

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

Application of Pacific Gas and Electric Company
for Approval of Energy Savings Assistance and
California Alternate Rates for Energy Programs
and Budgets for 2021-2026 Program Years
(U39M).

And Related Matters.

Application 19-11-003
(Filed November 4, 2019)

Application 19-11-004
Application 19-11-005
Application 19-11-006
Application 19-11-007

**ANNUAL REPORT ACTIVITY OF SAN DIEGO GAS & ELECTRIC COMPANY
(U 902 M) ON FAMILY ELECTRIC RATE ASSISTANCE PROGRAM FOR 2025**

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March 2, 2026

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(U 902 M) ON FAMILY ELECTRIC RATE ASSISTANCE PROGRAM FOR 2025**

This report presents the 2025 program year results and expenditures for San Diego Gas & Electric Company's (SDG&E or Company) Family Electric Rate Assistance (FERA) Program. This report provides the California Public Utilities Commission (Commission or CPUC) with the requested narrative of SDG&E efforts to enroll customers in the FERA Program pursuant to Senate Bill (SB) 1130. SDG&E notes that its FERA data tables will be included in the Low-Income Annual Report.

Respectfully Submitted,

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SAN DIEGO GAS & ELECTRIC COMPANY

**2025 FAMILY ELECTRIC RATE ASSISTANCE
(FERA) PROGRAM ANNUAL REPORT**

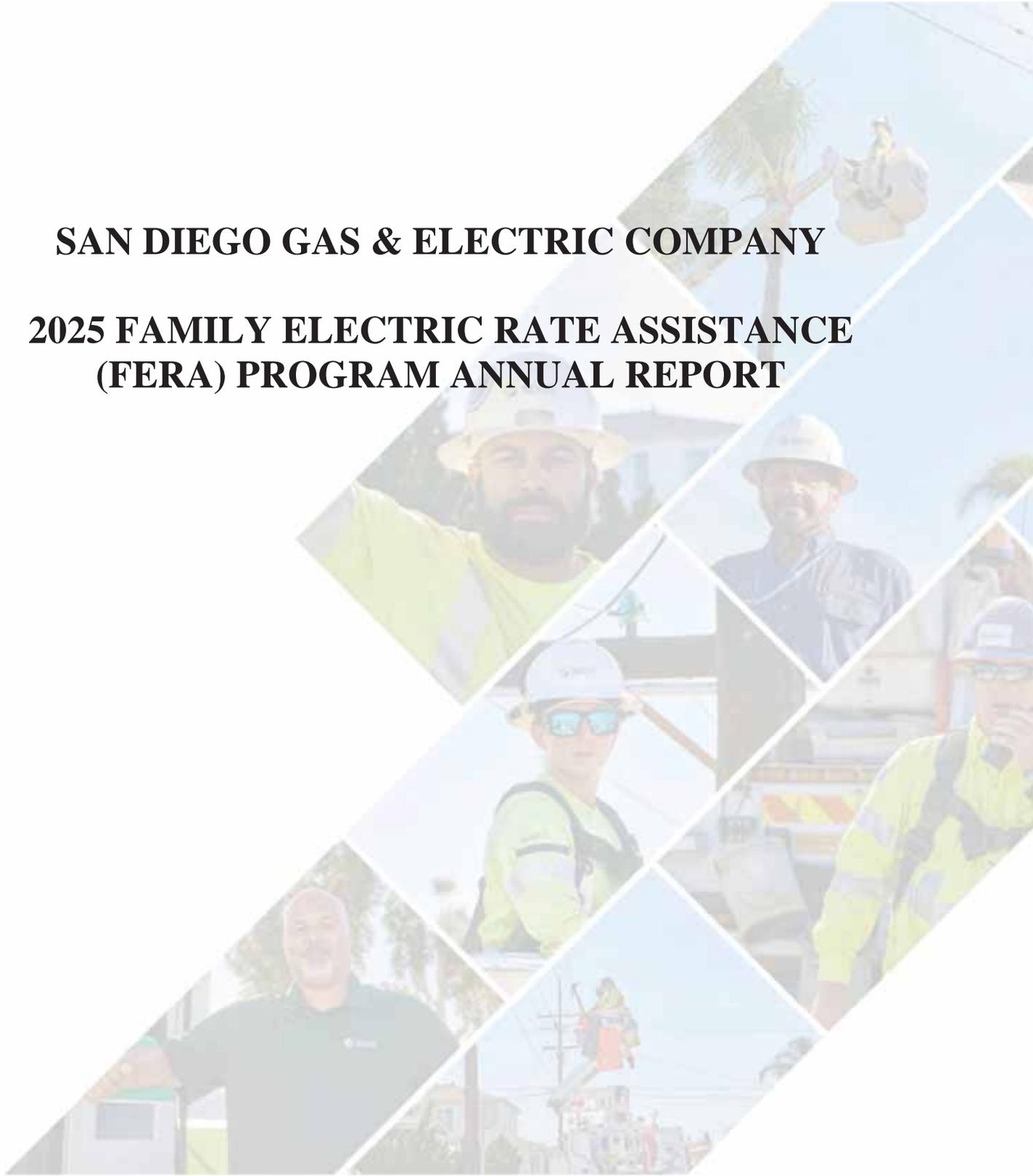


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1. PROCEDURAL BACKGROUND

Prompt: Each IOU will provide a summary of the FERA Program and purpose of this report.

The FERA Program is statutorily mandated by California P.U. Code Sections 739.1 and 739.12 to assist low- to middle-income-eligible households with a monthly average effective discount of 18% on their electric bills.¹ In D.21-06-015, the Commission authorized the FERA Program to be consolidated with the low income proceeding.² As such, Investor-Owned Utilities (IOU) FERA goals, budgets and program design elements will be scoped into the IOUs' low-income applications moving forward. The Decision also approved FERA Administrative and Subsidy Budgets separate from California Alternate Rates for Energy (CARE) budgets.³

Senate Bill 1130 (SB 1130), approved in September 2024, introduced significant changes to the FERA Program to enhance accessibility and promote customer participation. Key impacts of SB 1130 on the FERA Program are as follows:

1. Expanded Eligibility: Previously, FERA was limited to households of three or more individuals with total annual household gross income between 200% (plus \$1) and 250% of the Federal Poverty Guidelines (FPG). SB 1130 removes the household size requirement, allowing households of any size to qualify, provided they meet the income criteria of 200% (plus \$1) to 250% FPG.

2. Enhanced Oversight and Reporting: The bill requires that by March 1, 2025, and annually thereafter, the IOUs must report their efforts to enroll customers in the FERA Program. The Commission is required to review these reports by June 1st each year to ensure reasonable enrollment efforts are made to enroll eligible households commensurate with the proportion of eligible households within the IOU's territory. If the Commission determines that an IOU has not made reasonable efforts to enroll eligible households in the FERA Program, the Commission

¹ The FERA Program was implemented by the Commission in D.04-02-057.

² D.21-06-015 Ordering Paragraph (OP) 26 states, "The Family Electric Rate Assistance program proceeding will be consolidated with the California Alternate Rates for Energy and the Energy Savings program proceeding."

³ D.21-06-015 OP 35 states, "San Diego Gas & Electric Company must track all Family Electric Rate Assistance (FERA) related costs in a separate FERA balancing account."

will require the IOU to develop a strategy and plan to sufficiently enroll eligible households within three years of the adoption of the strategy and plan.

Energy Division developed the four criteria shown in Figure 1 by which it will assess whether the IOUs have made “reasonable efforts” to increase enrollment.

Figure 1: Marketing, Education & Outreach (ME&O) Reasonable Efforts Criteria

Enrollment Rate	Marketing & Outreach Efforts	Enrollment Process	Enrollment Strategies
<ul style="list-style-type: none"> •Proportion of eligible households enrolled •Attrition 	<ul style="list-style-type: none"> •Public Awareness •Targeted Outreach •Language & Accessibility 	<ul style="list-style-type: none"> •Barriers to Enrollment •Participant Feedback 	<ul style="list-style-type: none"> •New initiatives & strategies based on lessons learned •New opportunities to reach eligible households •Leveraging approaches from other programs

3. Separate Marketing and Application Processes: SB 1130 authorizes the IOUs to market FERA independently from the CARE Program and provides the option for a separate FERA-specific application form. This aims to streamline the enrollment process, while giving the IOUs flexibility on how to market and promote FERA and reduce potential confusion between the two programs.⁴

On March 26, 2025, SDG&E received Commission guidance on the implementation of SB 1130 that instructed all FERA IOUs to use their existing authorized Program Year (PY) 2025-2026 FERA administrative budgets to implement SB 1130 by June 1, 2025.⁵ As of June 1, 2025, SDG&E implemented FERA expanded eligibility, reporting requirements and complied with SB 1130 as directed.

⁴ Public Utilities Code §739.12 as amended by SB 1130 effective January 1, 2025.

⁵ See 2025-2026 Annual Income Limits for the California Alternative Rates for Energy (CARE), Family Electric Rate Assistance (FERA), and Energy Savings Assistance (ESA) Programs and the Implementation of Assembly Bill (AB) 2672 and Senate Bill (SB) 1130 (March 26, 2025) at 6.

SDG&E indicated to the Energy Division it may need additional FERA administrative funding to implement SB 1130, mainly for Information Technology (IT) system updates and to build a stand-alone FERA application. Because the additional funds would exceed its authorized PY 2025-2026 FERA administrative budgets, the Commission authorized SDG&E to file a Tier 3 Advice Letter (AL) within 30 days to request the additional PY 2025-2026 funding.⁶ On April 25, 2025, SDG&E filed Tier 3 AL 4646-E requesting incremental funding for PY 2025-2026. Refer to Section 3.6 for further information. On February 26, 2026, the Commission approved Resolution E-5458 addressing SDG&E's AL 4646-E. It approves an incremental budget of \$405,500 for 2026 only. The approved budget is intended to cover IT upgrades, targeted ME&O, additional FERA application processing and recertification, and PEV activities. The Resolution also directs SDG&E to work with Energy Division to update its FERA Annual Report template to include information on performance and cost-effectiveness of the outbound call campaign contract beginning with the 2025 FERA Annual Report. SDG&E includes these new metrics related to its Outbound Call campaign as required/recommended by Resolution. Lastly, the Resolution does not approve the budget request for a stand-alone FERA application.

On June 3, 2025, the Energy Division issued an informal notice concluding that SDG&E made reasonable efforts to enroll eligible households in the FERA Program during 2024.⁷ This determination was made after Energy Division staff reviewed SDG&E's 2024 FERA Annual Report, pursuant to SB 1130.⁸ Commission staff found that SDG&E had undertaken new and expanded marketing, outreach, and data-driven strategies, including outbound calling campaigns and propensity-model-based targeting, which staff determined constituted "reasonable efforts" even though its FERA enrollment levels remained below the 60% goal.

In this 2025 FERA Annual Report, SDG&E details its marketing and outreach efforts and activities, expenditures associated with eligible enrollments for PY 2025, and planned strategies to increase enrollment in the future.

⁶ *Id.*

⁷ California Public Utilities Commission, Energy Division Staff Informal Notice re: Commission Staff Assessment of Electrical Corporations' Reasonable Efforts to Enroll FERA-eligible Customers, served to A.19-11-003 (June 3, 2025), at 1.

⁸ A.19-11-003 Annual Report Activity of San Diego Gas & Electric Company on Family Electric Rate Assistance Program for 2024 on March 3, 2025, pursuant to Public Utilities Code §739.12(d)(1)-(2), as amended by SB 1130, at 3-11.

2. EXECUTIVE SUMMARY

Prompt: Provide a summary of reasonable efforts made to enroll eligible households; may include

- *Annual enrollment goal*
- *PY enrollment outcome*
 - *Description of efforts made to enroll eligible households (as further detailed in ME&O section)*
 - *Note: Visuals to support narrative that summarizes the status of the program are encouraged; may point to charts/graphics in the other sections of the report*
- *Planned changes for forthcoming year*

In 2025, SDG&E advanced toward the 65% FERA enrollment goal established in D.21-06-015 by enrolling a total of 18,936 FERA customers out of an estimated 81,019 eligible households, achieving an overall enrollment rate of 23%.⁹ Total FERA participation increased by 48% compared to the prior year, driven in part by expanded eligibility under SB 1130, which removed the minimum three-person household requirement. To accelerate new customer acquisition, SDG&E deployed a coordinated set of targeted, data-driven strategies, including outbound calling campaigns prioritized through a FERA propensity model, and direct marketing communications informed by a FERA propensity model to identify and engage the households most likely to qualify. These modeled approaches enabled personalized outreach that clearly communicated the updated SB 1130 eligibility rules, improving precision, efficiency, and overall enrollment impact.

SDG&E's 2025 FERA ME&O efforts utilized a multichannel marketing strategy, including digital display, high-impact ad units, Google search, and social media. In 2025, these channels drove more than 9,266,000 FERA Program impressions, over 36,100 customer clicks, and 3,037 attributed digital conversions. Direct marketing continued to play a critical role, with 151,200 bill-comparison emails to bundled customers, and 873,300 Community Choice Aggregator (CCA) customer emails garnering open rates up to 60%. These tactics align with a statewide trend toward multi-channel, data-driven customer engagement in income-qualified programs.

⁹ D.21-06-015, Attachment 1, Table 3: FERA Participation and Enrollment Percentage Goals, at page 3.

To enhance the FERA enrollment experience, SDG&E conducted a customer satisfaction survey, which showed that 80% of participants are satisfied with the program. Additional survey results are provided in Section 6 of this report.¹⁰

Community engagement remained central to SDG&E's strategy. Partnerships with approximately 200 community-based organizations (CBOs), as well as integration with the Energy Solutions Partner Network, reinforced FERA visibility across outreach events, presentations, social media content, and targeted communications for hard-to-reach and multilingual households. Tribal outreach also continued in alignment with other income-qualified program efforts, ensuring eligible Tribal community members received FERA information. These approaches mirror a statewide emphasis on cross-program coordination, CBO partnerships, and targeted support of priority populations.

Visuals included throughout this report – such as the enrollment and discount tables in Section 4, program cost tables and budget distribution graphics in Section 3, and ME&O performance charts in Section 5 – provide supporting charts, tables, and graphics that summarize the overall status and performance of the FERA Program. Section 8 further expands potential strategies and initiatives for 2026 and beyond.

Looking ahead to 2026, SDG&E will continue advancing data-driven targeting, expanded digital outreach, on-going community partnerships, and education on SB 1130's expanded eligibility. SDG&E remains committed to refining its enrollment strategy, improving program visibility, and identifying opportunities to expand access to FERA benefits while progressing toward Commission enrollment expectations.

¹⁰ *2025 SDG&E Family Electric Rate Assistance (FERA) Program, Outreach Effectiveness and Customer Satisfaction Study*, Travis Research (February 2026) at 7. This is an annual study conducted by Travis Research on behalf of SDG&E to gain insights on customer sentiment around the FERA program.

3. FERA PROGRAM BUDGET AND EXPENDITURES

3.1. Summary of Program Costs

In 2025, SDG&E expended 97% of its authorized \$630,578 administrative budget, with total program spending - including customer discounts - reaching 105% of the authorized total FERA budget. FERA Rate Discounts totaled \$5.2 million, or 106% of the authorized FERA Rate Discount budget, reflecting the cost of providing bill relief to FERA-enrolled households.

FERA IT/Programming expense more than doubled compared to 2024 due to SB 1130 compliance required by June 1, 2025. ME&O spend decreased by 23% compared to 2024 in order for SDG&E to stay within its total 2025 authorized FERA administrative budget.¹¹ The Harris Group (THG) targeted outbound calling campaign paired with the performance incentive program to drive more FERA enrollments was paused in April while lower-volume outbound calling for new FERA enrollments and FERA recertifications continued throughout 2025.

3.1.1. Program Cost Categories and Expenditures

Prompt: Explain what is included in each cost category.

SDG&E's FERA expenses are categorized according to the following types of expenditures.

3.1.1.1. Marketing, Education & Outreach

Costs in this category include:

- Marketing and outreach campaigns, advertising, email notifications, direct mail, outbound call campaigns;
- Printing of bill inserts, brochures, and flyers;

¹¹ A.19-11-003 *Annual Report Activity of SDG&E on ESA, CARE and FERA Programs for 2024*, FERA Table 1 at A-45. 2025 FERA IT/Programming expense of \$99,150 was more than double the \$47,759 IT/Programming expense of 2024; 2025 FERA ME&O expense of \$358,455 was 23% less than the \$463,170 ME&O expense of 2024.

- Printing and mailing of FERA applications and correspondence, including postage;
- Marketing and outreach staff labor;
- CBO partnership fees;
- Capitation fees; and
- Creative and media agency fees

3.1.1.2. Processing, Certification, and Recertification

Costs in this category include staff labor related to processing applications and customer contact center activities, including, but not limited to the following:

- Scanning and indexing applications;
- Processing FERA applications;
- Initiating and responding to customer inquiries regarding FERA applications/program;
- Fielding telephone calls related to FERA Program participation; and
- Resolving disputes related to FERA Program enrollment.

3.1.1.3. Post Enrollment Verification (PEV)

Costs in this category include staff labor related to FERA PEV processing and other costs including but not limited to the following:

- Processing FERA income verification;
- Responding to customer inquiries regarding FERA income verification documents; and
- Resolving customer issues related to income verification.

3.1.1.4. IT/Programming

Costs include IT system support related to maintenance of program systems that provide tools to track and manage staff and contractor labor, update FERA documents, create and maintain system reports, and define and implement system enhancements to comply with Commission mandates and to improve operational efficiencies.

3.1.1.5. Measurement and Evaluation

Costs include studies and customer satisfaction surveys associated with the FERA Program.

3.1.1.6. Regulatory Compliance

Costs include staff labor and non-labor costs related to the preparation of various regulatory filings, including program applications, advice letter filings, audits, regulatory reports, filing comments, data requests responses, tariff revisions, and attendance at working groups and joint utility meetings, public input meetings, and other Commission hearings or meetings.

3.1.1.7. General Administration

Costs include but are not limited to office supplies, facilities, training, and development, as well as staff labor associated with program management and daily operations.

3.1.1.8. Commission Energy Division Staff Funding

Costs incurred by Energy Division staff in support of FERA.

3.1.1.9. Customer Benefits

Costs associated with customer benefits are the total amount of the FERA rate discounts provided to enrolled customers, representing the bill savings customers receive as a direct program benefit.

Table 3.1.1 provides the 2025 budget and actual expenditures.

Table 3.1.1: FERA Program Expenditures

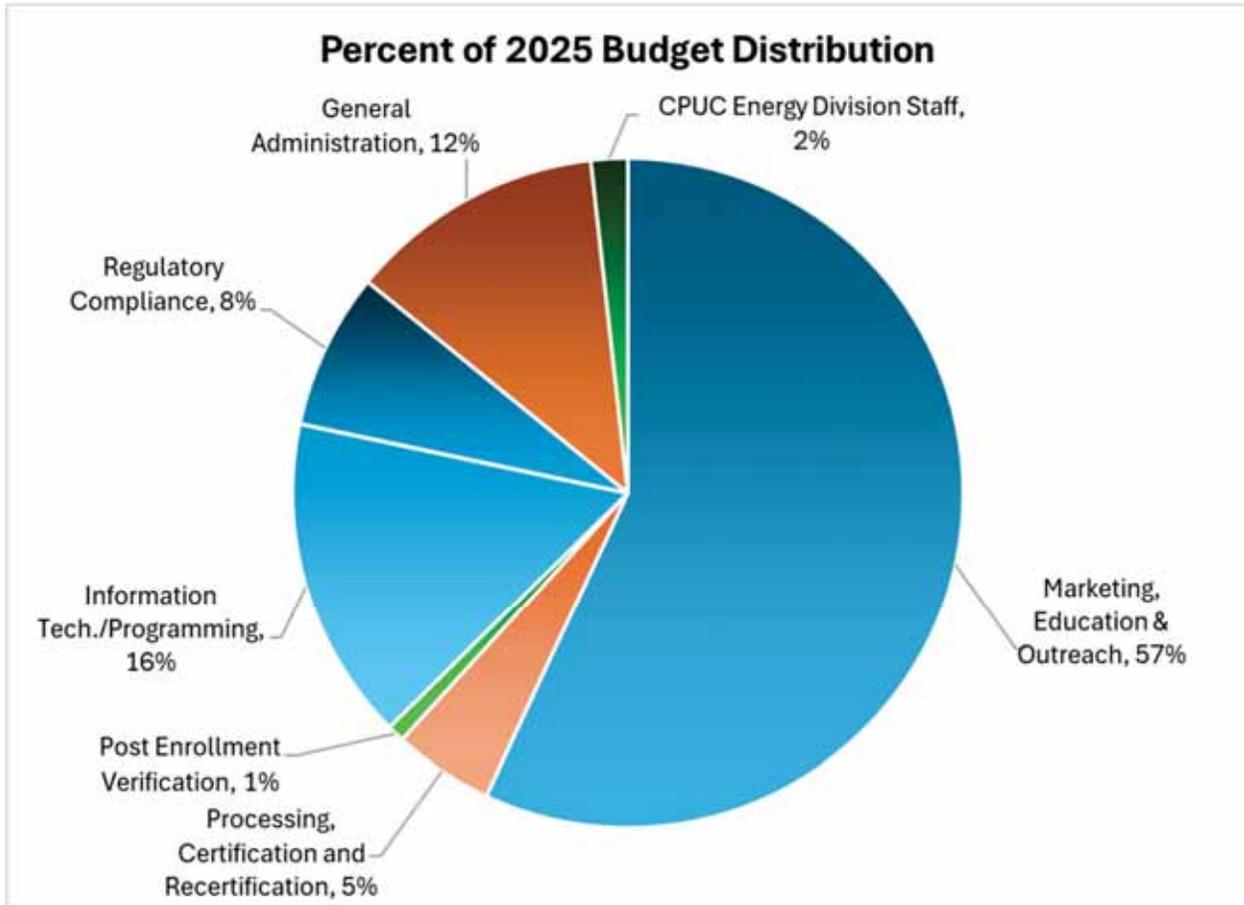
FERA Budget Categories	2025 Authorized Budget ¹²	2025 Actual Expenses ¹³	% of Budget Spent
Marketing, Education & Outreach	\$359,059	\$358,455	100%
Processing, Certification and Recertification	\$30,419	\$30,419	100%
Post Enrollment Verification	\$5,219	\$5,219	100%
Information Tech./Programming	\$99,150	\$99,150	100%
Pilots	\$0	\$0	0%
Measurement and Evaluation	\$0	\$0	0%
Regulatory Compliance	\$47,600	\$44,106	93%
General Administration	\$78,004	\$73,794	95%
CPUC Energy Division Staff	\$11,127	\$823	7%
Total Program Costs	\$630,578	\$611,965	97%
FERA Rate Discount	\$4,912,466	\$5,209,249	106%
Total Program Costs and Discounts	\$5,543,044	\$5,821,214	105%

¹² This reflects the total authorized budget approved in D.21-06-015, Attachment 1, Table 4, and adjusted for program year 2025 fund shifts. D.21-06-015 granted the IOUs authority to shift funds between the FERA Program categories.

¹³ The actual expenses may differ upon the final completion and issuance of the 2025 Low Income Annual Report.

Figure 3.1.1 shows the percentage allocation of the various program budget categories for 2025.

Figure 3.1.1: Percentage Distribution of 2025 Budget



3.1.2. Explain how costs of joint CARE/FERA activities are charged to each program.

The costs of distinct CARE and FERA activities are charged separately to each program using separate source codes. To the extent possible, the costs of joint CARE and FERA activities are allocated in proportion to the work that was attributable to either CARE or FERA.

3.2. FERA Discount Cost

3.2.1. State the average monthly FERA discount received, in dollars, per FERA customer.

The average monthly FERA discount per customer in Program Year (PY) 2025 was \$25.26.

3.2.2. State the annual subsidy (discount) for all FERA customers by energy source.

The total annual subsidy (discount) for all FERA customers in PY 2025 was \$5,209,249.

3.3. Report FERA Program fund shifting activity that falls within rules laid out in Section 10.5.8.2 of D.21-06-015.

During 2025, SDG&E shifted FERA funds in accordance with the rules set forth in D.21-06-015, which granted the IOUs authority to shift funds between FERA Program budget categories within the program year.¹⁴ SDG&E used unspent funds from the Measurement and Evaluation and the ME&O budget categories to cover a total of \$62,962 in overages in the Processing, Certification and Recertification, PEV, and IT Programming categories.

3.4. Report FERA Program fund shifting activity that occurred that falls OUTSIDE the rules laid out in Section 10.5.8.2 of D.21-06-015?

No FERA Program fund shifting activity occurred in 2025 that falls outside the rules laid out in Section 10.5.8.2 of D.21-06-015.

3.5. Provide the year-end December 31 balances for the FERA balancing account for both the current and prior reporting periods.

SDG&E provides its 2025 year-end FERA balancing account balance in Table 3.5.

Table 3.5: 2025 Yearend Balance of FERA Balancing Account

	2024	2025
FERA Balancing Account (FERABA) - Under / (Over) collection	(\$533,294)	\$1,668,952

¹⁴ D.21-06-015 OP 181, at 520.

3.6. Provide brief discussion of Tier 3 Advice Letter requesting additional funding for 2025 to support implementation of SB 1130.

On April 25, 2025, SDG&E filed its Tier 3 AL requesting additional funding for PY 2025 and 2026 to support implementation of SB 1130. In the AL, SDG&E requested a combined total of \$844,274 in incremental budget for 2025 and 2026. The additional budget requested supports costs associated with IT, ME&O, Processing and Recertification, and PEV. The costs include, but are not limited to, system updates, enrollment form updates, additional marketing and outreach activities, and increase processing labor to support changes related to SB 1130.

On February 26, 2026, the Commission approved Resolution E-5448 addressing SDG&E's AL 4646-E. It approves an incremental budget of \$405,500 for 2026 only. The approved budget is intended to cover IT upgrades, targeted ME&O, additional FERA application processing and recertification, and PEV activities. The Resolution also directs SDG&E to work with Energy Division to update its FERA Annual Report template to include information on performance and cost-effectiveness of the outbound call campaign contract beginning with the 2025 FERA Annual Report. Lastly, the Resolution did not approve the budget request for a stand-alone FERA application.¹⁵

¹⁵ Resolution E-5448 (approved February 26, 2026), Ordering Paragraphs 1-2, at 9.

4. FERA PROGRAM ENROLLMENT PROGRESS

Prompt: Enrollment Strategies

New initiatives and strategies: IOU develops new initiatives and/or adjusts marketing and outreach strategies based on:

- *Lessons learned from approaches to marketing, outreach, and enrollment that were successful and unsuccessful*
- *New opportunities for marketing and outreach approaches to reach eligible households, data sharing to help identify eligible households and facilitate enrollment, and process improvements and tools that can streamline the enrollment process and increase retention*

Leveraging approaches from other programs that have had success in increasing enrollment rates, such as CARE

In 2025, SDG&E refined its enrollment approach by prioritizing tactics that brought more likely eligible customers to the FERA application. SDG&E also reduced the number of digital platforms used, focusing on those with stronger performance. This allowed for more consistent outreach to likely eligible customers and helped maintain steady application traffic without the additional end-of-year funding used in previous years.

SDG&E also integrated two new targeting methods to better reach households with eligibility indicators. Geofencing around trolley stations and convenience store posters allowed SDG&E to reengage customers who may have recently been exposed to physical signage. This tactic produced higher engagement and stronger cost efficiency than broad behavioral audiences, demonstrating its value in linking offline exposure to subsequent digital action. Domain based targeting, designed to reach households more likely to receive communications associated with lower income assistance, further improved the proportion of high intent responses. While this method generated fewer clicks, it delivered stronger downstream engagement with the application, indicating more precise audience alignment.

To support customers who were aware of the program and evaluating whether to enroll, which is the stage often referred to as the mid-funnel, SDG&E refined its messaging and adjusted the timing of communications. High-impact units, which are larger interactive online ads designed to stand out, and paid search delivered the strongest engagement among paid tactics for FERA. Multilingual outreach remained an important component, with Spanish and

Vietnamese versions outperforming English display benchmarks and reinforcing the need for culturally aligned messaging.

SDG&E-owned channels continued to promote the FERA messaging. SDG&E maintained its two monthly email campaigns, one with general FERA information for CCA customers and one with personalized bill comparison details for bundled customers. Direct mail continued to serve customers without email access, ensuring coverage across communication preferences and access levels.

Looking ahead, SDG&E plans to scale the tactics that produced the most precise and cost-effective responses particularly domain-based targeting, geofencing paired with corridor Out-of-Home (OOH), and multilingual placements, while exploring process improvements such as simplifying the customer journey and clarifying program differences between CARE and FERA.

4.1. Program Outcomes

SDG&E’s 20205 monthly FERA enrollment results are provided in Table 4.1.

Table 4.1.: FERA Program Enrollment and Year-To-Date Discount by Month

2025	FERA Enrolled ¹⁶	FERA Eligible Households	FERA Enrollment Rate	Subsidy (Discount) Provided to FERA-Enrolled Customers
January	13,526	81,019	17%	\$456,689
February	14,359	81,019	18%	\$777,528
March	15,249	81,019	19%	\$1,134,013
April	16,028	81,019	20%	\$1,454,967
May	16,134	81,019	20%	\$1,793,463
June	16,425	81,019	20%	\$2,168,430
July	16,590	81,019	20%	\$2,650,671
August	17,023	81,019	21%	\$3,146,492
September	17,316	81,019	21%	\$3,778,684
October	18,061	81,019	22%	\$4,328,544

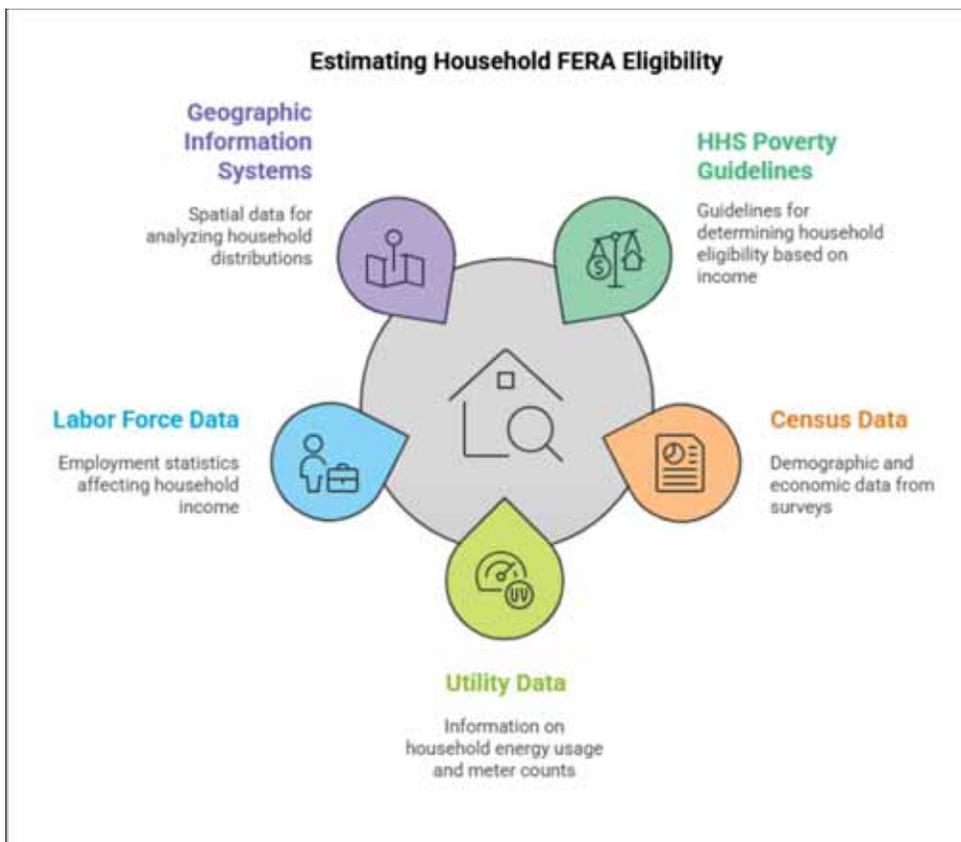
¹⁶ The “FERA Enrolled” column reflects the cumulative number of customers in the relevant month that received the discount and includes sub-meter accounts.

2025	FERA Enrolled¹⁶	FERA Eligible Households	FERA Enrollment Rate	Subsidy (Discount) Provided to FERA-Enrolled Customers
November	18,301	81,019	23%	\$4,687,557
December	18,936	81,019	23%	\$5,209,249
Total	18,936	81,019	23%	\$5,209,249

4.1.1. Discuss How the Estimates of Current FERA-Eligible Households Were Developed.

Since 2022, SDG&E has continued to employ the joint utility methodology adopted by the Commission in D.01-03-028 to develop both monthly and annual enrollment estimates. This methodology ensures accurate estimation of program eligibility by analyzing income and household size parameters at a granular level, including small-area geographies such as block groups, census tracts, ZIP+2 areas, and statewide assessments. Figure 4.1.1 illustrates SDG&E’s household eligibility methodology.

Figure 4.1.1: Household Eligibility Methodology



2025 Eligibility Estimation Sources and Methodology

To determine 2025 eligibility estimates, SDG&E utilized a variety of data sources, including:

- Health and Human Services (HHS) Poverty Guidelines, incorporating bundling of one- and two-person households at the 200% FPG limit, as mandated by Assembly Bill (AB) 327;
- Current-year small-area vendor marginal distributions on household characteristics;
- Census Data, including the 2010 Census Summary File 3 (SF3) and the 2015-2022 American Community Survey (ACS) Public Use Microdata Sample (PUMS);
- Utility Data, including utility meter and master meter household counts;

- Economic Indicators, such as the Department of Finance Consumer Price Index (CPI) series; and
- Geographic Information System (GIS) sources to refine locational estimates.

The methodology leverages ACS microdata to establish relationships between income eligibility (above/below 200% FPG), housing tenure, and fuel payment behaviors. These relationships are fitted to small-area (block-group level) marginal distributions to generate payer type-specific distributions, which can then be aggregated at higher geographical levels, including county, utility, and state-wide assessments.

(1) Incorporation of Labor Market Changes

A critical component of the methodology involves adjusting block-group income distributions based on labor market dynamics. The methodology incorporates data from:

- Current Population Survey (CPS);
- Integrated Public Use Microdata Series (IPUMS);
- ACS Data; and
- California Employment Development Department (EDD) labor force series at county and Metropolitan Statistical Area (MSA) levels.

These labor force indicators account for shifts in unemployment, job separation, and positive employment trends. The resulting adjustments ensure that small-area income estimates reflect real-time economic conditions, thereby improving the accuracy of eligibility assessments.

(2) Estimation and Enrollment Tracking

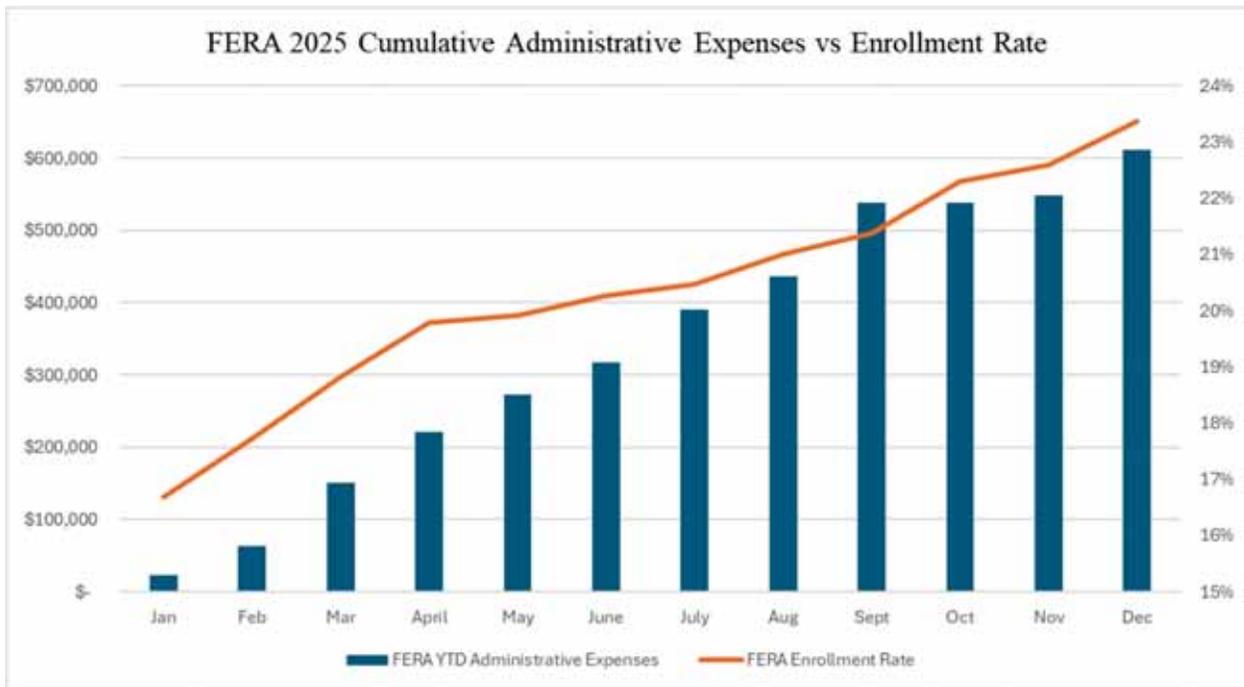
At the block-group level, estimates are aggregated into county, utility, and whole-utility levels. Annually, SDG&E applies county/utility-level eligibility fractions to a new set of technical eligibility counts, such as metered and sub-metered occupied housing units for the FERA Program to obtain household-level income and demographic eligibility estimates. SDG&E tracks enrollment by counting the number of households enrolled at different geographic levels. The total number of FERA-enrolled households, including individually metered and sub-metered occupied units, is divided by the total estimated income/demographic eligibility to assess program penetration and effectiveness. By maintaining a rigorous and data-

driven approach, SDG&E ensures that enrollment estimates align with actual eligibility patterns, compliant with regulatory guidelines.

4.1.2. FERA Expenses vs. Enrollment Rate (by month)

SDG&E provides its 2025 cumulative monthly expenses with a comparison to its enrollment rate in Figure 4.1.2.

Figure 4.1.2: FERA Cumulative 2025 Expenses vs. Enrollment Rate



4.2. Recertification

Prompt: Describe efforts made during the year to improve FERA recertification process and/outcome. Include FERA Table 4A and Table 6, which provides the total number of utility and third-party FERA self-certification and self-recertification applications provided, received, approved, denied, pending/never completed, or duplicates for the reporting period, and the reasons for de-enrollment.

In 2025, SDG&E continued a text messaging pilot for FERA customers who successfully completed the recertification process. The text message communicated to customers that their

recertification was approved and that no further action was required at that time. The text messaging pilot included FERA customers who opted-in to receive text notifications through SDG&E’s My Energy Center. SDG&E intends to expand text messaging for purposes of recertification to include all FERA customers who successfully complete the recertification process and to send recertification text messaging reminders in 2026. Table 4.2.1 provides the total number of customers who completed self-certification and self-recertification.

Table 4.2.1: Self-Certification and Self-Recertification Applications¹⁷

	Provided¹⁸	Received	Approved	Denied	Pending/Never Completed	Duplicates
Total	15,465	14,870	12,432	1,518	595	920
Percentage		96%	80%	10%	4%	6%

¹⁷ This includes sub-metered accounts.

¹⁸ This includes paper applications only. The “Provided” value is a combination of both CARE and FERA applications sent to customers.

Table 4.2.2 provides the monthly FERA recertification results.

Table 4.2.2: FERA Recertification Results

2025	Total FERA Households	Households Requested to Recertify ¹⁹	% of Households Total	Households Recertified ²⁰	Households De-enrolled ²¹	Recertification Rate % ²²	% of Total Households De-enrolled
January	13,526	326	2.4%	46	234	14%	1.73%
February	14,359	349	2.4%	29	284	8%	1.98%
March	15,249	433	2.8%	40	325	9%	2.13%
April	16,028	432	2.7%	36	354	8%	2.21%
May	16,134	382	2.4%	31	291	8%	1.80%
June	16,425	239	1.5%	29	179	12%	1.09%
July	16,590	327	2.0%	37	239	11%	1.44%
August	17,023	282	1.7%	40	201	14%	1.18%
September	17,316	345	2.0%	42	206	12%	1.19%
October	18,061	290	1.6%	21	95	7%	0.53%
November	18,301	375	2.0%	14	90	4%	0.49%
December	18,936	342	1.8%	16	51	5%	0.27%
YTD	18,936	4,122	21.77%	381	2,549	9%	13.46%

4.3. Post-Enrollment Verification

Prompt: Describe efforts made during the year to improve FERA PEV process and/outcome. Include FERA Tables 3A and 3B which provides the total number of verifications requested, received, approved, denied, pending/never completed, or duplicates, for the reporting period, and the reasons for de-enrollment.

In 2025, SDG&E launched a how-to PEV video that demonstrates a step-by-step process on the verification process to help customers understand and assist in completing the PEV process. The video will be posted on SDG&E’s FERA Program website, included in the PEV forms, and used as needed for customers and customer service representatives. As a result of the video, SDG&E expects greater understanding of the PEV process by customers.

¹⁹ This excludes count of customers recertified through the probability model.

²⁰ Recertification results are tied to the month initiated and the recertification process allows customers 120 days (3 or 4 bill cycles) to respond to the recertification request. Results may be pending due to the time permitted for a participant to respond.

²¹ This includes customers who did not respond or who requested to be de-enrolled.

²² This is the percentage of customers recertified compared to the total participants requested to recertify in that month.

Additionally, SDG&E continued outbound calls to customers who may need additional assistance with the PEV process. SDG&E initiates a phone call to customers who have responded to the PEV notification with either incomplete information or incorrect documentation. Customer service representatives review and walk through the PEV process with the customer over the phone and address any questions. By doing so, customers can complete the PEV process on time and maintain their enrollment in FERA.

SDG&E will complete implementation of the FERA high usage PEV by the end of the program cycle, as required in D.21-06-015.

Table 4.3.1 provides the 2025 monthly PEV results.

Table 4.3.1: Post-Enrollment Verification Results (Model)

Month	Total FERA Households Enrolled	Households Requested to Verify ²³	% of FERA Enrolled Requested to Verify Total	FERA Households De-enrolled (Due to no response)	FERA Households De-enrolled (Verified as Ineligible) ²⁴	Total Households De-enrolled ²⁵	% De-enrolled through Post Enrollment Verification ²⁶	% of Total FERA Households De-enrolled
January	13,526	66	0.49%	47	1	48	73%	0.35%
February	14,359	68	0.47%	48	0	48	71%	0.33%
March	15,249	91	0.60%	61	0	61	67%	0.40%
April	16,028	78	0.49%	54	2	56	72%	0.35%
May	16,134	89	0.55%	53	1	54	61%	0.33%
June	16,425	110	0.67%	62	2	64	58%	0.39%
July	16,590	87	0.52%	34	1	35	40%	0.21%
August	17,023	29	0.17%	0	0	0	0%	0.00%
September	17,316	3	0.02%	0	0	0	0%	0.00%
October	18,061	2	0.01%	0	0	0	0%	0.00%
November	18,301	2	0.01%	1	0	1	50%	0.01%
December	18,936	0	0.00%	0	0	0	0	0.00%
YTD Total	18,936	625	3.30%	360	7	367	59%	1.94%

²³ This includes all customers who failed SDG&E’s FERA eligibility probability model.

²⁴ This includes customers verified as over income or who requested to be de-enrolled.

²⁵ Verification results are tied to the month initiated and the verification process allows customers 90 days to respond to the verification request. Results may be pending due to the time permitted for a participant to respond.

²⁶ This is the percentage of customers dropped compared to the total participants requested to provide verification in that month.

Table 4.3.2 provides the 2025 monthly PEV for high-usage customers.

Table 4.3.2: Post-Enrollment Verification Results (High Usage, Electric Only)²⁷

Month	Total FERA Households Enrolled	Households Requested to Verify ²⁸	% of FERA Enrolled Requested to Verify Total	FERA Households De-enrolled (Due to no response)	FERA Households De-enrolled (Verified as Ineligible) ²⁹	Total Households De-enrolled ³⁰	% De-enrolled through Post Enrollment Verification	% of Total FERA Households De-enrolled
January	13,526	-	-	-	-	-	-	-
February	14,359	-	-	-	-	-	-	-
March	15,249	-	-	-	-	-	-	-
April	16,028	-	-	-	-	-	-	-
May	16,134	-	-	-	-	-	-	-
June	16,425	-	-	-	-	-	-	-
July	16,590	-	-	-	-	-	-	-
August	17,023	-	-	-	-	-	-	-
September	17,316	-	-	-	-	-	-	-
October	18,061	-	-	-	-	-	-	-
November	18,301	-	-	-	-	-	-	-
December	18,936	-	-	-	-	-	-	-
YTD Total	18,936	-	-	-	-	-	-	-

²⁷ SDG&E notes that the requirement to implement the high usage post-enrollment verification policy for the FERA Program, pursuant to OP 28 of D.21-06-015, will be completed by the end of the program cycle (2021-2026).

²⁸ This includes all participants who were selected for high usage verification process.

²⁹ This includes customers verified as over income, who requested to be de-enrolled, did not reduce usage, or did not agree to be weatherized.

³⁰ Medium (400%) and high usage (600%) customers are dropped at 60 days (2 or 3 bill cycles) for non-response to HUV (high usage income verification request). Additionally, 600% + users that have not reduced usage within the 60-day window (2 or 3 bill cycles) are removed from the program. Results may be pending due to the time permitted for a participant to respond.

Table 4.3.3 provides total 2025 PEV results.

Table 4.3.3: FERA Post-Enrollment Verification ³¹

	Requested	Received	Approved	Denied	Pending/Never Completed	Duplicates
Total	625	265	258	7	360	0

4.4. Complaints

In 2025, there were no formal or informal customer complaints about the FERA Program.

4.5. Sub-metered Tenants

4.5.1. Provide the current FERA sub-metered tenant counts at year-end.

At year-end 2025, SDG&E had 17 sub-metered tenants participating in FERA.

4.5.2. Discuss any problems encountered during the reporting period administering the FERA Program for sub-metered tenants and/or master-meter customers.

As reported in SDG&E's 2024 FERA Annual Report, SDG&E identified an issue regarding the administration of rate discounts to certain master meter accounts. SDG&E discovered discrepancies between the number of sub-metered tenants and the discounts reflected on the master meter customer bill. SDG&E determined that the master meter customers, not the sub-metered tenants, were negatively impacted by the billing inaccuracy. In 2025, SDG&E concluded mitigation and applied bill credits to all impacted customers.

³¹ This includes sub-metered accounts.

5. PROGRAM MARKETING, EDUCATION AND OUTREACH

Prompt: Describe ME&O efforts and targeting strategies to enroll households and specific groups. Highlight efforts to increase enrollment in specific geographic areas and specific communities with low enrollment rates, including what approaches were used to target those customers and enrollment rates for those groups. May include efforts to streamline customer enrollment strategies, including potential plans to separate CARE and FERA applications, efforts to incorporate categorical eligibility.

New sections:

- Public awareness: efforts to inform eligible households about the FERA Program, including marketing, education, and outreach*
- Targeted outreach: efforts to reach specific customer groups and tailored outreach efforts (e.g., demographic or geographic characteristics)*
- Language and accessibility: accessibility of outreach materials (e.g., availability in multiple languages or formats accessible to those with disabilities)*

5.1. ME&O Efforts and Targeting Strategies

SDG&E's 2025 ME&O efforts used a multilayered approach to inform eligible households about the FERA Program through public awareness, tailored outreach to specific communities, and accessible, multilingual communication. These activities were designed to ensure that households across San Diego County, including those in historically underserved areas, encountered clear, culturally relevant information about available assistance.

5.1.1. General Public Awareness

Territory wide awareness was supported through digital display, paid search, high-impact units, multicultural publications, streaming video, and general Customer Assistance broadcast content. OOH visibility was maintained through trolley station signage in income diverse South Bay and East County corridors, along with convenience store posters placed in neighborhoods with higher concentrations of lower income households. These installations provided consistent daily exposure during peak seasonal bill periods.

To humanize the program and increase relatability, SDG&E also piloted vertical social stories inspired by trending online formats, such as shortform, humorous, or conversational clips. These videos were produced in collaboration with other SDG&E programs to maximize limited

production resources; the partnership allowed SDG&E to create human centered, approachable content that would not have been possible under the FERA budget alone. This represented a new storytelling direction aimed at reducing stigma, increasing relatability, and expanding awareness among online audiences who respond more strongly to authentic, interpersonal content.

Organic social posts supplemented these efforts by providing low-cost reminders. FERA posts reached up to 18,000 impressions per posting period with about 1% to 3% engagement on Facebook and Instagram, demonstrating steady audience interaction across multiple touchpoints.

5.1.2. Targeted Digital Outreach

Beyond broad market awareness, SDG&E used data-informed methods to reach communities where eligibility was more likely or where enrollment levels had been historically lower. This included outreach to lower income ZIP codes, multifamily residences, renters, seniors, customers with disabilities, and multicultural communities. Two precision tactics improved relevance and response quality:

- Geofencing, which reengaged customers who had recently encountered trolley station or convenience store signage; and
- Domain based targeting, which reached customers more likely to receive communications related to other assistance programs.

These methods helped increase high intent digital activity from communities traditionally harder to reach, particularly along transit corridors and within multicultural audiences.

5.1.3. Language and Accessibility

To ensure equitable access to information, most primary outreach materials were provided in English, Spanish, and Vietnamese, with non-English versions performing strongly across digital channels. Trolley signage was produced in both English and Spanish, ensuring commuters encountered information in their preferred language. Campaign formats were selected to meet customers where they already spend time, such as busier transit corridors, mobile environments, multicultural media outlets, and shortform video platforms, improving both accessibility and cultural relevance.

5.1.4. Direct Mail

While SDG&E maintains an email first outreach approach to support cost effective communication, more than 6,800 bill comparison letters were mailed to customers who did not have an email address on file. This ensured continued access to program information for customers with limited or no internet connectivity.

Together, these ME&O efforts, spanning broad awareness, targeted outreach, multilingual access, and human-centered content, helped ensure that eligible households encountered clear, relevant information about the FERA Program across multiple communication channels and communities. Table 5.1 presents the overall results of the various channels employed to reach FERA eligible customers.

Table 5.1: Overall Results of Channel Outreach

Channel	Impressions	Clicks	CTR	Conversions
Display – English	3,186,206	3,753	0.12%	2,279
Display – Spanish	652,715	2,156	0.33%	191
Display – Vietnamese	141,985	544	0.38%	91
Facebook – English	1,526,588	10,239	0.67%	-
Facebook- Spanish	515,628	3,364	06.54%	-
Facebook- Vietnamese	309,761	2,111	0.68%	-
Google Display Network - English	411,449	4,909	1.19%	17
Google Display Network – Spanish	226,708	2,961	1.31%	7
Google Display Network – Vietnamese	53,318	653	1.22%	2
High-Impact – English	572,553	1,030	0.18%	139
High-Impact – Spanish	272,883	575	0.21%	29
Linear – print/OOH - Ethnic	337,001	-	-	-
Linear – print/OOH - general	198,221	-	-	-
Reddit – English	354,817	1,845	0.52%	-
Search – English	21,233	2,022	9.52%	282
Totals	9,266,831	36,162	0.44%	3,037

5.1.5. Social Media

SDG&E leveraged organic social media as a no-cost outreach tactic, rotating the Customer Assistance messaging each month. In 2025, FERA posts generated steady visibility across Facebook, Instagram, X, and Nextdoor, and SDG&E will continue utilizing this cost-effective approach in 2026. Table 5.2 provides results from the various social media platforms used to promote the FERA Program.

Table 5.2: Social Media Platform Results

	Number of Posts	Impressions	Engagements	Engagement Rate
Facebook	5	2,501	26	0.99%
Instagram	6	6,034	56	0.93%
X (formally Twitter)	5	8,246	69	0.8%
Nextdoor³²	6	92,782	30	N/A - Users not allowed to comment

5.1.6. Outbound Calls

New Prompt: Include information on performance and cost-effectiveness of the outbound call campaign contract in its annual FERA Program Report, beginning with the 2025 Annual Report, including but not limited to the following metrics:

- (1) Number of households contacted by the contractor;*
- (2) Number of households enrolled in FERA with support from the contractor, and of those households, how many were previously enrolled in FERA or CARE;*
- (3) Success rate (Number of households enrolled in FERA with support from the contractor / Number of households contacted by the contractor) by month;*
- (4) Number of FERA households enrolled with support from the contractor that were later de-enrolled during recertification or PEV³³*

SDG&E’s third-party contractor, THG, calls customers to encourage enrollment in the FERA Program. If eligible, THG directly contacts the prospective FERA customer and walks

³² Nextdoor does not allow business accounts to enable comments.

³³ SDG&E includes these new metrics related to its Outbound Call campaign as required/recommended by Resolution E-5448 at 5, and Ordering Paragraph (OP) 2 at 9.

them through the enrollment process. THG provides education about CARE, FERA, and ESA Programs. In 2025, THG enrolled more than 7,410 customers in FERA via the outbound call campaign. This is the largest number of new enrollments SDG&E has seen in years and represents an increase of 35% compared to new enrollments in 2024. Additional outbound call performance metrics are provided in Table 5.3.

Table 5.3: The Harris Group (THG) FERA Outbound Calling Performance³⁴

Of the Households Enrolled in FERA with Support from THG:			
Total number of FERA households enrolled	How many were previously enrolled in FERA or CARE?	How many were later de-enrolled due to recertification?	How many were later de-enrolled due to PEV?
7,410	1,481	0	71

5.1.7. Partner Education & Outreach

SDG&E strategically identified CBOs within and outside of its Energy Solutions Partner Network to reach areas and various pockets within low-income populations throughout its service territory. These areas include hard-to-reach, rural, multicultural, multi-lingual, and Access and Functional Needs (AFN) communities. SDG&E also coordinated outreach tactics with CBOs to promote the FERA Program to customers. These outreach tactics included presentations, community events, and messaging to increase awareness and drive enrollments. SDG&E also educates partners with training materials on the FERA Program, including how to utilize the FERA Program’s online application to streamline the enrollment process for their organization. SDG&E also collaborated with these partners to provide education and

³⁴ *San Diego Gas & Electric Company’s Comments on Draft Resolution E-5448 Regarding Administrative Budget for FERA*, February 10, 2026 at 3. “With respect to reporting on metrics (1) and (3), SDG&E currently does not track the number of households contacted by the contractor or the success rate by month. Therefore, SDG&E requests to begin tracking and reporting these two metrics at the monthly level in its 2026 FERA Annual Report. Additionally for metrics (2) and (4), SDG&E will use 2024 as the baseline year to report how many of the FERA households enrolled with support from the contractor were previously enrolled in FERA or CARE, and how many were later de-enrolled during recertification or PEV.”

engagement opportunities throughout its service territory. To further support customers at events in multicultural/multilingual communities, SDG&E utilizes multilingual representatives to communicate effectively with non-English speaking customers, who are often part of SDG&E's hardest-to-reach populations. The ability for CBOs to penetrate these harder-to-reach customer segments continues to be valuable in generating program enrollments. SDG&E works alongside these external groups to connect customers with programs and solutions related to program offerings. These engagement efforts covered over 850 events and presentations in 2025.

5.1.8. CARE Capitation Agencies

SDG&E partners with 23 social service agencies to help reach and enroll the hardest-to-reach customers. The partnering organizations are in diverse low-income communities serving multicultural/multilingual, access and functional needs, and Limited English Proficient (LEP) audiences. In 2025, the Outreach team met with each Capitation Agency to provide education on updates to enrollment eligibility criteria, including changes related to household size. These partners include 211 San Diego, Orange County United Way, Scripps Health, San Diego State University WIC offices, and many others. These partners contributed to 21 FERA Program enrollments and one recertification in 2025.

5.1.9. Energy Solutions Partner Network

SDG&E works closely with a network of approximately 200 CBOs to connect customers with programs and solutions related to Customer Assistance, Energy Efficiency and Conservation, Public Safety Power Shutoffs, resiliency, wildfire preparedness, and bill debt repayment. These organizations represent the diversity of SDG&E's customers within its service territory. Many of these CBOs are small, grassroots agencies serving customers with access and functional needs, that include multicultural, multilingual, low income, seniors, and LEP audiences in communities of concern. These community partners help educate and enroll customers in low-income programs utilizing a variety of tactics, including messaging through email, social media channels such as Facebook, X, and Instagram, posting information on their websites, providing booth space at events, and hosting program enrollment days. In 2025, over 2,700 activities were coordinated through this network to promote SDG&E's Customer Assistance Programs, resulting in over 1,900 social media messages by SDG&E's Energy

Solutions Partner network, reaching over five million impressions. The Energy Solutions Partner Network's activities which include the County of San Diego HHSAs, generated four enrollments for FERA. There were two recertifications from this group in 2025.

5.1.10. Community Engagement

SDG&E has established and maintains strong relationships with non-profit organizations to support outreach and enrollment for the FERA Program and other energy-saving assistance programs. Through these community partnerships, SDG&E collaborated with organizations to deliver presentations, workshops, trainings, and participated in community events throughout its service territory. These organizations are trusted members of the community and enable culturally and linguistically relevant communication of program information, increase program awareness, reduce participation barriers, and meet customers where they are. With these groups and the Energy Solutions Partner Network mentioned above, SDG&E participated in 875 events, presentations, and workshops, including 45 multicultural events, to educate and reach over 113,000 people in the community.

5.1.11. Customer Care Center

SDG&E's Customer Care Center (CCC) assists customers with a variety of energy inquiries each year via phone and chat. Customers are provided information about the FERA Program in both English and Spanish while waiting to speak with an Energy Service Specialist (ESS) via the Interactive Voice Recognition (IVR) System. If a customer states that they are not qualified for the CARE or ESA programs, the ESS will offer the FERA Program and explain the income guidelines and current certification requirements. There were no FERA enrollments or recertifications in 2025 through the CCC.

5.2. Discuss how FERA customer data and other relevant program information is shared within the utility and other appropriate low-income programs.

FERA customer data is shared within SDG&E for prospective Energy Savings Assistance (ESA) leads. The ESA Program offers no-cost weatherization services, energy efficient lighting, energy efficient appliances, energy education, and other services to income-qualified customers to reduce energy consumption and costs, while improving health, comfort, and safety of

customers. To qualify for the ESA Program, a residential customer’s household income must be at, or below, 250% of Federal Poverty Guidelines (FPG).³⁵ When an online enrollment or recertification for the FERA Program is received, an ESA lead is automatically created if the customer is determined to be eligible based on the prior treated date. Upon eligible income verification for the FERA Program, an ESA lead is automatically labeled as “FERA Income Certified,” to notify the ESA implementer that the income eligibility process is not required during the in-home assessment. Similarly, the ESA eligibility information is sent to the FERA Program system once an ESA enrollment is received. The FERA Program system determines if the customer will be auto-enrolled, income certified or recertified based on their current FERA status.

5.3. Breakdown of Marketing, Education and Outreach by Spending Category

The 2025 FERA administration costs by category are provided in Table 5.2.1.

Table 5.2.1: FERA Marketing, Education, and Outreach Costs

FERA Spending Category	2025 Authorized Budget ³⁶	2025 Actual Expenses	% of Budget Spent by Spending Category
Direct Communications	N/A	\$138,501	39%
Media / General Awareness	N/A	\$203,949	57%
Customer Satisfaction Survey	N/A	\$0	0%
Miscellaneous	N/A	\$16,005	4%
Total Costs	\$372,021	\$358,455	100%

³⁵ More information on SDG&E’s ESA Programs is available at [No Cost Energy-Efficient Home Improvements | San Diego Gas & Electric](#).

³⁶ This reflects total authorized budget approved in D.21-06-015, Attachment 1, Table 4, adjusted for program year 2025 fund shifts. D.21-06-015 granted the IOUs authority to shift funds between the FERA Program categories. The 2025 authorized budget was not itemized by FERA Administrative Budget sub-categories. SDG&E allocates expenses based on the most productive FERA ME&O sub-categories.

6. OTHER EFFORTS

Prompt: May include studies, pilots, and/or efforts to streamline customer enrollment strategies, including potential plans to separate CARE and FERA applications or incorporate categorical programs

SDG&E conducted its FERA participant survey to learn more about SDG&E customers' experience with the FERA Program and to gain a better understanding of barriers to FERA enrollment. In 2025, SDG&E surveyed 201 program participants. The survey revealed that most participants are satisfied with the FERA Program (80%), but it also revealed a few areas that could be improved. A few key insights from the survey results include:

- Majority of participants say the enrollment process is easy;
- Majority of participants say they would provide income verification if asked;
- Email continues to be the preferred method of communication;
- More than half of participants say the savings from the FERA Program is a major help with paying their utility bill; and
- One in five participants say they want customized recommendations about managing their home's energy usage.

These insights will inform future marketing and outreach initiatives and consider customer communication preferences and other opportunities for improvement.

7. DISCUSSION OF BARRIERS AND/OR CHALLENGES

Prompt: Discuss barriers, challenges, and lessons learned of enrollment strategies. Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed. Describe corrective plans taken during this reporting period to address barriers and challenges.

SDG&E continues to experience the identification of FERA-eligible households as a challenge. Although SDG&E receives estimated eligible population counts annually, it has been challenging to find FERA-eligible customers to apply for the program due to its narrow income eligibility requirements.

To address challenges with FERA participation, SDG&E continued the incentive-based approach to its existing outbound call campaign led by THG, as mentioned in Section 5. The campaign provides SDG&E with a way to directly connect with customers in low income and hard-to-reach areas. Targeted customers also include those who are up for recertification. This year, THG successfully enrolled 7,410 customers into the FERA Program. SDG&E plans to continue this initiative through the end of the existing program cycle as funding permits.

In addition, see Section 6.5.2. for a description of the issue regarding the administration of rate discounts to certain master meter accounts that was resolved in 2025.

8. STRATEGIES TO INCREASE ENROLLMENT IN FUTURE YEARS

Prompt: Describe planned activities in the next program year to enroll eligible households. May include:

- *Planned marketing changes due to eligibility change in 2025*
- *Forecasted or interim enrollment targets*
- *Marketing and outreach, pilots, studies, and other planned activities to increase enrollment*

In 2026, SDG&E will continue focusing on enrolling income-qualified customers into the FERA Program by building on the strategies that delivered strong performance in 2025. Given the program’s new eligible population, outreach will emphasize precision targeting, multilingual engagement, and ongoing refinement of tactics that demonstrated effectiveness over the past year. With the incremental ME&O budget approved by Resolution E-5458, SDG&E will scale the tactics that are already demonstrating strong performance to further extend reach and conversion efficiency.

SDG&E will maintain a consistent marketing mix across digital, social, multicultural media, and print, with content deployed in English, Spanish, and Vietnamese. Insights from 2025, such as strong engagement from non-English digital placements, cost-efficient performance from geofencing, and high intent conversions from domain targeting, will inform adjustments to channel allocation and audience segmentation.

Planned activities include improved targeting within underserved ZIP codes, multifamily communities, and areas with lower penetration rates, as well as customers most affected by seasonal bill fluctuations. SDG&E will continue leveraging retargeting layers, behavioral indicators, and multicultural media to maintain awareness and encourage program consideration. Creative assets will be refined to better support multilingual audiences.

Additionally, SDG&E will continue to expand its reach through a coordinated, community-based outreach strategy that emphasizes trust, accessibility, and targeted engagement. Leveraging its Energy Solutions Partner Network, SDG&E will continue to collaborate with key CBOs to expand FERA education through targeted campaigns integrated into existing community events and community partner communication channels, including social media. Targeted presentations and training will be conducted to educate CBO staff and

community members on FERA eligibility, benefits, and the distinctions between FERA and CARE, while also providing direct enrollment support. In addition, SDG&E will leverage feedback and insights gathered through the annual CBO survey to identify gaps, address enrollment barriers, and refine messaging and engagement strategies. These planned efforts are designed to sustain program visibility, deliver cost-effective outreach, and ensure eligible households are aware of and able to access FERA benefits.

Lastly, due to the success of the outbound call campaign, SDG&E will continue this initiative as funding permits.

9. COMMONLY USED ACRONYMS

CAM	Common Area Measures
CARE	California Alternate Rates for Energy
CBO	Community Based Organization
PUC	California Public Utilities Commission
D.	Decision
EE	Energy Efficiency
ESA	Energy Savings Assistance
FERA	Family Electric Rate Assistance
IOU	Investor-Owned Utilities
OP	Ordering Paragraph
PEV	Post Enrollment Verification
PG&E	Pacific Gas and Electric Company
PY	Program Year
SCE	Southern California Edison Company
SDG&E	San Diego Gas & Electric Company
SoCalGas	Southern California Gas Company

Appendix A: SDG&E 2025 FERA Program Tables

Data will be available in the 2025 Low Income Annual Report, Appendix – FERA Tables.

Appendix B: SDG&E 2025 FERA Program Tables

Digital Display



Facebook



Google Display Network



San Diego Gas & Electric
Sponsored - 

FERA offers 18% off every month to qualified households of three or more.



Save 18% off your electric bill.

SDGE.COM/
See if you qualify to save. [Learn More](#)

Print



Ve si calificas para **descuentos.**

Out-of-home (Laundromat Banner)



¿18% menos en tu factura eléctrica?
Es una manera fácil de ahorrar.

El programa FERA de SDG&E podría ser para ti, para recibir un descuento de 18% en tu factura de electricidad cada mes. Los hogares de tres o más personas pueden calificar. Aplicar es rápido, fácil y confidencial. Para ver si calificas, visita sdge.com/FERAesp.



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Customer Assistance | 



18% off your electric bill?
It's an easy way to save.

It could be easier than you think to save money on your electric bill. The FERA program from SDG&E offers an 18% discount every month to qualified households of three or more. Applying is quick, easy, and confidential.

See if you're eligible at sdge.com/FERA.



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Postcard (front)

18% off your electric bill?
It's an easy way to save.

Customer Assistance |

Postcard (back)

Family Electric Rate Assistance (FERA) Program

If you have three or more people in your household and are struggling to pay your electric bill, you may be eligible for an 18% discount on your monthly electric bill.

Eligibility:

Number in Household	Total Annual Household Income*
1-2	Not eligible
3	\$51,641 - \$64,550
4	\$62,401 - \$78,000
5	\$73,161 - \$91,450
6	\$83,921 - \$104,900
7	\$94,681 - \$118,350
8	\$105,441 - \$131,800
Each additional person, add	\$10,760 - \$13,450

*Effective June 1, 2024 - May 31, 2025.

How to apply:

- Online: Visit sdge.com/FERA and apply online.
- Phone: Call **1-877-646-5525**.

Questions? Email us at BillDiscount@sdge.com

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