorized pilot budget (excluding CEN and Bill Protection) is \$9,355,835 for PG&E and \$24,887,014 for the third-party PA/PI. Using these authorized pilot budgets, PG&E calculated the respective proportion of shared costs to be 27.3% for PG&E and 72.7% for the third-party PA/PI and applied shared costs to each budget accordingly.

⁵ Advice Letter 4201-G/5729-E, Bulk Purchasing Plan for San Joaquin Valley Disadvantaged Communities Pilot (dated December 30, 2019).

is leveraging the existing bulk purchasing supplier and pricing already in place for PG&E’s Energy Savings Assistance (ESA) Program for all pilot measures that are identical to ESA measures. This helps to ensure that PG&E is not paying a higher price in the pilot for equivalent measures offered through the ESA Program. PG&E is also leveraging the same bulk purchasing supplier for some of the unique pilot appliances (e.g., heat pump space conditioning systems and heat pump water heaters).

The variability of home conditions and complexity of installing heat pump appliances created challenges with negotiating fully bundled standardized pricing through a bulk supplier. Heat pump appliances typically require site-specific support materials as part of the installation. These additional costs vary considerably from one home to the next, or from one heat pump space heating system to another.

- Pilot Appliance Selection:** During community meetings in 2019, some residents requested an opportunity to provide input on the selection of pilot appliances. To accommodate this request, PG&E developed an appliance survey for community residents and collaborated with the Community Energy Navigator Program Manager (CPM) to facilitate community meetings in Allensworth, Alpaugh, and Seville in Q1 2020. During these community meetings, residents completed the appliance survey and were able to ask clarifying questions on the planned appliance features and specifications for the pilot. Through this process PG&E was able to confirm the pilot appliances would meet the vast majority of residents’ needs.
- Bill Protection and Transitional Community Solar Discounts Setup:** In Resolution E-5034, the CPUC approved PG&E’s Advice Letter 5496-G with modifications. The CPUC required that PG&E accomplish the implementation directives listed below and PG&E successfully accomplished them as of May 1, 2020.

Table 6: Bill Protection and TCSD Requirements

Directive	Fulfillment
Bill Protection discount shall be in addition to eligible CARE and FERA discounts ⁶	PG&E designed the Bill Protection discount to be applied after any discounts a customer is already eligible for.
Bill Protection discount shall be in addition to eligible CS-GT, DAC-GT, or TCSD ⁷	
Applicable Bill Protection, CARE, FERA, CS-GT, DAC-GT, and TCSD shall be stacked sequentially from largest discount to smallest discount on customer’s monthly electricity bill ⁸	
Bill Protection discount billing process shall be implemented no later than May 1, 2020 ⁹	The Bill Protection billing process was established by May 1, 2020.

⁶ Resolution E-5034, p. 27.

⁷ Resolution E-5034, p. 27.

⁸ Resolution E-5034, p. 28.

⁹ Resolution E-5034, p. 28.

Bill Protection discounts shall begin on the customer's first electric bill representing a full month of new electric appliance usage ¹⁰	PG&E designed a manual billing process that applies the Bill Protection discount after the first full billing cycle.
Bill Protection discount and TCSD shall be associated with the customer service agreement at the time of enrollment ¹¹	PG&E designed the Bill Protection discount to apply only to the customer's Service Agreement ID that was active on the home at the time of pilot enrollment.

- Energy Impact Statement:** In PG&E's Pilot Implementation Plan,¹² PG&E committed to providing an Energy Impact Statement (EIS) with the project proposal presented to pilot applicants to help the resident make an informed decision about participating in the pilot project. The EIS is an estimate of the bill impact a resident may experience on their overall energy costs (inclusive of electric and non-electric energy costs) if they decide to participate. A draft of this statement was presented to a focus group in August 2020. This focus group included community residents and CENs to solicit feedback on the data and format of the EIS. PG&E incorporated feedback from the focus group into the final EIS and included customer specific EIS's together with pilot project proposals beginning in September 2020. A sample EIS can be viewed in Appendix A. These are available in English and Spanish.

Community Energy Navigator Administration and Implementation

Self-Help Enterprises (SHE) was selected by the CPUC as the CPM for the pilot through a competitive solicitation led by SCE and is jointly funded by PG&E and SoCalGas. The CPM contract was executed in September 2019.

The CPM worked with the joint PAs (PG&E, SCE, SoCalGas, and RHA) during the planning and CEN outreach launch phase to finalize CEN responsibilities and related procedures. In doing so, the CEN role evolved to exclude or alter some of the initially planned responsibilities based on the anticipated pilot implementation. Some of the key responsibilities that changed in a material way (as described further below) included conducting data gathering surveys, enrollments in leveraged programs, monitoring rent increases, and estimating annual energy costs.

The outbreak of COVID-19 had a negative impact on the outreach timeline and methodology, forcing the CENs to shift from in-person strategies to virtual strategies for several months. Beyond COVID-19 timing and methodology impacts, PG&E also observed other challenges related to the execution of CPM administration and CEN implementation which delayed pilot progress and reporting. More details are provided in the highlights below.

- CPM Setup and Administration:** PG&E, along with the joint-PAs, provided significant support to the CPM to prepare for and launch CEN outreach and enrollment. Some key preparation activities included development of CEN training materials, the pilot application form, the online

¹⁰ Resolution E-5034, p. 29.

¹¹ Resolution E-5034, p. 39.

¹² Advice Letter 5829-E, PG&E San Joaquin Valley Disadvantaged Communities Electric Pilot Implementation Plan, p. 10.

enrollment tracking tool, and reporting tools. Many CPM activities appeared to lack sufficient project management oversight and/or adequate staffing support, resulting in delays or setbacks to outreach and enrollment. During discussions between the joint IOUs and the CPM in Q1 2020, it was identified that one potential cause of the lack of project management was differing views between the CPM and IOUs regarding roles and responsibilities for project management of the CPM activities. The joint IOUs clarified that direct project management responsibility for activities contained within the CPM contract lie with the CPM and that the IOUs would provide support as needed. Unfortunately, project management remained a challenge as the CPM continued to struggle with providing the level of administrative project management, reporting, and communication that the IOUs expected and needed to adequately manage the CPM contract and coordinate with pilot implementers.

The primary lesson learned from these administrative challenges was that clear Key Performance Indicators (KPIs) are necessary and a best practice to establish at the beginning of any contractual relationship to ensure clarity on expectations of roles and responsibilities. This is now in process of development for this contract.

PG&E recognized the intent and efforts made by CPM staff and acknowledged that there is a heightened administrative responsibility when implementing CPUC programs as compared to other grant-based activities. PG&E has, and will continue, to offer support to the CPM as needed in order to facilitate the success of the CEN effort and the pilot overall as they continue to develop the scale needed modify their operations to drive the efficient and timely administration and implementation of outreach and education.

Evolving CEN Role: In conjunction with the development of Data Gathering and Pilot Implementation processes and activities, the CEN role evolved accordingly. There were several instances where the CPM and joint PAs agreed that planned CEN responsibilities should change to improve the pilot experience for customers and ensure efficient work processes.

Some examples of the evolving CEN role are outlined below:

- **Data Gathering Surveys:** The original role of the CEN included conducting a pre-participation survey with pilot participants. This survey was to be the same as the quantitative survey being conducted by phone or online in the Data Gathering track but in the pilot communities would be performed by the CENs.¹³ These surveys were then to be included with the survey results compiled by the Data Gathering vendor. However, because the length of the pre-participation survey was expected to take 45-60 minutes to complete, the inclusion of this survey in the pilot enrollment process would have significantly lengthened the time burden on residents and was expected to present a barrier to completing pilot enrollments. Subsequently, in collaboration with the Data Gathering vendor, joint PAs and CPM, it was decided that instead of having the CENs complete the pre-participation survey with pilot participants, they would instead provide pilot participants with a letter that invites the residents to complete the data gathering survey by phone or online at a time of their convenience.

¹³ See D.18-08-019 for more details on the Data Gathering track.

- **Enrollments in Leveraged Programs:** During the planning stages of CEN outreach and pilot implementation, it became clear that combining the application and enrollment process across the pilot and all leveraged programs would be inherently complicated. This is partially due to the unique enrollment requirements of each program, and partially due to the challenge of training CENs to become proficient in the details of each leveraged program. Most CENs had little prior exposure to utility programs.

In addition, during early outreach efforts the CENs discovered that presenting too much information at the time of pilot enrollment was overwhelming residents and generated confusion and heightened skepticism. This created reluctance to participate in the pilot or the leveraged programs. Consequently, the responsibility of CENs to enroll residents in all leveraged programs was reduced to only enrolling residents in leveraged *billing* programs such as CARE, Family Electric Rate Assistance (FERA), and Medical Baseline. The CENs are still providing general education about leveraged *installation* programs but not in great detail and they are also no longer enrolling residents in those programs. This is a significant deviation from the original proposal for the CEN role. Leveraged program enrollment was envisioned to be a key benefit of the CEN model. However, in light of customer reception it was necessary to make this change to avoid creating new, artificial barriers to pilot enrollments. For more information on how leveraged programs are integrated into the pilot, see the section later in this Report on Leveraged Programs.

- **Monitoring Rent Increases:** At the time the CPM contract was executed, the CPUC had not yet finalized the Split Incentives Agreement, which was initially anticipated to include language regarding permissible rental increases relative to the average rental increases in the respective pilot communities. Thus, the CEN scope originally included responsibilities to monitor average rental increases in each community. However, Resolution E-5043 included a defined allowable annual rent increase in the approved Split Incentives Agreement, negating the need for CENs to monitor average rent increases in communities.¹⁴
- **Estimating Annual Energy Cost:** The CENs are collecting pre-participation non-electric fuel costs as part of the pilot application. However, neither the CPM nor CENs are equipped to perform the necessary analysis to estimate post-participation electric energy cost increases. Subsequently, PG&E has taken on the role of estimating pre- and post-participation annual energy costs using PG&E customers' energy usage information combined with the non-electric fuel cost information collected by CENs as part of the pilot application.
- **Contract Deliverables:** During the initial CPM planning stages in Q3 and Q4 2019, the CPM indicated a tentative start to outreach in February 2020. Over the course of the ensuing months, the CPM worked with the joint PAs to prepare for the launch of CEN outreach by developing CEN trainings, marketing collateral, the pilot application, the online enrollment tracking tool, the Split Incentives Agreement, and other procedures and tools needed to initiate

¹⁴ Resolution E-5043, p. 12.

outreach. The joint PAs, including PG&E, provided substantial content to the CPM for the development of CEN trainings and presented parts of the training to the CENs. Though the creation of the pilot application was part of the CPM scope of work, the joint PAs provided significant contributions by providing the terms and conditions language and worked with the CPM to refine and finalize the overall application. The joint PAs also created budget tracking, forecasting, invoicing and reporting templates for CPM use.

- **Online Enrollment Tracking Tool:** The CPM scope included creating an online enrollment tracking tool to be used for filling out pilot applications online and tracking progress of applications and projects. Development of this tool was expected to be completed by April 2020. However, after its formal launch there were many on-going technology issues that hindered enrollment and reporting efforts after CEN outreach began. For example, several CENs were unable to save applications online as intended and required multiple workarounds for months. The online enrollment tracking system is also the tool used by the CENs to send completed applications to the PIs. Hence, issues that prevented the entry of completed applications into the system also hindered the ability of PIs to receive the completed applications and begin scheduling assessments.
- **COVID-19 Outbreak:** The unanticipated outbreak of COVID-19 in March 2020, along with California's shelter-in-place and social distancing rules, required the CPM to pivot outreach strategies from a largely in-person approach to a virtual approach focused on phone outreach. Prior to COVID-19, the CPM's planned outreach strategies centered around organizing community meetings and door-to-door outreach. While the virtual strategies allowed outreach and enrollments to continue, the CENs indicated that cold-calling by phone was not as effective as in-person outreach would be. By June 2020, CENs began incorporating in-person strategies into their outreach activities, primarily through door-to-door outreach. However, community meetings remain infeasible due to safety concerns related to social distancing.
- **Appliance Demonstrations:** Appliance demonstrations for community residents were initially planned via community meetings to give residents an opportunity to view and/or use appliances that are offered through the pilot. However, as a result of COVID-19 and the need to maintain safe social distancing protocols, the use of community meetings was no longer feasible.

As an alternative, in April 2020 PG&E provided the CPM with a detailed proposal for lending out portable induction stoves in order to fulfill the spirit of appliance demonstrations and give residents an opportunity to test this technology in their own homes. While such an approach is not feasible for other pilot appliances, based on anecdotal feedback during early community meetings, the electric cooking appliance is the one appliance that residents were most reluctant to adopt and therefore the most beneficial for providing residents with first-hand experience. Unfortunately, PG&E's proposal for lending out portable induction stoves wasn't agreed to by the CPM until August 2020 and had still not been implemented by the CENs as of the end of the reporting period. Fortunately, initial results from in-home assessments completed through October 2020 indicate that a lack of appliance demonstrations has not had a negative effect upon residents' willingness to electrify their appliances even in the case of cooking appliances. Based on initial project proposals reviewed with the pilot applicants, residents have expressed a willingness to move forward with replacing approximately 95% of eligible appliances.

- **Enrollments:** A key element of the pilot is the use of CENs for outreach and enrollments. The original concept of the CEN was to enlist a cohort of local community members who can be a knowledgeable and trusted resource for their community on energy issues. Local community members would not only engender more trust by virtue of being part of the local community, but as an eligible participant in the pilot they would also be able to speak from personal experience in the pilot about pilot benefits.

In practice, however, implementation of the CEN element of the pilot has not consistently aligned with the original vision, which makes it challenging to judge the success of the concept. In those limited cases where local community members are fulfilling the role of the CEN, it appears the CENs have been highly successful in engaging residents and signing them up for pilot participation. In cases where the CEN roles were filled by CPM or other CBO staff that are not local community members, the CENs' success has been much more limited.

As noted earlier in this Report, other challenges also hampered efforts to successfully reach and enroll residents in the pilot, including and especially the COVID-19 pandemic and social distancing requirements. COVID-19 impacted not only CEN outreach strategies but also residents' priorities when compared to safety and employment concerns. Other challenges include turnover among CEN staff and resident skepticism that the pilot will deliver on its promises.

Over the last two months of the 2020 reporting period, the community outreach and enrollments began to develop more steady results. Based on the CEN's commitment, most enrollments in Allensworth and Seville are expected to be completed by the end of 2020, but further outreach in Cantua Creek will continue through early 2021 and post-installation CEN support will continue beyond that.

Pilot Implementation Progress

Implementation activities in the reporting period focused on developing and executing processes that ensured consistent, positive participant experiences and successful electrification of participants' homes. As completed applications were received by the PI, the first home assessments were completed in Q3 2020 and are expected to continue through Q3 2021. It is anticipated that the first pilot project will be completed by the end of Q4 2020 and the last projects will be completed by the end of Q2 2022.

- **PG&E Marketing and Outreach:** Prior to the start of CEN outreach, PG&E distributed postcards to all eligible households within the three (3) pilot communities administered by PG&E and the five (5) pilot communities administered by the Third-Party PA/PI in late February 2020. This post card announced the selection of SHE as the enrollment vendor for the pilot, provided SHE's contact information, and included a call-to-action to sign up for the CARE or FERA program (see Appendix B). The intent of this postcard was to support CPM's outreach efforts by sending out a PG&E-branded announcement in advance. A secondary objective was to encourage eligible residents to enroll in the CARE or FERA programs in order to maximize enrollment in the Green Saver Program (also referred to as DAC-GT), which was due to perform the first wave of auto-enrollments in early March 2020.

PG&E also added electrification pilot information to PG&E's existing webpage for residential energy saving programs (see Appendix C). This webpage contains a link directly to the CPM's flyer about the pilot (see Appendix D) to further support the CPM's role in the pilot.

- **In-Front-of-the-Meter Electric Service Upgrades:** PG&E’s electric distribution system leading up to individual homes is equipped to handle a certain amount of electric load. Replacing non-electric appliances with new electric appliances adds new load to the distribution system. Though this is not expected to have a material impact at a substation level, the new electric load required to meet the need of the new electric appliances may in some cases exceed the capacity of the transformer or other equipment supporting individual homes. In many instances the existing electric system in front of the meter has sufficient capacity to meet the needs of the new electric load. In other cases, the additional electric load may require an electric service upgrade to PG&E equipment. PG&E estimates that such electric service upgrades may be required approximately half the time in pilot communities.

In collaboration with RHA (operating as both PG&E’s PI and the third-party PA/PI), PG&E’s pilot team worked with the PG&E electric operations and service planning teams to develop a streamlined, coordinated process for assessing the electric service capacity available to each participating home and performing any necessary electric service upgrades prior to installing new electric appliances. Under normal conditions these processes oftentimes require months to complete. Through these coordination efforts, the time needed to perform the electric service assessment and subsequent electric service upgrades (when needed) for pilot projects should be greatly reduced. However, as with any major change to established processes, there have been challenges with implementation, but PG&E is committed to work through and resolve these in order to ensure the successful implementation of both the PG&E and third-party PA/PI pilots and provide a positive customer experience. It is important to note that the time needed to perform electric service upgrades, when applicable, is expected to remain several weeks and will be subject to system emergencies that impact locally available crews.

Assessing whether electric service upgrades are needed for any particular home cannot be completed until after the scope of the pilot project has been finalized and approved by the resident so PG&E is certain of the post-installation electric load that needs to be satisfied. This timing requirement for assessing the need for electric service upgrades has a cascading effect upon the remainder of the project timeline and broader implementation timeline. If the PG&E assessment for an individual home determines that electric service upgrades *are not* needed, then installation may be scheduled as soon as the PI and customer are ready. If electric service upgrades *are* needed, then appliance installations may not be scheduled until the electric service upgrades have been completed, which may be eight weeks later or longer depending on the upgrades required.

This uncertainty creates several challenges in managing the customer experience. First, project installation cannot be scheduled until after it is determined that no electric service upgrades are needed or until after the electric service upgrades are completed. This creates uncertainty for the customer as well as the PI. Second, such uncertainty in the installation schedule, particularly at the start of implementation as installations are ramping up, makes it difficult for the PI hire sufficient installation crews until it is known when and how much work will be available for the installation crews to perform. Third, the additional uncertainty regarding the propensity for required electric service upgrades creates further challenges with forecasting the general pace and timeline of project installations over the course of the entire pilot.

Electric service upgrades that are normally be paid for through PG&E will continue to be funded as such. However, electric service upgrades that are normally billed directly to the benefiting PG&E customer are instead being paid for out of the authorized pilot implementation budget as such upgrades are necessary to perform the pilot installations.

- **Home Assessments and Home Treatments:** A home assessment may not be scheduled by the PI until the CEN has provided them with the resident’s completed pilot application. A completed application includes the resident signature, as well as the landlord signature on required documents such as the Split Incentive Agreement and Property Owner Authorization, if applicable. This dependency on a separate organization for outreach and enrollment creates logistical complexity because the PI has limited insight into the CENs’ pipeline of applications which creates challenges when trying to the plan for the staffing ramp up for home assessments and installations. It also means that the PI has little control over resident participation rates or the timing of when assessments can begin until completed applications are provided to the PI to act on.

Of the completed applications received from the CENs, there were 21 instances where the PI had difficulty reaching the resident to schedule the home assessment. In some cases, the resident would not answer a call from an unrecognized phone number; in other cases, community cell coverage (or lack thereof) would prevent the call from being received on the resident’s end. Other reasons occasionally caused challenges as well. In addition, there were 3 cases where the resident completed an application but then declined to move forward before an assessment was performed. As this was a rare occurrence, no pattern has developed to indicate a trend.

The first home assessments began in July 2020. The varying conditions of each home required significant review of eligible work to be performed. In all cases, PG&E and the PI worked together to maximize offerings to the resident within the pilot and leveraged program rules. The requirement to review electric service capacity to the home and complete subsequent electric service upgrades (when needed) further lengthened the time from home assessment to project installation. Though the electric service capacity review process has been streamlined and condensed for SJV pilot projects, there will be instances when there is a lengthy period between the initial home assessment and start of project installation due to the need to perform electric service upgrades prior to the start of pilot installations. If there is an extended period between the home assessment and project installation, the PI maintains intermittent contact with the resident to keep them informed of the status and timing of next steps.

Table 7 below provides an overview of pilot-to-date progress from outreach through project completions.

Table 7: Summary of Pilot Progress

Community	# of Eligible HH	# of HH: Residents Not Participating*	# of HH: Residents Reached**	# of HH: Completed Applications	# of HH: Completed Assessments	# of HH: Completed Projects	% of HH: Completed Project
Allensworth	106	17	97	37	18	-	0.0%
Cantua Creek	106	9	55	18	4	-	0.0%
Seville	104	23	104	59	29	-	0.0%
Total	316	49	256	114	51	-	0.0%

* **Residents Not Participating** is explained in greater detail in Table 8 below.

** **Residents Reached** includes only those households that had direct contact with a CEN.

Table 8 below provides a summary of the reasons why residents who were contacted by a CEN did not participate in the pilot. This table also includes residents and landlords (when applicable) who CENs attempted to reach multiple times through various outreach methods but were unreachable.

Table 8: Summary of Non-Participation

Community	# of HH: Unable to Reach Resident	# of HH: Unable to Reach Landlord	# of HH: Resident Declined	# of HH: Landlord Declined	# of HH: Remediation >\$5k	# of HH: Other Reasons	Total # of Non-Participating HH
Allensworth	-	1	11	-	1	4	17
Cantua Creek	5	1	2	-	-	1	9
Seville	-	7	5	10	1	-	23
Total	5	9	18	10	2	5	49

The reasons for residents and landlords voluntarily declining participation were varied. Some common reasons included:

- Prior experience with other programs and a perception of low-quality appliances in those programs.
- Existing electric bills are already too high.
- Landlords who declined to participate largely did so based on false perceptions about the Split Incentives Agreement and how it would limit their rights as property owners.

Table 9 below is intended to provide a summary showing the number of pilot appliances that were installed. However, there have been no completed projects through the Report period, therefore this table is blank. Of the completed home assessments and project proposals developed thus far, most participants have expressed a willingness to receive all eligible appliances.

Table 9: Project Measures Installed (Intentionally left blank)

Community	# of HH: Completed Projects	Heat Pump Space Heater	Heat Pump Water Heater	High Efficiency Clothes Dryer	Cooking Appliance
Allensworth	-	-	-	-	-
Cantua Creek	-	-	-	-	-
Seville	-	-	-	-	-
Total	-	-	-	-	-

Table 10 below is intended to provide a summary of the average costs per completed pilot project. However, there have been no completed projects through the Report period, therefore this table is blank.

Table 10: Average Cost per Household (Intentionally left blank)

Community	Avg. Cost of Pilot Appliances	Avg. Cost of Other Measures	Avg. Cost of Remediation	Avg. Cost of Electrical Upgrades	Total Avg. Cost per Project
Allensworth	\$ -	\$ -	\$ -	\$ -	\$ -
Cantua Creek	\$ -	\$ -	\$ -	\$ -	\$ -
Seville	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -	\$ -	\$ -

Table 11 below is intended to provide an aggregated, anonymized summary of estimated annual bill impacts for pilot participants. However, only participants with 12 months of post-participation billing data will be included in this table to ensure it accurately represents true bill impacts. There have been no completed projects through the reporting period, therefore this table is blank.

Table 11: Estimated Average Annual Bill Impacts (Intentionally left blank)

Community	Average PRE-Participation Energy Costs	Average POST-Participation Energy Costs	Estimated Avg. Bill Impacts
Allensworth	\$ -	\$ -	\$ -
Cantua Creek	\$ -	\$ -	\$ -
Seville	\$ -	\$ -	\$ -
Cumulative Avg.	\$ -	\$ -	\$ -

Other Pilot Activities

- Local Hiring and Workforce Development:** The PI for PG&E’s pilot communities is headquartered in Fresno, which is centrally located in the heart of the San Joaquin Valley and within easy reach of the pilot communities. All assigned pilot staff currently live within the San Joaquin Valley, some of which also currently live within a designated Disadvantaged Community.

PG&E’s Pilot Implementation Plan indicated an intent to provide both onboarding training and technical upskill training to the contractors that would be delivering pilot services. Onboarding training was provided as part of the in-person Pilot Implementer Kick-Off Meeting in early 2020. However, technical upskill training was deemed unnecessary due to the existing competencies of the PI. The PI retains in-house staff with relevant experience and credentials to be able to perform the necessary pilot work, including energy efficiency, HVAC, electrical, and other related installations. Subsequently, the PI agreed that PG&E-provided upskill training was not necessary.

PG&E contributed to the content of CEN training provided by the CPM, including participating in the presentation of training to CENs during the CEN kick-off meetings in Q1 2020. PG&E also provided specific training to all CENs on the details and enrollment process for the CARE, FERA, and Medical Baseline programs. This training was repeated for the CENs assigned to PG&E pilot communities during the PI Kick-Off Meeting in early 2020. Additional on-demand online training was made available to CENs in April 2020 that provided details of the ESA Program and also contained content on general topics such as situation awareness, dealing with angry customers, cultural considerations, and energy efficiency more broadly. This on-demand training will also count toward ESA-qualifying training should CENs become employed as ESA energy specialist in the future.

The PI’s original staffing ramp-up plan was based on an assumed staggered outreach and implementation approach that focused on one pilot community at a time before moving on to

the next. The intention was to generate a steady volume of projects over a longer period of time (as opposed to a high volume of projects over a short period of time) in order to lessen the risk of laying off pilot staff following a steep decline in work at the conclusion of the pilot. However, based on early feedback from the CPM and other stakeholders, outreach was instead implemented across all pilot communities near simultaneously in order to bring pilot services to all community residents faster. This contributed to an unexpected challenge with the ramp up of hiring installation crews. Performing outreach on all pilot communities simultaneously requires additional staffing for high-demand trades such as licensed HVAC technicians and electricians. Yet new hiring cannot begin in earnest until a steady flow of installations can be scheduled and work is available to be performed. As described earlier in this Report, the timing of installations is uncertain due to the need to assess for potential electric service upgrades. The unintended effect of simultaneous outreach across communities is that it created an artificial bottleneck at the installation stage until installations can be scheduled and additional crews can be hired.

Table 12 below summarizes PI hiring and staffing changes from the start to the end of the Report period. This table only represents those staff members that spend the majority of their work time supporting the pilot.

Table 12: Local Hiring

Total Pilot Staff: Start of Year	Existing PI Staff Newly Assigned to Pilot	New Hires Assigned to Pilot	Total # of PI Staff Retained but Reassigned	# of PI Staff No Longer Retained	Total Pilot Staff: End of Year	# of Staff Living within a SJV DAC*
0	4	1	0	0	5	3

**Includes any disadvantaged community within the San Joaquin Valley, not strictly the SJV Pilot communities.*

- Process Evaluation:** In February 2020, pursuant to D.18-12-015, SoCalGas released a Request for Proposals (RFP) to solicit proposals for an independent pilot project process evaluation contractor to be selected by the CPUC. The process evaluation is intended to determine the overall effectiveness of pilot processes and provide actionable recommendations for improved pilot design and delivery. The process evaluation will also document barriers and determine the success of the pilot administrators in meeting their stated goals.

Evergreen Economics was chosen as the process evaluator, and a kickoff meeting was held with the study team on May 5, 2020. A research plan was developed and presented in a public workshop on September 16, 2020. The process evaluation will be conducted in two phases. The main focus of Phase I research is to provide early feedback on pilot planning, outreach and data tracking activities. Phase I is ongoing and will include research on early assessments and installations that have been completed at the time of the research. Phase II is intended as a comprehensive process evaluation including a final written report on pilot outcomes and is expected to begin in early-to-mid 2021.

- Regulatory Activity:** The follow represents highlights of regulatory activity that took place during the reporting period.
 - Bill Protection:** On December 23, 2019 the CPUC issued Resolution E-5034 which authorized PG&E's bill protection approach with modifications and directed PG&E to provide a monthly Transitional Community Solar Discount to pilot participants under certain conditions.

- **Bulk Purchasing:** Pursuant to OPs 15(f) and 16 of D. 18-12-015, PG&E, SCE, and SoCalGas filed a Joint Tier 1 Information Only Advice Letter¹⁵ on December 30, 2019 which outlined the IOUs bulk purchasing strategies for the SJV pilots.
- **Pilot Team Petition for Modification of D.18-12-015:** On December 13, 2019 the Pilot Team (consisting of UC Berkeley, Self-Help Enterprises, and Leadership Counsel for Justice and Accountability) submitted Petition for Modification (PFM) of D.18-12-015. This PFM requested 1) removal of the income eligibility threshold for pilot communities, and 2) changing the household level remediation cap to a community level remediation cap. The CPUC issued Decision 20-04-006 in April 2020. This Decision approved the modification to remove of the income eligibility threshold for all pilot communities except California City, and denied the request to alter the household level remediation cap. PG&E filed an updated Pilot Implementation Plan in AL 5829-E in May 2020 to reflect the income eligibility changes approved in D. 20-04-006.
- **Split Incentives Agreement:** The CPUC adopted Resolution E-5043 on April 16, 2020. This resolution directs the PAs to implement a split incentives agreement in the pilots and provides the agreement language for doing so.
- **Quarterly Reports:** D. 18-12-015 directed that the IOUs file quarterly reports containing aggregated, anonymized bill impact data beginning at the end of Q1 2020. Because pilot implementation was not anticipated to begin by that point in time, on February 28, 2020 the joint IOUs filed a request for extension to July 31, 2020. This extension request was approved by the CPUC on March 30, 2020. As the new deadline was approaching, the IOUs recognized that installations would not be completed by the end of Q2 2020. Therefore, a second extension request was filed by the joint IOUs on June 30, 2020 to delay the due date of the first quarterly report until either 1) a minimum number of projects have been completed and a full quarters worth of post-participation billing data is available for those projects, OR 2) January 30, 2021, whichever occurs first. This second extension request was approved by the CPUC on July 29, 2020.

Leveraging Programs

PG&E and its pilot implementation partners (CPM, Third-Party PA/PI and PG&E PI) worked together to leverage several existing and emerging programs to co-fund eligible measures and provide additional energy saving opportunities to eligible residents consistent with D.18-12-015. Though the CENs are promoting and educating residents on available programs to leverage, anecdotal feedback from the CENs indicated that customers sense of skepticism and confusion rises with the more programs that are being promoted. CENs are continuing to promote the leveraged programs but have had to alter their approach to ensure the residents are assured of the legitimacy of the pilot and leveraged programs while avoiding overwhelming residents with too much information. The pilot has still not uncovered a best practice approach to design a customer journey that effectively enrolls customers in all qualifying programs that maximizes customer experience.

¹⁵ Advice Letter 4201-G/5729-E, Bulk Purchasing Plan for San Joaquin Valley Disadvantaged Communities Pilot (dated December 30, 2019).

Below, PG&E briefly addresses leveraging and coordination activity for these programs. This section is organized based on the type of program (discount vs installation) and the method by which the program has been incorporated into the pilot. In addition to the programs highlighted below, D.18-12-015¹⁶ also requires the PAs report on efforts to leverage the Solar on Multifamily Affordable Housing Program and Electric Vehicle Grid Integration Pilot. However, there are no eligible multifamily housing units within PG&E's pilot communities, nor does PG&E currently have an active Vehicle Grid Integration Pilot, therefore these programs are not included below.

Table 13 provides a summary of leveraged program enrollments and referrals for the reporting period.

Table 13: Leveraged Program Enrollments and Referrals

Leveraged Program	Pilot Procedure for Leveraging	Allensworth	Cantua Creek	Seville	Total
CARE	Enrollment	0	0	0	-
FERA	Enrollment	0	0	0	-
Medical Baseline	Enrollment	0	0	0	-
DAC-GT	Enrollment	73	76	79	228
CS-GT	Enrollment	0	0	0	-
TCSD	Enrollment	0	0	0	-
ESA	Enrollment*	3	0	6	9
SGIP	Enrollment*	0	0	1	1
WatterSaver	Enrollment	0	0	0	-
DAC-SASH	Referral	0	0	3	3
CSI Thermal	Referral	0	0	0	-

** In the case of ESA and SGIP, these numbers represent actual enrollments and do not include several residents with whom activity is ongoing and who may still enroll in these programs.*

Discount/Bill Programs:

PG&E has categorized our leveraged discount and bill programs into two groups based on who is responsible for enrollments. Group A includes those for which the CENs directly assist residents with enrollment. Group B includes those that are enrolled directly by PG&E without the need for CEN intervention.

Group A: CEN Supported Bill Programs

Programs within Group A include CARE, FERA, and Medical Baseline. PG&E provided multiple trainings on these programs to the CENs in Q1 2020, including a detailed review of the program applications and the enrollment process. As part of the pilot application process, CENs are to promote CARE, FERA, and Medical Baseline and assist eligible PG&E customers with submitting the applicable applications for which the customer may qualify. Though some of these applications may be submitted online, PG&E has also provided paper applications in both English and Spanish to the CENs in case internet connectivity or online PG&E account registration is a barrier.

According to feedback from the CENs, most eligible customers appear to already be enrolled in these programs. There have also been some instances of customers voluntarily declining to enroll despite being eligible to do so, though this has been an uncommon occurrence.

¹⁶ D. 18-12-015, p. 167, OP 15(g).

Group B: PG&E Independent Enrollment Programs

Programs within Group B include Green Saver (also referred to as Disadvantaged Community Green Tariff, or DAC-GT), Local Green Saver (also referred to as Community Solar Green Tariff, or CS-GT), and Transitional Community Solar Discount (TCSD). Though each of these discount programs have unique eligibility requirements, they do not require a formal application by residents. Subsequently, eligible residents are identified by PG&E and then enrolled in the applicable programs without the need for a specific application.

Green Saver Program (DAC-GT):

PG&E's Green Saver Program enables income-qualified residential PG&E customers located in disadvantaged communities to benefit from utility-scale clean energy and receive a 20 percent bill discount on their electric bill. To qualify the PG&E customers must be enrolled in the CARE or FERA Program.

The Green Saver Program launched in March 2020. At that time all households in Pilot communities that were already enrolled in CARE or FERA were identified and auto-enrolled in Green Saver, resulting in 207 initial enrollments. Following this initial wave of enrollments, PG&E continued to promote new CARE enrollments and add newly enrolled CARE participants in Pilot communities in subsequent waves of Green Saver enrollments, with a grand total of 228 customers in pilot communities enrolled by the end of the reporting period. Though enrollment in Green Saver by pilot community residents does not require a customer application, newly enrolled Green Saver customers have been sent a notification informing them of their enrollment in this program. Customers may opt out if desired. PG&E is aware of one instance of a customer being enrolled in Green Saver but then voluntarily opting out thereafter.

Local Green Saver Program (CS-GT):

The Local Green Saver Program enables residential PG&E customers located in disadvantaged communities to benefit from a local solar project and receive a 20 percent bill discount on their electric bill. Local Green Saver does not have an income requirement like Green Saver; however, Local Green Saver is only available to community residents if a community solar project is built within a certain allowable distance from the community. Green Saver and Local Green Saver are mutually exclusive discounts.

D.18-12-015 requires that PG&E solicit Local Green Saver solar projects for all Pilot communities with the exception of La Vina. These projects must be supported by a "Project Sponsor", which must be a community-based organization, county, or other public entity. At the time of this Report, one RFP for the Local Green Saver Program has been completed and three of the selected projects are within the required 40-mile distance from several SJV pilot communities – specifically, the communities of Allensworth, Alpaugh, Cantua Creek, Lanare, and La Vina. However, these projects are not yet built. Subsequently, the Local Green Saver Program is not yet available to pilot community residents. A second RFP for Local Green Saver Projects is also currently underway.

Transitional Community Solar Discount:

The CPUC directed the creation of a Transitional Community Solar Discount (TCSD) as a temporary discount equivalent to what would have been provided to eligible households through the Local Green

Saver Program.¹⁷ It is also available to pilot participants who would have otherwise been eligible for Green Saver but may not be able to enroll due to Green Saver Program enrollment capacity constraints. Because Local Green Saver is not yet available for enrollments, any pilot participants who are not eligible for the Green Saver Program will instead be provided the Transitional Community Solar Discount and will retain that discount until the Local Green Saver Program becomes available. This requires no customer application. During the reporting period there were no completed pilot projects, and therefore no TCSD enrollments.

Installation Programs:

In contrast to discount and bill programs, which are directly applied to a customer's PG&E bill, installation programs are those that provide or incentivize the installation of equipment in the participant's home. Owing to the technical complexity of some of the program offerings, some of these programs are integrated directly into PG&E's pilot process whereas others are leveraged indirectly through a "warm referral" to the applicable program administrator or installation contractor. Consequently, the installation programs are also categorized into two groups based on whether the leveraged program is fully integrated in the pilot or leveraged using a referral process. The CENs are responsible for the initial promotion and education of all leveraged programs to pilot participants, but they do not provide enrollment assistance for these programs.

Group A: Integrated Installation Programs

The PI's subcontracted installation vendor is an existing qualified installation contractor for the ESA Program, and it is anticipated that they will likewise become a participating contractor for the WatterSaver Program once that program launches. In addition, the PI is a qualified installation contractor for the Self-Generation Incentive Program (SGIP). As a result, PG&E has combined the home assessment and installation visits of these leveraged programs with those of the Pilot, thus reducing customer burden by minimizing the number of visits needed to take advantage of these programs. Measures from each respective program are funded through their respective budgets and achievements are counted only through the program providing the funding.

Energy Savings Assistance (ESA) Program:

PG&E's ESA Program offers home weatherization and appliance upgrades at no cost to income-qualified customers. The PI's subcontracted installer is an existing ESA-qualified contractor, and is therefore able to perform ESA enrollments, assessments, and installations in concert with pilot assessments and installations to avoid redundant home visits.¹⁸ Through this process ESA participation should appear nearly seamless to the participant.

¹⁷ Resolution E-5034, p. 51, OP 7.

¹⁸ The ESA Program has a strict requirement that homes be served within 30 days of enrollment. However, pilot installations may take more time to schedule, especially for homes that need electric service upgrades first. Subsequently, if it is anticipated that the 30-day ESA requirement cannot be met, then ESA enrollment will not take place at the time of the pilot assessment but will instead occur at or close to the time of pilot installation. This activity will still be performed by the PI's subcontracted installer and be fully integrated into the pilot processes.

Self-Generation Incentive Program (SGIP):

D.19-09-027 approved enhanced SGIP incentives to subsidize residential battery storage systems for pilot participants, as well as enhanced incentives for non-residential battery storage systems in pilot communities.¹⁹

The PI is an existing channel partner and service provider for a qualifying battery storage product, and as such plans has incorporated battery storage services into the pilot assessment and installation process by performing the SGIP-related assessment at the same time as the pilot assessment and performing the battery storage installation at the same time as the pilot electric upgrade installations. Integrating battery storage installation takes on added value in the pilot since battery storage installation requires power to the home to be temporarily shut off while installation is completed. This is likewise true for electric system work performed through the pilot such as electric panel upgrades. If these installations were to take place separately, power would need to be shut off to the home during both installations. But by combining the installation for pilot electric system upgrades and SGIP battery storage installations into a single installation visit, PG&E can minimize the amount of time the power will be shut off.

At the request of the CPM, when CENs are providing customer education on the SGIP program they are also promoting customer choice among multiple battery storage service providers. While PG&E supports customer choice, seamless integration with the pilot is difficult with a non-pilot installer. Therefore, when a pilot participant voluntarily elects to be served by a third-party battery storage provider for SGIP, they must work directly with that service provider for enrollment and installation. If the pilot participant opts to use the PI for battery storage installation, the PI integrates the SGIP assessment and installation with the pilot assessment and installation as described above. Early in the pilot, CENs had not been fully educating residents on SGIP so there have been few sign-ups for battery storage installation thus far. However, the PI has been proactively providing residents another opportunity to express interest among pilot participants at the time of presenting a project proposal, and PG&E expects interest to increase as customer education continues.

PG&E has also begun to identify potential locations for non-residential battery storage projects within the pilot communities. Once identified, a PG&E Business Energy Solutions (BES) representative will contact the customer(s) to promote the SGIP program. Interested customers may select which installer they would like to work with, and the BES representative will continue to provide PG&E support through project completion. At the time of this Report, PG&E's BES representative is in the process of engaging customers that meet the requirements for the enhanced incentives to solicit interest.

WatterSaver Program:

D.18-12-015 directs PG&E and the third-party PA/PI to "target installing local preset controls and/or digital communication technologies on 150 heat pump hot water heaters in PG&E service territory."²⁰ All heat pump water heaters installed through the pilot will be wifi-enabled. In addition, PG&E plans to leverage the WatterSaver Program once that program launches. The WatterSaver Program is an electric load shifting program that relies on wireless or cellular based communication to participating water

¹⁹ D.19-09-027, p. A2, Appendix A "Self-Generation Incentive Program Modifications", Sections 7 and 8.

²⁰ D.18-12-015, p. 168, OP 18(b).

heaters to shift water heating from peak periods of the day to off-peak and provides a financial incentive to participating customers.

WatterSaver is a new program that is expected to launch by the end of Q4 2020. PG&E finalized the selection of a vendor to implement its WatterSaver Program in January 2020; however, at the end of the reporting period the WatterSaver program was still pending CPUC approval. Therefore, actual leveraging of this program has not yet begun. In preparation for its launch, PG&E and the PI have had several coordination discussions with the WatterSaver vendor to proactively plan for anticipated coordination.

The PI's subcontracted installation vendor is expected to assist pilot participants with enrollment in the WatterSaver Program and perform the installation of any ancillary equipment needed to fully support WatterSaver requirements (for example, if a resident does not have wifi in the home, a cellular-based communicating module can be installed on the water heater). WatterSaver participation also requires that the heat pump water heater be installed with a thermostatic mixing valve (TMV). However, the TMV is not provided nor financed by the WatterSaver Program. Therefore, in order to meet the requirement of D.18-12-015, the pilot will fund the installation of the TMV but only for homes that enroll in the WatterSaver Program. Enrollment in WatterSaver and installation of the TMV and any other ancillary equipment will occur at the same time as the pilot project installation.

Group B: Warm-Referral Programs

Fully integrating some installation programs into the pilot process is not always feasible when the technical requirements are complex and installation is to be performed by a non-pilot installer. In these cases, PG&E has collaborated with the PI and program leads of these programs to develop a "warm referral" process. As a result of this collaboration, the PI performs a cursory evaluation through which it documents basic structural conditions that may impact feasibility and then passes on this information as a "warm referral" to the existing implementers. The leveraged program implementer then contacts the resident directly to schedule an in-depth assessment with the resident and solicit participation. These are considered warm referrals because the residents will have already received some education on the leveraged program from the CEN and the leveraged program will also be receiving basic information on the home to inform feasibility of participation. The single program following this referral process is the Disadvantaged Communities Single-Family Affordable Solar Homes (DAC-SASH) Program.

Disadvantaged Communities Single-Family Affordable Solar Homes (DAC-SASH) Program:

GRID Alternatives (GRID) is the statewide Program Administrator for the DAC-SASH Program. This program provides solar incentives on qualifying affordable single-family housing. In order to leverage the DAC-SASH Program for pilot participants, the address and zip code of the resident must fall within the funding map for the DAC-SASH Program.

The PI is not a qualified participating contractor in the DAC-SASH Program. Consequently, seamless integration of DAC-SASH into the pilot assessment and installation process was not feasible without creating significant logistical challenges for the pilot. However, during the pilot home assessment the PI is collecting basic structural information about the home as part of the cursory evaluation for leveraged programs and then passing this information on to GRID Alternatives to follow up directly with the resident to confirm eligibility, feasibility, and customer interest. Initial interest in DAC-SASH among pilot

participants has been low thus far. Most residents have expressed no interest and therefore only three referrals have been made to DAC-SASH through the reporting period.

Discontinued Programs:

Throughout the year PG&E made a number of changes to its program portfolio which resulted in changes to the programs that are available to leverage through the Pilot. In addition, other program changes outside the control of PG&E also occurred. As a result, some programs were discontinued or are otherwise not available for leveraging as originally anticipated.

California Solar Incentive (CSI) Thermal Program:

The CSI Thermal Program stopped taking new reservations as of July 31, 2020. Though pilot outreach had begun and a few home assessments had been completed prior to this date, the PI recommended new heat pump water heaters for each of the assessed homes, and therefore those homes would not have been eligible for CSI Thermal. Subsequently, no referrals were made to the CSI Thermal Program prior to the reservation deadline.

Middle Income Direct Install (MIDI) Program:

The MIDI Program was discontinued at the end of 2019. Therefore, this program was not available for leveraging by the time pilot outreach and implementation began.

Comprehensive Manufactured and Mobile Home Program (CMMHP):

CMMHP was discontinued at the end of 2019. Therefore, this program was not available for leveraging by the time pilot outreach and implementation began.

Single-Family Affordable Solar Homes (SASH) Program:

The SASH Program, administered by GRID Alternatives, was still operational in 2020 but there was no funding available in PG&E service territory. Therefore, this program was not available for leveraging by the pilot.

Conclusion

The SJV pilot is a unique, complex project that introduces methods, offerings and program requirements that have required all parties to think differently and implement in ways not previously tested. Not surprisingly, the CPM, PI, and PG&E have all faced various challenges as the pilot has progressed. However, each partner is working through those challenges to help bring about the desired outcome of lower overall energy costs for pilot participants. PG&E fully expects that the CPUC and other interested parties will garner significant insights from this pilot that will help inform future program design and efforts to serve disadvantaged communities in the San Joaquin Valley and beyond.

Appendix A: PG&E Energy Impact Statement

Energy Impact Statement

Customer Information

Customer Name	Customer Service Agreement	Service Address
SMITH, JANE	1234567890	123 Main St., Anytown, CA 12345

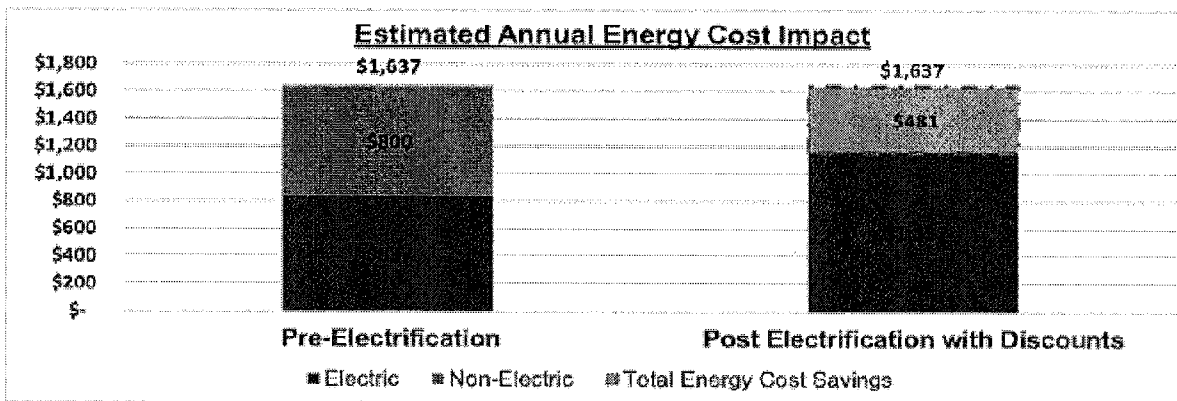
Customer Bill Discounts		
Discount Name	Discount Amount(s)	Eligibility
California Alternative Rate for Energy (CARE)	35%	Yes
Family Electric Rate Assistance (FERA)	18%	No
Greensaver	20%	Yes
Affordable Energy Project Solar Discount	20%	No
Affordable Energy Project Discount	20%	Yes

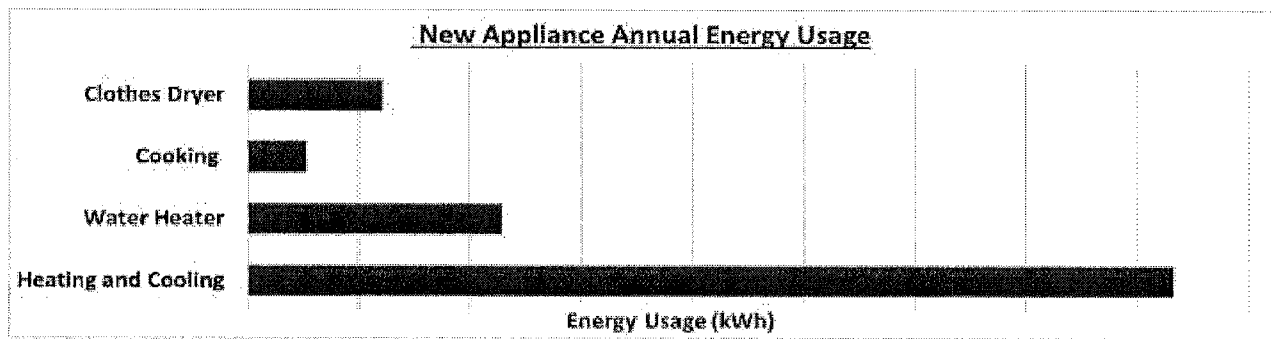
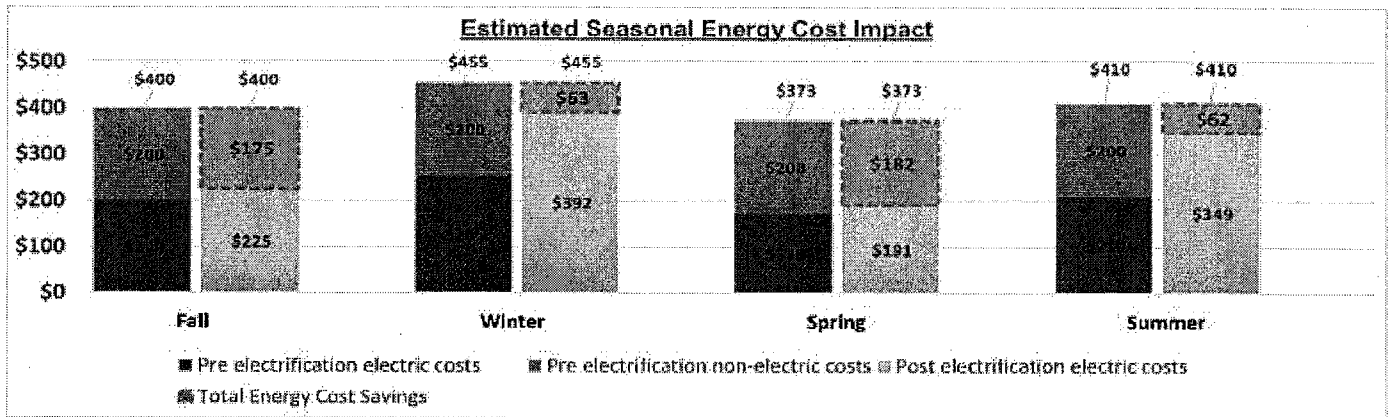
All Electric Baseline	Applied
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Rate Recommendation	E-1 Tiered Rate Plan
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Recommended List of Appliances	
List of Pilot Measures	Recommended
Heating, Ventilation, Air Conditioning	Yes
Water Heater	Yes
Cooking	Yes
Electric Dryer	Yes

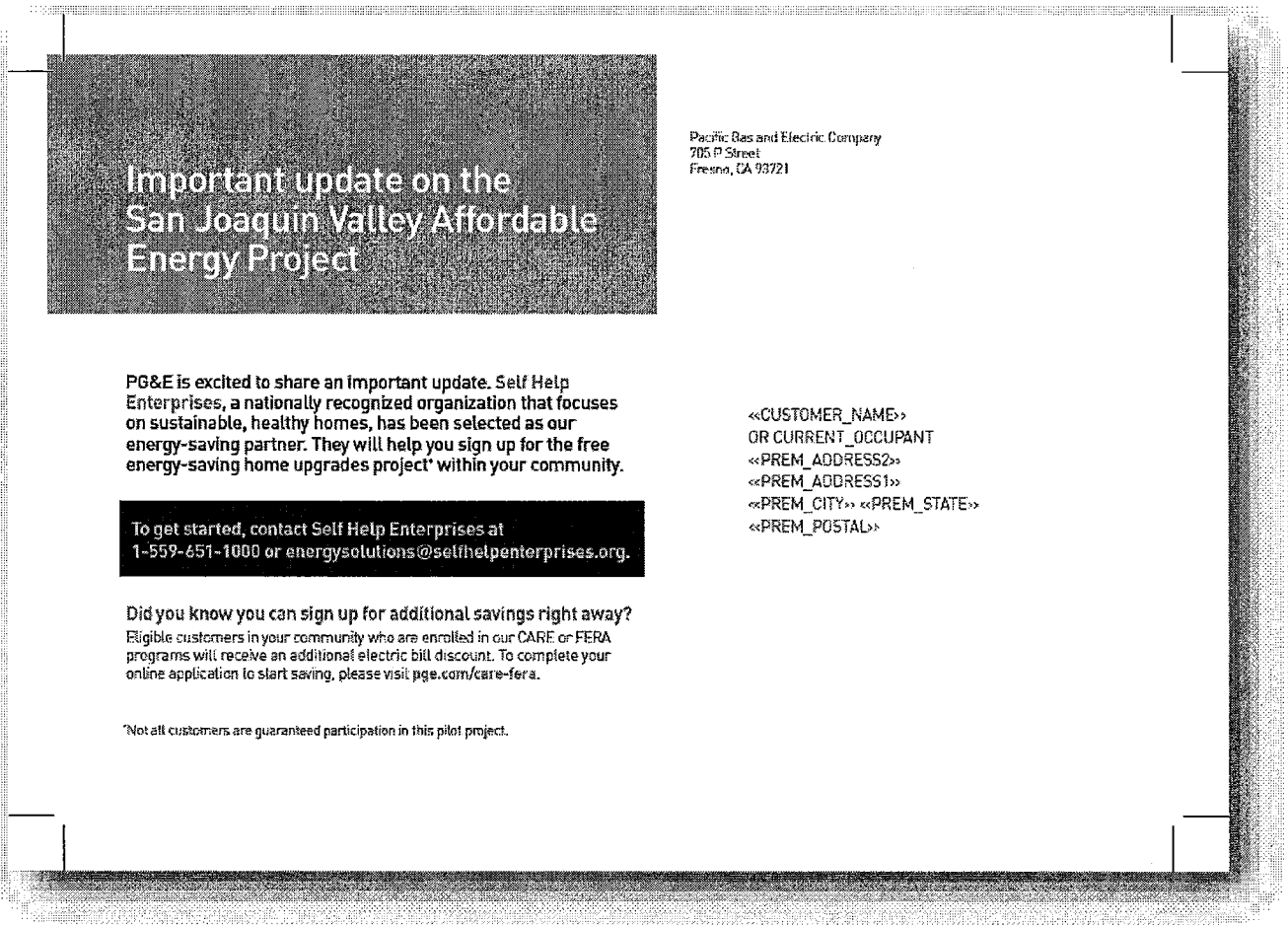
Energy Impact: Cost & Usage





Appendix B: PG&E Postcard

The following postcard was mailed to residents of all PG&E and PA/PI pilot communities on February 28, 2020. The intent of this postcard was to leverage the PG&E brand to provide residents with a fresh reminder about the Pilot and to pre-emptively lend added legitimacy to the imminent outreach efforts of the Community Energy Navigators. This postcard was further leveraged with a call-to-action about CARE and FERA enrollments to ensure as many residents as possible would qualify for the first round of DAC-GT enrollments expected in March 2020. This postcard was double-sided to accommodate a dual-language (English and Spanish) approach.





Actualización importante acerca del proyecto San Joaquin Valley Affordable Energy

Pacific Gas and Electric Company (PG&E, por sus siglas en inglés) está entusiasmada en compartir esta importante noticia. Self Help Enterprises, una organización reconocida a nivel nacional la cual se enfoca en hogares sostenibles y saludables, ha sido seleccionada para ser nuestra aliada en el ahorro de energía. Ellos le ayudarán a inscribirse en el proyecto de modernizaciones gratuitas que ahorran energía a su hogar*, dentro de su comunidad.

Para comenzar, contacte al Self Help Enterprises llamando al 1-559-651-1000 o energysolutions@selfhelpenterprises.org.

¿Sabía usted que puede inscribirse para obtener ahorros adicionales ahora mismo?

Aquellos clientes elegibles en su comunidad que se encuentren inscritos en nuestros programas CARE o FERA recibirán un descuento adicional en su factura de electricidad. Para completar su solicitud en línea y comenzar a ahorrar, por favor visite pge.com/care-fera.

*No todos los hogares tienen garantizada su participación en este programa piloto.

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Appendix C: PG&E Webpage

PG&E included Pilot information on our webpage for residential energy saving programs. This webpage can be found at www.pge.com/energysavingsprograms. A screenshot of this section of the webpage is found below.



San Joaquin Valley (SJV) Affordable Energy Project

PG&E offers to replace propane and wood-burning appliances with energy efficient electric appliances in select communities. **Self Help Enterprises**, a nationally recognized organization, has been selected as our energy savings partner to help guide customers through the process.

[LEARN HOW THE AFFORDABLE ENERGY PROJECT WORKS \(PDF, 5.5 MB\) >](#)


In addition, a link directly below this section will take readers directly to a detailed flyer about the Pilot which was produced by Self-Help Enterprises (see Appendix D).

Appendix D: CPM Affordable Energy Project Marketing Collateral

The flyer below was produced by Self-Help Enterprises to support community outreach and engagement. This flyer was also linked to PG&E's webpage (see Appendix C).

The San Joaquin Valley

AFFORDABLE ENERGY PROJECT



NEW APPLIANCES | BETTER AIR QUALITY | ENERGY COST SAVINGS



About the Project

Your community has been selected to participate in a new project that provides access to affordable, clean and renewable energy. Eligible customers will receive new energy efficient appliances at no cost.

Participation in this project means that you may no longer need to use propane in your home. New energy efficient appliances along with bill discounts means lower energy costs for your family!

Why should I participate?

- Participation and project benefits are at no cost to the customer.
- New energy efficient appliances can provide household energy costs savings.
- Utility bill discount for participation.
- Can improve health and safety for your family.
- Can improve air quality for your community.
- Both owners and renters can participate.





Contact your Energy Navigator

Your Energy Navigator will:

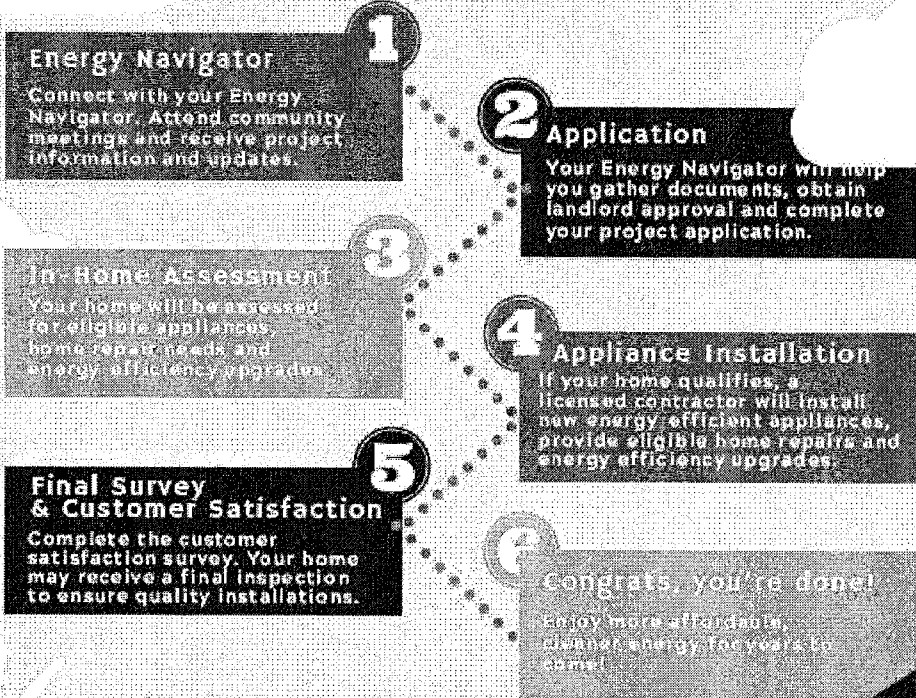
- Assist you through the project application process.
- Explain project benefits and qualifications.
- Support you through the home remediation and appliance installation process.

Check out how the program works on the next page.

The San Joaquin Valley
AFFORDABLE ENERGY PROJECT



How does it work?



Hi! I am your Energy Navigator. I will get you started with the Affordable Energy Project. Contact me with your questions and look out for updates and opportunities to learn more.

You may contact me at:
dlogoz@selfhelpenterprises.org
 559.862.1771
www.selfhelpenterprises.org

